How Jira Service Management & Asset Management Meet Security & Compliance Requirements:
A Guide for CISOs

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Jira Service Management

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In today's ever-evolving threat landscape, CISOs face a constant siege maintaining robust security postures while navigating a complex web of compliance requirements. A critical weapon in this ongoing battle is a unified system that seamlessly integrates asset management with IT service management (ITSM) practices.

This white paper — "How Jira Service Management & Asset Management Meet Security and Compliance Requirements: A Guide for CISOs" — delves into the pivotal intersection of Jira Service Management (JSM) and asset management, offering insights into overcoming challenges and harnessing synergies for enhanced security and compliance.

Principal Bottlenecks in Asset Management Compliance

Unravel the primary challenges CISOs encounter when seeking systems to drive compliance across asset management. From fragmented data repositories to the lack of well-defined practices, understand the hurdles that demand strategic solutions.

Type of Compliance Jira Service Management Follows

Explore the compliance landscape within Jira Service Management. Gain clarity on the adherence to key industry standards and regulatory frameworks, providing a foundation for robust security practices within the system.

**Jira Service Management's Role in Asset Management and Discovery**

JSM empowers CISOs by transforming asset management and discovery into a centralized, automated, and efficient process. This integrated approach delivers the control, visibility, and compliance management capabilities essential for securing and governing an organization's IT infrastructure in today's dynamic threat landscape.

What is asset management?
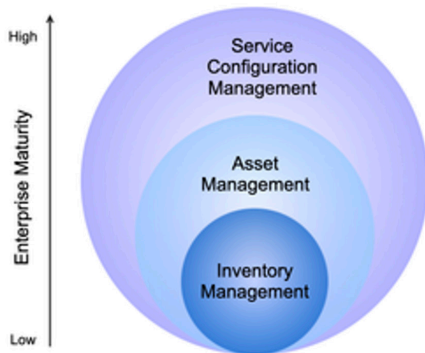
Within the realm of information technology, Asset Management plays a critical role in ensuring the efficient and secure operation of an organization's IT infrastructure. It encompasses the systematic control of all IT assets, including hardware, software, licenses, and cloud resources. This comprehensive approach involves overseeing the entire lifecycle of an asset, from its initial acquisition and deployment to its ongoing maintenance, upgrades, and eventual decommissioning. Effective asset management practices provide organizations with several key benefits, including enhanced visibility into IT resources, improved utilization of assets, optimized costs, and a more robust security posture.

In the context of IT, an asset represents any resource critical to a business's operations, encompassing both tangible and intangible elements. This can include hardware, software, licenses, cloud resources, and even data. Broadly speaking, an asset refers to any entity or object requiring management and control to
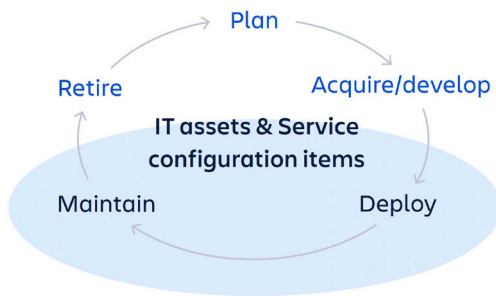
Service configuration management is about context, understanding the relationships between our very important stuff and how it all relates together, so we can understand impact.

fulfill a specific purpose within the IT infrastructure. The level of an organization's IT maturity often determines their specific needs, leading them to seek solutions for Inventory Management (basic tracking), Asset Management (more comprehensive lifecycle management), or a Configuration Management Database (CMDB), an ITIL term for a database used by an organization to store information about hardware and software assets.

Why is Asset Management so important?

In today's dynamic IT landscape, effective Asset Management is no longer optional — it's a strategic imperative. By taking a systematic approach to managing all IT resources, organizations gain several crucial advantages. First, it fosters enhanced visibility into the IT environment, providing a clear picture of hardware, software, licenses, and cloud resources. This empowers informed decision-making around resource allocation, budgeting, and future IT investments. Second, Asset Management promotes optimized utilization of assets. By identifying underutilized resources, organizations can eliminate unnecessary hardware or software licenses, leading to significant cost savings. Further, it strengthens an organization's security posture. Comprehensive asset tracking allows for the timely identification and patching of vulnerabilities, mitigating security risks and safeguarding sensitive data. Finally, robust Asset Management practices simplify compliance with industry regulations like GDPR and PCI DSS. By maintaining accurate and detailed asset records, organizations can readily demonstrate adherence to regulatory requirements and avoid potential fines or penalties.

In essence, a robust Asset Management strategy empowers organizations to gain control of their IT infrastructure, optimize resource allocation, and navigate the complexities of the modern IT landscape with greater efficiency and cost-effectiveness.

In essence, Asset Management is the cornerstone of efficient IT operations, fostering cost control, security, and regulatory compliance.

Contemporary IT organizations face myriad responsibilities, from ensuring system uptime to supporting users and effectively managing the inventory of both hardware and software. Describing this as a challenge is an understatement. Some businesses opt for inventory management through spreadsheets or lightweight databases. However, these solutions often lack the capability for shared, real-time access, hindering seamless data updates and visibility for everyone involved.

The benefits of effective Asset Management

Enhanced visibility into inventory status and maintenance needs facilitates more efficient planning and execution of tasks, such as identifying servers requiring patching or assets in need of updates. The accurate routing of tickets results in saved resolution hours, as issues are directed to the appropriate teams. Insight into software license usage minimizes costs, ensuring optimal licensing. Improved tracking of existing assets aids in reducing unnecessary hardware purchases. Additionally, automating asset management tasks leads to significant person-hour savings through the application of automation rules.

- **Enhanced visibility and planning:** A centralized view of inventory status and maintenance needs allows for more efficient planning and execution of tasks. This includes proactive identification of servers requiring patches or assets nearing end of life, ensuring timely updates and replacements.

- **Streamlined ticketing and resolution:** Accurate asset information facilitates the proper routing of tickets. Issues are directed to the most qualified teams, leading to faster resolution times and reduced person-hours spent on troubleshooting.

- **Optimized software licensing:** Detailed insights into software license usage empower organizations to identify potential over-licensing or under-utilization. This enables informed decisions regarding license optimization, minimizing software costs.

- **Reduced hardware expenditures:** Improved tracking of existing assets helps avoid unnecessary hardware purchases. By understanding what resources are already available, organizations can effectively utilize existing equipment and make data-driven decisions regarding new acquisitions.

- **Automation efficiency:** Automating mundane asset management tasks, such as asset registration or license renewals, frees up valuable IT staff time. This allows them to focus on more strategic initiatives, leading to significant person-hour savings.

Key hurdles for CISOs: achieving compliance through asset management

- **Limited asset visibility:** Lack of clarity on existing assets poses a significant challenge, as asset management responsibilities are often decentralized across various teams within an organization. Many struggle to obtain fundamental information about the number, usage, and location of assets, along with vital details like models, versions, and warranty dates.

- **Absence of standardized processes:** Having a well-defined practice and process is of paramount importance. Particularly in dynamic environments where employee turnover is high, infrastructure changes are frequent, and rapid service delivery is imperative. Without established asset management practices and controls, the daily operational challenges can quickly escalate into chaos.

- **Inefficient resource allocation:** Overspending or insufficient resource planning becomes a common pitfall when organizations lack clear insights into their inventory and asset distribution. This leads to challenges in short-
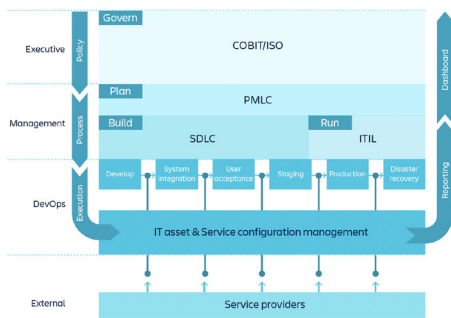
It is critical to think through how you plan, build, run and govern processes and handoffs. When ITIL, ITSM, and DevOps approaches are combined, teams expand their focus from development and delivery of new features to also include the ongoing performance of that functionality when in live operation and the customer value the capability provides.

Jira Service Management: your solution for streamlined Asset Management

- Lacking or having limited self-service capabilities.

- Exploring the replacement of an IT Service Management (ITSM) tool with an integrated Asset Management or Configuration Management Database (CMDB) module, with a focus on reducing costs and simplifying processes.

- Employing a standalone asset management solution that lacks seamless integration with Jira Service Management or Jira Software.

- Aspiring to extend service management capabilities beyond IT to various business teams.

- Incurring additional expenses for a separate Asset Management Solution.

Jira Service Management boasts remarkable flexibility. With minimal configuration, you can initiate asset tracking aligned precisely with your team's and organization's preferred workflows. JSM acts as a centralized hub, consolidating all assets and associated issues into a centralized repository. This empowers you with comprehensive insights into the purpose of acquiring hardware, its assignee, and its historical records. Whether it's a trouble ticket, a new hire requisition, or a purchase order, JSM simplifies the process of creating a rich historical record for each asset, providing a clear audit trail, and facilitating informed decision making.

The advantages of Jira Service Management

- Use JSM to inquire about the location of assets, ensuring constant awareness of their whereabouts.

- Efficiently manage inventory levels across various office locations.

- Ascertain the duration an individual has possessed their hardware, facilitating the tracking of future hardware replacements.

- Assist developers in identifying diverse hardware configurations for troubleshooting purposes.

- Assign and regularly update responsibility for specific assets, while also tracking the progress of repair orders.

- Develop customized workflows tailored to each type of asset within your organization.

Types of compliance & regulatory requirements

Jira Service Management can assist organizations in adhering to various compliance and regulatory requirements related to asset management. Some common types include:

Data privacy regulations
Ensuring compliance with data protection laws such as the EU's General Data Protection Regulation (GDPR) by managing sensitive information within the asset management system securely.

Audit and reporting compliance
Facilitating audit trails and comprehensive reporting features to meet regulatory requirements, ensuring transparency and accountability in asset management practices.

Configuration management compliance
Aligning with regulatory frameworks that mandate robust configuration management practices to track and control changes to assets, configurations, and related data.

Information Technology Infrastructure Library (ITIL) compliance
Adhering to ITIL standards for IT service management, which can include asset management processes, to ensure efficient and standardized IT practices.

Financial regulations
Complying with financial regulations by providing accurate and detailed information on asset costs, depreciation, and expenditures, aiding in financial transparency.

Industry-specific regulations
Addressing sector-specific compliance requirements, such as those in healthcare (HIPAA), finance (SOX), or other industries, to ensure asset management aligns with industry standards.

Security standards
Meeting security standards and regulations by implementing access controls, encryption, and other security measures to safeguard sensitive asset-related data.

Change management compliance
Supporting compliance with change management regulations by providing a structured approach to tracking and managing changes to assets, reducing the risk of unauthorized modifications.

How does Jira Service Management help with Asset Management & discovery?

Jira Service Management

DELIVERY	OPERATIONS	SUPPORT
Project Management	Incident Management	Service Desk
Change Management	Problem Management	Service Request Management
Deployment Management	Configuration Management	Service Level Management
		Asset Management

Confluence
Team Workspace & Knowledge Management

PLATFORM
Automation & Orchestration, Reporting & Analytics, and APIs

With Jira Service Management you can enhanced control, visibility, and clearly assigned responsibilities empower teams to minimize excess consumption, such as over-provisioning and idle instances, mitigating unnecessary costs.

The status category is especially useful in tracking asset/CI lifecycles and developing automation.

About Asset Management in Jira Service Management

Jira Service Management revolutionizes the user experience by consolidating asset and configuration management into a single, powerful tool. This unified approach simplifies maintenance tasks dramatically. All relevant data for a specific asset is centralized and readily accessible, promoting seamless management and boosting overall operational efficiency. JSM empowers you to not only discover and track assets, but also leverage this information for effective planning, audits, and ensuring compliance with industry regulations. By eliminating the need for disparate systems, JSM fosters a streamlined workflow and empowers users to manage their IT assets with greater efficiency and control.

How to get started with Asset Management in JSM

Effectively managing your IT assets is critical for maintaining a secure and efficient IT environment. Jira Service Management offers robust functionalities that simplify asset management processes. This guide provides a roadmap to help you leverage JSM's capabilities and establish a centralized, streamlined approach to managing your organization's IT assets.

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Amsterdam office

Apple

An object type graph allows you to see an object's relations with other objects and objectc types..

1. **Define your asset management goals:**
   Clearly outline your objectives for asset management. Determine what information you need to track, manage, and report on. Understand how asset management aligns with your organization's overall IT and business goals.

2. **Assess your current assets:**
   Take stock of your existing assets and their attributes. This could include hardware, software, licenses, configurations, and other relevant information. Identify any gaps or discrepancies in your current asset data.

3. **Integrate asset discovery tools:**
   If your organization uses asset discovery tools (e.g., SCCM, ServiceNow Discovery), integrate them with Jira Service Management. This ensures that asset information is automatically updated and synchronized within the platform.

4. **Customize Jira Service Management:**
   Configure Jira Service Management to accommodate asset management needs. Create custom fields to capture specific asset details such as asset type, location, owner, and status. Customize workflows to align with your asset management processes.

5. **Define asset workflows:**
   Establish workflows for handling asset-related tasks. This includes processes for asset requests, approvals, changes, and retirements. Ensure that these workflows align with your organization's ITIL practices or any specific frameworks you follow.

6. **Implement automation:**
   Leverage automation rules to streamline asset management tasks. Automate processes such as asset assignment, status updates, and notifications. This reduces manual effort and enhances efficiency in managing assets.

7. **Train users and teams:**
   Provide training to users and teams involved in asset management. Ensure that they understand how to use Jira Service Management for asset-related tasks, including creating and updating assets, raising requests, and handling approvals.

8. **Establish governance and policies:**
   Define governance policies for asset management. Determine who has access to asset information, set permissions accordingly, and establish guidelines for data accuracy and integrity.

9. **Perform regular audits and reviews:**
   Conduct regular audits and reviews of your asset data. Ensure that information is up-to-date, accurate, and reflects the current state of your IT environment.

10. **Integrate with CMDB:**
    If your organization uses a Configuration Management Database (CMDB), integrate it with Jira Service Management. This ensures that asset information is synchronized between the two systems.

11. **Monitor and improve:**
    Continuously monitor the effectiveness of your asset management processes in Jira. Gather feedback from users, identify areas for improvement, and iterate on your configuration and workflows.

Assets in Jira Service Management is a versatile tool that records and maps the relationships and dependencies between your assets, CIs and services. Assets functionality clears away the unneeded boundaries between asset and service configuration management. It's a database of objects – digital representations of your assets, ranging from hardware and software to employees or various CIs. You can make your objects whatever you need them to be, and have them displayed in and be affected by issues in Jira Service Management, and even Jira Software.

Assets in Jira Service Management is comprised of a few basic entities: object schema, object types and attributes, objects and their relationships.
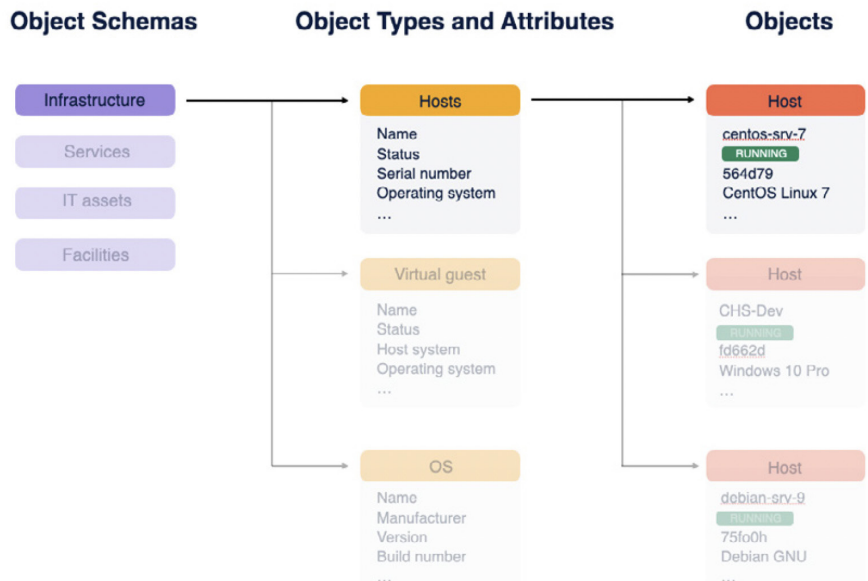
Leveraging Asset Discovery tools with Jira Service Management
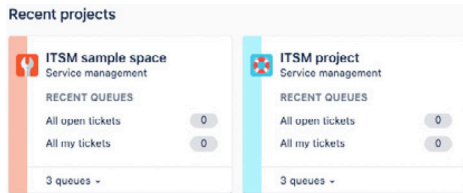
Whether you are on a licensed or trial version of Jira Service Management Premium or Enterprise, you can access Assets in Jira Service Management by clicking on the Assets option in the Jira Service Management main navigation bar.

While Jira Service Management (JSM) itself isn't a dedicated asset discovery tool, it excels at integrating with specialized discovery solutions and existing processes. This empowers organizations to seamlessly import discovered asset data into JSM, creating a centralized repository for all IT assets within their environment.

Streamlined Asset Management through integrations and automation

JSM unlocks powerful functionalities for managing this consolidated asset information. By leveraging integrations with asset discovery tools, custom fields for capturing detailed asset attributes, and robust automation capabilities, organizations can:

- **Centralize and manage asset data efficiently:**
  JSM eliminates the need for siloed spreadsheets or disparate systems, fostering a central hub for all asset information. This simplifies asset tracking, updating, and reporting processes, ensuring all relevant data is readily accessible.

- **Enhanced Incident and Change Management:**
  A comprehensive view of IT assets empowers teams to handle incidents and manage changes more effectively. JSM facilitates seamless collaboration, ensuring everyone has access to accurate and up-to-date asset information throughout the IT service management lifecycle. This reduces the risk of errors and fosters a more proactive approach to IT service delivery.

Add new icons as you wish and use for object types. This way you can have your own organization's colors/theme and improve readability of asset data.

How to get started with Asset Discovery in Jira Service Management

While Jira Service Management (JSM) doesn't offer native asset discovery functionality, its strength lies in seamless integration with dedicated discovery tools. This empowers organizations to leverage existing discovery processes and seamlessly import discovered asset data into JSM. This guide provides a roadmap to get you started with asset discovery within your JSM environment:

1. **Identify asset discovery tools:**
    Choose an asset discovery tool that fits your organization's needs. Popular tools include System Center Configuration Manager (SCCM), ServiceNow Discovery, Lansweeper, and others.

2. **Integrate your asset discovery tool with Jira:**
    Set up integrations between your chosen asset discovery tool and Jira Service Management. This integration ensures that asset information is automatically imported into Jira, keeping asset data synchronized..

3. **Define asset attributes:**
    Determine the asset attributes that you want to track in Jira Service Management. This could include information like asset type, location, owner, status, and other relevant details. Create custom fields in Jira to capture these attributes.

4. **Configure Jira for Asset Management::**
    Customize Jira workflows and configurations to align with your asset management processes. Define how asset requests, changes, and retirements will be handled within Jira. Ensure that the system is set up to accommodate asset-related tasks.

5. **Establish access controls:**
    Set up permissions and access controls in Jira to govern who can view and modify asset information. This helps maintain data security and privacy.

6. **Create Asset Management workflows:**
   Design workflows within Jira to manage asset-related processes, such as handling requests, approvals, and changes. Define how assets move through their lifecycle within Jira.

7. **Implement automation rules:**
   Automate routine processes, notifications, and updates to reduce manual effort.

8. **Train users:**
   Provide training to users and teams who will be interacting with asset information in Jira. Ensure that they understand how to create, update, and manage assets within the system.

9. **Regularly review and update:**
   Conduct regular reviews of asset data in Jira to ensure accuracy and completeness. Update asset information as needed to reflect the current state of your IT environment.

10. **Integrate with CMDB (Configuration Management Database):**
    If your organization uses a CMDB, ensure that the asset discovery tool and Jira are integrated with the CMDB. This helps maintain consistency across the IT environment.

11. **Monitor and optimize:**
    Continuously monitor the effectiveness of your asset discovery processes in Jira. Gather feedback, identify any issues, and optimize your configurations and workflows as needed..

How Oxalis can help

OXALIS

Oxalis specializes in delivering premium Atlassian services focused on Jira Service Management. Their expertise lies in implementation, customization, and the strategic application of ITSM maturity models. This unique approach empowers organizations to achieve enterprise-level security and governance, directly addressing the critical needs of CISOs. By tailoring solutions to each client's specific requirements, Oxalis ensures a successful journey towards a robust and secure IT infrastructure.

Comprehensive Atlassian services from Oxalis

Customized implementation services
Ensuring compliance with data protection laws such as the EU's General Data Protection Regulation (GDPR) by managing sensitive information within the asset management system securely.

Expertise in Atlassian products
Facilitating audit trails and comprehensive reporting features to meet regulatory requirements, ensuring transparency and accountability in asset management practices.

Strategic alignment with enterprise requirements
Aligning with regulatory frameworks that mandate robust configuration management practices to track and control changes to assets, configurations, and related data.

Tailored approach for CISO requirements
Adhering to ITIL standards for IT service management, which can include asset management processes, to ensure efficient and standardized IT practices.

Enhanced security measures
Complying with financial regulations by providing accurate and detailed information on asset costs, depreciation, and expenditures, aiding in financial transparency.

Continuous improvement strategies
Addressing sector-specific compliance requirements, such as those in healthcare (HIPAA), finance (SOX), or other industries, to ensure asset management aligns with industry standards.

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