IAITAM ACE 2025
ITAM - Another Brick In The Wall

Asset Management Terminology:
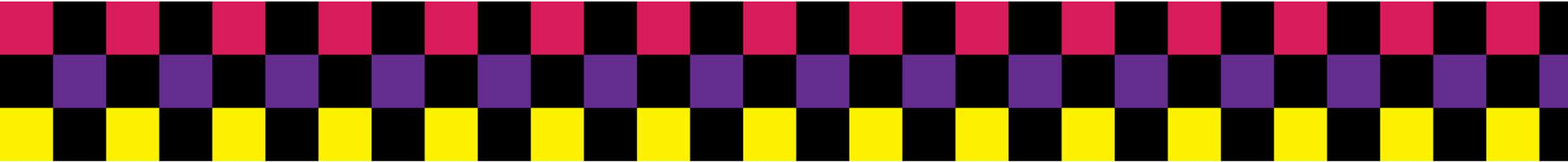Important SAM and HAM Terms You Should Know

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Software Asset Managers and Hardware Asset Managers face new challenges everyday, especially in the ever-evolving world of technology. Some of those changes and challenges involve terminology. Some terms, like Audit, will forever be imprinted on our brains but new terminology is introduced as technology evolves.

Today we will discuss some of those terms and how they affect the future of SAM and HAM.

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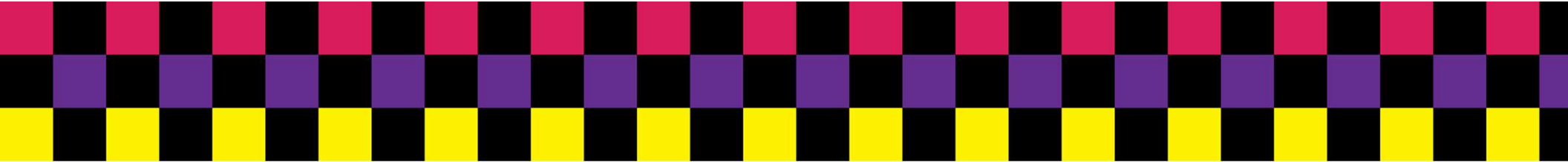
Terminology

H   Hardware

A   Asset

M   Management

Attestation – a process of verifying the authenticity and integrity of a device, ensuring that only legitimate devices can access the network or systems, and that the device's properties are configured according to organization standards.

Bill of Materials (BOM) – a comprehensive document that lists all the parts, materials, and instructions needed to construct, manufacture, or repair a product or asset.

Certificate of Disposal (COD) – also known as a Certificate of Destruction, this document that verifies the secure and compliant disposal of hardware assets, ensuring data security and compliance with relevant regulations.

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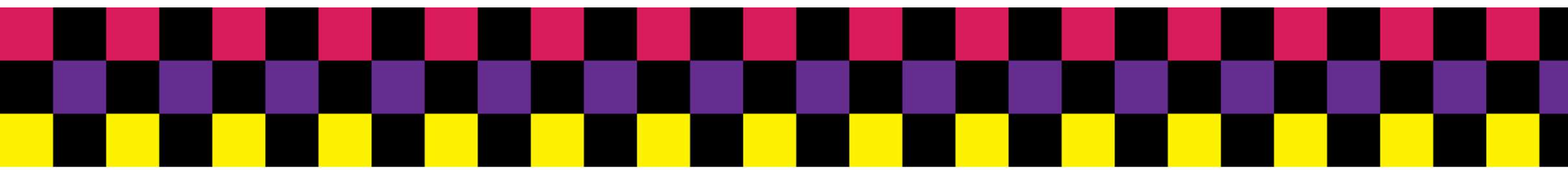April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Return Merchandise Authorization (RMA) – this process allows businesses to authorize the return of faulty or defective products or components for repair, replacement, or refund.

Shredding – the physical destruction of physical devices; this ensures data is irretrievable thereby preventing unauthorized access to sensitive information during disposal or recycling.

Total Cost of Ownership (TCO) – the total cost of owning and operating an asset over its entire lifecycle.

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Artificial Intelligence in Hardware Asset Management – using algorithms and machine learning to automate tasks, track hardware assets, predict maintenance needs, and optimize resource utilization.

Anomaly Detection (HAM) – a technique that identifies data points or patterns that deviate from the usual or expected behavior.

Real-time Monitoring – continuously tracking the location, status, and performance of hardware assets.

Intrusion Detection – monitoring network traffic and individual devices for suspicious activity.

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Terminology

S Software

A Asset

M Management

Artificial Intelligence in Software Asset Management – uses machine learning and advanced algorithms to automate tasks, optimize resource allocation, enhance compliance, and improve security.

Automated Processes – repetitive tasks like license reconciliation, compliance reporting, and data quality checks are automated by integrating AI with your SAM platform.

Asset Allocation– tracking and managing software licenses effectively, ensuring each license is used appropriately.

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Anomaly Detection (SAM) – identifying and flagging software usage or behavior that deviates from the usual or expected patterns.
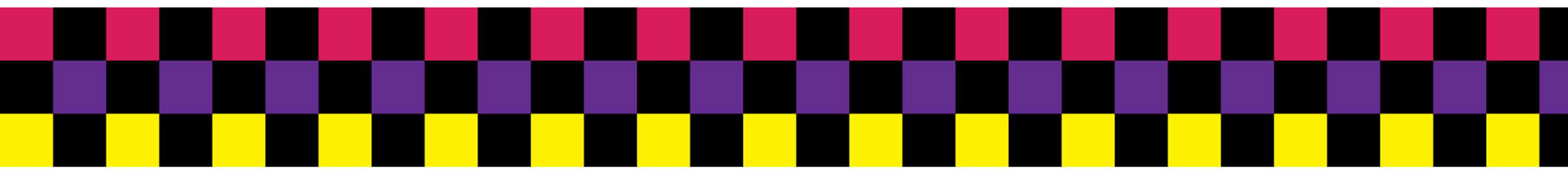
Compliance Reporting – ensures that software usage and management adhere to legal, regulatory and contractual requirements.

Cost Optimization – identifying and reducing unnecessary software spending, optimizing license usage, and ensuring compliance to maximize the value of software investments.

Forecasting – predicting future software needs, usage, and costs based on historical data and trends.

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License Optimization – identifying underutilized licenses by analyzing software usage data.

Natural Language Processing (NLP) – identifying and flagging software usage or behavior that deviates from the usual or expected patterns.

Patch Management – the processes and tools designed to effectively detect, distribute, and deploy software updates to an organization's IT environment.

Security Risk Mitigation – proactively identifying, assessing, and addressing vulnerabilities in software to reduce the risk of cyberattacks and data breaches.

Q & A

▶ Questions or comments?

▶ What did I miss?

▶ Other things to consider?

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