

BRINGING IT ASSET MANAGEMENT (ITAM) TO THE WORLD OF FINANCE: IAITAM TO PRESENT AT 2019 TECH BUSINESS MANAGEMENT CONFERENCE

Moving Beyond Traditional Risk Mitigation to ROI for Finance World Businesses

CANTON, OHIO - September 19, 2019 – “IT Asset Management” (ITAM) traditionally has been thought of as a way to minimize risk, but now that it is progressively viewed as a path to return on investment (ROI) in IT spending, ITAM is starting to get the attention of the financial world – not just technology leaders, but also those on the C-level making financial decisions. That new visibility for ITAM will get its biggest boost ever on November 3, 2019 when the International Association of IT Asset Managers (IAITAM) holds an all-day session during the 2019 Technology Business Management (TBM) Conference in Las Vegas. For more information see www.tbmconference.org.

TBM is the largest annual gathering of C-level IT and financial professionals. The IAITAM course, which will focus on turning IT spending from a cost center into a strategic driver of business value, will be led by IAITAM expert Jonathan Silvey. The course will take place on the first day of the TBM conference. Following the course, attendees may take the optional exam for certification to become a Certified Asset Management Professional (CAMP).

President and CEO of IAITAM, Dr. Barbara Rembiesa said: **“Companies often approach us with the question ‘why are we spending so much on IT?’ Most of what we see is companies throwing money at inefficient IT services or inadequate risk management procedures— or some combination of them. Proactive and responsible business managers will see the new and exciting role that ITAM can play in getting a return on investment, not just risk reduction.”**

The ITAM course with optional Certified Asset Management Professional (CAMP) Certification gives an extensive overview of IT Asset Management (ITAM) best practices and processes. This course is designed to equip attendees with a firm foundation of ITAM best practices and processes, which includes information on each of the IAITAM Best Practice Library’s (IBPL) 12 Key Process Areas (KPA’s). It also gives the scope of the Certified Software Asset Manager (CSAM) course and a synopsis of the Certified Hardware Asset Management Professional (CHAMP) training. This course is designed to be a “how-to” guide for building an efficient and effective ITAM program while teaching what ITAM is, why it is important, ITAM best practices, and more.

Catering to top financial and tech industry leaders, the global TBM Conference will take place November 3-7, 2019 at the Bellagio Resort and Casino, in Las Vegas, Nevada. The networking event will connect information technology and finance professionals with the common goal of stronger technology business management. To learn more about the conference or register visit <https://www.tbmconference.org>.

The International Association of Information Technology Asset Managers, Inc., is the professional association for individuals and organizations involved in any aspect of IT Asset Management, Software Asset Management (SAM), Hardware Asset Management, Mobile Asset Management, IT Asset Disposition and the lifecycle processes supporting IT Asset Management in organizations and industry across the globe. IAITAM certifications are the only IT Asset Management certifications that are recognized worldwide. For more information, visit www.iaitam.org, or the IAITAM mobile app on Google Play or the iTunes App Store.

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