

IAITAM ACE 2025

ITAM - Another Brick In The Wall

Creating a First-Class ITAM
Program is Within Reach





Aaron Cramer, Director, Client Advisory & Engagement
Sage Sustainable Electronics
20+ years of ITAM & ITFM leadership
3+ years working with ITAD customers
Loves working with teams to get great things done



C. Alex Juarez, VP Infrastructure Manager Sr.
Huntington National Bank
13+ years of ITAM & ServiceNow Administration
10+ years of education and community development
Focus on bringing people and ideas together



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Why Are We Here?

- ❖ Your ITAM service may be undervalued & stagnant
- ❖ You spin your wheels; its easy to get complacent
- ❖ Creating that first-class program is within reach!



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





What's Holding Us Back?

- ❖ Too much time spent in the data
- ❖ Others aren't seeing the value
- ❖ The team is isolated and perceived as redundant
- ❖ Lack of influence



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



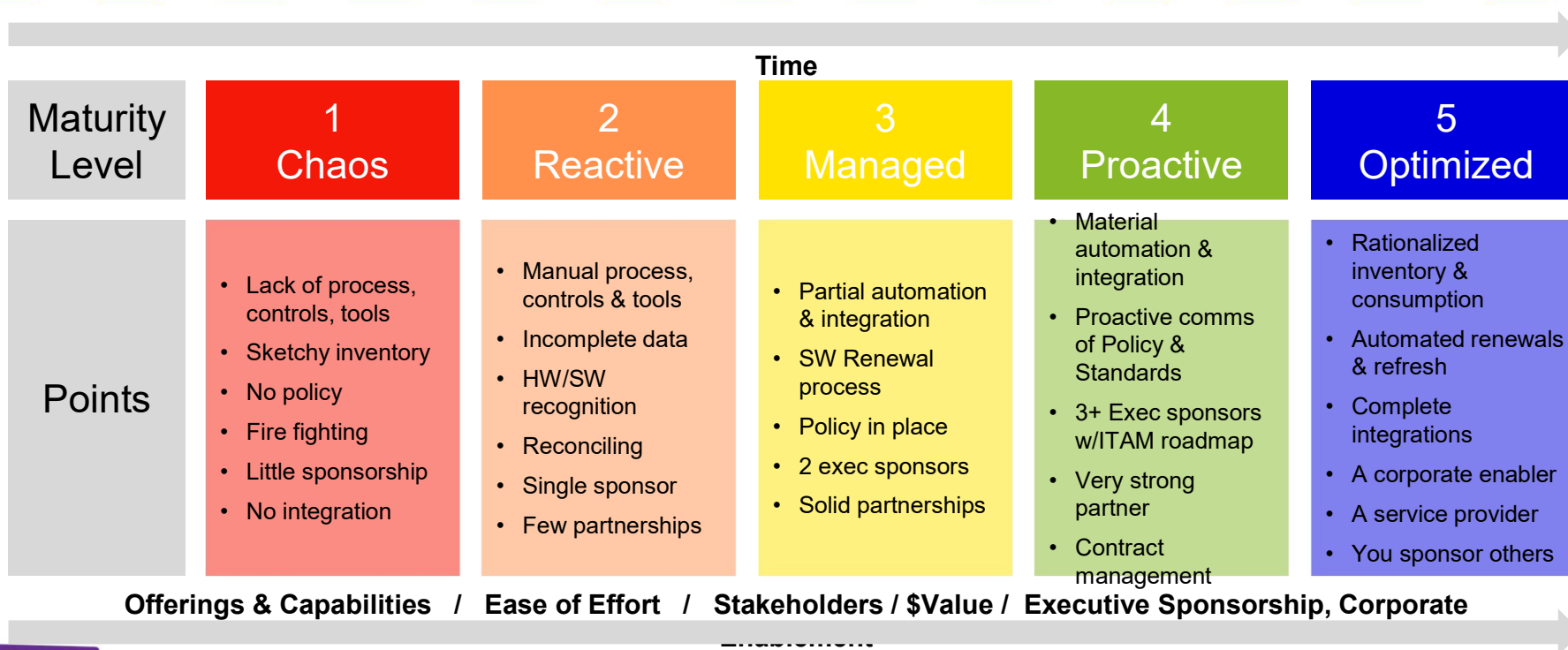
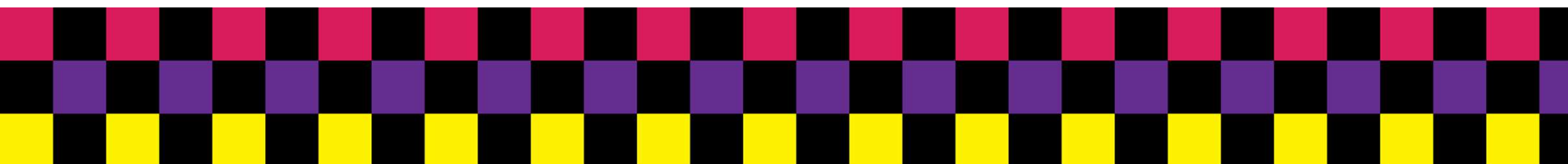
Why Alex & Why Huntington National Bank?

- ❖ I've seen all sorts of ITAM teams
 - ❖ As an ITAM Leader and Practitioner
 - ❖ As a service provider & consultant for our customers
- ❖ There's a great story to tell



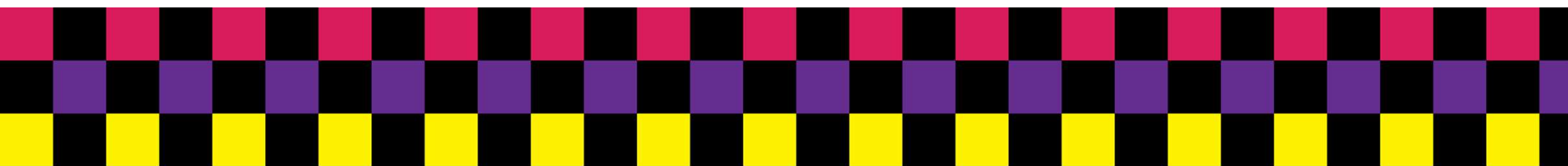
April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





Let's get to it!



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





C. Alex Juarez  Huntington

- HNB ITAM began in 2017 (~2.5 maturity scale)
- Joined team in 2020 (Pandemic!)
- I would rate us 4.9 and ready to leap forward

How did we do it? 5 focus areas



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



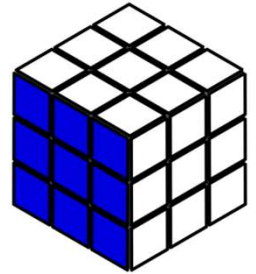


Inventory Management

Why Is it Important?

"You can't manage what you don't know you have!"

~Dr. Barb



Pitfalls without

- Shadow IT
- Audit failure
- Reactive management

Optimization with

- Delegated management
- Routine data certification/attestation
- Proactive decisioning



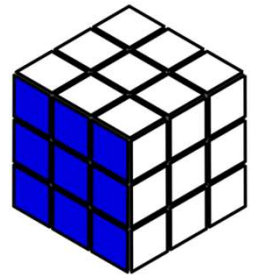
April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



Inventory Management

What was it like at Huntington?

- Using Spreadsheets
- ServiceNow CMDB was overwhelming
- Relied on bulk uploads of assets and manual singular entry directly in CMDB



How did Huntington do it?

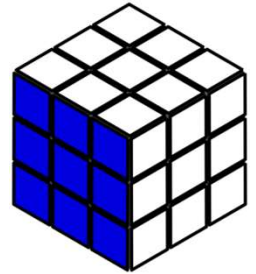
- Began use of Managed Class
- Computer separation for categorization
- Entered relationship with Sage ITAD vendor



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Inventory Management

“...Regional banks must manage this burden too, says Brian Watts, Chief Technology Officer at Huntington National Bank, which serves millions of customers in 11 states, with certain businesses operating in extended geographies. “There was a real opportunity to streamline and improve our asset tracking system across teams,” Watts says.



- Began with challenge of understanding all inventory
- Establish replacement cycle of all devices and project disposal volumes
- Sought CTO support to share donation and resale opportunity



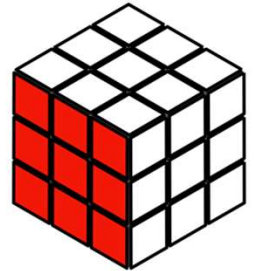
April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



Executive Sponsorship

Why Is it Important?

Driving your ITAM roadmap and budget projection to leadership



Pitfalls without

- Lack of visibility creates perception of team is janitorial
- Budget will appear to only extract
- End up living on an island (not a nice one)

Optimization with

- Team solidified as a governance and administration liaison
- Value quantified in cost avoidance, resale, donation write-off, risk aversion
- Established relationships with collaboration partners

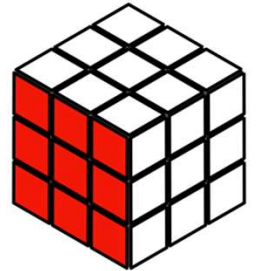


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Executive Sponsorship

What was it like at Huntington?

- Under-sponsored
- Under-staffed



How did Huntington do it?

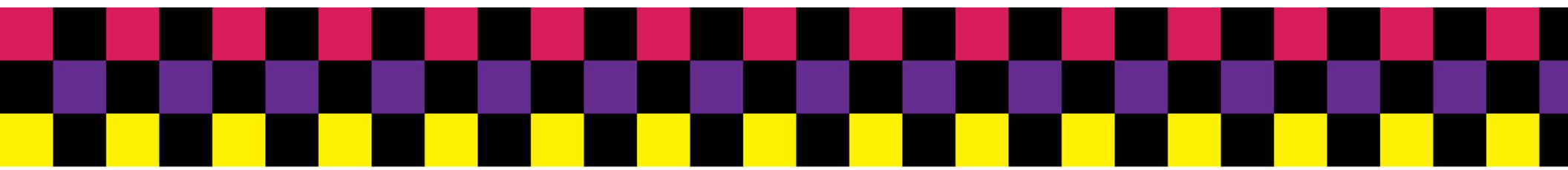
Made the case for:

- Leadership backing to request staff adds
- Installed SAM Pro
- Integrated with Twin City Financial (TCF)



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





Integrate Processes

Why Is it Important?

Makes you sticky; makes you an enabler; you are driving value



Pitfalls without

- Redundant processes
- Lost productivity
- Rework negates the dream work

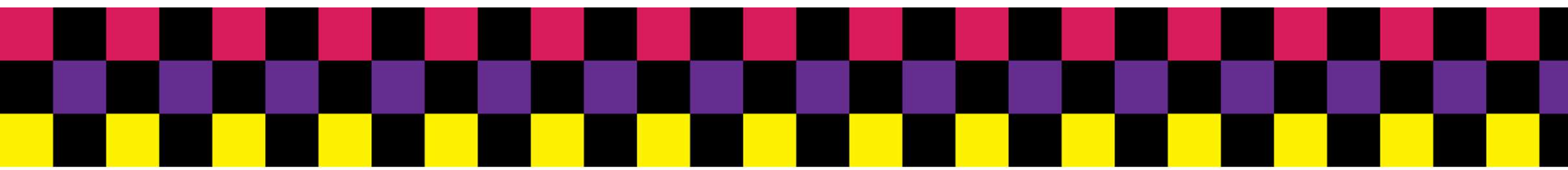
Optimization with

- Streamlined processes
- Operational Efficiency
- Teamwork and Synergy

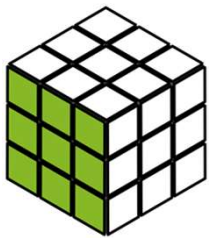


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





Integrate Processes

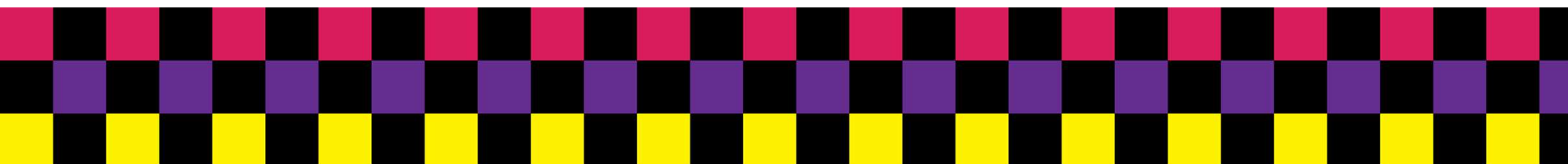


Lifecycle Event	Fin	Env	Soc	DS	Ops	UI/UX
Procurement	X			X	X	
Onboarding	X			X	X	X
Break/Fix	X	X		X	X	X
PC Refresh	X	X	X	X	X	X
ITAD Pickup		X	X	X	X	X
Post Pickup	X	X	X	X	X	X



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

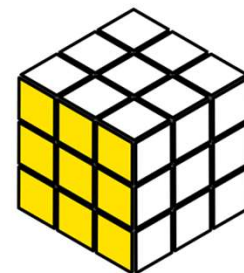




Documentation of Policies & Standards

Why Is it Important?

Makes you official; helps with enforcing standardization and implementing controls



Pitfalls without

- Relying on suggestion vs standard
- Inconsistent practices

Optimization with

- Risk and Audit backing
- Controlled environment



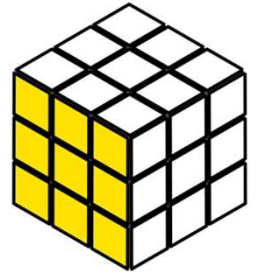
April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



Documentation of Policies & Standards

What was it like at Huntington?

- Operated with no documentation up until 2023



How did Huntington do it?

We Fought For It!

- Two-year Asset Mgt Centralization project
- Created hardware and software lifecycle standards and policies



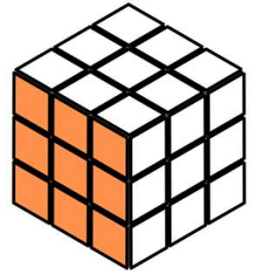
April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



Collaboration and Partnerships

Why Is it Important?

The people you need will *want* to work with you



Pitfalls without

- Won't be able to influence
- Won't be able to make progress
- Will miss out on ITAM sponsorship

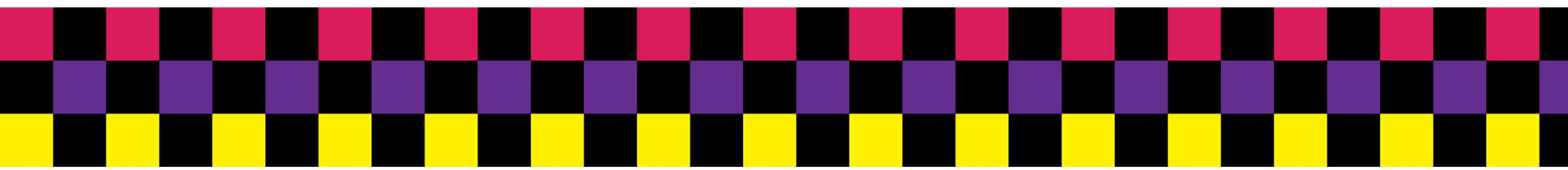
Optimization with

- Why are we here at ACE?
- Collaboration begets further collaboration



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

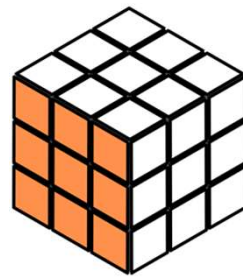




Power of Partnership

Huntington Bank Named 2019 Sage GoodTogether Corporate Partner of the Year

Over 300 devices, including 115 refurbished Apple iPads, to organizations in need has improved the lives of many in central Ohio and across the nation.



DePaul Cristo Rey Laptop Recipient

What I learned from my job was how to communicate and be open, and how to speak up with my head held high. My favorite part was communicating with all of my colleagues and just being around such good people. I'd like to give a special shout out to all of Huntington Bank for everything that you all have done for me and the person you have helped me become. I love you all!



Jurrien N.
Class of 2020

Indiana School for Blind Children



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

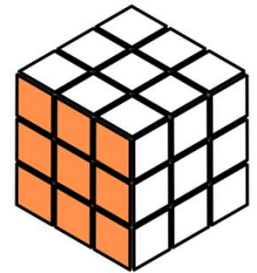
Power of Partnership

HomesteadCS

Thank you!!

We have several wonderful boxes that were delivered today. Can't wait to open them and start using. Thank you so much for the donation. After I open them, I'll let you know that all of them arrived. But right now this feels like my birthday!

Marie Morse
Executive Director
HomesteadCS



CAGI Foster Grandparent Program



Dreams on Horseback Program

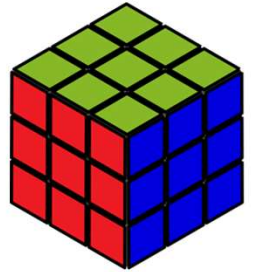


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



How do you know you're first- class?

1. Your data is *the* source of truth
2. You have at least 3 Executive Sponsors and a sponsored roadmap
3. You are integrated with others, and they are integrated with you
4. You are official – have a corporate policy & standards
5. Your team is known to collaborate and partner internally & externally, putting the company first

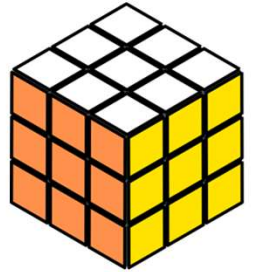


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



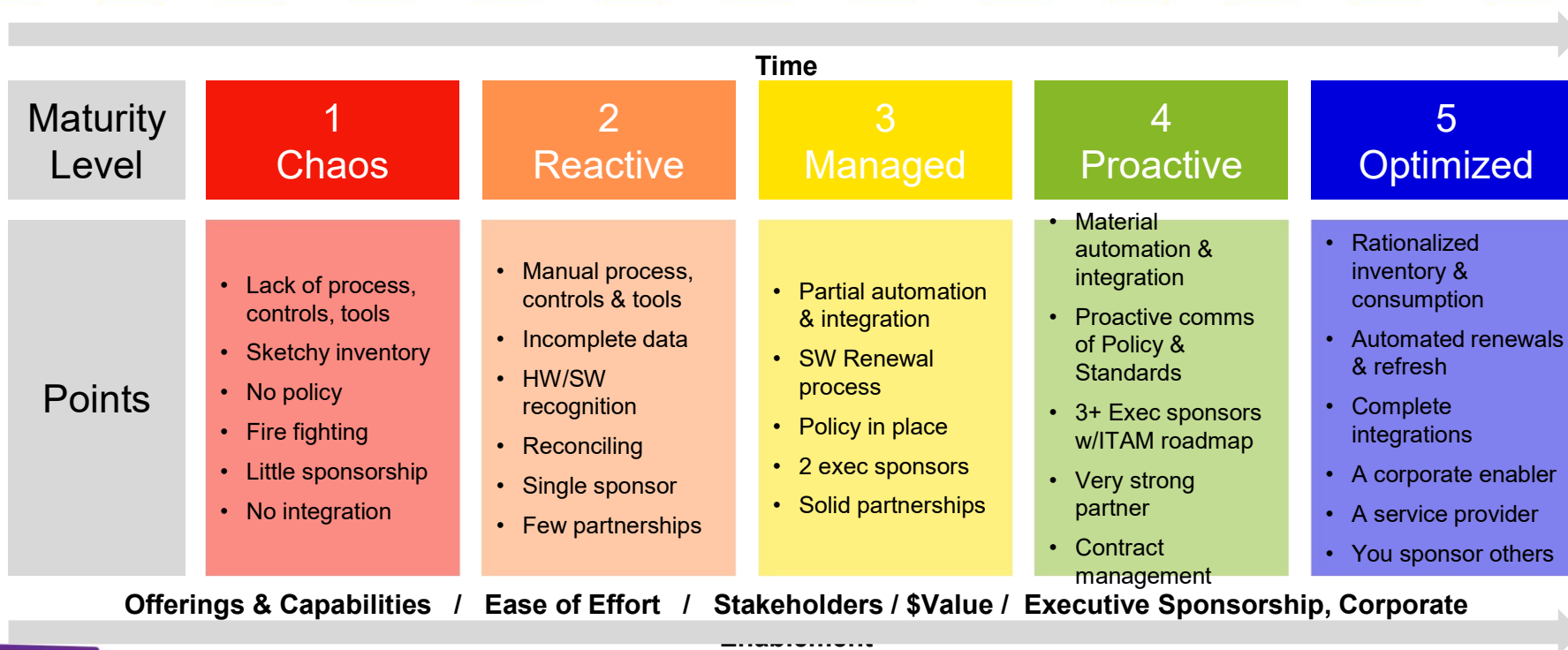
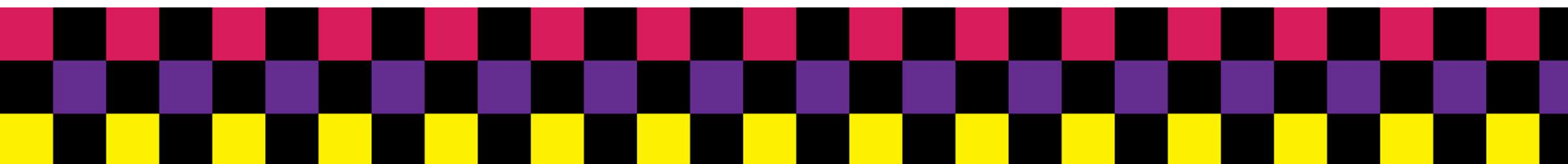
Call To Action

1. Inventory - Know what you own & why you own it
2. Executive Sponsorship - Make your case. We all own Asset Management, get your leadership to say that!
3. Integration - Analyze the micro, reinsert to improve the macro
4. Policy & Standards - Start with creating HW & SW Standards
5. Collaboration & Partnerships - You're all doing the work, now tell the story and make others want to work with you



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





Connect with Me!



Aaron's Office (614) 697-4086



aaron.cramer@sagese.com
alex.juarez@huntington.com



[linkedin.com/in/aaron-j-cramer-5716b53/](https://www.linkedin.com/in/aaron-j-cramer-5716b53/)
[linkedin.com/in/c-alex-juarez-01459a24](https://www.linkedin.com/in/c-alex-juarez-01459a24/)

Aaron Cramer C. Alex Juarez



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

