

# IAITAM ACE 2025

ITAM - Another Brick In The Wall

***Future-Proofing IAITAM: Scaling for Growth  
in a Dynamic Business Environment***

Presented by Bob Lafon, Co-founder & Managing Partner, Capital Growth Partners





Bob Lafon is a seasoned telecommunications leader with over 40 years of experience with regional, national, and international wireless carrier organizations. He has consistently held senior roles, showcasing his ability to drive growth and innovation.

Bob also held significant roles with one of the world's largest telecom companies, Cable & Wireless. He held positions such as District Manager, Regional Manager, Interim General Manager, and Eastern Regional Vice President. At US Cellular, the nation's 4<sup>th</sup> largest wireless carrier, Bob launched the Company's first "Agent Manager" position, developing it into a successful sales channel. In retail, Bob was a minority business partner at Freedom Wireless, the Verizon Wireless "Agent of the Year" for 9 consecutive years where he grew the company from 19 stores with 6 million in revenue to 111 stores with 123 million in revenue. The company was sold to a publicly traded Irish holding company.

He is currently the Co-founder of Capital Growth Partners, a business advisory firm with a specialized focus in ITAD, Mobility, and Telecom related verticals. Bob has served on multiple advisory boards and has spoken at dozens of conferences globally. He is also the Co-founder of the Mobile Disrupt trade show & conference.



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## Planning for scalable IAITAM solutions in fast growing organizations

- **Assess organizational needs:** understanding the current and future IT asset and service management needs by analyzing the organization's growth trajectory and complexity.

~ Exercise: how would you go about doing such an assessment?

- **Modular & Flexible Solutions:** Choose solutions that are modular and can scale with the organization.

~ Exercise: why “modular” solutions and how do you evaluate those in light of a growth strategy?



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## Planning for scalable IAITAM solutions in fast growing organizations

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- **Automation:** Implement automation for asset tracking, incident management, and service provisioning to reduce workloads, speed to market, and accuracy unattainable through manual labor.  
~ Exercise: what kind of automation (software) does this and how do you properly assess capabilities?
- **Software integration:** API integrations should be quick & seamless, working with other systems such as procurement, financial systems, ERP, and alike.  
~ Exercise: what is your evaluation method to determine speed and seamlessness' of said integration?



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- **Leveraging data:** data should inform strategies; i.e. asset usage, performance, and lifecycle to optimize asset management strategies.

~ *Exercise:* what kind of data do you currently have access to, how do you track it, and how do you use it to inform strategies for growth?

- **Cloud-based solutions:** better option in supporting remote work, flexibility, and ease of updates as well as maintenance.

~ *Exercise:* what is your evaluation method for cloud-based systems?



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- **Compliance and Security:** R2v3, HIPPA, NAID ISO's are the most commonplace as well as sought after by sellers and buyers

~ *Exercise:* are there any additional certifications needed? If so, what are they and what value to they add?

- **Change management:** establish policies for evaluating change, as the business must continue to evolve in order to stay relevant now and into the future.

~ *Exercise:* how do you establish a change management policy?



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## Planning for scalable IAITAM solutions in fast growing organizations

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- **Establishing partnerships:** Too many companies in this space are obsessed with vertical integration, attempting to be “all things to all people.” This is a fool’s errand. It is better to remain focused on your core competencies and partner with those who are “best of breed” in their segment.

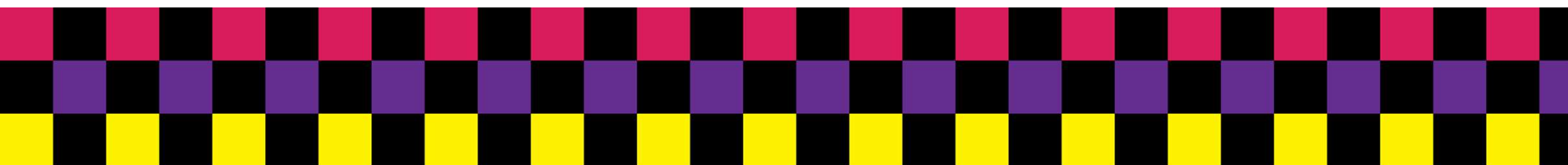
~ *Exercise:* What does a good partnership look like?

- **Employee empowerment:** most companies give lip service in this area. Write clear job descriptions. Give supervisors budgets and decision-making authority. The better they do, the more authority and budgetary discretion should be given. Conversely the opposite should be true.



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The impact of mergers & acquisitions  
on the asset management space



**What's driving the interest on the part of equity investors?**



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## The impact of mergers, acquisitions, and rapid digital transformation an asset management

- **What's driving interest on the part of investors:** in the US, only an estimated 8% of used electronics in total make their way back into the circular economy. In Europe, it's only slightly better at 11%.  
  
~ Exercise: So what does this mean in terms of financial upside for an investor?
- **What is the value to investor to “roll up” multiple asset management companies:** Expanded capabilities, geographic conveniences, reduction in shipping costs, and positive messaging from a sustainability perspective.



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## Best practices for evolving your IAITAM Strategy as your business grows

- ✓ A forward-looking strategy
- ✓ Continued emphasis on automation
- ✓ Investment in a comprehensive go-to-market strategy with resources to support
- ✓ Partnerships with parallel, non-competing solutions providers to add value as well as circumvent the RFP process
- ✓ Focus on services as they do not commoditize the way products do, and they can be done on a contract basis, thereby providing recurring revenue, an important element in evolving the business, but also to any potential suitors when planning an exit strategy

OPEN Q&A ON ANY OF THESE TOPICS.



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