

15th
Anniversary



FALL MMXVII

ACE

ROME • 13-14 SEPT

Annual Conference & Exhibition

Building a Case for ACE

Education • Networking • Exhibition

***BUILDING YOUR
BUSINESS EMPIRE WITH ITAM***

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"Can you run your business without IT? If you are not managing your IT you are not managing your business."

Dr. Barbara Rembiesa, CEO & President of IAITAM

1. STRUCTURING YOUR BUSINESS CASE

IAITAM recommends the following structure to present your business case. The materials in this document will help you acquire and build out the information. At the end of each section, an example is provided. This is a sample layout of how to communicate important details in the key areas of your business case.

Executive Summary

For a standard Business Case, complete this section after completing all other sections.

Current Situation

Describe the current business problem and why it is a problem. How does it affect the corporate mission (For example: we are spending more than we need to on IT costs; we are currently at risk for an audit) Include a brief statement of any company mandates or new government regulations that requires policy, education, or processes not currently in place.

Proposal

What is being proposed? How does it solve the problem? Describe how IAITAM and the ACE conference will help the organization achieve anticipated business outcomes and how the ACE conference is an important component in knowledge acquisition.

Financial Proof

What new income/outcomes will result? Can costs afterwards be recouped? Reduced? You also want to provide a clear argument by summarizing key quantitative and qualitative information about IAITAM training and attendance at ACE, including a description of the impact of not implementing or refining current ITAM programs. Determine and include analysis information that is necessary to provide a clear justification to further your ITAM knowledge and how you implement new thoughts into your program. The type and extent of information included in the justification will vary based on the best approach for making a compelling and accurate argument.

Conclusion

Wrap up your business case by summarizing your problem/situation. Describe the anticipated outcomes of implementing an IAITAM methodology and recommendations along with the knowledge you will gain from attending the ACE educational sessions. The conclusion should include answers to questions such as “What are we aiming for?” and “What are the expected benefits to risk/financial/business operations?”

2. CURRENT SITUATION

For this section, provide some context around the current challenges you face related to your technology assets, processes, policies and/or services without presupposing a solution. These issues may include:

- Unbalanced blend of technology, people and processes
- Dissatisfaction with current IT asset management provisions
- Focus on vertical approach and not comprehensive program within an entire organization
- Lack of communication and understanding between IT, Finance, Education Team, Operations, End Users, etc.
- IT expenses are excessive relative to the business and benefits of any IT asset
- Acquisition and reporting of current assets in environment are delivered late and inaccurately
- The business has zero control over IT assets
- Unfavorable contracts with IT vendors

Try to connect these issues to the business at large. Besides having to deal with these issues within your own department or team, what is the greater impact? How does the current situation affect your company?

Example: Technology is business today, however our current processes for managing our assets are highly reactive and short sighted. The majority of effort in my department is spent firefighting (i.e. physically counting software licenses) with little view on recurring issues, the elimination of repeat issues or systemic companywide problems. This situation is starting to negatively impact our ability to add news assets to our ITAM repository and keep current actual counts. I strongly believe that if we do not implement an approach to automate this inventory process with automatic inclusion into our ITAM repository we are not only at risk of spending needless dollars in new purchases, but also potentially open the company up to a fine and loss of productivity.

3. Proposal

Based on the issues and concerns you identified in the previous sections, this is the time to describe how you plan on solving them. Keeping in mind that you will want to address how specifically attending the IAITAM ACE Conference will help you achieve this goal.

3.1 Attendance at ACE Satisfies Criteria for Recertification

Due to the rich and profound learning at IAITAM ACE, attendance allows you to automatically bypass the recertification quiz. You are still responsible for the processing fee but this is the most streamlined and effective route to recertification.

3.1.1 Creation of Good Policies and Easy to Follow Procedures

Create a universal set of standards and best practices for everyone in your company to adopt in the realm of IT Asset Management. When drafting such a standard be sure to highlight what the bottom line benefits are to your organization and individuals for following such procedures.

3.1.2 IT Asset Management Is A Core Competency

IT Asset Management is the core competency when dealing with the management of the IT assets that drive business. IT is your business so the management of your IT assets is indirectly the management of your business. Since IT is integrated into all departments of an organization with the end user being top level executives to the entry level worker, the management of these assets needs to be a holistic companywide approach. **What people are saying about the value of IAITAM courses and certifications:**

- "...our team has shown management how ITAM can have a positive impact on business," and "performs monthly asset audits at a 95% accuracy rate surpassing [the current] Service Level Agreement (SLA)."
- "The IAITAM association continues to be an invaluable resource in developing my career. The education, certification and networking afforded through IAITAM keeps my understanding fresh in such a dynamic profession."
- "Since my completion of the CITAM training and certification course I have been able to save the United States Marine Corps over \$1.2 million dollars from incorporating the knowledge I was able to bring back from the CITAM course."

- "Thank you IAITAM for supporting and promoting. In ten years, you have taken ITAM to heights I personally would have not imagined. You have made ITAM a serious business, one that is hard for businesses to ignore in today's world and one that helps promote success when implemented within the organization."

3.2 Industry focus on ITAM

IAITAM Reports on Government IT Spending

- [IT Government Insecurity Report](#)
- [IAITAM Federal IT News Release](#)

Are You So Busy Fighting Fires That You Don't Have Time To Get Much Real Work Done?

- [Are You So Busy Fighting Fires That You Don't Have Time To Get Much Real Work Done?](#)

Whitepaper on ITAM and ITIL. If you are doing ITIL you NEED to be doing ITAM

- [Download White Paper Here](#)

Overall Awareness and Importance

- [Cover your assets](#)
- [ITAM and ITSM Are Stronger Together](#)
- [Software Audits on the Rise](#)
- [Dealing with Pesky Software Licensing Audits](#)

3.3 IAITAM ACE Conference - The Longest Running Conference in the World Solely Dedicated to IT Asset Management

In this section you will want to describe the IAITAM conference and how attending it will aid in solving your current IT Asset Management issues. This could be through the pre & post IAITAM certification courses, the educational content being delivered or through the networking and industry contacts you will make in your need areas.

Over the last fifteen years IAITAM has been pioneering IT Asset Management as an industry and continuing to drive the profession forward in both the scope of duties as well as recognition of those performing ITAM duties as a core competency for any business.

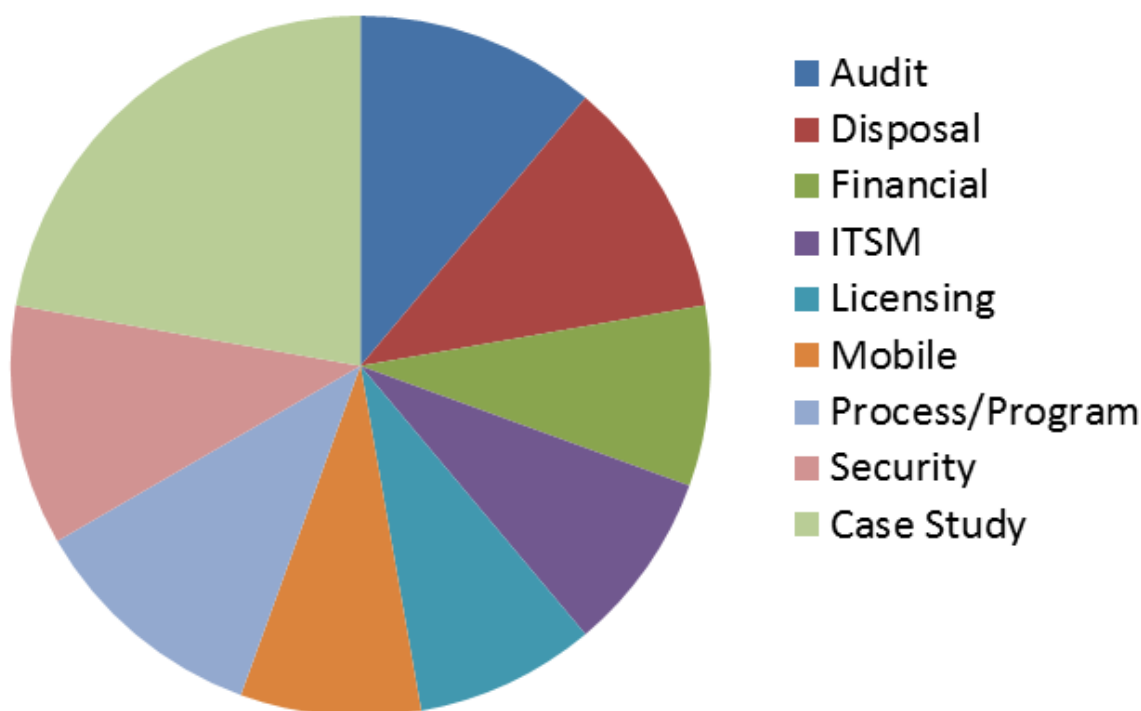
IAITAM ACE pulls together ITAM industry leaders to share knowledge and best practices in a non-threatening or sales environment. The number one focus of any IAITAM ACE event is to provide the individuals that attend the most current and highest level of education on IT Asset Management anywhere.

3.3.1 Track Categories at IAITAM ACE

The following categories are a summation of the needs and topics expressed by our membership and speakers who submitted abstracts for presentation.

The longest running event in the world solely dedicated to IT Asset Management boasts the widest array of topics related to IT Asset Management.

Over 30 Powerhouse Sessions filled with Knowledge, Support and Networking



"This conference was awesome! For someone newer to ITAM, the learning content was innumerable. Thank you!"

- Adam Hilgendorf of BJC

3.3.2 Additional Networking Opportunities

Exhibit Hall

Take a stroll around our exhibit hall and meet with industry leaders in the realm of software asset management, IT asset disposition, hardware asset management or mobile asset management. The connections and contacts you make during your time on the exhibit hall floor will only prove to be more beneficial with each passing year.

Networking Events

Enjoy a casual and relaxed evening where you can sit back and network with peers and other industry leaders. These events are aimed to make an attendee feel comfortable and prepared to learn as well as extend the learning and content rich conversations that were started in the daily sessions. Our networking events are geared to help you gain invaluable context from your peers and further your development.

Value-Added Resources

For our registered attendees we offer a mobile conference website accessible from any Internet device where we can offer you a superior digital conference experience. We recognize our attendees want to be quick and agile on the show floor so we won't bog you down with cumbersome session handouts, paper surveys or bulky schedule books.

4. Financial Proof

In this section we will start to build the financial case for why IAITAM training and attending the IATIAM ACE Conference is so paramount. Please note since IAITAM teaches the best practice and does not implement it in the organizations of those individuals who attend the conference we cannot provide hard figures but rather estimates and feedback from past students and members along with areas that we know industries can save money and in turn if managed improperly can cost an organization thousands if not millions in fines. The below are all concepts and management competencies that are prevalent in IAITAM courses as well as the IAITAM ACE Conference.

Below is a short list highlighting just some of the ways that a deficient ITAM program will end up costing the organization money:

- Organization purchases new hardware assets due to being unaware of current inventory of assets ready for redeployment
- Organization is unaware of how many unused software licenses it has and needlessly purchases more
- Misunderstanding of companies IT goals as it aligns to the financial projections and benchmarks for projects
- Organization overextends its licenses and is found delinquent via a software audit process
- Data breaches
- Uneducated acquisition processes which lead to unfavorable end user license agreements along with incorrect TCO estimates

The following is a list of submitted quotes from our members and past participants highlighting some of the cost savings they were able to achieve after implementing strategies they learned through the IAITAM certification courses or while at the ACE Conference:

- "Reduced software license costs by \$1.9M annually by reevaluating license usage and leveraging bulk spend options." (He also) "...saved \$2M in 18 months by implementing better PC leasing strategies (negotiating better leasing terms; reduced past-due lease times from 7 months to zero)."
- "Since my completion of the CITAM training and certification course I have been able to save the United States Marine Corps over \$1.2 million."
- "our team...saving the company \$8.3M in maintenance and support costs for both hardware and software for a period of one year. Our understanding of software contracts terms and conditions as well as software licenses types aided us in transferring existing contracts, licenses and hardware assets while ensuring that we stay within our entitlements."

Become the next great success story! With IT, you can save or lose a great deal of money. The question is now **"How are you managing your IT?"**. The ACE Conference is an invaluable resource for anyone looking to build a new, or enhance their current, ITAM Program.

4.1 Return on Conference Investment

IAITAM is keenly aware of how the economy creates challenges for those seeking approval to attend professional development events. The good news is that the IAITAM ACE conference is centered on the very concept that external, objective sources are advocating during tough times – building efficient processes based on a proven framework and sound policy to drive efficiency and manage current financial expenditures while optimizing IT innovation.

We are confident that if you walk away with even one idea you've learned at our conference, then go back to work and implement it, this will more than pay for the conference registration fee as well as all travel related costs.

The following cost/benefit analysis sample illustrates how you can calculate ROI and how long it will take for your company to recoup the expenditure.



5. Conclusion

Wrap up your business case by summarizing the problem/situation. Describe the anticipated outcomes of implementing any ideas or processes you hope to learn at the IAITAM ACE Conference that specifically addresses the business issue(s). The conclusion should include answers to questions such as "What are we aiming for?" and "What are the expected benefits to aligning IT goals with that of the entire company?"

Example:

As an IT asset management professional, my goal is to have an effective, efficient, and successful IT department that has well thought out and integrated policies and procedures that work for every single person in the company. In addition it is my goal to manage all IT assets from the very beginning during the acquisition process all the way through active deployment in the environment to the harvesting of data and successful disposal of the asset. This requires maintaining an ever watchful eye on where any particular asset is in our environment as well as whom it is deployed to. Any opportunity we can take to decrease unnecessary spending along with data and financial risk will only serve to benefit the organization's bottom line.

A considerable challenge we are facing is that we need to build better processes to examine recurring issues with our IT asset management systems – issues that can seriously impact our compliance (both software and hardware) and cause us to incur excessive costs. Currently, we are spending too much time “fire-fighting.” We require the knowledge and capability to better track our assets, negotiate for them and create better ROI and TCO estimates, and I recommend that we attend the IAITAM ACE conference to learn and network from the industry leaders that will be present there as well as arrive early or stay late to attend an IAITAM certification course.

If we start at the beginning with software and hardware acquisition training our organization can expect to reap the following benefits which can be translated to financial gains:

Most of these common benefits can be translated into financial benefits:

- *Better contracts with vendors saving untold dollars*
- *More appropriate purchases due to an increased understanding of the needs the asset will solve*
- *More accurate TCO estimations to reflect better budget planning*
- *Easier time tracking the asset throughout its life which will lead to more efficient usage and versioning of that asset*

Many companies have already demonstrated significant ROI with IAITAM certifications and the knowledge they receive at IAITAM ACE and I'd like us to achieve the same success however I want to make sure we're doing it correctly the first time. I need access to industry leaders, experienced practitioners and the best trainers and consultants in the industry. I have found an event that provides me with all that. It's IAITAM's 15th Anniversary ACE Conference going on 13-14 September, 2017 in Rome, Italy. Not only is this event designed to show me how to address the organization's most important issues, but it's also created by the organization responsible for leading the IT Asset Management industry. Going to IAITAM ACE I am quite literally going to the company that wrote the book on IT Asset Management and is the authority on the subject.

5.1 Sample Email Text

Use the following email text to present your business case to your approval manager. You may modify it according to your particular roles within your ITAM program.

Dear _____,

I am writing to seek approval to attend IAITAM's 15th Anniversary Fall International IT Asset Management Conference, 13-14 September, 2017

As an Asset Manager for the company there are numerous aspects of this event that will allow me to significantly increase my knowledge. And as you know 2017 goals involve a more efficient and integrated asset management program. In addition to being more confident when it comes to the negotiation, acquisition, and tracking of these assets, I can ensure that these assets and investments are aligned with corporate business objectives.

I have looked through the conference program and there are at least 15 sessions, including several case studies/workshops, addressing these needs. Detailed and attached for your review is a business case for my attendance at the IAITAM 2017 Fall ACE conference. I am happy to meet and discuss this in more detail with you at a time that's convenient.

I await your response and confirmation of my approval for this professional development opportunity.

Sincerely,
<sign off>