


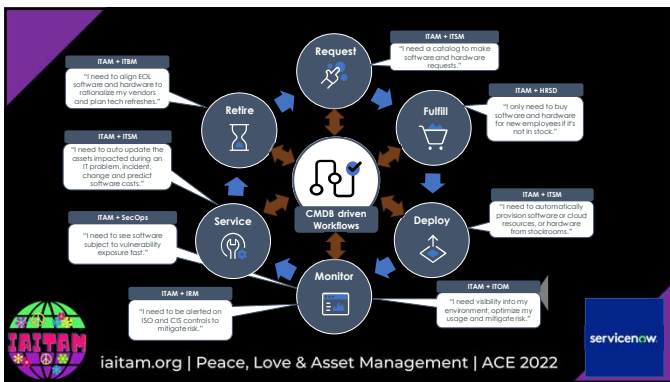
How a solid ITAM program is strategic to the business

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What does it mean to be "strategic"

Strategy: a **plan, method, or series of maneuvers** or stratagems for **obtaining a specific goal** or result: a *strategy for getting ahead in the world.*

YOUR ORGANIZATION has a specific strategy to obtain the goals of the organization:

- Profit
- Increase shareholder value
- Delivers service(s) to constituents
- Provide emergency services
- Provide for the common defense
- Etc...

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Why is it important for ITAM to be strategic to the organization?


- ITAM is often viewed by leadership as overhead, something to be minimized.
 - Underfunded
 - Understaffed

What we WANT it to be:

- Viewed by leadership as relevant, helping the organization obtain it's goals
 - Funding
 - Staff
 - Permanency
 - Resiliency




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Information Technology -- How ITAM supports IT Agility

1. Strategic Portfolio Management
2. Service Management
3. Predictive IT




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Examples of customer value by ITAM supporting IT agility

- Reduced yearly hardware budget by not losing inventory on break/fix activities performed by their hardware maintenance contractor.
- Drove out unbudgeted hardware purchases by proactively knowing what hardware to sunset the prior budget cycle.
- Reduced number of touch points on the ServiceDesk for "Dude, where's my new laptop" style questions.




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Human Resources -- How ITAM supports the Employee

1. Employee on-boarding
2. Employee off-boarding, including Legal hold




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Examples of customer value by ITAM supporting HR

- Increased speed of onboarding
- Increased ability to scale Human Capital to grow the business
- Greater accuracy in impact of legal hold on a device




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Compliance -- How ITAM supports the lawyers

1. HIPAA/PCI/SOX/GDPR
2. Regulatory (MEGABYTE Act, etc.)
3. Government supplier, or supplier to a supplier




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Examples of customer value by ITAM supporting Compliance

- Visibility of regulated data on those assets
- **Defined, documented, enforced** workflow on proper asset handling in regulated use-cases
- Quickly support positive supplier and compliance audits




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Risk -- How ITAM supports the business

1. Vulnerability response
2. Business Continuity/Disaster Recovery planning and execution
3. Predictive growth, contraction




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Examples of customer value by ITAM supporting Risk

- Evaluating vulnerability risk
- Automating vulnerability response
- Capacity planning



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BRAINSTORMING

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How can ITAM help?

1. Large retailer needs to shave a quarter of a percent off COGS.
2. Business needs to rapidly expand in order to capture market share before the competition
3. New pandemic hits, organization must furlough 20% of employee base, send another 40% to non-office working arrangements.

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Okay, but what can I, as an ITAM practitioner, do now?

1. Find out the organizational "Why"
2. Determine the important organizational metrics
3. Figure out how ITAM can improve those metrics
4. Work with leadership to develop a plan
 - Process
 - Staffing
 - Tooling
 - Funding
5. Is the juice worth the squeeze?

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