



2025 ITAM TRENDS REPORT: VISIBILITY, CONFIDENCE, AND THE OPPORTUNITY AHEAD

How organizations across IT, Ops, and Management view their current asset landscape—and where alignment can improve results.

Introduction

IT Asset Management (ITAM) was once an afterthought, a checklist for IT teams. Today, it's a strategic discipline that protects budgets, fortifies security, and keeps operations resilient.

But here's the catch: IT managers are the ones closest to the work. The users of IT assets, depending on their roles, are more removed and less aware of the work involved and value to the organization. They are key contributors to the process and may see the extra workload without appreciation for the benefits.

To shine a light on this disconnect, WanAware surveyed 600 IT, operations, and management professionals across the U.S. via an independent online survey in June 2025. All respondents worked at large, multi-site organizations (1,000+ employees), spanning industries from healthcare and retail to manufacturing and tech.

This report reveals where perception gaps across functions ITAM delivers, where it falls short, and what to do about it.

About the Survey

- **Sample Size:** 600 professionals at multi-location organizations
- **Roles:** IT Managers, Operations Managers, Other Managers, Analysts
- **Organization Size:** 1,000+ employees
- **Timing:** Conducted June 2025
- **Method:** Independent online panel, responses anonymized
- **Industries:** Mix of regulated and non-regulated sectors

Want deeper insights + role-specific trends?

Download the full 2025 ITAM Closing The Confidence Gap Survey Report.

GET THE FULL REPORT

Key Findings

1. ITAM Confidence Is High — If You're in IT

Insight:

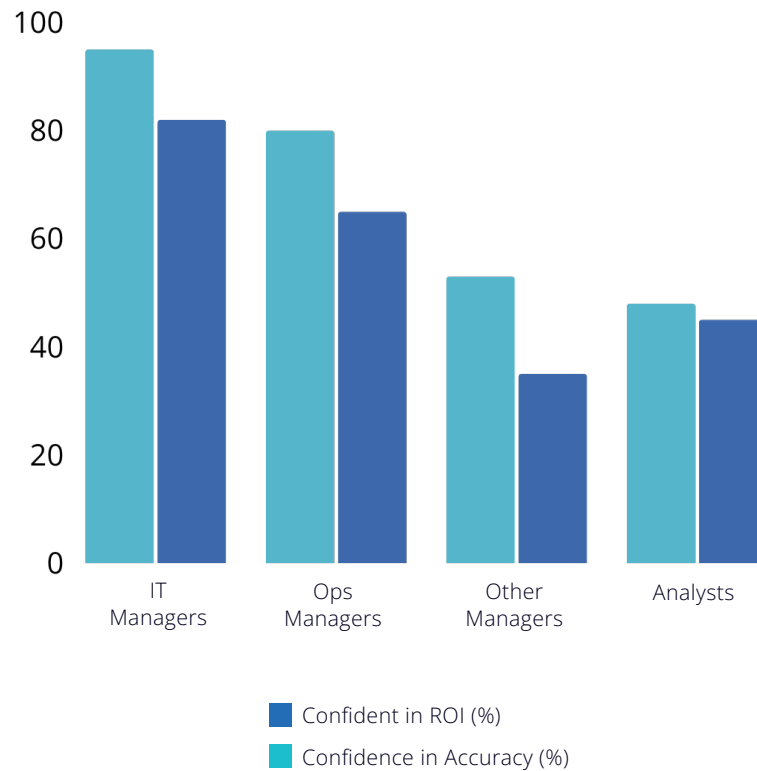
80% of IT Managers say they're investing more in ITAM and trust the ROI. But outside IT? Confidence collapses: only 23.9% of Analysts and 34.7% of Other Managers see the same investment boost and trust in data accuracy drops by half.



If IT leaders don't close this perception gap, they'll keep overestimating ROI that frontline teams can't see.

Role	Increased ITAM Investment (%)
IT Managers	80.3
Ops Managers	52.6
Other Managers	34.7
Analysts	23.9

Who Really Believes in ITAM ROI?



2. More Tools ≠ Better Control

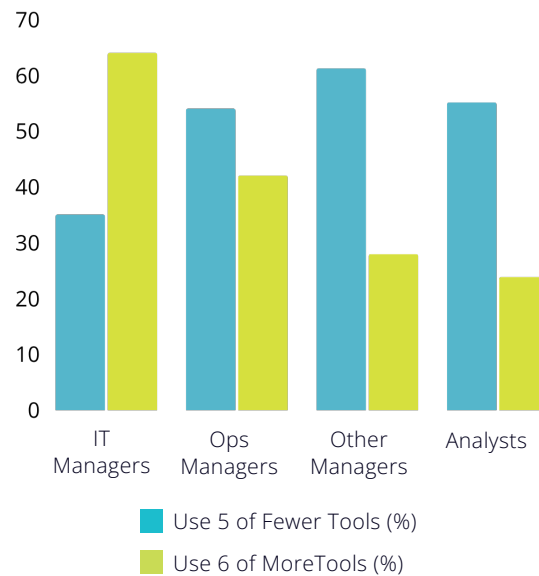
Insight:

IT Managers juggle the most systems (65% use 6+ tools) yet feel most confident about integration. Non-IT roles report fewer tools but far less trust in how they connect, a sign that tool sprawl hides complexity rather than solving it.

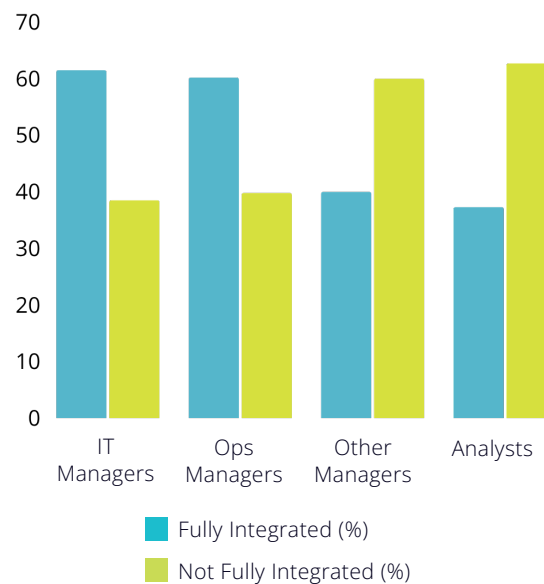


More tools won't fix blind spots if the people using them struggle with usability issues and training gaps or can't see the whole picture.

How Many Tools is Too Many?



Level of integration



3. Teams Want Real-Time Visibility and Automation

Insight:

IT Managers say tool overload and manual tracking are their biggest pain points. They want a single, live source of truth with automation to act when assets are missing, at risk, or broken.



*The opportunity? Simplify systems. Automate actions.
Cut through the noise.*

Too Many Tools & Manual Processes

Challenge	IT Manager (%)
Hard to keep inventory up to date	21.83
No complete picture of all assets	9.14
Takes too many tools/systems to track	24.11
Unclear which assets most important or at risk	12.18
Time spent tracking manually (spreadsheets, email, etc.)	23.1
Struggle to act on asset info when problems arise	8.88

Top Fix: One Clear, Live Asset View

Desired Improvement	IT Manager (%)
Single view of all assets across locations, devices, and systems	19.13
Real-time updates when assets change or appear	22.04
Knowing assets that matter most or highest risk	19.85
Fewer tools that work better together	15.85
Automated action when something is missing, broken, or risky	14.94
More reliable and accurate data in internal systems	8.2

4. The Disconnect That's Costing You And How to Close It

Insight:

IT Managers are five times more likely than Other Managers to see missing assets as a severe disruption, and twice as likely as Analysts to believe visibility improved during the shift to distributed work. Non-IT teams see the effort as a possible resource drain and often don't feel the same benefits, exposing hidden gaps in training, usability, and trust.



Closing perception gaps demands real-time visibility, cross-functional accountability for shared metrics, and a simple user-experience to improve adoption and compliance.

Who Feels the Pain of Missing Assets

Role	High/Severe Impact from Missing Assets (%)	High/Overwhelming Time & Resources (%)	Visibility Improved with Distributed Work (%)
IT Managers	49.79	48.11	65.27
Ops Managers	35.34	35.34	55.64
Other Managers	9.34	28.0	41.33
Analysts	17.92	19.4	31.34

Most IT leaders think they've got ITAM under control.

Only 1 in 4 Analysts agree.

See all the disconnects—and how to close them—in the full survey findings.

Ready to See Where You Stand?

This teaser only scratches the surface.

Get the full report to see how 600 professionals scored across roles, what best-in-class ITAM looks like, and how to close your biggest visibility gaps before they become costly.

Download the full 2025 Closing The ITAM Confidence Gap Survey Report now.

GET THE FULL REPORT

Includes detailed findings, expert analysis, and team alignment tips.

"When everyone sees the same real-time truth, ITAM stops being back-office busywork and starts protecting the bottom line."



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