



## The Network Delivers

**Problem Scope: Global**

**“Technicians Are NOT Technology Asset Managers!”**

*Get this straight:* This briefing is not about abusing your technicians—it is about the frequently ignored, highly complex, and serious nature of technology asset life cycle management.

### **We’ll start with the bottom line:**

Every day your technical personnel have their platters full maintaining the complex web of technologies that enable your business to compete and survive in a rapidly evolving technical world. As technologies become ever more intense, your technicians must invest more and more time and brain-power in keeping their skills and systems operations edges well-honed. If they fail to invest their time and effort in keeping your systems out front, you won’t be out front in your business.

### **Technology Asset Management**

Managing technology assets is an entirely different animal than managing technology systems. Your company invests a great deal of precious revenue in technologies—and you have a right to expect positive returns on those investments. Unfortunately, as your suppliers continually jockey for position and market share, the frequently invisible business side of the technology life cycle management is becoming significantly more critical to ensuring positive investment returns. Quite frankly, your technical people do not have the time—or a career-enhancing need—to become skilled at, or well trained in, technology asset management. If you have a significant investment in technologies it’s time to gain control over that investment through an effective information technology asset management initiative.

### **Look Before Leaping**

Don’t jump into the fray without careful strategic planning, though. Even if you start—today—taking a more active control over your tech asset life cycles—you will still continue to pay for hidden mistakes in licenses and agreements to which you are already bound. For instance:

**Real World** – A majority of software- and hardware-related problems, legal confrontations, costs, and risks can be traced back to the original license and/or agreement documents that bind your company. In other words: The vast majority of financial and risk avoidance potential for your company will be centered on a unique and specific set of advanced clerical matters—not technologies.

**The good news is this:**

***We can provide you with the proven knowledge and techniques that both you and your company need to succeed!***

The asset management professionals of ***The Business Technology Consumer Network*** know precisely how you can create infrastructure and benefit from this initiative. The key to success for our training programs is that we empower you to take back control and to use proven methodologies to establish and pursue your own unique results.

**Who Becomes an Asset Manager**

The skill sets of a really good technology asset manager will include, but not necessarily be limited to:

- Understands license and contractual agreements,
- Knows how to organize, retain, and manage documentation,
- Familiar with negotiations requirements and tactics,
- Able to interpret data relating to systems auditing,
- Trained in copyright and compliance assurance,
- Can conduct and interpret work flow analysis,
- Has a clear perspective of effective resource management procedures,
- Acquainted with basic project management methodologies,
- Comprehends the need for, and processes behind, cultural change management,
- Possesses basic technology configuration experience...

***Now that we have given you this list, we have to explain something:***

**Real World** – The professions of technology asset management, software asset management, and copyright and compliance assurance are so new that there are very few fully qualified and experienced people out there in the real world. This does not mean that a given individual cannot be considered for employment simply because they have not reached the pinnacle of talent. Far from it...

**Qualities of An Asset Manager**

The most critical qualities of an effective technology asset manager will be their personal/professional ethics, their organizational skills, and their willingness to take direct steps in bringing technical assets under full internal control. All the other talents listed previously can be trained into this individual.

**Qualities of The Enterprise**

The most critical qualities of a company that embraces effective technology asset management are:

- Executive management and/or owners recognize the incredible cost and risk reduction potentials of asset management and they firmly and visibly support the initiatives,
- Asset managers receive the training that enables them to do their jobs,

- The asset management initiative, by definition, will be participative and company-wide—a cross-departmental / cross-divisional process—not limited to a single power silo,
- Management, and the company in general, permits the asset managers to genuinely do their jobs.

The proven, ongoing, payoff for companies that embrace tech asset management—regardless of their size—will include the capacity to reduce IT costs by as much as 25% as well as expanding the potential for reducing the risk of compliance enforcement audits by as much as 90%.

***The Key Points Are These:***

- The chances are very good that you will not find a fully qualified asset manager. Instead, if you can't find one, look for the personality type that can be molded into this new field of responsibility.
- How many truly talented technical people are going to have the skill sets to become an asset manager? How many are going to be capable of, or interested in, dropping their lucrative tech career for the sheer volumes of ITAM paperwork necessary?
- Can you afford to release these folks from their primary responsibilities by reassigning them to asset management?
- Somewhere in virtually every company is an individual who can—and will—pick up this initiative and make it both credible and of significant bottom line value. You just have to identify them.

I'm Alan Plastow, founder of ***The Network***. If you have questions about this field—these fields—let us know. Whether you represent management searching for talent or talent looking to enhance your abilities, we're here to support you. Contact us & we'll do our best to provide the vendor-neutral answers you need to succeed.