



ITAM FORUM

2025 ITAM Excellence Awards

Honouring the IT Asset Management industry's
outstanding efforts, innovations,
and achievements.

About the ITAM Excellence Awards

The annual ITAM Excellence Awards honours the IT Asset Management industry's outstanding innovations and achievements. This year, we received more than 100 award entries from around the world, from India to Australia, Canada, and Türkiye! New for 2025, ITAM professionals could enter four awards* on a regional basis, with the winner from each region advancing to the finals.

For 2025, 7 awards were handed out:

- **Project of the Year***
- **Professional of the Year***
- **Technology & Service Innovation of the Year**
- **Partner of the Year***
- **Consultant of the Year**
- **Rising Star of the Year***
- **Lifetime Achievement Award**

We'd like to congratulate everyone who entered the awards and shined a light on their achievements, contributions, and dedication to the ITAM industry and its development and progression. Well done!



Martin Thompson

Founder
ITAM Forum

Project of the Year

This award recognises a project that successfully implemented ITAM strategies, achieving measurable improvements such as cost savings, compliance, or operational efficiencies. This award showcases collaborative efforts that have transformed ITAM processes, incorporating modern ITAM methodologies to optimise asset management.

2025 Finalists:

- **APAC: L&T Technology Services (LTTS) (India)**
- **EMEA (co-finalist): Flexera – Thames Water (U.K.)**
- **EMEA (co-finalist): Vodafone Global SAMaaS – (U.K.)**
- **North America: Anglepoint – Boeing (U.S.A.)**
- **Judges Choice: Synyega – HMRC Managed Services (U.K.)**



2025 Winner: L&T Technology Services (LTTS)

LTTS is a global leader in AI, Digital & ER&D consulting services. Operating in more than 25 countries, it designs, develops, and delivers transformative products and services for a diverse clientele worldwide. From mobility and sustainability to next-gen technologies, LTTS partners with the world's biggest and brightest brands across practically every industry.

Why It Won

The LTTS team delivered a software asset management program focused on becoming a strategic business contributor and raising the benchmark in ITAM excellence. The project addressed complex challenges around license optimisation, cost control, and visibility across a global enterprise. It achieved this by integrating cutting-edge AI, automation, and FinOps practices.

Key innovations included:

- **AI-driven dashboards**
- **predictive license forecasting**
- **seamless integration with available data repositories**

The automation of license provisioning and renewal tracking significantly reduced manual efforts and improved compliance. In addition, executive-leader sponsorship, cross-functional collaboration, and global governance ensured strategic alignment and operational success.

The project resulted in several strategic value adds and two significant one:

- **90% reduction in audit risk**
- **95% compliance adherence**



"This project empowered smarter decision making, optimised software investment, and demonstrated industry leading innovation, making it a clear choice for Project of the Year."

Bryant Caldwell, ITAM Forum Trustee, 2025 Award Judge



2025 Runner Up: Vodafone Global SAMaaS

Partner of the Year

This award recognises a partner organisation that has provided exceptional support, expertise, and value to clients in the realm of ITAM. This award emphasises the importance of partnerships in achieving ITAM success, highlighting those who enable organisations to embrace modern ITAM principles such as SaaS Management, AI-powered efficiencies, and FinOps integration.

2025 Finalists:

- **EMEA: Synyega**
- **North America: Peller Technologies**
- **Judges Choice: MoS Academy (EMEA)**



2025 Winner: MoS Academy

For more than 20 years, the Master of Service (MoS) Academy (based in Istanbul) has specialised in helping customers accelerate transformation programs that drive business improvement.

Why It Won

The MoS Academy demonstrated several key attributes that made it the 2025 Partner of the Year winner. One is innovation – how are you changing your customer and your customer’s environment, and how are you pushing the boundaries whether that refers to the location where you’re based or ITAM in general.

The MoS Academy integrates modern attributes and technologies with more traditional SAM work. This includes GreenOps and Sustainability, AI, and FinOps. By doing this, MoS is improving the operational efficiencies of IT and IT teams as well as driving traditional financial savings.



“From an industry perspective, we need new talent coming into ITAM and companies adopting the principles of IT Asset Management. Achieving this in an emerging location is really making a massive impact, and that’s what MoS Academy is doing.”

Neil Frodsham, ITAM Forum Trustee, 2025 Award Judge



2025 Runner Up: Synyega

Technology & Service Innovation of the Year

This award recognises technological solutions or services that have introduced innovative approaches to ITAM, enhancing capabilities and delivering significant value to organisations. This award spotlights advancements that leverage AI, Automation, and FinOps-aligned strategies to push the boundaries of traditional ITAM tools and services.

2025 Finalists:

- **CloudEagle.ai**
- **MoS Academy & Intertech: Intelligent IIS Discovery & Application Classification**
- **Independent: Modern Asset Intelligence Framework (MAIF)**
- **Turk Telekom: Unified Visibility Architecture**
- **ServiceNow: AI Agents for ITAM**



2025 Winner: ServiceNow – AI Agents for ITAM

ServiceNow (NYSE: NOW) makes the world work better for everyone. Its cloud based platform and solutions help digitise and unify organisations so they can find smarter, faster, better ways to make work flow. So, employees and customers can be more connected, more innovative, and more agile.

Why It Won

ServiceNow AI Agents for ITAM are utilised to address long-standing challenges of routine ITAM tasks.

- **Agentic AI software and hardware requests:** In the first two quarters of general availability, ServiceNow AI Agents for ITAM were leveraged by 2,750,687 customer employees delivering AI Agents for measurable outcomes. Just one hour on a hardware or software request per customer employee, per year, will results in 2.75 million hours saved.
- **Agentic AI reclamation rule suggestions and execution:** The combined revenue of the early adopter customers for AI Agents for ITAM is \$1.210 trillion dollars, spending \$13.61 billion on software. The automatic rule creation and execution saving just 1% of software spend will result in \$130M in software savings for the early adopter customers.
- **GenAI compliance and product summarisation:** As one global transportation and logistics company told ServiceNow, with Now Assist for ITAM, the team is able to produce insights into publisher summaries, focusing on software deployment estate, license compliance, optimisations, and configuration health.

AI Agents for ITAM is helping ITAM teams execute more strategic work with lifecycle workflows to deliver value to stakeholders in other departments. This elevated visibility is improving ITAM's internal brand, moving from fire fighter audit and renewal squads into strategic IT policy makers and value engines.



"This technology really impressed me. I think it's fantastic. I think it will absolutely change the way we do things in ITAM."

Matt Ward, ITAM Forum Trustee, 2025 Award Judge

cloudeagle.ai

2025 Runner Up: CloudEagle

Professional of the Year

This award recognises an individual who has demonstrated exceptional leadership, innovation, and impact within the ITAM community. It honours someone who has significantly advanced ITAM practices, including the integration of FinOps principles, AI driven insights, or modern ITAM methodologies, within their organisation or the industry at large.

2025 Finalists:

- **APAC: Premnadh Karekatt, Flexera (India)**
- **EMEA: Mustafa Celen, Turk Telekom (Turkey)**
- **North America: Jerry Frazier, Toyota Motors (U.S.A.)**
- **Judges Choice (co-finalist): Kaustav Sen Gupta, Accenture (India)**
- **Judges Choice (co-finalist): Jigna Shah, Accenture (India)**



2025 Winner: Jerry Frazier

Jerry has spent 25+ years at Toyota Motor North America, where he's worn many hats. He specialises in Software Asset Management (SAM) and Hardware Asset Management (HAM) governance and has extensive leadership experience across the full ITAM spectrum, including vendor licensing, lifecycle management, procurement, and strategic sourcing.

Jerry has led the national implementation of SAM and HAM programs, developed audit defence strategies, directed ServiceNow platform governance (SAM Pro, CMDB, Discovery), and collaborated closely with Procurement, Legal, InfoSec, and Finance teams to align ITAM operations with business goals.

Why He Won

Jeremy pioneered and led the creation of Toyota Motor North America's first formal SAM program. This wasn't just an implementation – he built an enterprise-wide defense strategy and framework from the ground up. What truly stands out are the staggering outcomes generated. Through a proactive, internal audit strategy, the program achieved an astonishing amount in cost savings and avoidance and prevented a record-setting, nine-figure financial exposure for Toyota.

Beyond the financial impact, Jerry's work demonstrated commitment to innovation – specifically, the integration of modern technologies such as AI. He leveraged Toyota's internal AI platform to, for example, automatically read and process vendor contracts and invoices, significantly reducing manual workloads and mistakes and enabling faster and more accurate data.

Jerry is also a dedicated professional within the ITAM community. He not only shares his expertise and experience at events but also mentors new practitioners, contributing to the development of the next generation.



"For transforming their program into a strategic enabler, preventing record-setting financial exposure, and contributing to our wonderful ITAM industry, please join me in congratulating this year's ITAM Professional of the Year Award winner, Jerry Frazier."

Ben van den Bosch, ITAM Forum Trustee, 2025 Award Judge, 2022 Rising Star Award Winner



2025 Runner Up: Premnadh Karekatt

Rising Star of the Year

This award honours an emerging talent in the ITAM field-individuals who has shown remarkable promise and impact early in their career. This category encourages the development of future ITAM leaders, showcasing those who bring fresh perspectives to the industry.

2025 Finalists:

- **APAC: Seshagiri Rao J, L&T Technology Services (India)**
- **EMEA: Chloe Mackay, Vodafone (U.K.)**
- **North America: Katherine Caruso, The SIE Group (U.S.A.)**
- **Judges Choice (co-finalist): Djordje Kaludjerovic, GeminiSix (EMEA) (Serbia)**
- **Judges Choice (co-finalist): Norbert-Daniel Puja, E.ON (EMEA) (Romania)**



2025 Winner: Katherine (Kate) Caruso

In 2023, Kate joined SIE Consulting Group as a Business Analyst, moving to a Consultant in 2024. In 2022, she earned a Bachelor of Business Administration – BBA, Management Information Systems from the University of Georgia.

Why She Won

Kate showed a great combination of technical skill, strategic thinking, and measurable business impact. Her work modernised legacy governance systems, delivering tangible efficiency gains and data integrity improvements for a major government agency. Beyond execution, she showed initiative – introducing automation, improving workflows, and embedding best practices that outlived individuals projects.

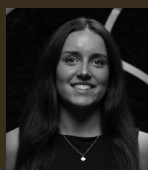
Kate's redesign of a government agency's acquisition review process, which cut turnaround time by more than 90%, exemplified practical innovation that transforms how teams operate. Equally notable is Kate's commitment to documentation, knowledge sharing, and mentoring.

These achievements highlight how ITAM professionals can drive transformational outcomes through data discipline, process modernisation, and automation. It sets a benchmark of how ITAM can deliver strategic value to large, complex organisations beyond compliance.



"What stood out for me was Katherine's ability to identify inefficiencies entrenched in processes and rebuild them from the ground up, replacing outdated, manual systems with automated, scalable solutions."

Ron Brill, Chair – ITAM Forum Trustee Board, 2025 Award Judge, 2020 Professional of the Year Award Winner



2025 Runner Up: Chloe Mackay
Project Management Degree Apprentice
Vodafone, U.K.

Consultant of the Year

This award recognises an individual consultant or specialist who has delivered outstanding service, guidance, and results in ITAM engagements. It highlights the contributions of an experts who has driven ITAM excellence through their specialised knowledge, including the application of modern ITAM practices and the development of cutting-edge asset management innovations.

2025 Finalists:

- **Aamer Trambu, SoftwareOne (Canada)**
- **Erin McClean, Synyega (U.K.)**
- **Latoya Taylor, SIE Group (U.S.A.)**
- **Meesha Nayan, The Mastermind Group (Australia)**
- **Rich Gibbons, Synyega (U.K.)**



2025 Winner: Erin McClean

Erin is an experienced Software Asset Management professional with a passion for optimising software usage and ensuring compliance within organisations. She specialises in helping companies maximise the value of their software investments while maintaining strict adherence to licensing agreements and regulatory requirements. Her expertise includes: conducting comprehensive license audits, negotiating favourable licensing agreements with vendors, and implementing robust license management frameworks. She is currently a Lead Software Licensing Consultant with Synyega.

Why She Won

During the past year, Erin has focused on turning messy, incompletely, or purely reactive ITAM set-ups into disciplined, outcome-driven programmes that executives can trust. Most of her work has been in a large, federated UK public sector organisation, where she led a managed ITAM service. She coordinated a team of roughly 10 specialists across a software estate spanning roughly 490 publishers and more than 70,000 seats.

Her achievements included:

- Increasing visibility from roughly 10% to more than 95%, which in turn, unlocked accurate risk quantification, more credible effective licensing positions, and intelligent renewal strategies.
- Introducing a benefits-realisation framework that ties ITAM outputs directly to procurement and finance priorities. The team verified £12.6 million in value – £5.1 million in tangible savings and £7.6 million in risk mitigated, linking ITAM action to budget impact.
- Rolling out clear software control measures and updated compliance processes tuned to how the organisation buys and deploys software.
- Running “ITAM roadshows” tailored to different audience so each group heard what mattered to them. The roadshows created a culture of license accountability, which drove sustained risk reduction and cost control.



“Erin demonstrated the exceptional ability to transform complex, fragmented, ITAM environments into something more structured and outcomes driven so value could be very measurable.”

Kristy Stroud, ITAM Forum Trustee, 2025 Award Judge



2025 Runner Up: Meesha Nayan

Technology Spend Practice Lead
The Mastermind Group, Australia

Lifetime Achievement Award

This award pays tribute to an individual's long-standing contributions and dedication to the ITAM profession. It honours a career marked by significant achievements and influence in the field, recognising someone who has shaped ITAM's evolution from traditional ITAM practices, to the modern era of ITAM.



2025 Winner: Peter Beruk



"Peter Beruk receives the 2025 ITAM Excellence Award – Lifetime Achievement Award for his pioneering work at the Business Software Alliance (BSA), where he championed Software Asset Management education globally, and for his longstanding contributions to the ISO ITAM Standards Committee (WG21). His leadership, advocacy, and dedication have left an enduring mark on the ITAM profession worldwide."

Martin Thompson, Founder, ITAM Forum

Judges – Round 1 & 2

Martin Thompson Founder; ITAM Forum ITAM Forum Trustee

Martin is the founder of the ITAM Forum, a not-for-profit trade body for the advancement of the ITAM profession. On a voluntary basis, he contributes to the ISO ITAM Standards Committee (WG21), which develops the ISO ITAM family of standards (ISO 19770). He is also the author of, “Practical ITAM—The Essential Guide for IT Asset Managers,” which covers how to get started and make a difference in IT Asset Management.

AJ Witt ITAM Industry Analyst; ITAM Forum

Before joining the ITAM Forum, AJ was a Software Asset Manager for Carnival UK, operators of the P&O & Cunard cruise lines. Coming from a background in IT Infrastructure, technical operations, IT Security & Compliance, AJ is well-placed to share his experience of how dynamic SAM teams can build mutually beneficial stakeholder engagements.

Kelly Yip ITAM Thought Leader and Advisor; ITAM Forum

Kelly has worked in the SAM/ITAM industry for 10+ years and has considerable experience with Microsoft. With extensive business consulting and software licensing experience, she has spent the last few years focusing on bringing value to organisations, typically in the form of cost optimisation/ cost avoidance and good ITAM practices. She has also been heavily involved in LISA course creation and delivery.

Judges – Round 3

Ron Brill President & Chairman of the Board; Anglepoint Chair, ITAM Forum Trustee Board

Ron is President and Chairman of Anglepoint and chairs the ISO ITAM Standards Committee (known as “Working Group 21”). This volunteer committee develops the ISO 19770 family of standards. He strongly believes that effective ITAM enables other IT functions (like information security) to be truly effective. Ron has 25+ years of professional experience and earned a MBA (with a focus in information systems) and a bachelor’s degree in accounting and economics.

Bryant Caldwell Retired ITAM Forum Trustee

Bryant is a retired Senior IT Manager. Prior to retirement, he was with the Procter and Gamble Company where he led the Global SAM Program, developing strategy, executing governance processes, setting policy, standards and controls while providing consultative services across all Business Operations. He is the recipient of the Procter and Gamble 2022 CTO Award and the 2023 CEO Award for leadership in the Software Asset Management program. Bryant holds a Masters Degree in Information Technology, minor in IT Asset Management.

Neil Frodsham ITAM Forum Trustee

Neil is a seasoned ITAM leader with 29+ years in IT, including 21+ in Software Asset Management. He partners with global enterprises to build robust ITAM programs, blending strategy, technology, and talent development. As Head of ITAM at SHI, he led a transformative journey that culminated in SHI International’s first-ever inclusion in a Gartner Magic Quadrant. He also launched a leading Global ITAM Talent Program – the ITAM Administrator Program – that onboards individuals from diverse backgrounds into the ITAM/SAM profession.

Kristy Stroud

**ITAM Solutions Architect;
SHI International Corp.
ITAM Forum Trustee**

Kristy is a seasoned IT professional with 25+ years of expertise in software license management, compliance, and risk mitigation. Currently, as a Solutions Architect at SHI International Corp., she excels in designing ITAM solutions and guiding clients through strategic IT challenges. Kristy's background includes leadership roles at Snow Software, where she drove customer success and process improvements. Kristy is renowned for her deep knowledge in ITAM, solution design, lifecycle management, and operations strategies.

Ben van den Bosch

**Manager – Governance,
Risk & Compliance Services;
KPMG Nederland
ITAM Forum Trustee**

Ben is a well-rounded IT professional with more than 10 years of IT experience. Eight of these years have been spent in IT Asset Management, serving large government and global enterprise customers. As an active member of the ITAM Forum Board of Trustees and several ITAM Forum Working Groups, Ben is committed to helping advance the ITAM practice and profession. Ben is also an ITAM Excellence Award winner – 2022 ITAM Rising Star Award.

Matthew Ward

**ITAM Enterprise Account
Director; Softcat plc.
ITAM Forum Trustee**

Matt is a founding member of Softcat plc, which now employ 3,500 people and is a FTSE 250 with a £3.5B turnover. He helped create the ITIL guide to Software Asset Management and is a member of the ISO ITAM Standards Committee, which creates the ISO 19770 family of ITAM standards. Matt also advises several large software vendors, including Microsoft, as a member of these organisations' Partner Advisory Board.

The 2025 Award Sponsors



Anglepoint

Anglepoint is a global professional services firm delivering high value licensing and compliance services to the world's largest and most complex organisations. Its high-powered team of subject matter and technical specialists have decades of industry experience in providing clients with innovative and proactive solutions that have a real and measurable impact on the bottom line.



Bedigital

Bedigital is a leading independent IT Asset Management (ITAM) and IT solutions consultancy helping organisations gain visibility, control, and measurable value from their technology investments. Founded in 2014, we specialise in supporting public and private sector organisations to modernise, optimise, and transform through ITAM.



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