

IAITAM ACE 2025



ITAM - Another Brick In The Wall

365 Days Later: A First-Time Attendee's Adventure After Their First ACE




Disclaimer: All content and statements (Verbal & Written) throughout my session are solely my own opinions and are derived from my professional experiences as an ITAM practitioner. I AM NOT REPRESENTING MY EMPLOYER IN ANY DIRECT OR IMPLIED MANNER. I am strictly representing myself to share my knowledge with IT Asset Management industry professionals.

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Traci Murray-ITAM Program Director

- 20+ years in IT/ITAM
- Large Global Orgs to Small Regional Orgs
- Big Pharma/Biotech, Finance, Risk Management, Energy/Utilities
- CITAM, CSAM, CHAMP, CAMP, CAITAM, CAMSE
- ITIL v.4



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Avid SCUBA diver



Avid Equestrienne
(Full transparency- this is totally AI generated)



Transformers Fan



Free-Loading Roommates



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Why Do I Bring This Up?

I took a position as the dedicated ITAM resource for very small org (<200 employees)

- The existing program was being managed more as inventory control and procurement than ITAM
- It was a wild, wild west of processes, who managed what, and deployment methods
- SaaS was becoming more prevalent in the landscape...with no plan on how to manage it



I NEEDED A PLAN!!!!!!



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Wanted to learn more



"The Google" Research yielded TONS of recommendations, info, white papers, etc. but eventually led me to



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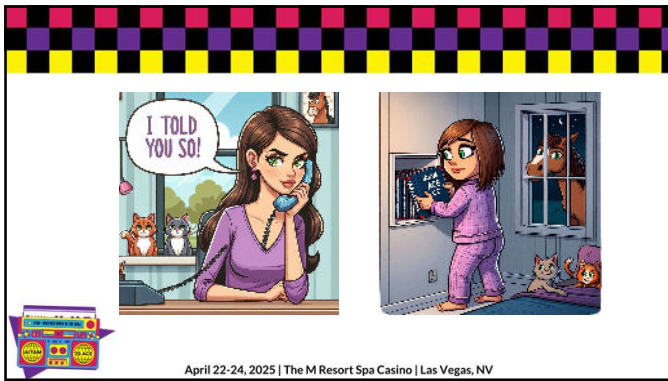
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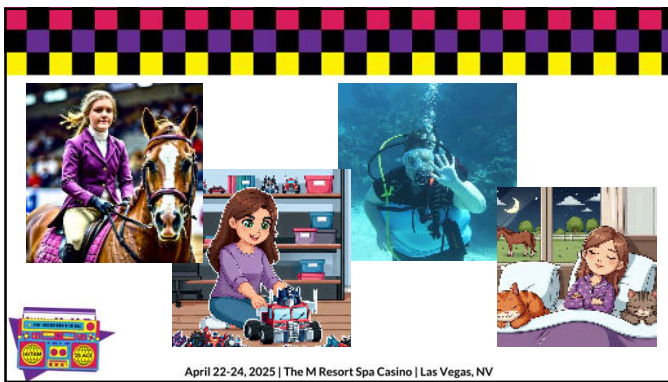
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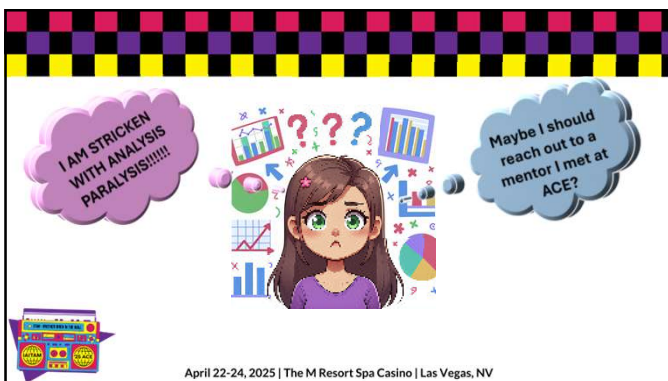
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"Start with the low hanging fruit"



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Regroup!!

- **Self-Evaluation**- NEED MORE INPUT!! Took additional IAITAM courses, DoM Bootcamp, any free webinars from vendors, IMUGs, reviewed ITAM job postings for skills that were preferred, contacted vendors for any app training opportunities
- Got out all my ACE notes, documents, every little scrap of paper and organized by the 12 KPIs
- **Program Evaluation**- where are we currently?
- **ITAM Maturity Assessment**- brought in vendor to complete an assessment of current program

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Starting building that wall with a strong foundation




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- Ensured had **access** in org to resources I needed (ADUC, Intune, billing on ALL tenants)
- Created **playbook** from maturity assessment and **roadmap** for my program development by identifying priorities and assigning roles/responsibilities
- Evaluated existing process, modernizing or creating of documentation for activities that either have no process or the process is not formally written down
- Started with **something simple**-Vendor Management by ensuring updated information (contacts, contracts, percentage of overall spend, scorecard)




****By the Way..... I created that Audit Response Plan anyway ☺**
(Guess what..... We were audited by Adobe)

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- ❖ **Don't just "go through the motions."** Engage, with other attendees, presenters, vendors...Everyone. You never know who may be able to help you in a moment of need.
- ❖ **Take all the info available-** Even if you think you'll never use it, at least take it and review it. Don't just grab the awesome swag from vendors. Take the pamphlets and portfolios, you just may find one day that a need arises for their services.
- ❖ **Find a mentor-** Even if you've been in the business for 100 years, it never hurts to have someone as a second set of eyes/ears; Someone else who has been in the business for 100 years has their experiences and perspective to share which may just help you with a brick you've been stuck on.
- ❖ **You are not alone-** There are a bunch of us out there! We're a community with the same goal, to see ITAM become a recognized unit in business...we all want a seat at the grown-up's table.





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Be an ITAM Cheerleader!!





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Advocate for ITAM: Use the knowledge gained to build a business case for ITAM within your organization, highlighting its benefits for compliance, cost savings, and risk management.

Share Knowledge: Conduct internal training sessions or workshops to share what you've learned with your colleagues, fostering a culture of continuous improvement.

Involve Others: Getting by in from other departments helps to make them feel a part of the process

Innovate: Use the innovative ideas and solutions discussed at the conference to drive new initiatives and improvements in your ITAM practices.




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- Just Keep "Hangin' Tough"
- Take it "Step-By-Step"
- If there is a problem "What'cha Gonna Do (About It?)"
- Tell Yourself "Let's Try It Again"
- Be Confident- "You've Got It (The Right Stuff!!)"

Name The 80's Boy Band.....



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Keep Putting Those Bricks in the Wall!!!




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