



October 19- 21, 2021
Nashville, TN

A wide-angle photograph of the Nashville skyline across the River. The image shows several skyscrapers, including the AT&T Building, under a clear blue sky. In the foreground, there's a river with a bridge and some greenery on the banks.

BUILD A BUSINESS CASE

NEED HELP WRITING AN EFFECTIVE CASE FOR ACE?

IAITAM is committed to bringing ACE attendees the most pertinent and valuable information in the ITAM industry. We know our conferences help practitioners bring real-world solutions to their organizations. But does your boss? Does your manager or board of directors know how valuable ACE could be for their organization? Maybe not, but we want to help you tell them.

CASE OUTLINE

IAITAM recommends the following structure to present your business case. The materials in this document will help you acquire and build out the information. At the end of each section, an example is provided. This is a sample layout of how to communicate important details in the key areas of your business case.

EXECUTIVE SUMMARY

The executive summary provides an overview of each section that is discussed in greater detail further down. For a standard business case, this section is completed after all other sections.

CURRENT SITUATION

Describe the organization's current situation and any current or potential future problems. How does it affect the organization's mission (e.g. we are spending more than we need to on IT costs; we are currently at risk for an audit)? Try to connect these issues to the business at large. Besides having to deal with these issues within your own department or team, what is the greater impact? How does the current situation affect your company? Include a brief statement of any company mandates or new government regulations that requires policy, education, or processes not currently in place.

PROPOSAL

Based on the issues and concerns you identified in the previous sections, this is the time to describe how you plan on solving them. Specifically address how attending the IAITAM ACE will aid in solving your current IT Asset Management issues. This could be through the educational content being delivered, through the networking and industry contacts you will make in your need areas or through the in-person IAITAM certification courses offered post-conference.

FINANCIAL PROOF

Provide a clear argument by summarizing key quantitative and qualitative information attendance at ACE, including a description of the impact of not implementing or refining current ITAM programs. Determine and include analysis information that is necessary to provide a clear justification to further your ITAM knowledge and how you implement new thought into your program (e.g. what new income/outcomes will result? Can the conference costs be recouped?). The type and extent of information included in the justification will vary based on the best approach for making a compelling and accurate argument.

CONCLUSION

Wrap up your business case by briefly recapping the points made throughout. Summarize your problem/situation and describe the anticipated outcomes of implementing the knowledge gained at the IAITAM ACE. The conclusion should also answer questions like “What are we aiming for?” and “What are the expected benefits to risk/financial/business operations?”

ACE 2021-Concentrating on ITAM & the Post Pandemic Business Structure