

**WITH A NEW WAVE OF BUSINESS SHUTDOWNS LOOMING,
IAITAM OFFERS FREE EDUCATIONAL TOOLS FOR
PROTECTING COMPANY ASSETS, DATA, AND REMOTE WORKFORCES**

***December is IT Asset Management (ITAM) Awareness Month;
IAITAM To Offer Daily Briefings/Trainings from Expert Tech Organizations.***

CANTON, OHIO – November 24, 2020 – With a second wave of office and other business lockdowns on the horizon, the International Association of IT Asset Managers (IAITAM), the leading authority on IT Asset Management (ITAM), is mounting a major push to help organizations better protect themselves, their company assets and their employees by releasing free educational resources daily during the month of December.

Every day during ITAM Awareness Month in December topics will highlight the issues most discussed this year within the ITAM industry: IT asset disposal (ITAD), data/privacy risks, licensing, mobile asset management, software asset management, and best practices. Company heads and ITAM industry professionals can learn more about ITAM Awareness Month, by visiting <https://iaitam.org/itam-awareness-month/>.

Throughout the coronavirus pandemic, IAITAM has issued a series of warnings: [“nightmare data risks” for unprepared government agencies & companies](#); a rash of [breaches of corporate and government data](#); potential [data security threats from remote billing procedures](#); and [what to do with excess hardware purchased for employees working from home](#).

All of these concerns tie into the ITAM process and implementing procedures now to address these challenges can save companies millions of dollars and prevent tech-related headaches.

IAITAM President and CEO Dr. Barbara Rembiesa said: **“If you aren’t managing your IT assets, you’re not managing your business properly. During COVID-19, ITAM professionals worked diligently to ensure that businesses stayed open and that employees could work from home. Many companies without ITAM programs were unprepared for the shutdowns and are still struggling to get back on their feet. What will they do now if there is a second lockdown?”**

Rembiesa added: **“Every business and agency can benefit from the professional guidance that our experts offer within the IAITAM network. We are pleased to host ITAM Awareness Month and share daily resources to anyone interested in learning about ITAM as our way of giving back.”**

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.

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