

# WHAT IS...?

## IT Asset Management (ITAM)

www.itsmacademy.com



### WHAT'S INSIDE:

What is IT Asset Management?

The IT Asset Lifecycle

IT Asset Management Resources

- ▶ Value streams and Processes
- ▶ Organizations and People
- ▶ Information and Technology
- ▶ Partners and Suppliers

Measuring, Assessing and Development the Capability of IT Asset Management

It's a Journey!

Make a Difference!

Want to Learn More?

About ITSM Academy

## IT

**IT assets are increasing in number and can**

**come in many forms.** ITIL defines an IT asset as "any financially valuable component, resource, or capability that could contribute to the delivery of an IT product or service."

This definition is intentionally subjective. Financial value could equate to the IT asset's purchase or replacement cost, how it contributes directly or indirectly to value co-creation, the mission criticality of the service(s) that it underpins, how it is capitalized or depreciated according to financial practices, and/or any regulatory requirements that govern how an organization must document and report the presence and use of specific IT assets.

IT assets have a clearly defined lifecycle must be managed.

### IT ASSET MANAGEMENT

The purpose of the IT asset management practice is to plan and manage the full lifecycle of all IT assets.

By managing the full lifecycle of IT assets, the IT asset management practice helps the organization to:

- Maximize the value obtained from the IT assets through products and services
- Control costs and optimize the total cost of ownership of IT assets
- Manage risks and reduce risk and vulnerability exposure associated with IT assets
- Support decision-making about the purchase, re-use, retirement, and disposal of IT assets
- Meet regulatory and contractual requirements.

The IT asset management practice includes the following practice success factors (PSFs):

- Ensuring that the organization has relevant information about its IT assets throughout their lifecycle
- Ensuring that the utilization of IT assets is continually monitored and optimized

Key metrics and capability criteria for this practice are mapped to its practice success factors.

## The IT Asset Management Lifecycle

The various stages in the life of an IT asset span from planning to disposal. The lifecycle consists of stages represented by the statuses and the status transitions that are permitted, based on the IT asset type (e.g., hardware, software, cloud services, code, and data).

The lifecycle stages include:

- Planning and budgeting
- Acquisition
- Assignment (e.g., install, move, add, change)
- Utilization, optimization, and reporting
- Audit and verification
- Decommission
- Disposal

The IT asset lifecycle must not be defined as linear or unidirectional. As shown, specific situations or scenarios with specific IT assets or IT asset types may determine that one or more stages may be skipped, repeated, or approached out of sequence.



### IT Asset Lifecycle Models

Each stage of the lifecycle requires different support and control activities and different types of information, depending on the type of IT asset. IT asset types may serve as a basis for creating the IT asset management approach and models.

An **IT asset lifecycle model** is a detailed description of the organization's approach to the management of the IT asset lifecycle tailored for a specific IT asset type.

### The IT Asset Register

The ITAM practice requires accurate asset information that should be kept in an asset register. The IT asset register is the main source of the IT asset's data, and is created when the ITAM approach is formed and updated regularly during the IT asset's lifecycle.

#### IT ASSET REGISTER

A collection of information about IT assets that includes their ownership, cost, and other key characteristics.

Because the IT asset register and the CMDB often have a significant degree of commonality, the ITAM and service configuration management practices frequently have a strong working relationship through collaborative activities and perhaps even shared resources.

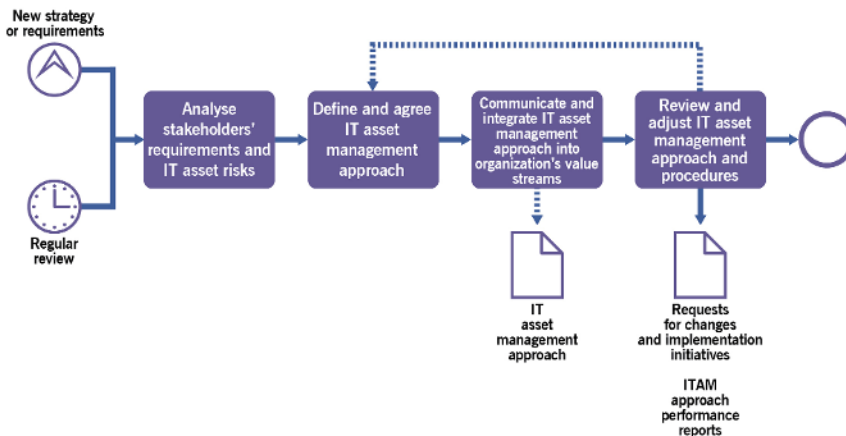
# IT Asset Management Resources

Each ITIL practice includes resources based on the 4 dimensions of service management.

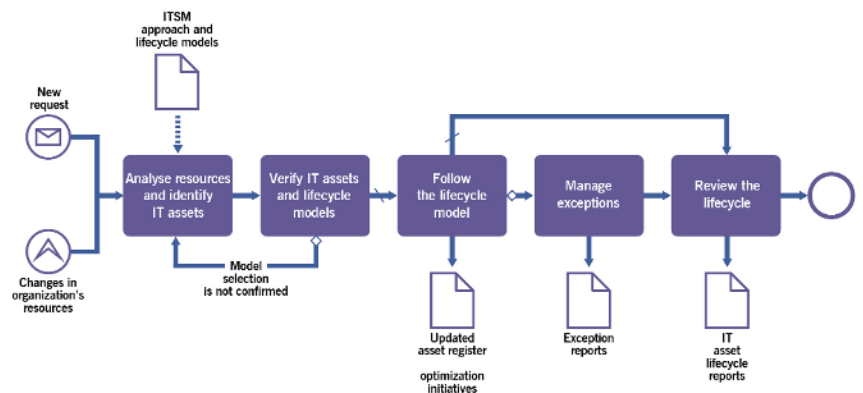
## Value Streams and Processes

IT asset management forms three processes.

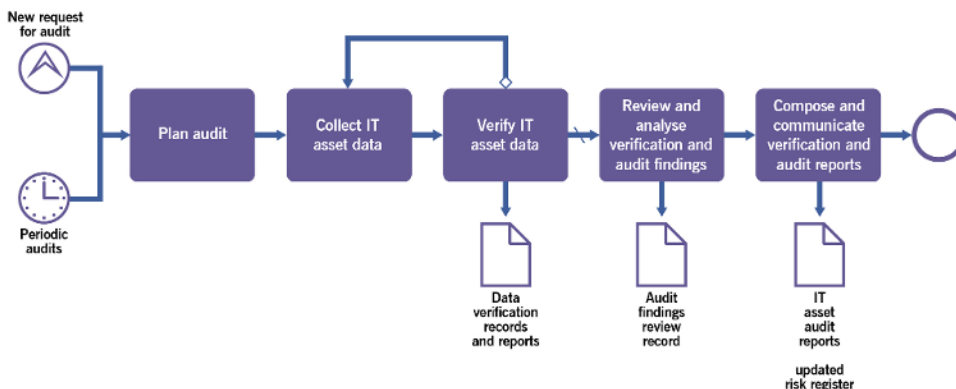
The **managing a common approach to IT asset management** practice focuses on ensuring different elements of the organization adopt a common approach to ITAM supporting value co-creation and compliance with requirements.



The **managing the IT asset lifecycle and records** practice focuses on managing the organization's IT asset lifecycle to ensure that IT assets are being utilized effectively.



The **verifying, auditing, and analysing IT assets** practice focuses on evaluating and comparing IT assets that are expected with IT assets that are found to exist to ensure accurate information is readily available, secure, and consumable.



## IT Asset Management in Service Value Streams

Although ITAM plays a supporting role in the service provider's service value streams, this role is extremely important. Many practices rely on IT asset information to achieve their purposes.

The ITAM practice provides IT asset information to all practices via the IT asset register either by maintaining it on an ongoing basis, or by gathering and publishing it on demand.

### Organizations and People

Several roles specific to the IT asset management practice may be found in organizations.

The role accountable for ITAM activities is usually the **IT asset manager**. Other roles include: IT asset custodian, IT asset analyst, IT asset register administrator, license manager, IT asset owner, and IT asset consumer.

Populating ITAM roles in a central team can help develop expertise and facilitate collaboration with other central functions, such as procurement, finance, and risk management. Such centralization can, however, create a distance that is detrimental to day-to-day collaboration with those who use and handle IT assets.

#### IT ASSET MANAGER

- Role accountable for ITAM activities
- Acts as the ITAM practice owner
- Responsible for managing the ITAM approach
- Role may be local or global

### Centralization vs. Decentralization

The struggle between centralization and decentralization is a common dilemma. IT asset governance typically results in an ITAM practice that is initially centralized. However, many of the controls that restored order are later perceived to be an organizational constraint. Decentralization leads to higher levels of efficiency, however, once the consequences of this loss of control are observed, the ITAM practice usually returns to a centralized approach; albeit one that is likely less severe. Like a pendulum, this cycle continues, with each swing being less dramatic until an appropriate balance is achieved.

Other organizational considerations include:

- **Stakeholder involvement** - conversing with IT asset consumers to ensure their preferences and constraints are understood
- **Cultural aspects** - recognizing that the effectiveness of the practice depends on people's perceptions of ownership and personal responsibility
- **Consciousness of financial, security, and legal stakes** - using constant monitoring and discussions with relevant individuals to avoid noncompliance and undesired behavior
- **Engagement of individual responsibility without complacency** - assigning IT assets to individuals (vs. organizational units) to ensure responsibility is taken seriously
- **Internal profit center providing IT assets and related services** - structuring the ITAM practice as an internal provider which finances itself through the margins it generates (i.e., 'ITAM as a service').

## Information and Technology

The effectiveness of the ITAM practice depends significantly on quality information.

Ensuring that IT asset data is managed at every change of status of the IT asset, updating the IT asset register, and capturing IT asset data is very important for the practice, as ITAM can easily become overburdened if these tasks are performed manually or without proper tools.

By using the right tools and technologies, organizations can streamline their asset management processes and achieve better outcomes. Automation can help reduce manual errors, increase efficiency, and provide real-time insights into asset utilization.

Automation tools may include:

- Accounting systems
- Labelling, barcode, QR code, or similar technology reader systems
- Analysis and reporting tools
- Procurement systems
- Geolocation and geofencing systems
- Work planning and prioritization tools
- Inventory and discovery tools
- Workflow management and collaboration tools

## Partners and Suppliers

A successful ITAM practice is not solely the result of the efforts of internal resources. Partners and suppliers can support the ITAM practice by:

- Providing IT assets
- Participating in IT asset management activities
- Providing software tools and integrated service management systems that are used by ITAM and shared with other practices
- Providing ITAM consulting and advisory services

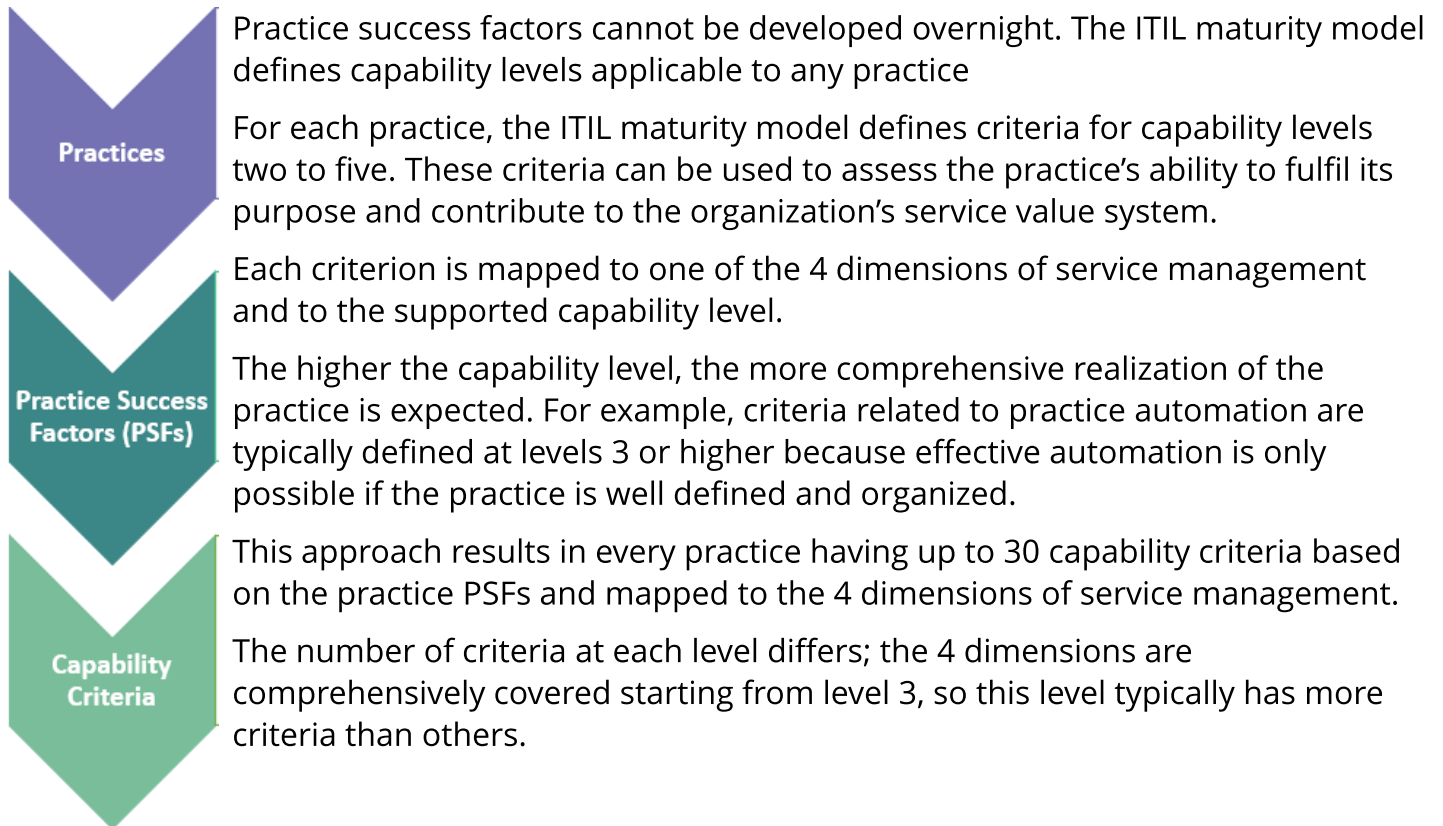
Third parties can support the IT asset management practice; however, it is important to remember that service relationships introduce constraints and dependencies, as well as opportunities and support. A lack of timely sourcing of IT assets can have severe consequences for organizations.

Dependencies should be reflected in service level agreements and procedures.

Communications with customers and users should be routine and transparent to set realistic expectations and to enable smooth request fulfilment. The supplier management practice should be also used to ensure that, where reasonably possible, third parties adjust their level of service to the needs of the organization.

Outsourced ITAM services exist and can be helpful. However, the ultimate responsibility for an organization's IT assets cannot be outsourced. Organizations must develop internal competencies and controls to protect their own interests and master their contractual and legal responsibilities.

## Measuring, Assessing and Developing the Capability of IT Asset Management



Capability Level	Description
Level 1	The practice is not well organized; it's performed as initial or intuitive. It may occasionally or partially achieve its purpose through an incomplete set of activities.
Level 2	The practice systematically achieves its purpose through a basic set of activities supported by specialized resources.
Level 3	The practice is well defined and achieves its purpose in an organized way, using dedicated resources and relying on inputs from other practices that are integrated into a service management system.
Level 4	The practice achieves its purpose in a highly organized way, and its performance is continually measured and assessed in the context of the service management system.
Level 5	The practice is continually improving organizational capabilities associated with its purpose.

[Click here to learn more about the ITIL 4 Maturity Model.](#)

## It's a Journey!

ITIL, like any framework, methodology, body of knowledge or philosophy, is only as valuable as the results it helps to achieve. How the practices are applied is critical. It is necessary at all times to remember what is to be accomplished and *why* it needs to be accomplished. Following book examples or practices blindly, without considering their appropriateness to the organization's circumstances, needs, goals and objectives is a certain way to fail. Success requires the application of critical judgement.

So, when using ITIL:

- **Adopt** – Commit to adopting a service-oriented, customer-focused culture. Success in service management is based on a genuine commitment to this change. Evidence of such commitment can be seen not in the way the people in an organization talk, but rather in the way in which they behave and in how those behaviors are incentivized.
- **Adapt** – Strive to understand ITIL best practices, to understand why they are recommended, and then to apply critical thought to adapting those best practices to the organization's circumstances, needs, goals and objectives.

Once ITIL recommendations are understood at a critical level, it is possible to successfully assess their value to your organization in the context of the organization's vision, goals, objectives, circumstances and constraints. In this way, real value can be delivered to customers and captured by the organization.

## Make a Difference!

Any service management related initiative will affect organizational culture. Effective communication plans, training, and clear policies and procedures are all needed to achieve the desired performance outcomes and enable collaboration between the many different people involved. Contribute to your organization's service management effort by expanding your knowledge of best practices and by enthusiastically using what you learn to lead transformational and continual improvement activities.

## Want to Learn More?

Training helps individuals and organizations build and maintain their capabilities. Training also provides individuals the knowledge, skills and information needed to fill their role in the organization or achieve their career goals, along with a place to test and develop the confidence to use these skills in the workplace.

Our ITIL 4 Practitioner: IT Asset Management course focuses on how to plan and manage the full lifecycle of all IT assets, to help the organization maximize value, control costs, manage risks, support decision-making about the purchase, re-use, retirement, and disposal of IT assets, and meet regulatory and contractual requirements. This course also provides insights into how to measure, assess and develop the capability of this practice by using the ITIL Maturity Model.

Read [What Is ? ITIL 4 Qualification Scheme](#).

See ITSM Academy [class options and dates](#) or download the [course catalog](#).

## Additional Resources:

- [ITSM Professor Blog](#) - a WEALTH of knowledge published weekly since 2008
- [Webinar Archives](#) - Monthly since 2007
- [ITSM Academy Resource Center](#)



## ITSM Academy

We are a female owned small business, established in 2004. Our extensive catalog contains accredited and sustainable IT Service Management (ITSM) education and advice including; ITIL®, DevOps, Process Design (CPDE), Agile, Site Reliability Engineering (SRE), Value Stream Mapping (VSM) and Experience Level Agreement (XLA). Our business values are founded on trust, loyalty, professionalism and long term relationships.

*...educate and inspire* is not just our corporate slogan, it speaks to our core mission and goal.



Follow our founder and CXO, Lisa Schwartz, on [LinkedIn](#).

## Instructors

Every ITSM Academy instructor is certified to the highest levels in the areas they train. They have years of hands-on IT practitioner experience, enabling them to effectively intertwine theory and real-life stories and scenarios. Using the highest quality content, this engaging training style encourages active group participation, allowing all learners to bring from class a wealth of practical and actionable knowledge.

## Accreditations

All of ITSM Academy's certification courseware is developed or enhanced in-house and is accredited by independent, international organizations where applicable.



## Game On! - Interactive Learning

Involves students in active learning, using the engaging qualities of a game, fueled by our subject matter experts.

## Courseware Licensing (all developed or enhanced in house)

In addition to our public and corporate/onsite training, our courseware is available for licensing / co-branding under our flexible licensing program, including Train-the-Trainer (for qualifying organizations).

## my.itsmacademy.com (digital portal)

Extends the learning experience with games, videos, exercises, sample exams, and course materials. It also provides instructors a vast repository of information and guidance to successfully prepare for and teach our courses.

## Professional Education Hours (CPDs/PDUs/CPEs/CEUs):

ITSM Academy is proud to make it possible for individuals who attend our classes to earn professional education hours. (e.g., CPDs, PDUs, CPEs, CEUs). These professional education hours can be submitted to associations such as PeopleCert, the Project Management Institute and ISACA, if applicable.



[Read More](#)

## The Story of the Academy

Today, ITSM Academy is widely recognized for its expertise in multiple IT frameworks (ITSM, ITIL, Process Engineering (CPDE), DevOps, Agile Service Management, Lean) and, more importantly, how they work together. But that's not where we started.

+1-954-491-3442

<http://itsmacademy.com>