

## **IT ASSET MANAGEMENT (ITAM) IS “ESSENTIAL” TO POST-COVID PLANNING: C-LEVEL EXECUTIVES, ITAM PROFESSIONALS TO GATHER ONLINE TO DISCUSS CRITICAL ISSUES MOVING FORWARD FOR BUSINESSES, OTHER ORGANIZATIONS**

### ***IAITAM to Host Virtual Conference Showcasing Pandemic Success Stories in IT Asset Management and Training Programs for Remote Workforces***

**CANTON, OHIO - September 4, 2020** – C-level executives, IT Asset Managers and others from across the world will gather virtually this week to share success stories on how workers stepped up during the coronavirus pandemic to ensure that companies could continue doing business-as-usual in remote environments.

On September 9-11, 2020 the International Association of IT Asset Managers (IAITAM) is hosting an online-only version of their global Annual Conference and Exhibition (ACE) to help businesses hone in on their vision for the future post-coronavirus and offer sessions on the importance of having an IT asset management program. To learn more about the virtual conference or register visit <https://ace2020.iaitam.org/>.

IAITAM President and CEO Dr. Barbara Rembiesa said: **“One type of essential worker during the coronavirus pandemic has yet to be recognized—IT Asset Managers. The emergency decisions made by business owners were informed by ITAM professionals who ensured that companies could continue to do business remotely under work-from-home conditions. As I’ve said many times before, if you are not managing your technology you are not managing your business. I invite all business owners, C-level executives, and ITAM professionals to attend ACE and learn more about ITAM programs and how they can save you money. Hindsight is 2020. Every single business would benefit from having a skilled ITAM professional on their team now, to prepare for whatever lies ahead.”**

#### **ITAM Case Studies & COVID-19 Sessions**

*Note: All times listed are ET*

**ITAM Case Studies - [10 Pitfalls to avoid during a Software Asset Management \(SAM\) Implementation](#) - 9/9 → 10:00 – 11:00 a.m.**

**COVID-19 – [Planning for the “New Normal”](#) - 9/9 → 2:00 – 3:00 p.m.**

**ITAM Case Studies – [5 Essential Principles to Building Best in Class SAM](#) - 9/10 → 11:15 – 12:15 p.m.**

**COVID-19 – [ITAM and COVID-19, The New Normal](#) - 9/10 → 10:00 – 11:00 a.m.**

**ITAM Case Studies – [Turning Dysfunctional IT Asset Management into World Class Solutions](#) - 9/10 → 2:00 – 3:00 p.m.**

**ITAM Case Studies – [Why ITAM Matters, Building a Solid ITAM Foundation](#) - 9/11 → 10:00 – 11:00 a.m.**

ACE is the world’s largest ITAM conference and will explore key topics on IT Asset Management and other COVID-19 related success stories. Those in attendance will include CIOs, COOs, CTOs, IT Asset Managers, IT Professionals, Finance Managers, legal professionals and more. Attendees

will gain relevant knowledge needed to start new asset management programs or improve existing ones. To learn more about the conference or register visit <https://ace2020.iaitam.org/>.

**ABOUT IAITAM:**

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, 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](http://www.iaitam.org).

**MEDIA CONTACT:** Whitney Dunlap, (703) 229-1489 or [wdunlap@hastingsgroup.com](mailto:wdunlap@hastingsgroup.com).