



Technology Intelligence Awards:

Best practices from the 2025 awards class

Key learnings from the teams
redefining what's possible

flexera[™]



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Introduction

The 2025 Technology Intelligence Awards celebrate the individuals and teams who are redefining what's possible across IT Asset Management (ITAM), SaaS governance, FinOps, and sustainability. But beyond recognition lies insight.

As part of the submission process this year, every participant was invited to share their best practices and key learnings so their experience could inform and inspire their peers.

In this collection, you'll find the validated outcomes, leadership strategies and hard-earned best practices that drive transformation for the winning teams. These stories reveal the insights and strategies that set high-performing teams apart and how you can apply their lessons to your own journey.



First, we will look at some of the highlights and trends we saw from award winners this year, and we'll dive into who they are and what they consider to be their best practices for success.

Here are just a few examples of the outcomes the 2025 class achieved:

45% reduction in infrastructure costs

\$23.3M in software and cloud cost avoidance

£75 million in cost savings and avoidance over five years

>95% IT asset visibility

100% audit risk mitigation

122% reduction in end-of-life software

£60k in initial cost savings

80% of monthly application tickets automated

€4 million in software license cost savings

48% ROI with a 7-month payback

Class of 2025: The ones to watch

These standout leaders and teams are redefining what's possible in IT Asset Management (ITAM), FinOps and SaaS Management – driving innovation, accelerating growth, and delivering meaningful impact.

Breakthrough of the Year

Award Winner: Michał Sawicki, Senior Contract and License Lead, Heineken

Impact of the Year

Award Winner: Julia Veall, Senior Manager Asset Management, Vodafone, Global

Award Honorable Mention: Nur Evsan Ozbilir, Software Asset Manager, People & Business Support Dv, Turkcell, Turkey

Innovation of the Year

Award Winner: Harjot Singh, Team Lead, Software Asset Management, Mphasis, India

Award Honorable Mention:

Andrzej Gwardys, Project Manager, ABB, Global

Andrzej Skruńdz, IT Asset Manager, ABB, Global

Hery Rason, Global IT Asset Management Lead, ABB, Global

Ravindran Sivaramaya, Global IS Software Asset Manager – Microsoft, ABB, Global

Roberto Dominguez Sen, IS Operation Manager, ABB, Global

SasiKumar Raja, Global IS Application Manager, ABB, Global

ITAM Excellence

Award Winner: Paul Brown, Head of IT Asset and Configuration Management, Department for Education, UK

Award Honorable Mention: Jonathan Knights, Software Asset Management Lead, Aviva, UK

SaaS Management Excellence

Award Winner:

Clare Tonkin, Head of Software License Management, Thames Water, UK

Aymen Medani, License Management Lead, Thames Water, UK

David Horncastle, License Management Lead Application Manager, Thames Water, UK

Award Honorable Mention: Dedan Kanyuira, Senior Manager, IT SAM, KCB Bank Kenya, Kenya

FinOps Excellence

Award Winner: Mohit Kumar, Director of DevOps and Cybersecurity, Zoomcar, India

Technology for Good

Award Winner:

Andrzej Gwardys, Project Manager, ABB, Global

Andrzej Skruńdz, IT Asset Manager, ABB, Global

Hery Rason, Global IT Asset Management Lead, ABB, Global

Ravindran Sivaramaya, Global IS Software Asset Manager – Microsoft, ABB, Global

Roberto Dominguez Sen, IS Operation Manager, ABB, Global

SasiKumar Raja, Global IS Application Manager, ABB, Global

Award Honorable Mention: Anitha Iyer, Director– Vendor & Software Asset Management, PepsiCo, US

Rookie of the Year

Award Winner:

Bruce Fackerell, SAP Consultant, Manildra Group, Australia

Ravi Pokkunuri, SAP Architect, Manildra Group, Australia

Patrick Claven, Chief Information Officer, Manildra Group, Australia

Award Honorable Mention: Shellynn DeFelice, Director, IT Asset Management and Vendor Management, Wabtec, US



2025 Submission highlights:

Insights, lessons and proven practices

This year's submissions revealed a powerful mix of technical insight and strategic transformation that provided a view into how organizations are tackling software complexity, budget and business alignment. Across industries and maturity levels, one thing was clear: ITAM, SaaS Management and FinOps are being recognized as strategic drivers of agility, governance, sustainability and innovation.

Several core themes stood out from award-winning submissions and other strong entries:



Stakeholder buy-in drives momentum

Successful teams didn't wait for alignment—they built it early and often. Executive sponsorship and internal advocacy were essential to scaling adoption, driving accountability and embedding these programs into business strategy.



Automation is strategy in action

Many leaders moved from manual processes to automated, scalable control, accelerating outcomes while maintaining visibility and compliance.



Start small, win fast

By focusing first on high-impact vendors or toolsets, teams proved value quickly, earned internal trust and built momentum for broader expansion.



Governance isn't the end, it's the engine

Strong teams embraced governance not as a one-off project but as a system for repeatable success. With shared ownership, optimization loops and centralized data, they turned quick wins into enterprise-wide change.



Cross-functional collaboration is non-negotiable

From finance to security to procurement, the most mature teams broke down silos to embed asset data into real business decisions, improving both operations and risk posture.



IT leaders as change agents

The individuals behind these programs aren't just managing assets—they're driving transformation, enabling innovation and shaping the future of IT and business.

What follows are the stories, strategies and lessons that made this year's Technology Intelligence Awards class stand out.

WINNER

Breakthrough of the Year



Michał Sawicki
Senior Contract and
License Lead



“Involving business stakeholders early in the process is crucial for successful implementation and adoption.”

Best practices and key learnings

For Michał, transformation started with people. He emphasized the importance of engaging stakeholders early, not just for buy-in, but to build a coalition of accountability. Standardizing procurement processes—and ensuring adherence across departments—was a crucial step in curbing shadow IT and keeping spend under control.

Equally important was making continuous improvement a cultural norm. ITAM success isn't about deploying a tool, it's about continually evolving how that tool is used, refined and aligned with business needs.

Key takeaways

- Start early with stakeholders to build trust and alignment
- Standardize procurement to control costs and mitigate risk
- Treat ITAM as a continuous improvement journey, not a one-time fix

The winning impact

Heineken, the world-renowned brewer operating in over 150 countries, has embraced a bold digital transformation strategy—blending tradition with innovation to become the best-connected brewer. With thousands of servers and workstations spanning SAP, Microsoft, and Oracle platforms, Heineken needed a smarter, more efficient way to govern software, reduce risk, and unlock value from its sprawling IT estate.

Building on a foundation of stakeholder engagement and continuous improvement, Heineken evolved its software asset management practice into a data-driven discipline delivering measurable business results—including €4 million in cost savings, reduced audit risk, and ROI beyond initial projections. Supported by Flexera solutions, the company connected data across its global IT estate and infused discovery and advanced analytics into its operational DNA.

Heineken's D&T team, led by Michał Sawicki, Senior Contract and License Lead, used Flexera's insights to power smarter license optimization, drive global alignment between IT, finance, and procurement, and lay the groundwork for the future AI-fueled automation in software management. This initiative exemplifies the modern enterprise: globally scaled, insight-driven, and digitally fearless.

WINNER

Impact of the Year



Julia Veall
Senior Manager
Asset Management

VOIS
United Kingdom

“We learned that senior backing, local accountability, and clear tracking are essential to drive compliance and guide users toward approved applications.”

Best practices and key learnings

Julia brought clarity, discipline and data to a complex, multi-country challenge and she found that local leadership made all the difference.

Tracking everything in one central location allowed Julia’s team to present hard evidence: what was removed, what came back and what needed escalation. She also reinforced policy by guiding users toward approved applications and expanding controls, like URL blocking, creating both immediate impact and a scalable path forward. Perhaps most importantly, she used cost avoidance data as a rallying point to turn a security-led initiative into a finance-backed success.

Key takeaways

- Elevate ITAM by linking it to financial and security priorities
- Empower local leaders to communicate and enforce policy
- Use real metrics to build credibility and cross-functional support

The winning impact

Vodafone Intelligent Solutions is a strategic arm of Vodafone Group Plc, creating value for customers by delivering intelligent solutions through Talent, Technology & Transformation. As the largest shared services organisation in the global telco industry, our portfolio of next-generation solutions and services are designed in partnership with customers across Vodafone Group, local markets, and partner markets to simplify and drive growth. We deliver value and results at scale by leveraging technology, data, and our talented international team of 30K professionals in the following services: Technology, Business, B2B, Corporate Services, Customer Care.

Vodafone Intelligent Solutions work with customers across 28 countries from 10 VOIS locations: Albania, Egypt, Hungary, India, Romania, Spain, Turkey, UK, Germany, Ireland, and with a network of teams in Czech Republic, Italy, Greece, and Portugal.

Using Flexera’s Snow License Manager, Vodafone Intelligent Solutions launched a cross-functional, multi-country initiative to identify, trace, and remove any unwanted applications. Rather than patching, the focus shifted to removal, supported by deny/authorize list and user-level insights.

Key to success was establishing quarterly targets, ticket tracking, and strong stakeholder alignment. The initiative both reduced risk and also showcased Flexera’s value beyond license compliance—driving collaboration across IT, security, and finance.

HONORABLE MENTION

Impact of the Year



Nur Evsan Ozbilir

Software Asset Manager,
People & Business
Support Dv



Turkey

“A sustainable SAM program should be built on governance and cross-functional ownership; it should be supported by integrated data across systems such as ERP, contracts, CMDB, and SCCM.”

Best practices and key learnings

Nur and the SAM team at Turkcell have delivered an exemplary initiative that demonstrates the positive impact of proactive software asset management through a renewed SAM perspective.

In the first phase, focusing on Oracle and IBM products, the team collaborated closely with procurement, the responsible business units, and operational leads overseeing the technical management of each product. Together, they conducted detailed purchase–usage analyses for each software product.

These studies were not one-off exercises; instead, a live monitoring system was established to automate periodic measurements. For products whose data could not be captured via agent-based scanning in the Flexera FNMS tool, custom scripts were developed (e.g., for Oracle ERP HR Application User) to collect and process data from relevant tables, fully integrating them into the automation framework.

As a result of these efforts, the team and its new SAM approach gained strong recognition and executive support within the organization, becoming a valued and trusted function in the eyes of senior management.

The winning impact

Turkcell’s Software Asset Management (SAM) journey represents a strategic transformation powered by enhanced governance, automation, and organization-wide visibility. Building upon its long-standing Flexera FNMS foundation, Turkcell expanded the program’s scope in 2024 to establish a centralized and dynamic platform for license optimization, risk mitigation, and strategic decision support.

Through automated license measurement processes and executive-level reporting for Oracle and IBM product inventories, Turkcell implemented a sustainable monitoring system via Flexera dashboards. These efforts enabled the creation of a unified license inventory across the organization and strengthened centralized governance for critical software assets.

Following these advancements, Turkcell initiated process improvement plans through a SAM Maturity Test to further align its SAM practices with ISO/IEC 19770-1 standards. In the current phase, the program’s scope has been further expanded to include SAP license measurements using Snow Optimizer, Microsoft assessments via SCCM integration, and comprehensive inventory evaluations for vendors such as VMware through vCenter integrations.

Additionally, Turkcell has defined a strategic roadmap for cloud-based software asset management, ensuring the continuity of its SAM initiatives through future projects and continuous development efforts.

Key takeaways

- Use internal dashboards to align stakeholders around shared data
- Move from reactive compliance to proactive optimization
- Normalize asset data to build a foundation for business-aligned ITAM

WINNER

Innovation of the Year



Harjot Singh
Team Lead,
Software Asset
Management



India

“Our biggest lesson was that automation isn’t just about efficiency—it’s a force multiplier that accelerates outcomes, improves user experience and strengthens controls at scale.”

Best practices and key learnings

Harjot and his team championed automation as a business enabler, transforming application ticket handling and software compliance into a fast, audit-ready process. With over 80% of monthly application tickets resolved without manual effort, Harjot led a shift from reactive ITAM to scalable, proactive operations, linking Flexera capabilities with operational KPIs and procurement guardrails. This wasn’t just efficiency—it was a force multiplier that reduced risk, improved employee experience, and freed teams to move faster without compromising control.

Key takeaways

- Integrate ITAM with enterprise KPIs to elevate impact
- Champion automation as a force multiplier for speed, control, and user experience
- Use governance frameworks to scale innovation sustainably

The winning impact

Mphasis transformed its global software deployment and compliance workflows through automation—resolving over 80% of monthly application tickets (out of approximately 2,500–3,000 average monthly count) without manual intervention. This shift significantly accelerated deployment processes from days & hours to 2-4 hours upon ticket creation, greatly enhancing onboarding efficiency, and boosting employee productivity across global teams. They are actively exploring additional solutions to shorten the manual ticket resolution time, with the goal of addressing issues on the first day rather than on subsequent days. By integrating Flexera’s compliance and entitlement data with automation platforms like ServiceNow, SCCM, and Intune, Mphasis ensured that every deployment was not only fast but audit-ready. Their phased rollout, co-designed with risk teams, embedded automated license validation, unauthorized install flagging, and full traceability into every workflow—reducing risk and boosting stakeholder confidence.

Over three years, this shift has improved governance, aligned IT and compliance, and turned automation from a tactical tool into a strategic differentiator, proving that innovation at scale is possible, even in complex, regulated environments.

HONORABLE MENTION

Innovation of the Year



Global



Hery Rason
Global IT Asset
Management Lead



Andrzej Gwardys
Project Manager



Andrzej Skruńdz
IT Asset Manager



Ravindran Sivaramaya
Global IS Software Asset
Manager – Microsoft



Roberto Dominguez Sen
IS Operation
Manager



SasiKumar Raja
Global IS Application
Manager

“

We learned that dashboards become transformative when lifecycle risk is tied directly to financial impact—making ownership, cost of delay, and decisions crystal clear.”

Best practices and key learnings

The ABB team highlighted the transformative value of combining financial and lifecycle data to create dashboards that go beyond static reporting. By linking EOL data with costs such as Extended Security Updates (ESU) pricing, license fees, and asset ownership, they were able to quantify the financial impact of delayed actions—like upgrades, migrations, or decommissions. This visibility empowered cost center owners, infrastructure leads, and business managers to act quickly and confidently, improving engagement and accelerating decisions across the organization.

The winning impact

ABB transformed End-of-Life (EOL) risk management from a reactive IT task into a strategic business initiative. By leveraging Flexera’s IT Visibility and Technology Intelligence platform, ABB developed dynamic dashboards that integrated ESU pricing, ownership data, and lifecycle insights. This allowed cost center owners to clearly see the financial impact of outdated systems like Windows Server 2016. Automated updates using PowerShell scripts and contextual APIs ensured real-time accuracy, while C-level leaders gained actionable visibility into infrastructure risk, compliance exposure, and cost optimization opportunities.

This innovation not only accelerated decision-making and reduced ESU-related costs, but also fostered a culture of accountability across IT, finance, and business units. ABB’s forward-thinking approach influenced Flexera’s product roadmap and sparked internal demand for similar dashboards across other vendors. By combining financial and lifecycle data, ABB unlocked a new dimension of Technology Intelligence; one that drives compliance, optimization, and business-aligned technology decisions at scale.

Key takeaways

- Combine financial, lifecycle, and ownership data to quantify the cost of inaction
- Present risk in financial terms to build accountability and accelerate decisions
- Empower cost center owners and business managers with clear, actionable dashboards
- Show the cost of delay (upgrades, migrations, decommissions) to drive timely action

WINNER ITAM Excellence



Paul Brown

Head of IT Asset and
Configuration
Management



Department
for Education

United Kingdom



Best practices and key learnings

Paul Brown emphasized the importance of automation and cross-team collaboration in DfE's ITAM journey. Automating software updates and patches helped make end-of-life software the exception rather than the norm, reducing vulnerabilities and strengthening security. Just as critical was close collaboration with the vulnerability management team, which ensured resources were focused on the highest risks. This combination improved security, productivity, and operational efficiency while delivering measurable cost savings.

Key takeaways

- Use automation to keep software current and reduce EOL risk
- Collaborate with vulnerability management to prioritize critical risks
- Treat EOL reduction as a driver of security, productivity, and efficiency

The winning impact

The UK Department for Education is responsible for children's services and education, including early years, schools, higher and further education policy, apprenticeships and wider skills in England. They provide children's services, education and skills training that ensures opportunity is equal for all, no matter the background, family circumstances, or need.

DfE's bold IT vision focused on becoming a digital-first organization, leveraging cloud-native platforms, data analytics, and secure infrastructure to modernize legacy systems and reduce administrative burdens. Partnering with Flexera, DfE gained critical insights into software assets, enabling smarter decisions and cost savings.

The transformation supported improved service delivery and enabled agile responses to emerging challenges. Key outcomes included £60,000 in initial cost savings, and a 122% achievement **based on 50% reduction** of end-of-life software, greatly enhancing IT security and resilience. With Flexera's insights, the DfE gained greater visibility and understanding of its technology landscape, enabling smarter decisions and more strategic investments.

"We discovered that partnering with vulnerability management shifts EOL reduction from a routine IT task to a focused, risk-driven security initiative."

HONORABLE MENTION ITAM Excellence



Jonathan Knights
Software Asset
Management Lead



“Consistent communication with stakeholders—from the C-suite to operational teams—combined with early documentation kept alignment and momentum on track.”

Best practices and key learnings

Jonathan reflected that starting smaller in Aviva’s core markets allowed the team to prove value in a controlled environment, refine the processes, and scale more effectively across the organization. He emphasized that consistent, transparent communication—from leadership to operational teams—was vital for maintaining momentum. Just as important, documenting from day one provided a foundation for onboarding, capturing lessons learned, and adapting strategies as the program evolved.

The winning impact

Aviva is a leading multinational insurance company headquartered in the United Kingdom, serving over 18 million customers across Europe, Canada, and Asia. With a workforce of more than 22,000, Aviva offers a broad portfolio of life, general, and health insurance products, alongside asset management services.

As part of its digital transformation, Aviva is pursuing a cloud-first, automation-driven IT strategy to build a resilient, agile, and data-centric enterprise. By leveraging technologies such as Microsoft Azure, ServiceNow, Snowflake, and SAP, the company is aligning IT capabilities with business objectives to enhance operational efficiency and customer engagement.

To modernize its IT asset management (ITAM), Aviva partnered with Flexera to overcome challenges like limited asset visibility and fragmented manual processes. Starting with a small, focused team, they achieved early wins that laid the groundwork for broader transformation. Through the implementation of the Flexera One, Aviva automated workflows, integrated systems, and supported key digital initiatives. This effort delivered £75 million in cost savings & avoidance over five years, achieved 100% audit risk mitigation in two IBM audits, and fully automated desktop software asset reconciliation. Aviva’s strategic approach has elevated ITAM into a core driver of business value and operational excellence.

Key takeaways

- Start with core markets: Begin with a smaller, focused scope to validate value, refine the processes and scale more effectively across the organization
- Maintain continuous internal communication: Prioritize consistent and transparent updates to keep all stakeholders—from leadership to operational teams—aligned and engaged
- Document from day one: Establish thorough documentation early to support onboarding, capture learnings and adapt strategies as the team and platform evolve

WINNER

SaaS Management Excellence



United Kingdom



**Clare
Tonkin**

Head of Software
License Management



**Aymen
Medani**

License
Management Lead



**David
Horncastle**

License
Management Lead

“We learned that integrating HR, enterprise architecture, and security early creates the cross-functional alignment needed for effective SaaS management.”

Best practices and key learnings

The Thames Water team highlighted that internal ownership was essential to maximizing the value of ITAM. By keeping onboarding in-house, they ensured accurate data normalization and license configurations while building deeper knowledge of their infrastructure. They also emphasized the importance of dedicating time post-implementation for refinement, and integrating early with HR, architecture, and security to embed ITAM as a cross-functional discipline rather than just an IT task.

The winning impact

Thames Water is leading a major digital transformation to become a digitally empowered utility. As the UK's largest water and wastewater services provider, it serves over 15 million customers with a workforce of 8,000.

With a commitment to digital transformation, the company has prioritized addressing its legacy systems, refreshing its end-user computing environment, and reducing its data center footprint. In response to challenges such as aging infrastructure, Thames Water has adopted more intelligent strategies for configuration management, including enhanced asset management and the use of digital discovery tools.

With support from Flexera, Thames Water has gained greater visibility into its technology assets, enabling better decision-making and stronger alignment between IT operations and strategic goals.

Key takeaways

- Dedicate time for refinement: Post-implementation optimization strengthens outcomes and long-term value
- Embed cross-functional alignment early: Involve HR, architecture, and security from the start
- Treat SaaS management as a shared responsibility beyond IT

HONORABLE MENTION

SaaS Management Excellence



Dedan Kanyuira
Senior Manager,
IT SAM



Kenya



“Strong support from our executive team has been instrumental in the success and prioritization of our ITAM program, ensuring alignment with broader strategic goals.”

Best practices and key learnings

Dedan highlighted that successful agent deployment was a critical first step in building asset visibility. He stressed that ITAM maturity is a journey, not a sprint—requiring a phased roadmap to sustain progress and deliver long-term value. Just as important, strong executive sponsorship from KCB Group’s Executive Committee ensured ITAM remained a strategic priority aligned with broader business goals.

The winning impact

KCB Group Plc, East Africa’s largest commercial bank, embarked on a major digital transformation to modernize its IT infrastructure and deliver secure, agile, and customer-centric services across seven countries.

With over 12,000 employees, including more than 600 in the Technology Division, and a complex environment of over 12,000 devices, KCB’s strategy focused on hybrid cloud adoption, cybersecurity, and automation to meet growing demands and streamline operations.

Facing the need to scale smart governance and shift from legacy systems, KCB aligned IT with business goals and empowered teams to innovate efficiently. Flexera played a key role by providing software intelligence, enabling KCB to optimize investments, ensure compliance, and free up resources for innovation.

This transformation showcased KCB’s leadership in digital banking across Africa. The results were significant: \$23.3M in software and cloud cost avoidance, 48% ROI with a 7-month payback, and over 95% IT asset visibility —reinforcing that strong partnerships and vision can drive impactful, measurable change.

Key takeaways

- Deploy agents early for visibility: Successfully rolling out agents across target devices is essential for achieving full asset visibility and forming the foundation of a mature ITAM program
- Adopt a phased, long-term roadmap: ITAM maturity is a gradual journey. A clear, staged plan helps sustain momentum and deliver lasting value.
- Secure executive sponsorship: Strong backing from leadership ensures ITAM initiatives are prioritized and aligned with broader strategic goals

WINNER FinOps Excellence



Mohit Kumar
Director of DevOps
and Cybersecurity



“The most impactful practice was embedding cost awareness directly into development and deployment, making FinOps part of how engineering works—not an afterthought.”

Best practices and key learnings

Mohit emphasized embedding financial accountability into engineering culture. By treating tagging, budgeting, and optimization as shared responsibilities, his team broke down silos and improved operational maturity. Embedding cost awareness early and automating reviews helped drive accountability and faster decision-making across teams.

The winning impact

Zoomcar is the largest p2p car-sharing marketplace in India and used its cloud migration initiative as a catalyst to overhaul cost visibility, governance, and operational efficiency. Leveraging Spot.io for intelligent workload automation and Flexera One for centralized cost visibility and governance, the team achieved a 45% reduction in infrastructure costs and a 50% increase in system reliability. They also implemented strategic policies for tagging and budgeting, improving cross-functional collaboration across engineering, finance, and operations.

The result? 50% faster decision-making through recommendations, and a significant reduction in infrastructure costs.

Key takeaways

- Align cross-functional teams: FinOps works best when engineering, finance, and leadership collaborate with clear ownership and tagging
- Embed cost awareness early: Build financial accountability into development and deployment
- Automate and review continuously: Use automation and regular cost reviews to drive accountability and avoid overspending

WINNER

Technology for Good



Global



Hery Rason
Global IT Asset
Management Lead



Andrzej Gwardys
Project Manager



Andrzej Skruńdz
IT Asset Manager



Ravindran Sivaramaya
Global IS Software Asset
Manager – Microsoft



Roberto Dominguez Sen
IS Operation
Manager



SasiKumar Raja
Global IS Application
Manager

“Enriching data with ownership and regional context makes sustainability metrics more meaningful and easier to act on.”

Best practices and key learnings

ABB emphasized the importance of bringing ITAM, cloud, and sustainability stakeholders together from the start to ensure alignment and shared goals. They also found that enriching sustainability data with ownership and regional context made the metrics more meaningful and easier to act on.

The winning impact

As ABB advances its large-scale cloud transformation across Azure, AWS, and other platforms, sustainability has become a top priority. In collaboration with Flexera and GreenPixie, ABB is developing an integrated cloud sustainability dashboard to track Scope 1, 2, and 3 emissions tied to cloud usage. Using Flexera’s Cloud Cost Optimization and IT Visibility modules, the initiative surfaces carbon impact by region, provider, and business unit—enabling ABB to embed sustainability into IT governance, reduce its environmental footprint, and meet emerging ESG reporting requirements. The project is part of a broader vision to weigh environmental cost alongside financial cost in ITAM and FinOps strategies. ABB’s use of Flexera’s contextualization APIs and cloud provider sustainability data allows for granular insights that support ESG compliance and long-term planning. Even in its early stages, the initiative has broken down silos between IT, procurement, and sustainability teams, fostered internal awareness of digital carbon responsibility, and positioned ABB as a pioneer in Green IT.

Key takeaways

- Align stakeholders early: Involving ITAM, cloud and sustainability teams from the onset ensures the solution supports multiple strategic goals
- Contextualize sustainability data: Adding ownership and regional context makes sustainability metrics more actionable and relevant
- Build for cross-functional impact: Early collaboration helps embed sustainability into broader operational and technology strategies

HONORABLE MENTION

Technology for Good



Anitha Iyer
Director – Vendor &
Software Asset
Management



“Our goal is to make optimization part of our ongoing process—not just a one-time exercise—supporting both financial and sustainability goals over time.”

Best practices and key learnings

Anitha stressed the value of clean data and early alignment with finance and procurement. She recommended automation and regular governance reviews to keep programs on track - and noted that visibility only matters if it leads to action. For Pepsi, clean, trusted data accelerated alignment and decision-making, while ongoing optimization became part of everyday operations.

The winning impact

PepsiCo launched a global software optimization initiative using Flexera One to reduce waste, cut costs, and advance its enterprise-wide sustainability goals. Operating across hundreds of thousands of devices in a hybrid IT environment, the team tackled the financial and environmental impact of unused software—often hidden across business units and geographies. By centralizing visibility and aligning software entitlements with actual usage, PepsiCo avoided costly renewals, streamlined true-ups, and reduced shelfware. These actions directly supported Scope 3 emissions goals by minimizing the energy footprint of underused applications. The initiative also fostered tighter collaboration between procurement, finance, and technology teams—embedding smarter, data-driven decision-making into PepsiCo’s day-to-day operations and reinforcing its long-term digital and ESG strategy.

Key takeaways

- Start with clean, reliable data: It forms the foundation for all decision-making and operational success
- Align early with finance and procurement: Ensure that technology decisions are strategically tied to business goals
- Automate and govern continuously: Use automation to scale effectively and conduct regular governance reviews to stay aligned and on track

WINNER

Rookie of the Year



Australia



Bruce Fackerell
SAP Consultant



Ravi Pokkunuri
SAP Architect



Patrick Claven
Chief Information Officer

“We realized that focusing on a single area, like SAP and aligning teams early can drive quicker results and reduce risk.”

Best practices and key learnings

The Manildra team emphasized the importance of agility, communication, close collaboration, thinking out of the box and fast actions. The tight SAP audit timeline underscored the need for brainstorming with fast decisions and highlighted the value of leveraging Flexera insights and reporting to solve complex issues efficiently. They stressed that early team alignment, focused scope and clear, consistent communication and cadence—especially across partners like Deloitte—were critical for success.

The winning impact

Manildra Group, a leading Australian agribusiness, is accelerating its digital transformation to support global operations and sustainable growth. With over 1,200 employees and a vertically integrated model, the company is leveraging scalable technology ecosystems to drive innovation and operational excellence.

A key milestone in this journey was the modernization of its IT infrastructure and the implementation of SAP systems for unified data management. In its first year using Flexera solutions, Manildra Group faced an urgent SAP audit and launched a fast-paced project using Snow Optimizer for SAP. Between 7 March and 24 April 2025, the team reduced license consumption from approximately 450 to 188—within just eight weeks.

This rapid time-to-value helped avoid substantial cost exposure and significantly improved SAP compliance. These efforts reflect Manildra Group’s commitment to data-driven decision-making, software optimization, and long-term digital resilience.

Key takeaways

- Be agile and collaborative: Tight timelines, like the SAP audit, highlight the need for fast decision-making, actions and cadence and close coordination with partners and internal teams
- Focus, alignment and use of iterations: Concentrating efforts on the key changes that would harvest the highest benefits and aligning teams for fast execution. Use of iterations on the work performed to keep reducing license counts in each cycle of changes, while minimizing risks and improving security in the system
- Communicate clearly and consistently: Transparent communication across all stakeholders, focus on priorities and timelines, was essential for smooth execution and achieving great results

HONORABLE MENTION

Rookie of
the Year



Shellynn DeFelice

Director, IT Asset
Management and
Vendor Management



United States

“Want execs to “get it”? Show them their own data, real time- a quick way I won buy-in was pulling up my executive’s PC and showing him his own software landscape—nothing makes the value clearer, faster.”

Best practices and key learnings

Shellynn DeFelice described how a one-on-one meeting with Wabtec’s CIO became a turning point for ITAM. By showing him a live view of his own device, comparing environments, and walking through dashboards implemented in just 12 weeks, she demonstrated the impact of real-time visibility and normalized data. The result: stronger executive engagement and momentum to expand ITAM across the business.

Key takeaways

- Rapid deployment and hands-on demos can build executive confidence
- Normalized data is key to visibility, decision-making and savings
- Engaging stakeholders early creates momentum for long-term success

The winning impact

Wabtec Corporation transitioned from a largely unused, on-premises FNMS deployment to a fully modernized Flexera One environment—implemented in less than 12 weeks.

By aligning Flexera One, SaaS Manager, and IT Visibility with Tanium and ServiceNow, Wabtec created a powerful, integrated asset management ecosystem. This transformation enabled a 30% reduction in Adobe licenses within weeks, visibility into over 2 million installations, and projected \$300K in annual software savings. The move from disconnected legacy tools to a connected ITAM strategy has positioned Wabtec to support growth, optimize spend, and power better decision-making across software, SaaS, and cloud.



Best practices from recognized members of the 2025 awards class

These recognized members of the 2025 class contributed real-world lessons in SaaS governance, ITAM transformation and operational excellence. Their perspectives reflect the heart of what this program celebrates: insight, impact and progress worth sharing.

Whether their focus was SaaS governance or enterprise-wide ITAM, these organizations leaned into transformation with discipline, cross-functional engagement and real-world pragmatism.

“

With Flexera FNMS, we achieved full visibility across our on-premises software landscape uncovering installations, understanding entitlements, and identifying risks and opportunities. Most importantly, it helped us to stay audit ready. This data-driven approach empowered us to proactively mitigate risks, optimize license usage, and realize cost savings through rightsizing. By grounding every decision in evidence rather than assumptions, we strengthened confidence and collaboration across procurement, product teams, and senior leadership.”

Maitha Sultan

Senior Manager, Assets & Configuration Management
Dubai Airports

“

We didn’t start with tooling—we started with people. By solving real issues for a few vendors and building trust across business, IT, finance and development, we created internal champions and broke down silos. Always relate your work to the business—even indirectly.”

Simon Wallace

Software Asset Manager
WiseTech Global

“

Success in ITAM isn’t just about tools—it’s about trust, alignment and data that drives action. At Christchurch, we established a control group to review contracts, tracked hardware usage closely and improved stakeholder reporting. These steps helped us rationalise software, reduce costs and make smarter decisions across the organisation.”

Paul Sheppard

Digital Asset and Contract Specialist
Christchurch City Council



From insight to impact: Framework for ITAM and FinOps success

We combined the best practices our award winners shared with best practices from our Flexera experts to provide a framework for success.



Strategic foundations and enablement

Clean, reliable data: Ensure your ITAM and FinOps success starts with accurate data.

Strategic enablement: Frame ITAM and FinOps as strategic enablers, not just cost-control functions.

Scope definition: Clearly define the scope of ITAM and FinOps, including boundaries, out-of-scope systems and third-party managed assets.

Core processes and governance: Establish core processes and governance policies to guide management and compliance.

Vision and mission alignment: Define the ITAM and FinOps vision and mission, ensuring alignment with the business vision and mission.

Executive sponsorship: Secure executive sponsorship from the outset to ensure program visibility, authority and alignment.

Success metrics and KPIs: Define clear success metrics and KPIs upfront to measure and guide program effectiveness and continuous improvement.

Prioritized roadmap: Develop a prioritized roadmap to guide long-term maturity.



Operational excellence and vendor management

Vendor prioritization: Establish a prioritized vendor list aligned with corporate objectives and informed by compelling events such as audits, contract renewals or strategic initiatives.

Onboarding oversight: Maintain oversight of the onboarding process to ensure accurate data normalization, leveraging partner expertise as appropriate.

Usage tracking: Track and monitor hardware and software usage to optimize license utilization, improve asset utilization and minimize waste.



Effective communication and stakeholder engagement

Stakeholder alignment: Align with key stakeholders such as desktop and infrastructure teams, security, finance, procurement and HR to drive objectives from the outset.

Application ownership: Identify and document application owners to ensure accountability and clear points of contact for each system.

Program reference group: Establish a program reference group to provide expertise, guidance and insights on software utilization across the organization.

Communication plan: Maintain and execute a clear, consistent communication plan for all stakeholders, ensuring alignment and engagement throughout the program.

Internal champions: Cultivate internal champions by addressing real-world challenges and demonstrating tangible value to the rest of the business.

Success stories: Track and showcase successes to the wider business, including key outcomes such as cost savings and offsets.



Technology and tools

Real-time dashboards: Use real-time dashboards to improve visibility and decision-making.

Automation: Automate cost management and reporting wherever possible.

Integration: Integrate ITAM and FinOps tools with architecture, security and SaaS platforms.



Governance and optimization

Governance frameworks: Define governance frameworks as part of the foundational strategy, then conduct regular reviews to ensure ongoing alignment, track progress and measure success.

Cross-functional collaboration: Approach SaaS, FinOps and ITAM management as cross-functional disciplines requiring collaboration across teams.

Continuous improvement: Continuously refine and optimize the program post-implementation, guided by clearly defined success metrics and KPIs established in the foundational strategy.



Get the recognition your work deserves.

Inspired by what you've seen?

Whether you're optimizing ITAM, maturing your SaaS governance, scaling FinOps, or driving ESG impact—your impact matters.

Get notified when 2026 submissions open and receive early tips on how to showcase your team's success.



[Sign up to get notified](#)

Looking ahead to 2026

One of the most common things we hear is:

"I'm not sure what I've done is award-worthy."

But this year's submissions made something clear:

There's no one definition of award-worthy.

Some teams led full-scale overhauls, transforming how IT engages with finance, security or sustainability. Others captured early momentum, turning spreadsheets into visibility or aligning silos around shared data.

And if you're wondering whether your organization is "the right kind" for recognition, consider this:

Our 2025 awards class spanned **eight countries**, with winners from **global enterprises, public sector leaders** and **fast-moving innovators** alike. From Heineken to Thames Water to Wabtec to KCB Bank Kenya, award-winning stories came from all corners, disciplines and company sizes.

**The common thread?
Progress that mattered.**

These teams connected outcomes to strategy, built cross-functional momentum and proved the impact of smarter technology governance.

If you're making strides—big or small—take note of the milestones along the way. They just might inspire the winning submission.

About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning IT asset management, FinOps and SaaS management solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. Learn more at flexera.com

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