# IAITAM ACE 2025
## ITAM - Another Brick In The Wall

# Blockchain in ITAM:
# From Hype to Real-world Value

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Product management, product strategy, marketing, and channel management.

# What is Blockchain?

**Centralized recordkeeping:** **Registry of Deeds**

vs.

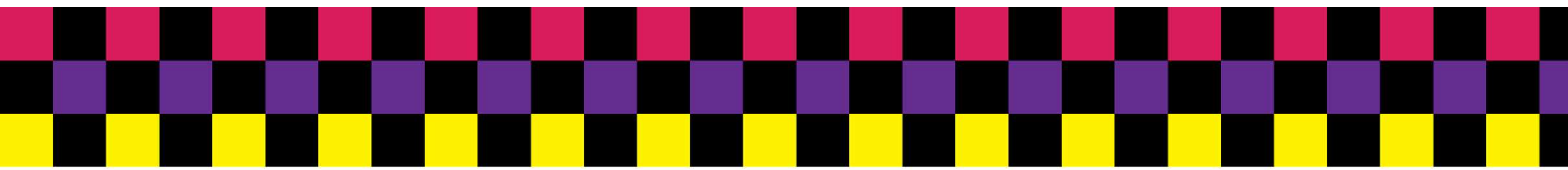**Decentralized recordkeeping:** **Widely Witnessed Events**
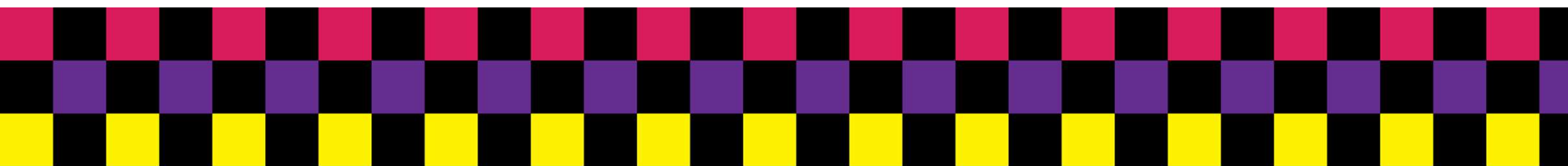
# Metadata, Hash Values, & Immutability

- **Metadata**
    - Unique identifiers (e.g. serial numbers)
    - URLs (pointing to other )
- **Hash value:** If the record changes in any way (even slightly), then the hash changes
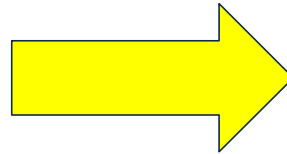
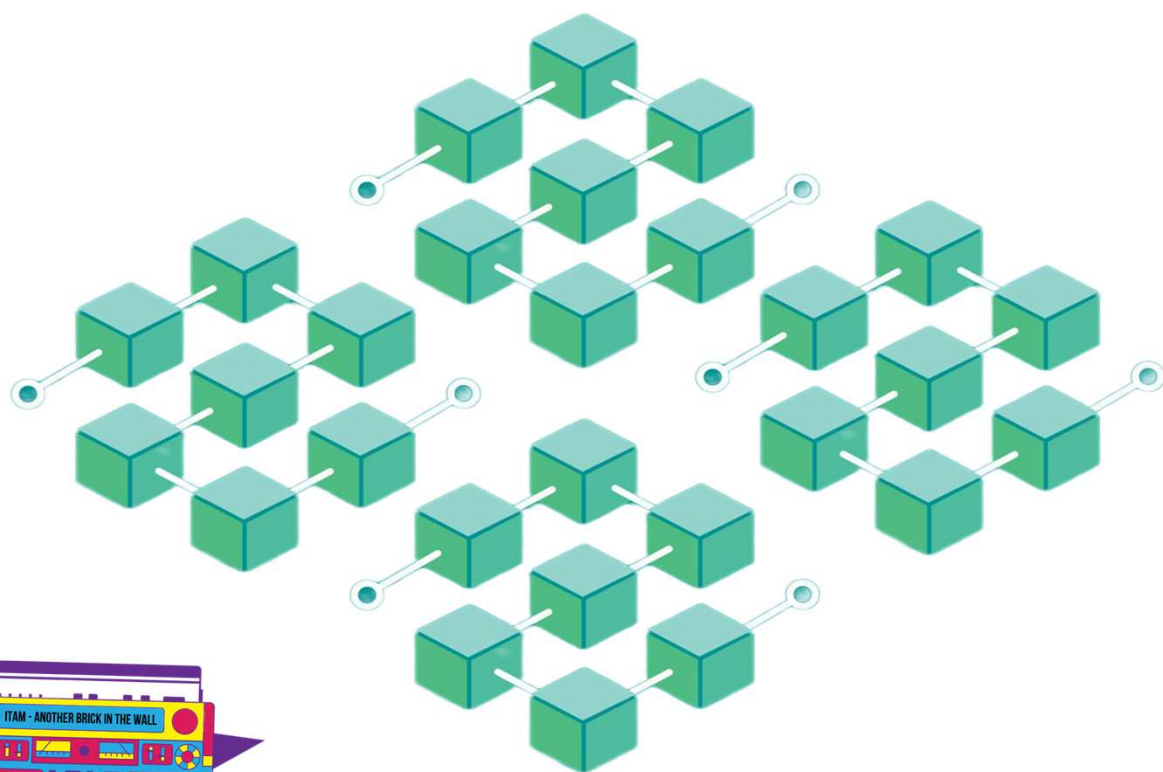What if we could replicate this concept for <u>any individualized product</u>

# Challenges in ITAM

**Data Integrity**

**Transparency**

**Compliance**

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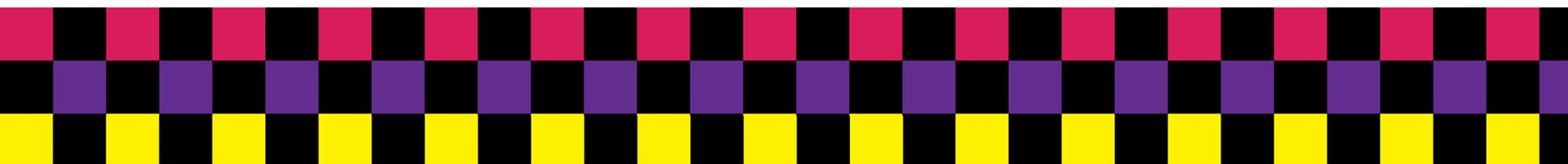
DECENTRALIZED

PRIVATE

SHAREABLE

IMMUTABLE

PERSISTENT

EFFICIENT

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# Data Points...

## Asset Identification & Ownership

- **Unique Asset IDs**: Serialized identifiers for IT assets (e.g., laptops, servers, storage devices)
- **Ownership Records**: Who currently owns or is responsible for the asset
- **Transfer of Ownership**: Immutable history of ownership changes

## Asset Lifecycle Events

- **Acquisition Details**: Purchase date, vendor, warranty information
- **Usage & Maintenance Logs**: Repair history, firmware updates, component replacements
- **Access Control Logs**: Who accessed the asset and when (especially for data-bearing assets)
- **End-of-Life & Disposal**: Proof of proper decommissioning, ITAD certification

# Data Points...

## Compliance & Security

- **Audit Logs**: Immutable records for regulatory compliance
- **Smart Contracts**: Automated rule enforcement (e.g., assets flagged for end-of-life disposal)
- **Tamper-Proof Evidence**: Proof that an asset has not been altered or stolen
- **Encryption Hashes**: Instead of storing full sensitive data, only cryptographic hashes are stored

## Supply Chain & Provenance

- **Manufacturer & Supplier Info**: Proof of authenticity to prevent counterfeit assets
- **Certifications & Compliance Records**: Ensuring devices meet industry security and environmental standards
- **Shipping & Logistics**: Tracking movement of assets across locations

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# Data Points...

**IT Asset Disposition**

- **Chain of Custody**: Ensuring secure disposal and tracking who handled the asset
- **Destruction Certificates**: Immutable proof that data-bearing devices were wiped or destroyed securely
- **Recycling & Sustainability Data**: Verifying compliance with e-waste regulations

# What is Blockchain?

- **Public Blockchains**: Typically store only hashed references or proofs to ensure privacy.
- **Private/Consortium Blockchains**: Store more detailed transaction data but still use cryptographic techniques to enhance security.
- **Hybrid Models**: Combine blockchain with off-chain storage (e.g., decentralized file systems) to store large or sensitive data while maintaining blockchain integrity.

# Use Cases for Blockchain in ITAM

- **Enhanced Asset Tracking**: Immutable record-keeping for IT assets
- **Automated Compliance & Auditing**: Smart contracts for policy enforcement
- **Fraud Prevention**: Elimination of counterfeit assets or duplicate records
- **Efficient ITAD (IT Asset Disposition)**: Secure tracking of retired assets
- **Supply Chain & Vendor Management**: Ensuring authenticity and compliance

# Challenges & Key Considerations

- Scalability & efficiency
- Integration with existing ITAM systems
- Regulatory and compliance issues
- Cost and implementation hurdles

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# Questions & comments...

# Connect with Me!

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