



**IAITAM ACE**  
 May 7-9, 2024 The M Resort Las Vegas, NV  
 Losers Comply, Winners Govern  
 Aaron Zeper  
 DMD Systems Recovery, Inc.  
*Finding your IAITAM Oasis*

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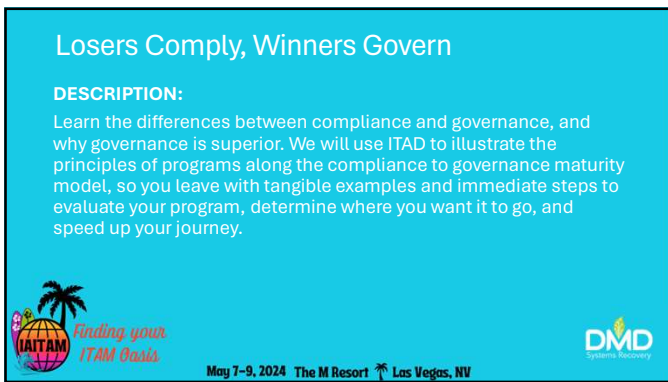
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**Losers Comply, Winners Govern**  
**DESCRIPTION:**  
 Learn the differences between compliance and governance, and why governance is superior. We will use ITAD to illustrate the principles of programs along the compliance to governance maturity model, so you leave with tangible examples and immediate steps to evaluate your program, determine where you want it to go, and speed up your journey.

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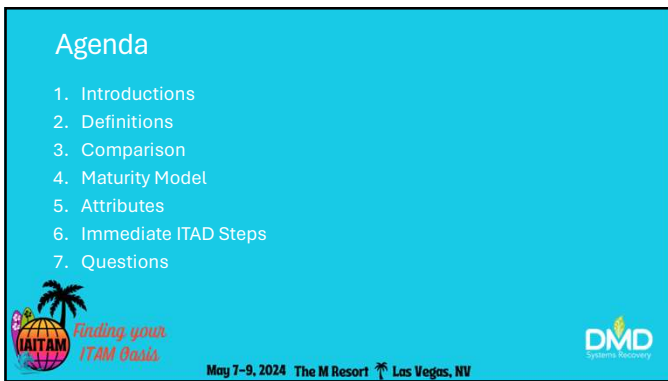
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**Agenda**

1. Introductions
2. Definitions
3. Comparison
4. Maturity Model
5. Attributes
6. Immediate ITAD Steps
7. Questions

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**Definitions**

Comply: to conform, submit, or adapt (as to a regulation or to another's wishes) as required or requested


ITAD Compliance: typically refers to conformance to legislation and/or government regulations for environmental and security aspects

Govern: to control, direct, or strongly influence the actions and conduct of

ITIL Governance: the exercise of authority and control over how assets and resources are utilised to achieve enterprise objectives.



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**Discussion**


What does each mean to you?

ITAD Compliance: typically refers to conformance to legislation and/or government regulations for environmental and security aspects.

ITIL Governance: the exercise of authority and control over how assets and resources are utilised to achieve enterprise objectives.



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**Governance & Compliance Comparison**



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**Most important difference first**

Compliance is binary

Governance is a series of multivariate dials

**SPOILER ALERT!!!**

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**Characteristic Range**

Governance	Compliance
Self-directed	Set by others
Tailored	Standard
Optimal	Minimal
Should	Must
Future	Past
Multi-departmental	Siloed
Lead	Follow
Multivariate	Binary

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**Another Game**

Would You Rather?

Everyone votes for what THEY would do

**WOULD YOU RATHER...?**

A: Use Super glue as toothpaste

B: Duct tape as toilet paper

Priorify scores

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Another Game

Would You Rather?


Everyone votes for what THEY would do

**WOULD YOU RATHER...?**


A: A licensed doctor's first surgery

B: A non-US licensed doctor's 100<sup>th</sup> surgery w/ a 100% success rate

Priority scores

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Another Game

Would You Rather?

Everyone votes for what THEY would do

**WOULD YOU RATHER...?**

A: Focus on Compliance

B: Focus on Governance

Priority scores

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Why is that?

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Why is that?

Choice. Options. Customization.  
Allows YOU to Prioritize and Allocate Resources



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ITAD Maturity Model



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**ITSM MATURITY**  
IT Service Management Maturity Model

Increasing Performance & Value to Organization

Level 0	Level 1	Level 2	Level 3	Level 4
<b>Chaotic</b>	<b>Reactive</b>	<b>Proactive</b>	<b>Services</b>	<b>Value</b>
<ul style="list-style-type: none"> <li>Ad Hoc</li> <li>Undocumented</li> <li>Unpredictable</li> <li>Multiple help desks</li> <li>Minimal IT operations</li> <li>User call notification</li> </ul>	<ul style="list-style-type: none"> <li>Fight fires</li> <li>Inventory</li> <li>Desktop software distribution</li> <li>Initiate problem management process</li> <li>Alert and event management process</li> <li>Measure component availability (up/down)</li> </ul>	<ul style="list-style-type: none"> <li>Analyze trends</li> <li>Set thresholds</li> <li>Predict problems</li> <li>Measure application availability</li> <li>Automate</li> <li>Mature problem configuration, change, asset, and performance mgmt. processes</li> </ul>	<ul style="list-style-type: none"> <li>IT as a service provider</li> <li>Define service classes pricing</li> <li>Understand costs</li> <li>Guarantee SLAs</li> <li>Measure and report service availability</li> <li>Integrate processes</li> <li>Capacity mgmt.</li> </ul>	<ul style="list-style-type: none"> <li>IT as a strategic business partner</li> <li>IT business metric linkage</li> <li>IT/business collaboration improves business process</li> <li>Real-time infrastructure</li> <li>Business planning</li> <li>Manage IT like a business</li> </ul>
Operational process engineering		Service delivery process engineering		
Service and account management				
Tool leverage				

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**ITAD MATURITY**  
IT Asset Management Maturity Model

Increasing Performance & Value to Organization

Level 0	Level 1	Level 2	Level 3	Level 4
<b>Chaotic</b> <ul style="list-style-type: none"><li>By need or transaction</li><li>Undocumented</li><li>Unpredictable</li><li>Multiple request routes</li><li>Minimal IT operations and support</li><li>Everyone is on their own</li></ul>	<b>Reactive</b> <ul style="list-style-type: none"><li>IT has ITAD providers</li><li>Quote as needed</li><li>Individual departments initiate service</li><li>Compliance based on known risks</li><li>Event management process</li></ul>	<b>Proactive</b> <ul style="list-style-type: none"><li>ITAD contracts</li><li>Set thresholds, overall SLAs</li><li>Compliant with government and industry standards</li><li>Measure vendor performance</li></ul>	<b>Services</b> <ul style="list-style-type: none"><li>ITAD as a service</li><li>All assets, all locations with pricing and deliverables</li><li>Understand costs</li><li>SLAs by step</li><li>Measure and report service availability</li><li>Integrate processes</li><li>Capacity mgmt.</li></ul>	<b>Value</b> <ul style="list-style-type: none"><li>ITAD as a strategic business partner</li><li>Business metric linkage, including ESG and corporate value alignment</li><li>Collaboration improves business process</li><li>Asset lifecycle planning</li><li>Manage IT like a business</li></ul>
Operational process engineering		Service delivery process engineering		
Tool leverage				

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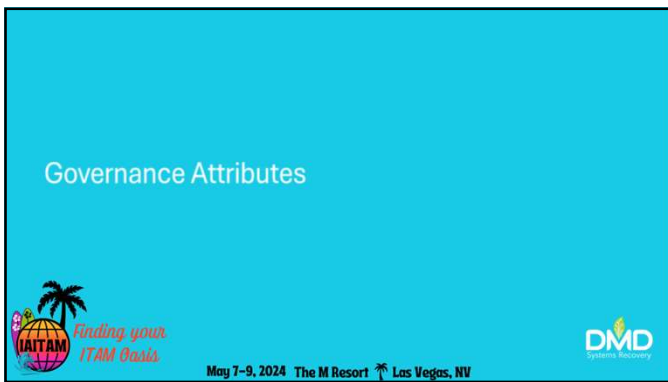
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Resulting in Differences with



Policy Processes Risk Reporting



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Generating Benefits



Goal Alignment Increased Accountability Risk Reduction Lower Cost Improved Performance



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Progressive ITAD Steps



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**Step 0**

Get compliant  
The risks of not being compliant are too great



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**Step 1**

Determine where you are across the three IT asset attributes



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**IT Asset**



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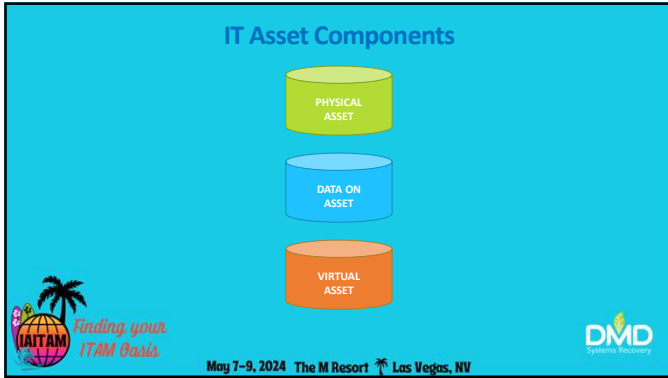
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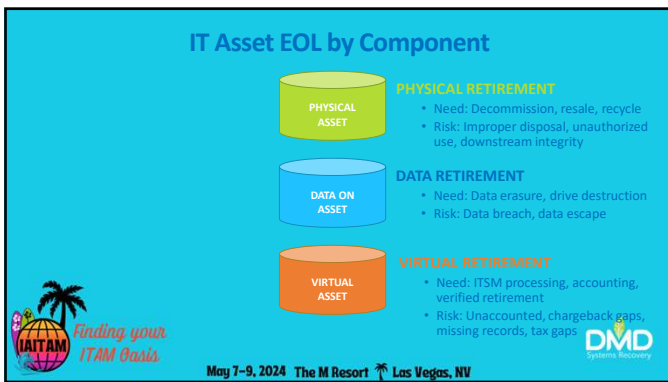
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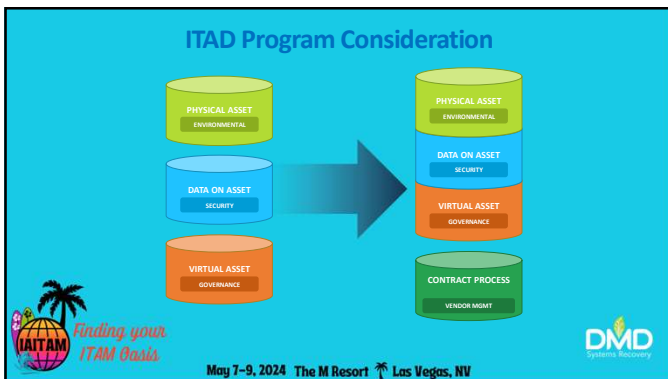
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### Step 2

Determine where you want to be and by when.  
YOU set your own Priority

Level I: Chaos	Level II: Reactive	Level III: Proactive	Level IV: Services	Level V: Value
<ul style="list-style-type: none"><li>No need or transition</li><li>Unbalanced</li><li>Unpredictable</li><li>Multiple request modes</li><li>Minimal IT capabilities and support</li><li>Response is on their terms</li></ul>	<ul style="list-style-type: none"><li>IT best practices</li><li>Quality as needed</li><li>Individual department make-sense</li><li>Compliance based on lower risk</li><li>Event management periodic</li></ul>	<ul style="list-style-type: none"><li>DMD Certified</li><li>Set standards, control risks</li><li>Investment with dependencies and critical elements</li><li>Business service performance</li></ul>	<ul style="list-style-type: none"><li>DMD as a service</li><li>All parts, all layers integrating and collaboration</li><li>Integrated with SaaS for ease</li><li>Monitor and report service availability</li><li>Integrate processes</li><li>Capacity rights</li></ul>	<ul style="list-style-type: none"><li>DMD as a strategic business partner</li><li>Business metrics (KPIs) including CX and employee satisfaction</li><li>Collaborative program business process</li><li>Asset lifecycle planning</li><li>Manage IT like a business</li></ul>

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### Step 3

Assemble the stakeholders  
Define tangible steps  
Create a plan

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### Step 4

Execute  
Do it manually

The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency

-- Bill Gates --

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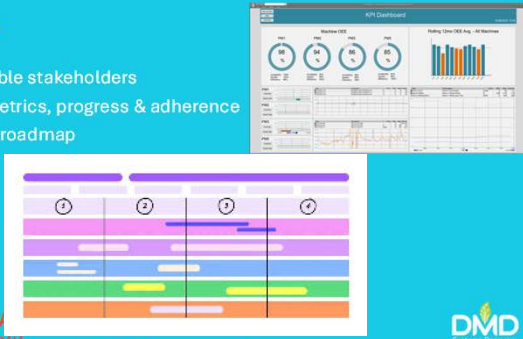
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### Step 5

Reassemble stakeholders  
Review metrics, progress & adherence  
Calibrate roadmap



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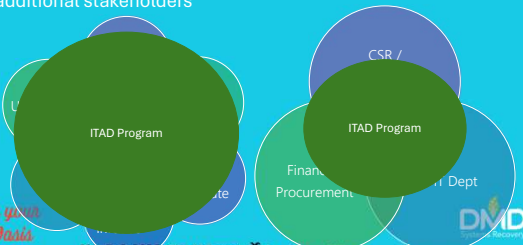
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### Step 6

Repeat, adapt, and grow  
Include additional stakeholders



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### Optional Step – at any time

Involve providers  
Solicit feedback from providers  
Evaluate providers

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### Step Recap

1. Determine maturity starting point
2. Choose future state
3. Assemble stakeholders and create an action plan
4. Execute actions
5. Review progress
6. Expand program and stakeholders
7. Repeat



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Who are the:  
Winners  
Losers



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Today's governance is tomorrow's compliance

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*Connect with Me*

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DMD Systems Recovery  
*Name & Company*

 [zeper@dmdsystems.com](mailto:zeper@dmdsystems.com)  
 480.363.2510  
*Email & Phone*

 *Social*

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