

Certified **Information Technology** **Asset Management** ***Professional***



ITAM / TAM

This unique vendor-neutral program steps you through the background knowledge, strategies, and techniques necessary to initiate and support a cost effective technology product and services management initiative. The effective TAM combines active compliance assurance & software management techniques with close control over hardware, support, maintenance, and sourcing to deliver proven increases in technology life cycle value across the entire technology environment.

Real World – Studies have shown that companies that fail to establish and maintain an effective IT asset management will only gain actual value from fewer than \$10 of every \$100 invested in technology.

If your company users computers—PCs or Macs, servers, mainframes or minis—this knowledge can enable you to convert the “less than 10%” value rule into a 90% genuine return on business value for IT investments. The solution is to take serious control over your technology environment and actively manage tech assets across their entire life cycle—from pre-acquisition to disposal.

Core Knowledge

- Agreement Terms & Conditions
- Building & Utilizing the RFP / RFQ
- Buy / Lease Process Decision Analysis
- Centralizing & Controlling Project Management
- Conducting the Systems Audit & Utilizing Results
- Crafting & Managing Systems Policies & Procedures That Work
- Designing & Delivering Effective Proposals & Presentations
- Establishing & Controlling Enterprise Document Management
- Identifying & Acquiring the Right Automated TAM Tools
- Negotiating More Favorable Systems Agreements
- Risk Identification & Mitigation Techniques
- Support & Maintenance Agreement Detailing
- Systems-Related Savings Opportunities
- Technology Product Disposal Management
- Work Flow Analysis / Process Analysis / GAP Analysis / SWOT Analysis

And more...

Prerequisites For This Session: Software & Copyright Compliance Assurance & Software Asset Management, or pre-approved equivalent.

Who Should Attend? Any individual, from any size company, who is interested in getting their money's worth for technology investments. Specifically, those interested in this training would include:

Executive management, middle management, corporate auditors, compliance assurance personnel, acquisitions professionals, technology management, and agreement negotiations professionals. Additional personnel who would benefit from this professional development program include, but are not limited to, administrative assistant professionals, advanced clerical professionals, as well as students of accounting, technology, and/or business management.

Caution: As with the SCCA & SAM, this is not necessarily a technical profession—while technical expertise definitely helps, the effective candidate is ethical, detail oriented, and possesses good communication skills. Companies that begin this program will generally utilize existing personnel and train them into the required knowledge. The key to successful TAM is in the willingness of corporate management to seriously support the initiative. Doing so will—*not might, will*—deliver substantial savings opportunities to the enterprise.

WIIFM - What's In It For Me? Business technology consumers invest tens of millions of dollars in technologies every year. Unfortunately, and very frequently, those technologies do not deliver on their promises to reduce costs and deliver higher performance. Instead, businesses around the globe find themselves investing scarce revenue in technology products or services that simply do not bring value to the bottom line. The technology asset management professional trained by **The Business Technology Consumer Network** can reverse this trend and bring genuine value back into technology acquisition and utilization.

As a trained Technology Asset Management Professional, you are on the front line of a profession that became formal in 2001 and is rapidly becoming absolutely vital to companies of all sizes in all nations. As with the SCCA & SAM programs, the vast majority of local, national, & global companies are in need of your services and expertise.

Real World ROI—Small Company? - A Southwest American TAM discovered that—due to hardware and driver incompatibilities—the proposed new operating system would result in the company having to purchase all new computers & printers. Not acquiring the new operating system translated into immediate & direct savings for this company representing over 100% of the IT budget for the coming year.

Real World ROI—Large Corporation? - A Northeastern TAM conducted an informal invoice reconciliation study that identified over \$2,000,000 in unnecessary or unauthorized IT costs. The same TAM also discovered three unused but active T1 lines hidden beneath the sub-floor of the tech center.

And The Value Still Expands. When you continue on and complete the remaining modules of the Technology Portfolio Management Program, you can help your company enhance and expand its project management environment. Even in this age where virtually every company relies on effective project management to accomplish complex new initiatives fewer than 15% of project managers have received any formal training. The Business Technology Consumer Network has recognized this trend and our programs integrate the most effective project management skills directly into the curriculum.

Are You With a Non-American Business? You still use project management techniques in building your company success infrastructure. The ability to obtain maximum results through minimal effort continues to contribute directly to your bottom line. This professional training is applicable and vital to you, no matter where your business is located.

Schedule your professional development program right now, or read *Modern Pirates* first. Either way, ***The Network!*** delivers the knowledge you need, when you need it, where you need it, and at a price you can afford!