



IAITAM ROAD SHOWS ARE ...



EDUCATION

Reap the benefits of a full day of vendor-neutral education from IAITAM's experts

NETWORKING

Spend the day engaging with ITAM professionals in a setting that is close to home

TAKEAWAYS

Return to work with real-world, practical knowledge that has been tested and proven

WHY THE ROAD SHOWS?

IAITAM began the Road Show events in early 2015 to help IT Asset Management professionals come together in a local setting, because let's face it, budgets are tight and approvals can be hard to come by. Through these events IAITAM is able to:

- ✓ Offer vendor-neutral education on a wide variety of relevant and trending topics
- ✓ Facilitate lasting relationships built between participants
- ✓ Enhance ITAM knowledge in cities around the globe

We are now heading into our 9th Road Show series and we couldn't be more excited to bring these powerful events back to major cities across the US! After all, IAITAM's mission is to be the principle resource for comprehensive ITAM best practices worldwide, enabling practitioners and industry professionals to achieve continuous success through ongoing education, certifications and networking as well as providing information pathways for knowledge enrichment and professional growth.



SESSION PREVIEW

SELLING ITAM: INFORMATION IS A TOOL, AWARENESS IS A STRATEGY

One of the most frequently asked questions of IAITAM is “how do I get executive buy-in?” For decades, organizations have been managing their real estate, ships, trains, planes, automobiles, construction equipment, manufacturing machines and everything else as a critical asset tied directly to their revenue and profit. Every dollar, every Pound, every Euro, every Yen and every other currency is touched by an IT asset. However, IT assets remain ignored.

It is time to enlighten your organization to the value of ITAM and convince executive management that ITAM is a strategic business core competency. In this presentation we will look at the framework for developing a strategy that includes a roadmap, your organization’s social network, the metrics to consider and currency.

Topics include:

- What is ITAM’s mission?
- 4 steps to executive enlightenment
- “We don’t know what we don’t know” and “I don’t know” is a valid metric!
- Translating information to awareness – the value of ITAM data

MANAGING THE CLOUD: INNOVATIVE ITAM PRACTICES NECESSARY

The Cloud has now become a prevalent technology resource in many organizations. One of the reasons for the current popularity of the Cloud is its nimbleness, granularity and vast variety of Cloud offerings. It is for this specific reason that management in the Cloud presents an entirely new challenge for the ITAM community. In order to be successful in meeting and succeeding with ITAM in the Cloud, IT managers will need to understand the Cloud and all of the ITAM practices required for successful Cloud management. In this presentation we will review the current cloud environment and restate the importance of ITAM and discuss innovative ITAM practices that will yield success.

Topics include:

- Who are the Major Cloud Providers
- Various Cloud Types and Attributes
- Successful ITAM practices for Cloud
- Why and how to get into and out of the Cloud

SESSION PREVIEW

RECONNECTING HAM & SAM: THE YIN AND YANG OF ITAM

In the past few years, the ITAM solution's market has placed its emphasis on Software Asset Management (SAM) but you cannot do SAM without Hardware Asset Management (HAM). Software lives on hardware and the most complicated software runs on servers where the licensing is the most challenging to manage. HAM was the first of the ITAM disciplines to emerge with the re-birth of ITAM in the late 1990s and for good reason – HAM was a natural extension of physical inventory management. You could touch a hardware asset in the same way you could touch a car or desk or a building. Even when software audits came into “fashion” at the turn of the century, HAM was still going strong. But over time fear, uncertainty and doubt became a successful sale tool for getting organizations to recognize SAM as the highest priority. In this presentation we will reinstate the importance of HAM and discuss how HAM becomes even more critical as technology continues to evolve. Topics include:

- Bundling Service Asset Management and HAM
- SAM in the cloud (PaaS, IaaS)
- HAM and virtual hardware
- HAM has licensing
- The Internet of Things, translating information to awareness – the value of ITAM data

SUCCESSFUL MANAGEMENT TOOLS IMPLEMENTATION: “REAL” DATA INTEGRATION A MUST!

For years there have been hundreds of millions of dollars spent on ITAM tools and their implementation. Many organizations have implemented, trashed and re-implemented new and supposedly more effective tools with the expectation that the new and or replacement tool will yield more positive results. These kinds of activities, in many instances, have not yielded the expected positive results and thus the cycle of a “new and better” tool search starts again. The truth is that ITAM tools are purely vessels for “data”. It is the “data” and how it is organized and input that is the “skeleton key” to unlocking success within the tool. This, along with the intersection of processes and inventory data, are the ingredients for the magical elixir that will halt the negative tools implementation cycles and add great value to the business. In this presentation, we will outline and discuss the role that “real data” plays in Successful Tool Implementation.

Topics include:

- Integrating “Real” Data into ITAM Tool Implementations Processes
- Simplifying the Understanding of ITAM Tools Functionality and Limitations
- Reporting and Business Value Best Practice Tips for ITAM Tools



SESSION PREVIEW

IT SECURITY: EMPOWERING IT SECURITY WITH ITAM

IAITAM has a simple saying – “you can’t secure what you don’t know you have!” We believed so strongly in this message we developed a certification course. The IT security topic remains a high, if not the highest, priority for every organization. The intersection between IT security and ITAM is significant to the point that industry frameworks now recognize how critical the function of ITAM is for IT security. From the very beginning of IAITAM, we have said IT security is our best friend. We both want to know where IT is at, who is using it and why they are using it. Is your organization’s IT security initiative aligned with your ITAM Program? Do you know what it takes to achieve this alignment? This presentation will focus on the reasons why ITAM must play a critical role in IT security and how IT Asset Management enables the IT Security function to be successful.

Topics include:

- Regulations overview
- Industry frameworks
- The ITAM / ITSEC intersection
- Talking ITSEC speak
- Translating information to awareness – the value of ITAM data

IT CONTRACT MANAGEMENT: 10 STEPS TO SUCCESS

A critical success factor in all ITAM programs is effective, organized and knowledgeable contract management. However, it has always been the ultimate “untouched” area, since historically this has been viewed as being “covered” by legal resources.

While the IT providers are chock full of legal resources in order to craft IT contracts to their gainful benefits, most organizations do not have unlimited and, in some cases, top notch legal resources for business analysis of IT contracts and the massive “gotchas” contained within them. This creates a huge void in contract management for IT.

In this presentation we will present 10 steps that IT managers should navigate in order to successfully manage IT contracts.

Topics include:

- Connecting the “Dots” of Contract Agreements and Mappings
- Reading and understanding Business Terms in IT Contracts
- Navigating and Managing Click Wrap/URL Agreements
- Standards Training and Education for IT Contracts



FALL 2019 IAITAM ROAD SHOW

Join IAITAM's team of asset management experts and select industry peers addressing the issues pertinent to initiating, building and enhancing your organization's asset management program, the business side of IT.



SCHEDULE OF EVENTS

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

9:00a-9:30a Opening

9:30a-1:30p One continuous session covering HAM & SAM, Tool Implementation, Selling ITAM, Contract Management, IT Security and Managing the Cloud

1:30p-2:30p Lunch

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

SINGLE + GROUP PRICING

Regular

\$395.00 *single*

\$3,750.00 *10-pack*

\$7,250.00 *20-pack*

Individual Member - 25% discount

\$296.25 *single*

Corporate, Provider & ATO Member Rate - 40% discount

\$237.00 *single*

\$2,250.00 *10-pack*

\$4,350.00 *20-pack*

DATES AND LOCATIONS



SCHAUMBURG | SEP 30



DALLAS | OCT 2



CINCINNATI | OCT 4

