

IAITAM ACE 2025

ITAM - Another Brick In The Wall

**ITAM & ITAD: A Unified Approach Towards
Security & Sustainability**



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George Ganas

**Sr. Director - Global Technology Solution Centers
Zones LLC**

With 20+ years of experience in various roles consuming and selling IT solutions and services, George Ganas is a pre-and post-sales solutions expert specializing in **IT Lifecycle Services at Zones**.

He is an expert who loves to speak and share insights on **Workplace solutions**, advanced technologies for **Cloud and Data Centers, Networking and Security**, and **Digital Transformation**. George collaborates closely with customers, attentively listening to their challenges and swiftly applying his playbook of success to design the ideal solution.



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AGENDA

- **IMPACT OF SILOS BETWEEN ITAM & ITAD**
- **4 KEY DRIVERS OF UNIFYING ITAM AND ITAD**
- **LIFECYCLE BENEFITS OF UNIFYING ITAM & ITAD**
- **WHEN SHOULD YOU UNIFY ITAM & ITAD**
- **HOW TO UNIFY ITAM & ITAD FOR SECURITY & SUSTAINABILITY**
- **ITAM + ITAD INTEGRATION FRAMEWORK**
- **GETTING STARTED WITH UNIFYING ITAM & ITAD**



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POLL 1



Which statement best describes your current ITAM+ITAD integration state?

- A** Separate systems, teams, and processes with minimal data sharing
- B** Same ITSM platform (e.g., ServiceNow) but separate modules/workflows for ITAM and ITAD
- C** Connected systems with API integrations but separate governance structures
- D** Fully integrated lifecycle management with unified workflows and governance



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IMPACT OF SILOS BETWEEN ITAM & ITAD



Security Issues:

Incomplete chain of custody/improper disposal = data breaches



Compliance Vulnerabilities:

Fragmented asset documentation = zero compliance



Environmental Liability:

Inconsistent sustainability practices, e-waste mismanagement = zero reuse/recycling



Financial Inefficiency:

Inadequate asset lifecycle tracking & visibility = unnecessary purchases



Operational Friction:

Disconnected asset-handling processes = duplicate efforts



Asset Management Gaps:

Inaccurate tracking of asset lifecycle and usage = low asset value recovery

ITAM (IT Asset Management) vs. ITAD (IT Asset Disposition)

ITAM

- Focuses on active assets
- Tracks inventory and licenses
- Manages procurement and deployment
- Lacks visibility into the end-of-life
- Driven by IT operations, finance, & procurement teams

ITAD

- Focuses on asset retirement
- Coordinates disposal and destruction
- Disconnected from the overall asset lifecycle
- Limited visibility into asset history and usage
- Driven by security, sustainability, & compliance teams



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WHY UNIFY ITAM AND ITAD: 4 KEY DRIVERS

Security & Compliance

- GDPR, HIPAA, SOX, and CCPA mandate complete asset tracking
- Unified asset lifecycle visibility eliminates security gaps

Sustainability Imperatives

- Responsible asset management extends asset lifespans & reduces e-waste
- Investors, customers, and the community prioritize sustainability practices

**Security &
Compliance**

**Cost
Optimization**

**Sustainability
Imperatives**

**Operational
Requirements**

Cost Optimization

- Integrated asset handling increases remarketing returns and asset recovery value
- Accurate asset visibility, reducing unnecessary purchases and untimely disposal

Operational Requirements

- Streamlined processes, from procurement to disposal, eliminates duplicate efforts
- Complete asset intelligence helps in timely decision-making



DID YOU KNOW?

- 60% of breaches involve improperly disposed assets.
- 30-40% of IT asset value is lost due to poor lifecycle planning.
- Global e-waste is expected to reach 74 million tons by 2030.



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UNIFYING ITAM + ITAD = LIFECYCLE BENEFITS

Security & Compliance

- Data protection across asset lifecycle stages
- Compliance & regulator adherence: GDPR, NIST, SEC, Basel, WEE
- Auditable chain of custody documentation

Financial Optimization

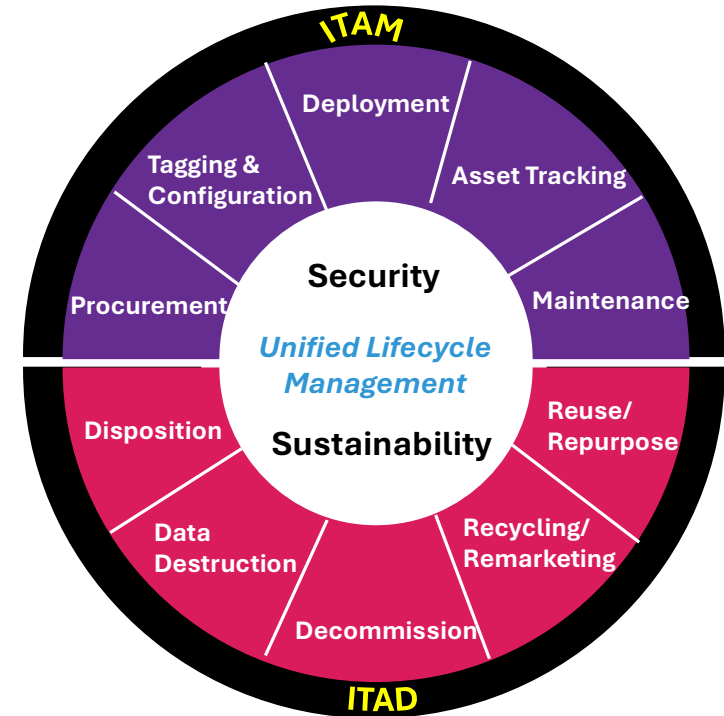
- Maximized asset value recovery
- Optimized procurement and refresh cycles
- Eliminated redundant technology investments

Sustainability

- Extended lifecycles reduce environmental impact
- Maximum asset value recovery via refurbishment
- Advanced circular economy initiatives

Operational Excellence

- Streamlined cross-functional processes
- Enhanced asset intelligence-driven decisions
- Better asset allocation



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WHEN SHOULD YOU UNIFY YOUR ITAM & ITAD?



Operating System Migration
(E.g., Windows 11)



ITSM & ITAM Module Implementation/Upgrade
(E.g., ServiceNow)



Security Framework Adoption (Zero Trust, NIST 800-53 Rev 5)



API Integration Projects



CMDB Refresh/Cleanup Initiatives



Data Center Consolidation



Legacy Application Decommissioning



Asset Refresh Cycle Planning



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HOW TO UNIFY ITAM & ITAD FOR SECURITY & SUSTAINABILITY

PROCUREMENT WITH END-IN-MIND

- Procure assets with end-of-life in mind
- Select ISO & R2 certified vendors with take-back programs
- Ensure specifications that enable safe refurbishment
- Validate security, value, and sustainability of assets

PROACTIVE LIFECYCLE MANAGEMENT

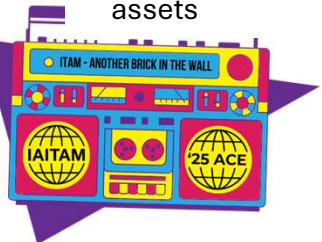
- Ensure proactive asset lifecycle management, from pickup to disposition
- Employ extended-use strategies for value recovery
- Monitor asset lifecycle to optimize replacements
- Track aging assets for vulnerability

STANDARDIZED DEPLOYMENT TRACKING

- Tag assets for better tracking and allocation
- Create chain-of-custody documents from deployment to destruction
- Ensure value-based refresh decisions
- Setup transition protocols between ITAM and ITAD

SECURE & RESPONSIBLE ASSET DISPOSAL

- Setup security protocols for data-bearing components
- Identify refurbishment, repair, and recycling candidates
- Follow NIST 800-88, DoD 5220.22-M standards for destruction
- Maintain destruction & compliance certificates



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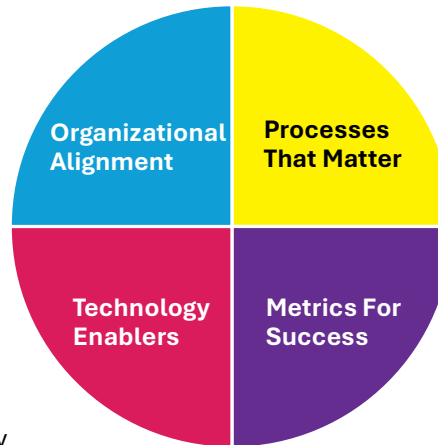
ITAM + ITAD INTEGRATION FRAMEWORK

ORGANIZATIONAL ALIGNMENT

- Executive sponsor at C-level (ideally CIO or CISO)
- Create shared metrics across teams
- Regular cross-functional Reviews
- Setup a committee: ITAM, Security, Procurement, ESG, Compliance/Legal and Finance teams

TECHNOLOGY ENABLERS

- Tools supporting unified asset visibility
- Integrated ITAM/ITAD platforms
- Chain-of-custody tracking tools
- ESG reporting dashboards
- Automated data sanitization verification technology



PROCESSES THAT MATTER

- Assess current state and integration maturity
- Map key stakeholders and decision points
- Procurement specifications & asset onboarding
- Lifecycle status monitoring & End-of-life determination
- Chain-of-custody documentation
- Value recovery and disposition path selection

METRICS FOR SUCCESS

- Security: No. of devices wiped; Data sanitized & breach incidents reduced
- Compliance: Compliance verification, Audit documentation
- Sustainability: Carbon footprint, Landfill diversion rate
- Financial: TCO Reduction, % value recovery via Resale/refurb
- Operational: Inventory management accuracy, Time to disposition



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GETTING STARTED WITH UNIFYING ITAM & ITAD

Current Gaps Assessment:	Assess the current state of ITAM and ITAD gaps, opportunities, and risks.
Cross-functional Teams:	Build cross-functional teams (ITAM, ITAD, Security, Compliance, Procurement).
Governance & Compliance:	Implement audit and verification process for regulatory compliance (GDPR, NIST, SEC, Basel, WEEE).
Policies & Documentation:	Setup implementation policies with zero-waste and document compliance needs.
Implementation Roadmap:	Develop a comprehensive roadmap of integration with a phased approach.
Technology & Automation:	Use AI, analytics, and ITAM platforms to enable better decision-making.
Continuous Measurement:	Continuously measure outcomes and optimize them to track the impact of security and sustainability.



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BONUS TIPS

1

Add disposition requirements to procurement templates

2

Implement a consistent data sanitization and verification process

3

Create a unified asset repository between ITAM and ITAD

4

Develop a decision framework for disposition pathways

5

Establish a cross-functional monthly review process

6

Start small, scale smart and measure impact in phases



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POLL 2



Which integration point presents the greatest challenge in your organization?

- A** Manual integration process and documentation outside our ITAM system
- B** Lack of secure chain of custody tracking and audit
- C** Integration between CMDB and disposition tracking
- D** Separate dashboards for security, financial, and environmental metrics
- E** Data sanitization verification, environmental reporting, and security certification



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Connect with Me!



+1 331-806-4006



george.ganas@zones.com



[George Ganas | LinkedIn](#)



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