ROAD SHOW

IAITAM

2018

SESSION PREVIEW WHITE PAPER

ITAM PROGRAM
WHAT IS THE MOST EFFECTIVE ITAM PROGRAM
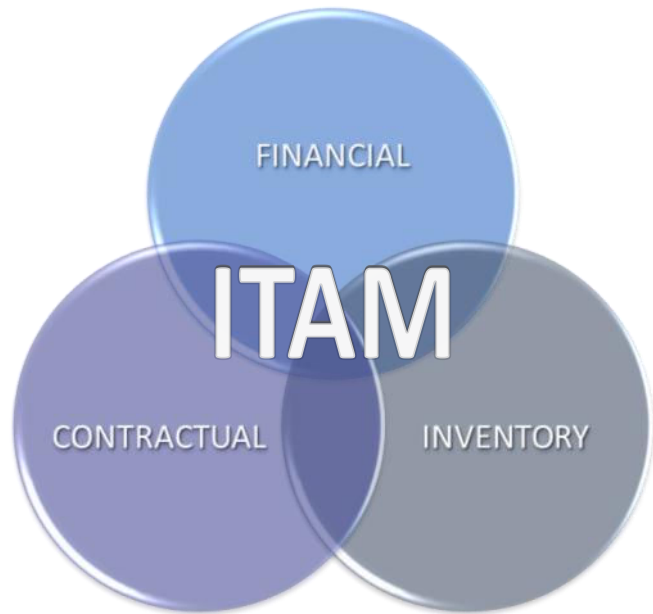FOR MY ORGANIZATION?

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THE KEY TO ITAM SUCCESS

What is so hard about ITAM? Get a spreadsheet and hire a data entry clerk. Unfortunately, that is how many ITAM outsiders think. They think that ITAM is all about tracking and counting things. Yes it is true that ITAM tracks and counts IT assets, but it is a means to an end, not an end in itself. ITAM tracks and counts IT assets to accomplish two critical business objectives:

1. Maximize the return investment from the IT spend
2. Mitigate the underlying risk

What is ITAM?

In order to accomplish these two critical business objectives, ITAM is in a unique position to manage the financial, inventory and contractual aspects of the IT assets .

FINANCIAL

ITAM

CONTRACTUAL

INVENTORY

ACQUISITION MANAGEMENT	DISPOSAL MANAGEMENT	POLICY MANAGEMENT
ASSET IDENTIFICATION	DOCUMENTATION MANAGEMENT	PROGRAM MANAGEMENT
COMPLIANCE MANAGEMENT	FINANCIAL MANAGEMENT	PROJECT MANAGEMENT
COMMUNICA-TION AND EDUCA-TION MANAGEMENT	LEGISLATION MANAGEMENT	VENDOR MANAGEMENT

Managing these three aspects at the same time is complex, challenging and requires a purposeful, organized and long term commitment. The secret to success is developing a core business competency in ITAM built upon a best practice framework such IAITAM's twelve key process areas (KPA) .

THE KEY TO ITAM SUCCESS

PROGRAM - THE FOUNDATIONAL KPA

Program is the foundation key process upon which all the other KPAs rest. It is where the long term core competency in ITAM is built. It is the centralized set of processes that build, maintain and monitor the ITAM program. It also markets the ITAM program throughout the organization to inform and gather cooperation and participation from the other areas that are critical to success in ITAM.

The ITAM program is defined through the following five living documents that are updated periodically to reflect the evolving ITAM competency:
1. Mission Statement
2. Roadmap
3. Metric Plan
4. Communication Plan
5. Policy Plan

The mission statement articulates the business value that ITAM delivers to the organization. It focuses on maximizing the return on investment from the IT spend and mitigating the underlying risk. It is critical that the mission statement conveys that ITAM tracks and counts assets as a means to an end, not an end in and of itself.

The roadmap is a high level timeline of the major ITAM tasks necessary to accomplish the mission statement. It is just as important for what is not included or what is later. It conveys to the rest of the organization that ITAM is not quick and easy. It is a long term commitment. ITAM is not "once and done" or a special project wrapped around magic tool selection.

The metric plan documents what metrics will be captured and reported on to prove that the execution of the roadmap is a success and producing the overall business objectives. Being purposeful and intentional in designing metrics ensures that ITAM processes, tools and automation produce the best possible metrics.

Because of the dependence of ITAM upon other areas of the organization, people management is just as important as asset management for ITAM success. The communication plan makes ITAM purposeful and intentional in communicating to other areas in order to gain their cooperation and support for ITAM initiatives.

Policies are critical for risk mitigation. Developing policies takes time and effort. Generally, other areas of the organization will support and assist in the development of ITAM policies. The policy plan ensures that adequate time is devoted to this effort.

TIME DOES NOT SOLVE THE PROBLEM

Time does not make the ITAM problem go away. Information Technology is only getting more complex. Every day new asset types show up, new pricing structures are proposed, new software licensing models are created, etc. Every day that an organization does not have ITAM, assets are lost, software audits are failed, incorrect invoices are paid, etc. There is no reason to not get started with ITAM since it is only going to be harder in the future and a successful ITAM program pays for itself.

SPRING 2018
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ROAD SHOW
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2018

SCHEDULE OF EVENTS

8:30a-9:00a Networking with Refreshments

9:00a-9:30a Opening

9:30a-1:30p One continuous session covering ITAM and IT Security, ITAM Program, ITAM and Cloud Computing, Software Audits, ITAM and ITSM and What is an IT Asset?

1:30p-2:30p Lunch

2:30p-3:30p Birds of a Feather Interactive Session, Closing

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18 APRIL

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TOPICS

ITAM and IT Security
You Cannot Secure What You Don't Know You Have!

ITAM Program
What is the Most Effective ITAM Program for My Organization?

ITAM and Cloud Computing
Why Do We Need to Manage That?

Software Audits
Managing Audits as a Standard Business Practice

ITAM and ITSM
Translating the Value of Both in Your Organization

What is an IT Asset?
Explore the Ever-Changing Landscape of IT and How ITAM Can Keep Up

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