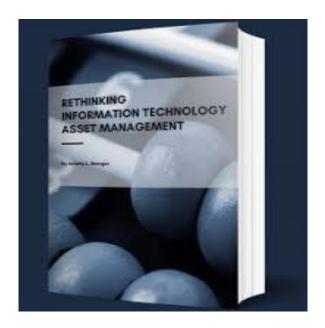# Cmdb Software Asset Management

Whether you're a start-up or a fully mature enterprise, here's how to understand Software Asset Management vs. CMBD - and find out if you need both. If you're an IT director or ITAM lead, your company's software asset management is on you. Whether you're a start-up or a fully mature enterprise, the old way of doing things, like using MS Excel and Google Docs, simply doesn't cut it anymore. The data has become too complex. And the stakes have never been higher.

Added to the challenge of keeping track of your assets is the ever-present worry about the dreaded software audit. If you don't have a handle on what you've purchased and how it's being used in your computing environment, your next audit could result in devastating penalties for your company and some egg on your face, too.