



## The Software Observer

Issue 42

### Worldwide Software News

**ITAM Predictions 2024: Views from the industry**

15 February 2024

itassetmanagement.net



Last month we published our analysts' predictions for what to expect in ITAM in 2024. Gazing into their crystal balls, Rich and AJ could see a year in which AI continues to mature and deliver innovations across all industries. With some SAM tools vendors having already launched AI-powered features in 2023, our industry will be no exception to this trend. If anything we should ... [Read more](#)

**Broadcom moves to reassure VMware users as rivals smell an opportunity**

15 February 2024

theregister.com



Broadcom and Google have announced a license portability scheme for biz customers to run VMware workloads on Google Cloud. Broadcom is also trying to reassure VMware partners and users that all the changes are for the best, as rivals circle to scoop up any defectors. The license portability scheme is the latest development since technology giant Broadcom completed its ... [Read more](#)

**Poor inventory data to blame for increased audit costs: Oomnitza survey**

**08 February 2024**

itassetmanagement.com



According to a new survey published today by Oomnitza, roughly half of organizations have experienced a significant increase in their audit budget expenditures due to poor technology inventory data, with 56% of companies reporting that the data accuracy of their CMDB was only 85% or less with insufficient levels of process automation. These are the results of ... [Read more](#)

**Broadcom Offloads 'Non-Core' VMware EUC to Private Equity Firm KKR**

**26 February 2024**

channelfutures.com



As promised, Broadcom is selling the VMware end-user computing (EUC) unit, which delivers remote access desktop technology under the Horizon and Workspace One brands. The move comes three months after chipmaker Broadcom closed the long-pending \$61 billion (plus \$8 billion in debt) purchase of multicloud provider VMware. Right after closing, CEO Hock Tan said his ... [Read more](#)

**Lansweeper Targets MSPs with New Services, Portal, PAYG Model**

**29 February 2024**

channelfutures.com



Lansweeper says it's making it easier for MSPs to offer its asset discovery and inventory solution. The Belgian company is investing in new services, support and tools, and bolstering its channel team with MSP experts. It is also creating a pay-as-you-go pricing model, launching a new multisite portal to enable unified multisite management, and other resources customized for MSPs ... [Read more](#)

**Announcing new sustainability enterprise offerings to optimize IT resource usage securely**

**12 March 2024**

newsroom.ibm.com



Organizations across the enterprise looking to transform their business models to meet the growing demands of regulatory changes, key stakeholders and environmentally conscious customers aim to prioritize sustainability in their core operations. [1] According to IDC, "three-quarters (75%) of organizations surveyed consider sustainability and circularity critical ... [Read more](#)

**Flexera Completes Acquisition of Snow Software, Broadening its Portfolio for Technology Value**

**15 February 2024**

flexera.com



Flexera today announced that it has completed the acquisition of Snow Software. The acquisition gives customers the ability to derive more value from their technology investments with unprecedented visibility into their hybrid IT estate. "Flexera and Snow share the same mission to maximize the value of technology for our customers," said Jim Ryan, President and CEO of Flexera ... [Read more](#)

**Citrix reveals invitation-only 'Platform' license**

**06 March 2024**

theregister.com



Citrix has created a "Platform License" that it will offer by invitation only, and stopped selling some products outside bundles. The new license covers everything Citrix already develops – plus any code it acquires in future – and is billed as everything needed to run, secure, and manage virtual desktops, the endpoints that touch them, and the networks that deliver them ... [Read more](#)

# Software Events

## NOREX IT Roundtable: IT Asset Management

## In pace with the compliance continuum

**Event Date: 20 March 2024**

**Event Date: 20 March 2024**

Norex.net

Bankingfrontiers.com

How do you foster collaboration between IT and other departments in asset management initiatives? Connect with ... [Read more](#)

Regulatory authorities emphasize the criticality of IT asset management in system upgrades. Non-compliance risks ... [Read more](#)

## The Software Legal and Licensing Workshop 2024

## Wisdom EMEA 2024

**Event Date: 17 – 19 April 2024**

**Event Date: 18 - 19 June 2024**

Fsfe.org

Itamreview.zohobackstage.eu

This event has become the world's foremost gathering of lawyers, technologists on Software legal and licensing ... [Read more](#)

Wisdom EMEA 2024 will give you the information, guidance and insight you need to develop and progress your ITAM practice and ... [Read more](#)

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