ATLASSIAN

Maximize Jira Service Management with more features

Assets & Service Configuration Management

Contents

Preface

IT asset management and service configuration management are essential components of IT Service Management (ITSM). Like other ITSM solutions such as incident, problem, and change management, they are well-established and continuously evolving. The intersection of traditional concepts and modern tools presents new opportunities for users to explore and develop.

This complete guide provides an overview of IT asset management and service configuration management fundamentals. Whether you are just beginning your Jira Asset journey or are already advanced, it will offer valuable information and inspire future improvements within your organization.

The document outlines Atlassian's approach to IT asset and service configuration management based on ITIL 4 principles and Atlassian's insights on ITSM implementation with Jira Service Management. The aim is to give you a comprehensive understanding of IT Asset and Service Configuration Management methods and inspire you to apply this knowledge to various services that can add value to your business.

At Sii, we have selected the essential aspects and provide examples of how to implement this technically, step by step.

CONTACT US
for complete support in implementing Atlassian ITSM tools.

Atlassian Team

1. The challenge of every organization

If you choose not to use IT Asset and Service Configuration Management, you may think you are saving money. However, you are likely to quickly notice negative effects in several or all the areas listed:

- Lack of an overview of so-called Configuration Items (CIs) and their associated owners within the organization.
- Data stored independently in different systems and owners, thus lacking a single data source.
- Increased response time to customer requests resulting from service teams not having quick access to accurate data.
- Unexpected failures resulting from improper modification of system components, as it is impossible to determine exactly which components were affected by the reconfiguration.
- Increased costs associated with unused hardware and unnecessary or redundant licenses.
- Manual effort to determine which system components need to be changed when requirements change.
- Tracking the CI status in real time to better understand the services and applications affected.
- Unsuccessful implementations occurred b due to the fact that project requirements changed, changes were not communicated to all stakeholders, and the configurations were disorderly.

IT Asset and Service Configuration Management practices are crucial for development and operations teams, as they reduce unnecessary costs and prevent ad hoc work. Practical experience has shown that these practices pay off by increasing cybersecurity and improving operations. User-friendly IT Asset and Service Configuration Management enables teams to focus on innovation rather than dealing with chaos.

2. About IT asset and service configuration management

Both practices aim to help you understand your business services and how to use them. This enables you to make informed decisions, enhance process efficiency, and **ultimately save you and your company resources and money.**

What is IT asset management?

The practice of IT asset management (ITAM) ensures that an organization's IT assets are accounted for, deployed, maintained, upgraded, and disposed of in a timely manner. In short, it ensures that valuable tangible and intangible items in your organization are properly monitored and used.

Assets are anything that is valuable enough to a company to be worth monitoring. Typical IT assets include:

- laptops,
- servers,
- telephones,
- monitors,
- software,
- network equipment.

The same Asset Management principles can apply to non-IT assets – other departments often store items such as office equipment, buildings, vehicles, contracts, and suppliers as assets.

What is service configuration management?

Service configuration management ensures that accurate and reliable information about services and configuration elements is available right when and where it is needed. It includes information about how CIs are configured and the relationships between them. This high-level view is often called a service map or service model and is part of the service architecture.

Examples of IT configuration objects include:

- laptops,
- servers,
- virtual machines,
- software,
- network adapters,
- databases.

Just like assets, configuration items can exist outside of IT. Examples include employees, procedure documents, suppliers, and more.

IT asset management

Too often, IT assets are managed by multiple people in various locations, naturally leading to chaos and inaccuracies. As IT continues to evolve, technical teams increasingly rely on Software as a Service (SaaS) providers, making it crucial to monitor the usage of these on-demand services in cloud environments. Traditional asset management using spreadsheets must be replaced with more efficient, modern practices. By improving control, visibility, and assigning responsibility, excessive license consumption can be reduced to avoid unnecessary costs. A recent report by ITAM Review[1] revealed that computer hardware remains the highest IT spending category, representing 30% of overall IT budgets, highlighting the critical importance of IT asset management for cost optimization.

Service configuration management

In the era of cloud computing and the increasing prevalence of „everything as a service," IT teams must manage a fundamentally different IT environment than traditional setups. While some may rely on a Configuration Management Database (CMDB), many IT organizations struggle to derive value from their CMDB implementations and have encountered failed CMDB projects.

They are not alone – according to a Gartner report[2], 75% of all CMDB initiatives fail. The main reason is that many CMDB deployments start with overly ambitious scopes. Consequently, teams attempt to gather an excessive amount of information, both valuable and not, at the outset, which leads to difficulties in maintaining and preserving outdated information. Ultimately, these implementations deliver little value to the organization, resulting in prolonged projects and wasted resources.

ITIL Foundation: 4 Edition (Axelos Limited, 2019) states, „It is important that the effort required to collect and maintain configuration information is balanced with the value the information creates. Maintaining detailed information about each component and its relationships with other components can be costly and provide little added value. The requirements for service configuration management must be based on understanding the organization's goals and how the service and configuration will add value."

1. Rich Gibbons, MD, ITAM Review. „ITAM INSIGHTS REPORT – Analysis of the changing cost of software, hardware and cloud by the industry charged with managing it." Published in 2023.
2. Gartner, Inc. „3 Steps to Improve IT Service View CMDB Data Quality." Published in 2022.

Decision-making requires data, and effective decision-making requires reliable data. Request, service delivery, audit processes, software development, and troubleshooting enhance accurate information about system assets and configurations. A Forrester report[3] emphasized the benefits of a CMDB in providing high-quality services and support and the financial benefits good order brings to an enterprise.

The benefits of IT asset and service configuration management include:

- Reduced risk of disruption and security breaches through visibility and tracking the changes in your systems.
- Cost reduction by having detailed knowledge of all parts of your configuration to avoid wasteful duplication of your technology assets.
- Improved experience for your customers and internal staff, who can quickly detect and correct incorrect configurations that otherwise negatively impact performance and experience.
- Greater agility and faster problem-solving, allowing you to provide a higher quality of service and reduce software development costs.
- Effective change management by knowing basic configurations and having the visibility to design changes that avoid problems.
- Faster service restoration. In case of an outage, you can restore systems faster because your configuration is updated, documented, and automated.
- Better release management and transparent status reporting.

Today's businesses rely on increasingly complex technology environments, where IT resources include both software and hardware.

With IT asset and service configuration management software, you can better monitor the IT assets and service configurations you own, minimizing delays and human error.

When a new device configuration is discovered or when a contract is about to expire, the administrator can receive reminders or actionable alerts designed to provide a real-time understanding of your IT asset management.

3. Forrester Research, Inc. „The State of Service Management, 2022." Published in 2022.

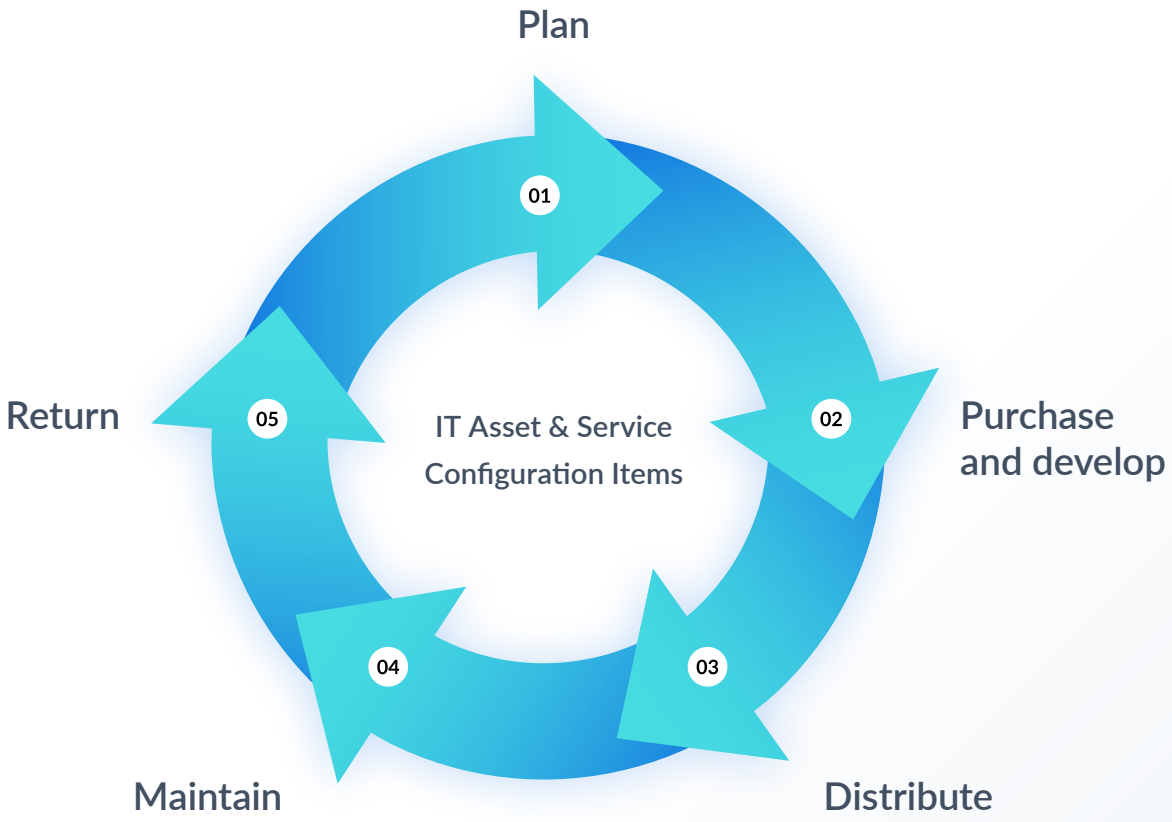
Atlassian Team

Why IT appreciates IT asset and service configuration management

Managing customized IT assets and service configurations provides visibility into the company's hardware and configurations. IT asset management can be seen as the technology „universe," while service configuration management offers deep insight into each configuration.

These processes enable organizations to respond to security threats and run IT operations effectively. When a cybersecurity event like BlueKeep occurs, we first ask, „What is affected?". Not having a quick, definitive, and concise answer often leads to an unwarranted crisis - a desperate search for answers. As time passes without solutions, more chaos is created as everyone brings out a different version of the truth and solution. In the end, when all the crises are overcome, we reflect on the cost – the cost of business disruption, overtime, extra work, supplier charges, etc., is often both huge and incalculable.

As technology constantly evolves with the introduction of new tools, our IT asset and service configuration management must continuously improve and adapt to changing operational business needs. Given the dependency on cross-team collaboration, agile capabilities must be supported by an effective framework to drive expected performance.



ROI for IT asset and service configuration management

Some of the economic benefits that contribute to positive ROI results found in utilizing IT asset and service configuration management include:

- Reduced IT costs. Optimizing IT operations reduces costs in several areas, including infrastructure, outsourced services, and software management.
- Improving the quality of the service. Ensure that existing services are always available and that new/improved services can be updated and released quickly.
- Risk mitigation. Reduced downtime caused by system failures, cyber-attacks, security breaches, and change and configuration activities.
- IT staff productivity increases. Optimizing IT staff activities through automation reduces the time spent „keeping the lights on" by the IT staff, freeing up valuable human resources.

There are plenty of ROI calculations that you can apply to your business in areas such as:

- The number of devices monitored by an IT asset and service configuration management system.
- The effort and cost for a system/network engineer to manually handle IT asset and service configuration management.
- When (not "if"!) a system failure occurs without a backup configuration.
- A mass configuration update for many systems or a new required deployment.
- When your company has to comply with an IT asset or service, request an audit, or pass a technical risk assessment.

The benefits of IT asset and service configuration management relate to all these applications. A comprehensive system with up-to-date information saves time, and time is money.

3. „The Atlassian Way”

Atlassian's approach is to balance autonomy with alignment. We want agile teams to make quick decisions and work autonomously, while the IT department is assured that the work is aligned and does not pose a risk to the business. Atlassian understands that every organization is different. You may need to map complex dependencies across a company or keep a record of intangible assets like licenses and signed documents to reduce the risk of error. Or perhaps your requirements are simpler and involve tracking computers and hardware.

Built on the Jira Service Management platform, Assets provides scalable IT asset and service configuration management to meet the needs of high-performance teams. Assets combine the asset management and CMDB capabilities required to manage assets and critical data effectively. Whether you are looking for a lightweight single tracker for your assets or a system for larger enterprises, Atlassian Assets in Jira Service Management allows you to define your assets and work with them in the way that suits you and your business best, as well as providing a platform to extend system monitoring and maintenance automation.

The Atlassian approach enables teams to work on one platform, providing delivery, support, and a great user experience in one place: Atlassian Assets. Assets in Jira Service Management give IT, development, and business teams an overview of critical systems and enable collaboration on priorities and resource allocation. With Jira Service Management on the same platform as Jira (formerly Jira Software or Jira Work Management), all resources and related requests are stored in one place, and teams can easily understand how they relate to their work. This provides information on the reason for acquiring the hardware, who it's assigned to, and its previous history, whether it's a fault report, replacement, or a new purchase order. Jira Service Management and Jira Software enable seamless communication and visibility, reducing friction between development and IT teams.

This allows for:

- A user-friendly method for creating tickets.
- Improved response to service requests by gaining a better overview through tickets.
- Minimizing IT risk by understanding the impact of downstream changes.
- Quicker troubleshooting and resolution of major incidents and problems.
- Tracking IT resources and gaining insight into the relationships between critical applications, services, and the underlying infrastructure.
- Identifying and tracking assets to facilitate planning, audits, and compliance.
- Managing assets outside of IT, such as HR, sales, legal, facilities, and other functions by handling the process in Jira.

JIRA SERVICE MANAGEMENT

Delivery

Project Management
Change Management
Deployment Management

Operations

Incident Management
Problem Management
Configuration Management

Support

Service Desk
Service Request Management
Service Level Management
Asset Management

CONFLUENCE
Team Workspace & Knowledge Management

PLATFORM
Automation & Orchestration, Reporting % Analytics, and APIs

4. Why use Assets in Jira Service Management?

Digital transformation of an enterprise, an innovative initiative, changes how we view IT asset management. This includes information and longevity, moving from on-premises software and hardware to SaaS apps and cloud services. Technology management requires clear visibility into all IT, and it starts with unloading historical baggage like CMDB. This term often evokes feelings of inaccuracy and unreliability. Gartner has previously documented that only 25 percent of organizations are getting value from their current CMDB investment[1].

However, CMDBs can provide valuable insights and enable IT to make better and faster service delivery decisions. New research from Forrester indicates that „A CMDB is an integrated operational data warehouse containing key IT/digital assets, code layers, and their dependencies. It can be critical in enabling impact analysis and managing IT portfolios when assessing risk, efficiency, and performance. In the Forrester survey, 67% of respondents said their organization has a CMDB; of those, 91% agreed that their CMDB is critical to their business."

Forrester further suggests that „organizations that invest in this have a better understanding of their digital estate, leading to higher performance on multiple dimensions. In particular, high-performing organizations overcome the data quality and complexity issues that have plagued CMDBs and created failure; respondents in these groups are also more likely to report that they have automated their CMDB data maintenance as much as possible." The key to successful technology management in the current era is alignment with new goals and shedding older perceptions of what CMDBs mean for IT inventory and assets. So, how can an organization reassess its current and future landscape? By looking at what is demanded and needed, we can provide the correct data to the right stakeholders at the right time.

Assets in Jira Service Management provides a modern database for managing assets and configurations. When you say „modern" world, it means an agile, hybrid, or changeable environment based on emerging DevOps practices, new SaaS products, or a mix of mobile and on-premises devices and cloud platforms.

1 Rich Gibbons, MD, ITAM Review. „ITAM INSIGHTS REPORT – Analysis of the changing cost of software, hardware and cloud by the industry charged with managing it." Published in 2023.

Atlassian Assets was built with this complex, ever-changing landscape in mind and has advantages over other vendors' offerings:

- **Tool structure.** By standardizing a single tool for asset and service configuration management, users benefit from tighter process integration and gain richer information context through shared data. Customers can also realize cost savings through faster implementation and easier maintenance of a single tool.
- **Flexibility.** The open data structure gives customers more control over their assets and critical installations. Customers can track assets and crucial data required to support key business processes, reducing implementation time and maintenance.
- **Accuracy.** No-code/low-code automation keeps data up-to-date and significantly reduces manual workflow.
- **Centralization.** A wide range of integrations so customers can use a single entry point to their data.
- **Reputation.** With Jira Software's reputation among software developers, we can improve CMDB's authority from a „stopper" to an „enabler" in DevOps.

5. How do I start using Atlassian Assets in Jira Service Management?

The Assets tool in Jira Service Management allows teams to adopt a customizable and scalable approach to building their IT asset and service configuration management system.

Use ITIL 4 principles to include processes, methods, people, and tools you already have. Consider the following ones:

- Start where you are.
- Focus on added value.
- Progress iteratively with feedback.
- Keep it simple and practical.
- Optimize and automate.
- Collaborate and promote visibility.
- Think and work holistically.

While no one likes „homework," successful asset and service configuration implementation requires preparation. Most customers conduct a series of workshops to outline the company's key business initiatives and establish clear goals for implementation.

6. Checklist for next steps

This checklist provides a high-level overview of the steps to take when starting IT asset and service configuration management. Organizations can implement a complete system by starting small and focused in just a few months.

Build your business case:

- Choose a current business problem that will deliver value to the business. We recommend that you solve just one or two issues for the first IT asset and service configuration management iteration.
- Put together a team to tackle this problem. You choose the team based on the business problem.
- Consider which teams interact with the problem area and draw stakeholders from each relevant team.
- Choose a passionate project manager from your organization who is responsible for the results you want to achieve.
- Make sure everyone has the same understanding of IT asset and service configuration management.
- Describe the business problem in detail, how asset and service configuration management can help overcome it, and the business outcome it will lead to.
- Define your goals as reducing average time to resolution by 10% or increasing customer satisfaction by 15%.
- Build a business case using the problem statement and the goals of getting stakeholder buy-in and budget approval.

Understand what data you need:

- Understand what information you need to solve your chosen problems.
- List relevant assets and configuration categories (e.g., laptops, servers, databases) and what information (attributes) you need to know about each category.
- Understand where that information exists today (e.g., spreadsheets, in people's heads, external databases).
- Decide what data to leave in their current tool and what to move into the CMDB. It's definitely time to leave spreadsheets and isolated data behind.
- Understand which integrations to third-party tools or file imports you want to implement based on the above.
- Understand how often data changes to inform how usually integrations need to be run to keep your CMDB up to date.
- Understand if there are any governance, compliance, or audit requirements. Do you operate under specific legal requirements, etc.?
- Make a final check. Does each piece of data have a purpose? If not, remove it.

Implementation:

- Conduct all relevant product training for your team that will build, maintain, and work with your tool.
- Learn more about data modeling best practices. Plenty of resources are available, including in-depth YouTube lectures.
- Map out the structure you want on paper or a whiteboard. Make sure your chosen structure can support the access permissions you need.
- Import data and organize it according to your plan. Integrate Atlassian Assets with your service management project.
- Set up relevant automation rules to keep data up to date. Test and repeat.
- Review the data regularly to keep it up to date.
- Choose the next problem to solve and keep expanding. Get help from an external expert.

7. Benefits from cooperation with Sii Poland

Atlassian Platinum Partner – the latest technologies and the highest standard of service

Tools supporting Agile – tailor-made transformation with business process and Atlassian tool support

30+ certified specialists – ACP-100, ACP-600, ACP-420 and other Atlassian certificates and badges

One-stop shop including consulting, implementation & maintenance

Sii's bespoke PM framework in Jira, customizable to customer needs.

International projects for leaders in retail, healthcare, banking, and public services

Looking for support? Contact Sii!

Take advantage of the opportunities offered by the Atlassian suite in your company. Contact Sii experts to find out more about our one-stop-shop offer.

Contact us!

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