

IAITAM ACE 2025

ITAM - Another Brick In The Wall

THE 50% COMPREHENSION

What happens when you say 100% of what needs to be said but they only acknowledge half.





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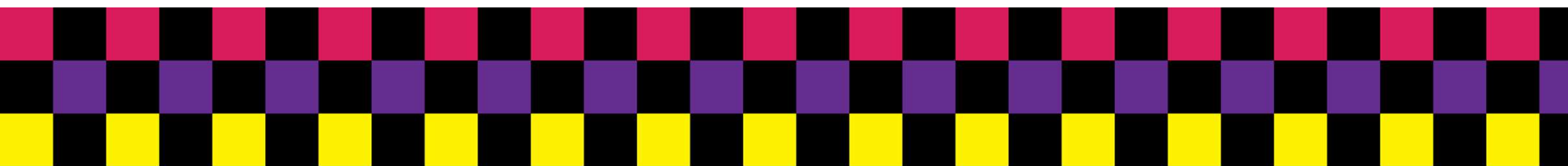
AGENDA

- Stakeholders Say
- The landscape
 - In the software world
 - In the hardware world
- The Challenges
- The Options
- Questions



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Communication & Education KPA:

Communication is the process for sharing information and ideas using a commonly understood language that can be written, oral or nonverbal.

Education, a specialized communication activity, teaches specific skills, tasks, processes, etc. Education is the imparting, and acceptance of knowledge



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Stakeholders Say

You must know what you have, to properly secure IT!!

Communication is the process for sharing information and ideas using a **commonly understood language** that can be written, oral or nonverbal.



Stakeholder	Feedback
Security	We cannot secure things if we don't know what we have.
Global/Corporate	We must maintain software compliance to prevent penalties
Executive Leadership	What does our technology footprint look like? How can we reduce/control it?
Operations	<p>Hurry up and deploy these devices.....Who cares if we've documented it.....until they need to do:</p> <ul style="list-style-type: none">- donate, disposal, or sales/use tax resolution- Survive an AUDIT
Asset Management Team	<ul style="list-style-type: none">- Why don't we have a tool to manage the lifecycle(All these manual process)?- Why are we left to clean up the mess?

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In the Software World

- Compliance is King, because Cash is involved
 - Executive leadership understands the risk of non-compliance because software companies make big dollars auditing licensing compliance
 - Catching licensing model changes, or it was free and now it's not requires continuous vigilance
 - Every developer thinks google is the authority on licensing....(sigh)
 - Industry shifts and changes drive increased risk and dynamic risk profiles



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In the Hardware World

- It's typically the wild west
 - Hardware vendors are happy to just keep accepting PO's and sending assets
 - Since hardware vendors typically do not conduct compliance audits, it has less leadership focus – unless technical debt is in focus
 - Issues related to managing asset lifecycle are common
 - Commonly managing assets and service management are viewed as separate unrelated activities



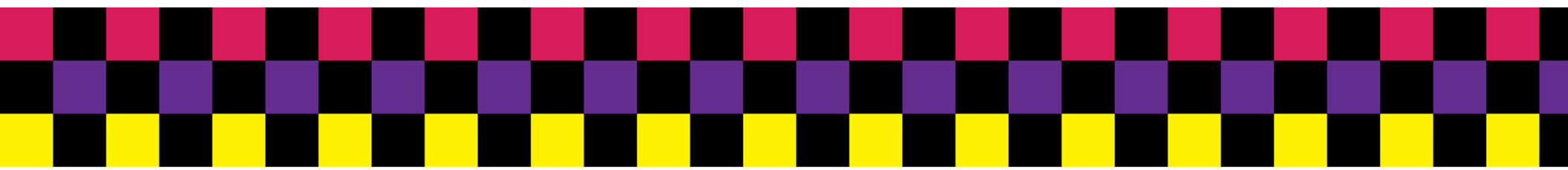
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A cartoon illustration of Goofy, a tall, lanky character with long ears, wearing an orange shirt, blue pants, and brown shoes. He is standing with one hand on his head and the other on his hip, looking slightly to the side.



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The Challenges



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Scenario A

- You communicate the requirement to have a certified ITAD vendor. Then you meet “new” members of your team –
 - Team member “who said so”, team member “we’ve never had to do that before”, & team member “why”?
 - Leadership says, “Is this an audit requirement? Prove it?”

Scenario B

- There is a licensing model change, you’ve communicated up and out that the organization should plan to move away from that technology (think Broadcom revamp of VMWARE)
 - Leadership says, "We're so invested we're never going to move off this platform" and then “A 30-50% price increase, we’ve got to get off this software”



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Scenario C

- You communicate the requirement to have the asset lifecycle updated through change gates (ordered -> received -> deployed/installed ->EOL)
 - You run into resistance from those same team members
 - Team member “who said so”, team member “we’ve never had to do that before”, & team member “why”?

AND

Leadership does not support the idea that IT Asset Management is a governance and compliance role, and the work is for cost avoidance and risk reduction, achieved by keeping accurate lifecycle records.

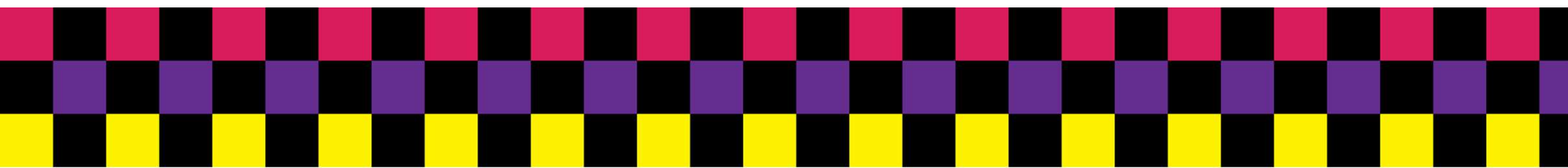
Scenario D

- The business really wants to put an IT Asset Management program in place but is so overwhelmed by the sheer amount of information and things they think need to be done. They suffer from analysis paralysis



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The Options



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Team up with Cybersecurity to support their efforts in knowing what assets you have corporately, report on the lifecycle, and disposition. The programs are tightly aligned.

You could speak regulatory and compliance to drive development and implementation of policies, procedures, processes (and other needed controls).

- ☐ SOX (Sarbanes-Oxley): Financial asset tracking & internal controls.
- ☐ HIPAA: PHI device/inventory protection.
- ☐ GLBA / FTC Safeguards Rule: Customer data asset inventory.
- ☐ **RCRA** + State E-Waste Laws: Secure and documented asset disposal.



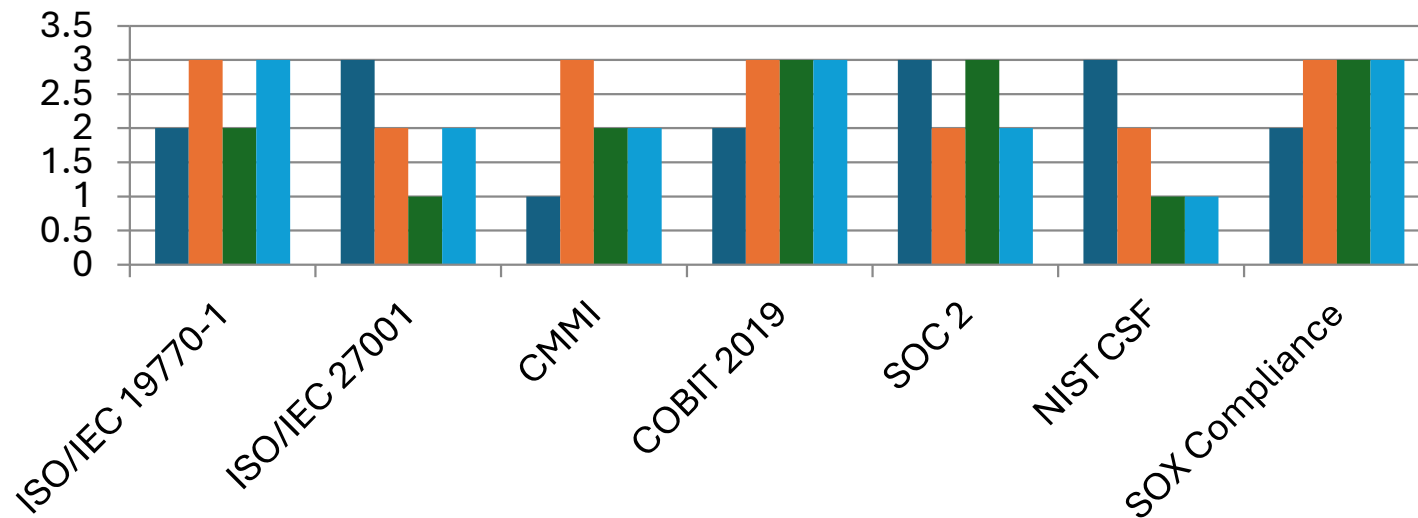
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Certification Landscape: Cybersecurity, Risk, and Financial Reporting

Certification Alignment with ITAM, Cybersecurity, Risk & Financial Reporting



■ Cybersecurity Alignment ■ Risk Management
■ Financial Reporting Alignment ■ ITAM Dependency

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- Provide self-service knowledge bases.
- Promote ITAM literacy across business units.



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Stakeholder-Driven Communication Planning

- Define communication objectives aligned with stakeholder interests.
- Use feedback loops from retrospectives to fine-tune messaging.
- Prioritize transparency and frequency.

Potential Outcomes:

- Greater alignment and trust
- Improved stakeholder participation

What's Next:

- Conduct stakeholder mapping
- Launch quarterly ITAM communication plans



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Tailoring Messages to Business Impact

- Segment audiences by department and role.
- Customize messaging around financial, operational, or compliance benefits.
- Translate ITAM language to business language.



Potential Outcomes:

- Increased executive sponsorship
- More effective cross-functional collaboration



What's Next:

- Develop business-case templates
- Engage Finance early in message design

Multi-Channel Communication Ecosystem

- Email, intranet, dashboards, and town halls.
- Reinforce key messages across platforms.
- Use visual storytelling for better engagement.



Potential Outcomes:

- Higher information retention
- Greater program visibility



What's Next:

- Launch ITAM insights hub
- Track and optimize channel effectiveness



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Feedback Mechanisms that Drive Action

Encourage two-way communication:

- ☐ Use surveys, interviews, and retrospectives.
- ☐ Incorporate feedback into process improvements.

 Potential Outcomes:

- ☐ Early issue identification
- ☐ Increased credibility and program responsiveness

☒ What's Next:

- ☐ Publish a feedback summary (You determine the frequency)
- ☐ Create an FAQ or Wiki page informed by user input



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Connect with Me!



Not likely!!



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