

IAITAM ACE 2025

ITAM - Another Brick In The Wall

LET THE DATA BE YOUR GUIDE

Why automation is the solution to the new hybrid model





Introductions

- About your presenters
- Learning Objectives
- Managing Inventory for a Hybrid Model
- Redefining the Asset Lifecycle
- Unified Data Variable
- Conclusion



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Jeremy Boerger
“The ITAM Coach”

Introductions:

- 25 years in the ITAM space
- Founded Boerger Consulting in 2017
- *Rethinking Information Technology Asset Management* (2021)



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Victor Dik, CCO and Co-Founder
Workwize

Introductions:

Co-founded Workwize in late 2020:
Recognized the growing demand for hybrid working models and established Workwize to address the pain points around IT asset management. Today, serving customers worldwide including Revolut, Snapchat and Adyen.



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Learning Objectives

- Problem: Hybridized workforces present new complications to ITAM inventory management that threatened the veracity and reliability of ITAM data.



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- Proposal: Combating the complexity of modern ITAM inventory management requires a deeper understanding of inventory management, redefining the ITAM asset lifecycle, and automating data flows between end-points, MDRs, and TSP.



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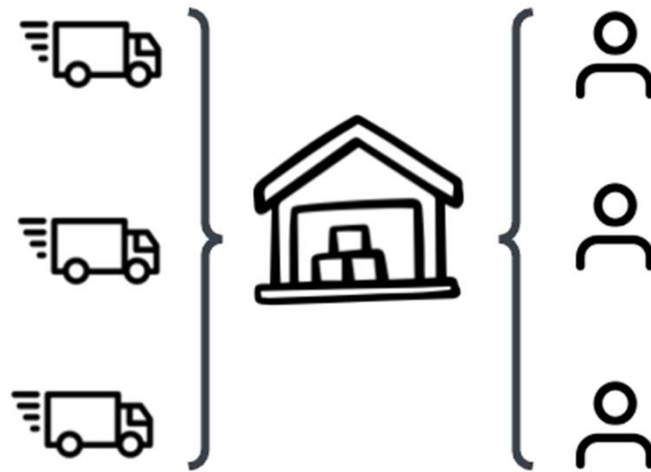
What is a “Hybrid Workforce”

- Combines both remote and in-office work, allowing employees flexibility in where and when they work, while maintaining the structure and collaboration of an office environment.
- Examples from Pre-Pandemic:
 - Sales teams
 - Home-visit health care (hospice, post-natal, etc.)



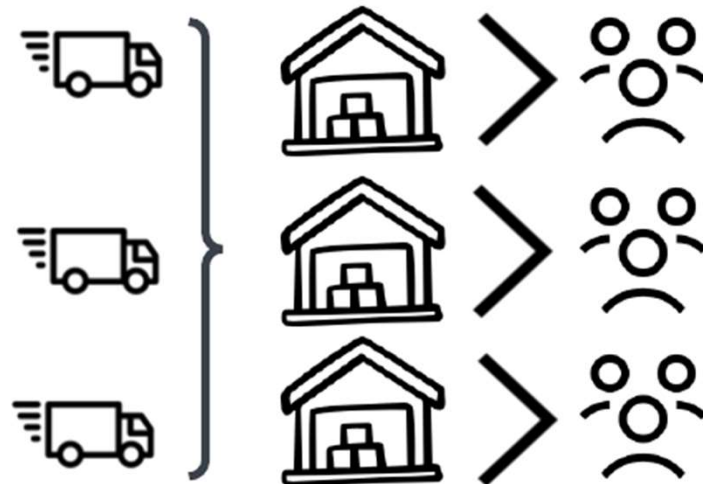
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Centralized Depot



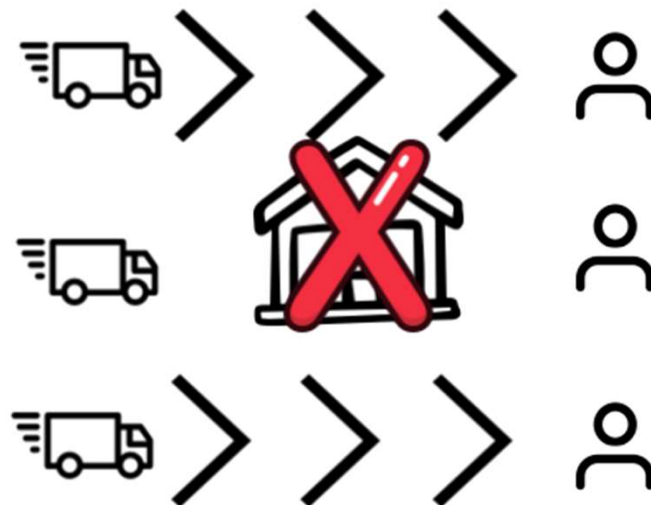
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Decentralized Depot



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Just In Time Inventory



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Managing Inventory for a Hybrid Model

Centralized Depot:

- Full control of data points
- Direct physical access to assets
- Visual inventory most trustworthy

Decentralized Depot:

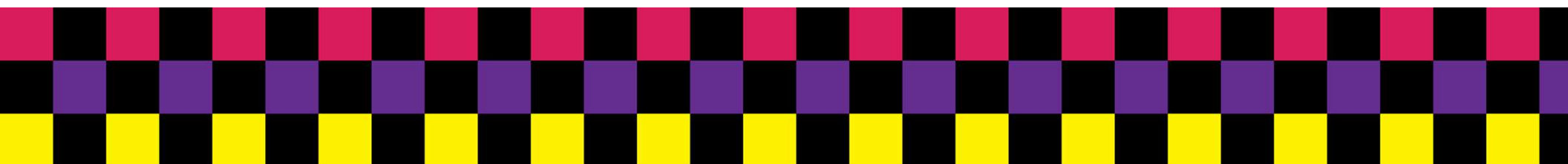
- Full control of data points
- Direct physical access more difficult
- Visual inventory less timely

Just In Time:

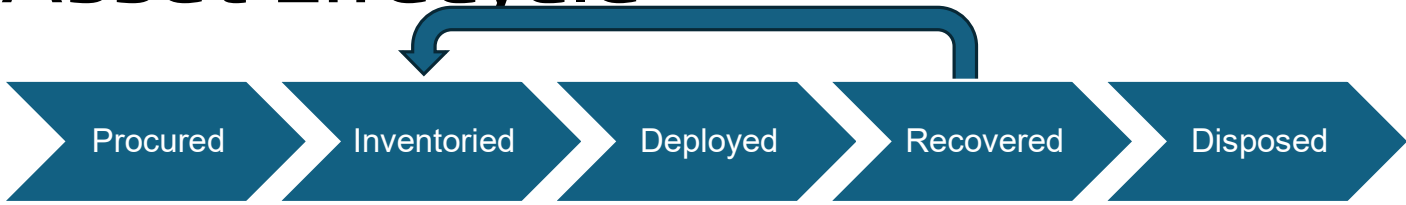
- Data controlled by TSP
- Physical access controlled by TSP
- Visual inventory akin to hearsay



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The Asset Lifecycle

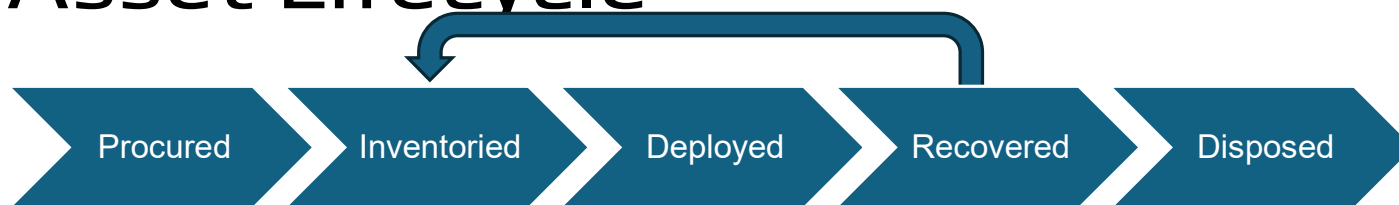


	Procured	Inventoried	Deployed	Recovered	Disposed





The Asset Lifecycle

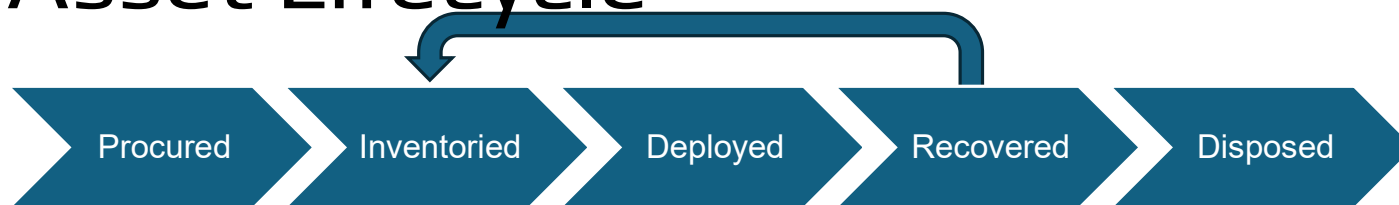


	Procured	Inventoried	Deployed	Recovered	Disposed
P.O. / Invoice #					
Bill of Lading					
Discovery Data					
Visual Inspection					
Cert. of Destruction					





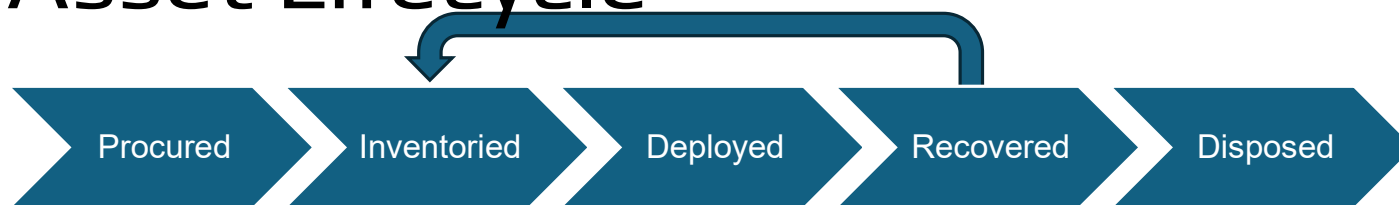
The Asset Lifecycle



	Procured	Inventoried	Deployed	Recovered	Disposed
P.O. / Invoice #	Y	Y	Y	Y	Y
Bill of Lading	N	Y	Y	Y	Y
Discovery Data	N	N	Y	Y*	Y*
Visual Inspection	N	N	N	Y	Y
Cert. of Destruction	N	N	N	N	Y



The Asset Lifecycle



	Procured	Inventoried	Deployed	Recovered	Disposed
P.O. / Invoice #	Y	Y	Y	Y	Y
Bill of Lading	N	Y	Y	Y	Y
Discovery Data	N	N	Y	Y*	Y*
Visual Inspection	N	N	N	Y	Y
Cert. of Destruction	N	N	N	N	Y





ITAM dependencies

HR	Finance	IT
<ul style="list-style-type: none">• Workforce planning, onboarding, offboarding.• Asset tracking for offboardings	<ul style="list-style-type: none">• Budgeting, cost allocation, depreciation tracking.• Vendor management in relation to procurement, supply chain delays.	<ul style="list-style-type: none">• <u>Security</u>: MDM, endpoint security, compliance.• <u>Service Desk</u>: Break/fix support, replacements, loss tracking.• <u>Asset Disposition</u>: E-waste handling, resale, donations.



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ITAM challenges

HR	Finance	IT
<ul style="list-style-type: none">• Lack of real-time IT asset visibility• Delays in onboarding due to late hardware arrival/procure request• Failure to retrieve IT assets upon offboarding	<ul style="list-style-type: none">• Inaccurate IT budgeting & cost allocation• Supply chain delays impact workforce productivity• Difficulty tracking asset depreciation	<ul style="list-style-type: none">• Security risks from untracked devices• Device downtime & break/fix inefficiencies• End-of-life asset disposal is unmanaged



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Unified Data Variable

A single, standardized piece of **information** that remains **consistent** across multiple IT systems, departments, and stakeholders. It **ensures seamless tracking, visibility, and automation** across the **IT asset lifecycle**—from procurement to disposal.

Benefit: every department can keep using their unique, departmental identifier while at the same link it to a **common denominator**.



Examples:

UDV Name	Definition & Use Case
Serial Number	Unique identifier assigned by the manufacturer for tracking individual devices.
Asset Tag	Internal ID used by ITAM platforms for tracking company-owned assets.
Employee ID	Links assets to specific users for accountability and lifecycle tracking.
Location ID	Identifies the physical or digital location of an asset (office, remote, warehouse).
Device Status	Indicates whether an asset is <i>active, assigned, in storage, retired, or lost</i> .

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Unified Data Variable - Internal Use Cases

HR	Finance	IT
<ul style="list-style-type: none">• Automated Asset Assignment via Employee ID• Real-Time Offboarding Asset Retrieval via Serial Number• Remote Worker Asset Location via Location ID	<ul style="list-style-type: none">• Accurate Budgeting & Cost Allocation via Asset ID• Vendor & Procurement Tracking via Serial Number• Depreciation Management via Purchase Date & Asset Status	<ul style="list-style-type: none">• Enhanced Security & Compliance via Last Online Timestamp• Faster Repairs & Replacements via Asset Health Status• Sustainable IT Asset Disposal via End-of-Life Tracking



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Unified Data Variable - External Use Cases

Procurement vendors	Logistics vendors	Asset disposal vendors
<ul style="list-style-type: none">• Efficient Order Fulfillment via Serial Number & Asset ID• Automated Restocking via Asset Lifecycle Tracking• Vendor Performance Analysis via Vendor ID	<ul style="list-style-type: none">• Accurate Shipment Tracking via Serial Number & Location ID• Faster Retrieval via Employee ID & Offboarding Triggers• Secure IT Asset Chain-of-Custody via Audit Logs	<ul style="list-style-type: none">• Automated E-Waste Compliance via End-of-Life Status• Resale & Refurbishment Tracking via Asset Condition & Lifecycle ID• Secure Data Wiping Verification via Serial Number Logs



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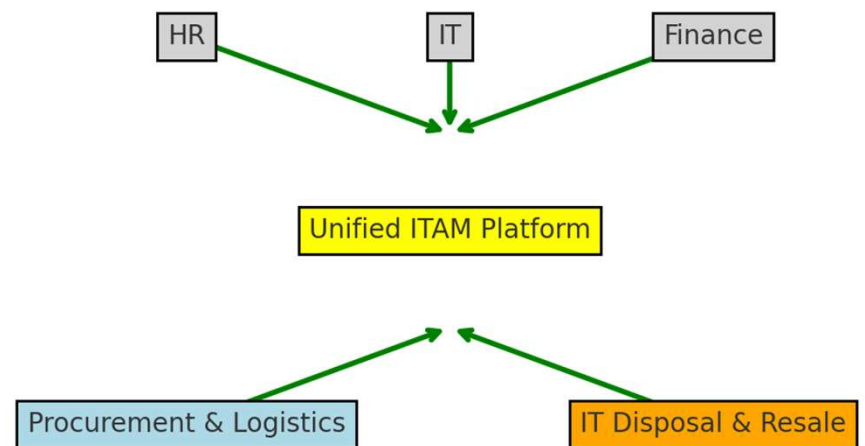
Case study

Situation:

Technology company, 1000 FTE
Present in 5 countries
Managing 9 IT vendors worldwide

Before:

- Complex vendor management
- Manual work
- Inconsistencies, data silos



After:

- Unified data leads to one central point to manage IT assets
- Entire lifecycle becomes visible
- No inconsistencies
- Manual work reduced from hours to minutes

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Conclusion

- Resolution: By changing the definition of the asset lifecycle phases to focus on data points, it becomes easy to coordinate processes with third-parties, be reasonably sure where assets are physically located while offline, and regain trustworthiness in your inventory reporting.



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Questions?



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