

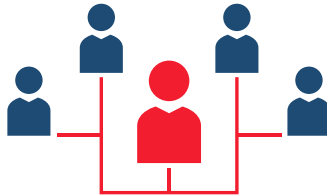


# IAITAM ROADSHOW 2020



## Education

Vendor-neutral education on a wide variety of relevant topics



## Networking

Facilitate lasting relationships built between ITAM professionals



## Takeaways

Return to work with enhanced ITAM knowledge

## WHY YOU SHOULD ATTEND THE IAITAM ROADSHOWS?

IAITAM began the roadshow 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. Our mission is to be the principle resource for ITAM best practices worldwide, enabling practitioners and industry professionals to achieve continuous success through ongoing education!

# IAITAM ROADSHOW:

22 APRIL, 2020 at 10am CET (Central European Time)  
5am EDT (Eastern Daylight Time)

## **LIVESTREAM EVENT**



# SESSION PREVIEW

## RECONNECTING HAM & SAM: THE YING AND YANG OF ITAM

In the past few years, the ITAM solution's market has placed its emphasis on Software Asset Management (SAM), much to the dismay of people who understand ITAM. Fact – you cannot do SAM without HAM. Software lives on hardware and the most complicated software runs on servers where the licensing is the most challenging to manage. In this presentation we will reiterate the importance of HAM and discuss how HAM becomes even more critical as technology continues to evolve.

## TOOLS IMPLEMENTATION: “REAL” DATA INTEGRATION A MUST

This robust presentation will touch upon all aspects of successful tools implementation and the importance of “actual” data in this activity. While we will not be focusing on or rating specific tools, we will be sharing our experience and successful techniques for data and tool integration. Demystifying the “hype” around this discipline will be the focus of this segment

## 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?” In this presentation we will look at the need for developing a strategy which includes a roadmap, your organization's social network, the metrics to consider and currency

# SESSION PREVIEW

## IT CONTRACT MANAGEMENT: 10 STEPS TO SUCCESS

In this presentation we will explore in 10 steps the critical success factors necessary when developing and managing contracts for technology goods and services. We will also touch upon the types of contracts, and how they need to be memorialized in the IT management tool environment.

## 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 strong in this message we developed a certification course. The IT security topic remains a high, if not the highest, priority on every organization’s project list. This presentation will present more reasons why ITAM must play a critical role in IT security and how IT asset management enables the IT security initiative. IT security cannot succeed without the function of ITAM!

## MANAGING THE CLOUD: INNOVATIVE ITAM PRACTICES NECESSARY

This presentation will outline the current state of the Technology Cloud environment which is still a “Work in Progress”. Major cloud providers, various types of cloud services and relationships of the cloud provider to the cloud consumer will be discussed. Current IT Asset Management guidance available to deal with the complexity of the cloud will also be highlighted.

# IAITAM ROADSHOW 2020

## SCHEDULE OF EVENTS:

ALL TIMES ARE SHOWN IN CET

10-10:15 AM | Introduction

10:15 AM-12:00 PM | Presentation

12-12:15 PM | Break

12:15-2:00 PM | Presentation

2:00-2:30 PM | Lunch

2:30-3:30 PM | Interactive Session: Birds of a Feather

## SINGLE & GROUP PRICING

### REGULAR

\$395.00 (1 pack)

\$3,750.00 (10 pack)

\$7,250.00 (20 pack)

### INDIVIDUAL MEMBER (Special Pricing: 25% off)

\$296.25 (1 pack)

### CORPORATE, PROVIDER & ATO MEMBER RATE (Special Pricing: 40% off)

\$237.00 (1 pack)

\$2,250.00 (10 pack)

\$4,350.00 (20 pack)

