

New professional body launches for the advancement of the ITAM industry

- The [ITAM Forum](#) brings the ITAM industry together as it is poised to help companies save money after the COVID-19 pandemic
- The founding objectives of the ITAM Forum are to improve the overall reputation and recognition of the ITAM industry while providing a collaborative space for ITAM leaders to come together
- New body was founded by Martin Thompson, founder of the [ITAM Review](#) and [Campaign for Clear Licensing](#)

20th May 2020, Swindon, UK: At a time when businesses are relying on experts more than ever to find and deliver cost savings, a new trade body has launched to represent the global ITAM industry. After first announcing his ambition to launch a trade body to promote the IT Asset Management (ITAM) industry [last year](#), Martin Thompson has today launched the [ITAM Forum](#), a new trade body to promote the ITAM industry.

The ITAM Forum launches with two objectives:

1. To educate and evangelise – to encourage more companies to practice ITAM and to attract new professionals into the industry
2. To promote best practice – provide a collaborative, global forum for ITAM leaders to come together and share ideas for the advancement of the ITAM industry (eventually establishing a globally recognised Organisational Certification for ITAM)

Commenting on the reasons for establishing the new trade body, Martin Thompson, founder of the ITAM Forum states, *“ITAM teams enjoy more seniority and board level exposure than ever before. Research by The ITAM Review in 2018 suggested that ITAM teams reporting into the CXO has increased from 17% in 2011 to 37% in 2018. That is a staggering shift in such a short time.”*

“It is worth recognising the unprecedented times in which the ITAM Forum has launched, as societies come out of their respective lockdowns and potentially straight into a global recession. The priority for many businesses at the start of the COVID-19 pandemic was to invest rapidly in remote working solutions so they could maintain day-to-day operations as best they could, whatever the cost. Now that the dust has settled and businesses adapt to the new normal, IT Asset Managers have a huge role to play in documenting and unpicking this rapid and unplanned investment. Looking longer term towards the onset of a global recession, cost cutting truly has become the priority for businesses once again. The ITAM industry will be on hand to help organisations achieve this much-needed cost reduction, while the ITAM Forum will be there to help the ITAM industry make its case as a pillar of the post COVID-19 cost cutting initiatives.”

ITAM is best positioned to answer the following questions as companies now shift their attention to cost cutting:

- What do we have? What’s being used? What can we cut?
- How do we cut out waste? How do we reduce and renegotiate what we can’t afford to cut?
- How do we return to core services, protecting the core nucleus that delivers for our business and cutting away any extraneous projects or distractions?

Expanding on his reasons for establishing the ITAM Forum, Martin Thompson comments, *“ITAM has been rapidly ascending in seniority and non-IT attention over the last few years. According to research conducted of the [ITAM Review in 2018](#), it is moving out of the shadows of operational process and configuration management (45% reporting into ITSM in 2011 for example) and into the limelight of the C-suite (37% CXO in 2018). The smart management of assets is a shrewd business practice which delivers benefits far beyond IT. ITAM therefore has a rightful place outside of the niche IT/ITSM domain from where it started, and as a boardroom priority in its own right. The ITAM Forum is here to help it*

achieve this goal, by raising the profile of the ITAM discipline as much more than a compliance exercise and demonstrating its value to every organisation looking to better manage its assets.”

Certifying the ISO19770 ITAM standard – delivering a ‘Kitemark for the ITAM industry’

A longer term objective for the ITAM Forum is to be the caretaker of a new organisational certification program for ITAM based on the global ISO standard for the ITAM industry – [ISO19770](#) – which was first published in 2006. To date there has never been a formally recognised way of certifying your organisation against the ISO19770 standard. The ITAM Forum intends to become the trade body to deliver this certification process.

“By certifying organisations against the ISO standard, the ITAM Forum will look to provide the highest measure of quality to demonstrate the competence of an ITAM department in the face of increasing board level scrutiny. By benchmarking an ITAM department output against recognised ISO standards, stakeholders in the ITAM lifecycle (in particular those not fully versed in the complexity of IT assets) will be assured of quality. While our current priority is to establish the ITAM Forum as the credible voice of the ITAM industry, we look forward to eventually establishing the ITAM Forum certification as the globally recognised ‘Kitemark’ for ITAM quality.”

Board of trustees

To ensure that the ITAM Forum is relevant, practical and useable, it is overseen by a trustee board of end user ITAM professionals and representatives from other industry stakeholders. The founding trustees represent a broad coalition of the great and the good of the ITAM industry from around the globe.

“The aim is for the trustee board, along with the Chair and board of directors, to be the engine driving the establishment of the trade body – being seen internally and externally as ITAM industry leaders, pushing the industry forward, opening doors and being actively and enthusiastically involved in the development and execution of initiatives,” comments Martin.

“I am proud to announce our founding trustees, who were kind enough to volunteer their support to the ITAM Forum when it was nothing more than an idea in my head.”

The Forum launches today with 15 founding trustees across the following sectors:

End user Trustees

1. [Bryant Caldwell](#) (USA)
2. [Rachel Ryan](#) (UK)
3. [George Arezina](#) (Switzerland)
4. [Melody Ayeli](#) (USA)
5. [Elise Cocks](#) (USA)
6. [Brett Zurbrick](#) (USA)
7. [Julia Veall](#) (UK)
8. [Denise Lee](#) (USA)

Reseller / Partners

1. [Sinisa Lukacev](#) (Serbia)
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Tool Providers

1. [Roel Decneut](#) (USA)
2. [Johannes Biesing](#) (Germany)

Independent Consultants

1. [Barry Pilling](#) (UK)
2. [Sherry Irwin](#) (Canada)

Patrons

The ITAM Forum has been made possible by the kind financial support of the following patrons who share in the vision of the Forum and believe in the intrinsic value of ITAM to deliver significant cost savings to organisations when they really need it:

- [Aspera](#)
- [Anglepoint](#)
- [FisherITS](#)
- [Lansweeper](#)
- [Gemini Six](#)
- [Snow Software](#)

“We would like to thank every one of our patrons for their kind support. Without their backing, the ITAM Forum would simply not exist,” concludes Martin.

If you are passionate about the ITAM industry and want to get involved in the ITAM Forum, please visit <http://itamf.org/contact-us/> to register yourself as a volunteer or a patron.

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Media resources

- ITAM Forum logo: <https://www.dropbox.com/s/n7bhkvujmyzecne/ITAMF-SQUARE.png?dl=0>
- Website: <https://www.itamf.org>

About the ITAM Forum

The ITAM Forum is the professional body for the advancement of the IT Asset Management industry. It is a not-for-profit, independent and trustee-led organisation with two goals:

1. To be a caretaker of a new organisational certification program to allow organisations to demonstrate the quality of their ITAM practices (by certifying compliance with the ISO19770 ITAM standard)
2. To educate and evangelise – to encourage more companies to do ITAM and to attract new professionals into the industry

<http://www.itamf.org/>

EMBARGOED UNTIL 8.30am TUESDAY 20th MAY 2020

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