



IT ASSET MANAGEMENT (ITAM) WORKSHOP

OBJECTIVES

The primary objectives of the ITAM workshop are to:

- Develop an ITAM charter/strategy and plan relevant to your organization and specific objectives.
- Identify and assess *current* ITAM practices, and related roles and responsibilities, to determine opportunities for improvement.
- Identify *required* ITAM practices, and related roles and responsibilities, consistent with ITAM objectives identified in the workshop.
- Educate participants on relevant industry issues and trends affecting their IT asset portfolios.

The workshop deliverable is an ITAM charter/strategy, including a high-level plan, specific to your organization and addressing: ITAM objectives, value proposition, scope, stakeholders, problems/opportunities, processes, policies, supporting data and applications, organization, critical success factors and key assumptions. Effectively, a high-level current state review and future state charter/strategy.

BENEFITS

Benefits of the workshop include:

- Defined, documented and consistent terms, objectives and charter/strategy - critical for any project to be successful *before* resources are committed and deployed.
- Stakeholder consensus on your ITAM objectives and supporting project statement.
- Identified focus areas, based on your specific situation and objectives; ensures best use of available resources and maximum benefits.
- Actionable results.
- Input into internal project management and business case requirements.
- Input into RFPs as may be required to evaluate supporting products and services.
- Our industry perspective and knowledge, based on over 22 years of personal and client experience, ensures a viable and implementable plan.
- Our independent, objective perspective on your current situation and areas for improvement.

ADMINISTRATION AND COST

Sherry Irwin facilitates the workshop, and provides input based on her extensive expertise and experience. Generally, the client provides the venue and facilities, as well as a scribe to document the workshop results.

Although there is no formal limit to the number of participants, we recommend a maximum of ten to ensure manageability and active participation. As input to the workshop, *Technology Asset Management* provides a comprehensive framework of ITAM best practices.

For a quote to conduct an onsite workshop customized for your organization please contact *Technology Asset Management*. Our clients find that the workshop fee is negligible compared to the opportunities for greater savings from a more timely, focused and effective implementation.

TECHNOLOGY ASSET MANAGEMENT INC.

Technology Asset Management Inc. (TAM) specializes in the maturing discipline of IT asset management - policies, processes, resources and technologies that *minimize costs*, *maximize benefits* and *reduce risks* associated with software and hardware investments. We have a mature consulting practice in IT asset management, through which we assist our clients in implementing practices that are relevant to their organization and specific requirements.

ABOUT THE INSTRUCTOR

Sherry Irwin, President and founder of *Technology Asset Management Inc.*, has over 20 years of experience in IT asset management and is recognized as a pioneer and expert in this maturing discipline. Prior to forming TAM in 1995, Sherry was a management consultant with Gartner Group Canada, where she had significant input into Gartner Group's *Software Asset Management (SAM)* research service. In 1998, she became a Giga Expert, providing IT asset management advice to clients of Giga Information Group's research and advisory service. Sherry is also the founder and chair of the *Canadian IT Asset Management Users' Group*, as well as the sponsor of an ITAM conference held annually in Toronto.

**For more information, contact
Technology Asset Management Inc.
at 905-602-9292 or events@tam-inc.com**