



ITAM FORUM

# Why IT Asset Management is a Great Career Choice







"You don't often find a role within a company that in the course of a day, lets you talk to the CIO in the morning, talk to a desktop technician in the afternoon and in the middle, save \$100,000 for your company."



Brett Zurbrick  
ITAM Forum Trustee



**When you speak with people who work in IT Asset Management (ITAM) about their career, the theme of a 'rewarding career' comes through strong and clear...consistently.**

Depending on an organisation's ITAM maturity level, those who work in ITAM often hold different job titles and work in different departments and teams with different reporting structures, but they all share common objectives:

- To help their organisation understand what IT assets they have, how they are being used, how they are being leveraged (or not leveraged) for strategic advantage
- To reduce their organisation's risk regarding software license agreements and compliance, security, disposal regulations, tax regulations
- To help their organisation acquire, deploy and dispose of technology intelligently
- To help their organisation reduce costs and increase value from their technology investments
- To provide data to support analysis and decision making
- To facilitate proactive management of contracts and vendors

The vast majority of ITAM professionals did not set out to work in ITAM. In fact, ITAM may not have been a term or discipline they even knew of or knew very little about. But, somewhere along their career path, they found their way into ITAM, or fell into it (as many say), and think they are lucky to have done so.

Surprisingly, you don't study ITAM at university or college...at least not yet. A quick review of the ITAM Forum's Board of Trustees' educational background highlights studies in business management, business information systems, computer science, economics and information technology.

Their early careers embraced areas such as audit management, consulting, system integrations and software licensing.

Today, they are Global Software Asset Management Program Managers, Global Vice Presidents, Managing Directors, and even company Presidents.

What brings people into an ITAM career, and why are ITAM professionals so passionate and enthusiastic about the ITAM discipline?





**If you're someone who likes a different day every day, ITAM is for you.**

"The world of ITAM is always changing. Software publishers and hardware manufacturers are always coming up with new technologies, new ways to charge for a license, new ways to bill you, and that really impacts the ITAM space. Our job is to make sure we know what's going on in the industry and know how to protect and mitigate our business from risks. I find that to be the spice to life for the ITAM practitioner. Every day is a little different."

Brett Zurbrick, ITAM Forum Trustee



"If you like to wear many hats, and like to have the ability to directly influence or support business outcomes, ITAM is a great career choice. It's ever changing, as fast as technology does and sometimes even more so."

Bryant Caldwell, ITAM Forum Trustee



**If you're someone who loves data, analytics, problem solving and is a good relationship builder, ITAM is for you.**

"ITAM is a very demanding industry that requires strong analytical and communications skills. You need to be able to communicate very complex subject matter to stakeholders throughout the lifecycle of an asset from buying to deploying to retiring. On the other hand, you need to have a very strong critical and analytical mindset so you're able to analyse problems and propose solutions."

Eric Chui, ITAM Forum Trustee



"You work with a lot with data, so you need to be comfortable around large sets of data. You also need to be comfortable around contracts and legal language. You also need people skills as you work with multiple departments within an organisation. So, you'll need to build relationships, get yourself integrated into what other teams do, and be a good communicator."

Ron Brill, ITAM Forum Vice Chair, Board of Trustees





**If you're someone who wants to positively contribute to your organisation's bottom line, ITAM is for you.**

"IT Asset Management is a value driver. It enables an organisation to become more strategic. If you understand what you have, where it is and how it's being used, you can make really good decisions in terms of how to leverage that technology strategically. In ITAM, you get to see the value chain from the beginning to the end and recognise the role you're playing to enable your company's competitive advantage."

Denise Lee, ITAM Forum Trustee



"You can provide tangible and intangible benefits to your organisation and sometimes in a fairly short timeframe."

Sherry Irwin, ITAM Forum Trustee



"Through effective IT asset management, organisations can save double digit percentage on their annual software spend and that's a lot of money. There's really no other place in a company where you can make such a big impact in such a short amount of time."

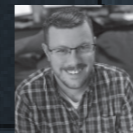
Ron Brill, ITAM Forum Board of Trustees, Vice Chair



**If you're someone who likes to work with different people, in different roles and different departments, ITAM is for you.**

"ITAM is a way to be involved in every aspect of the business without having to own every aspect of the business. You get to interface with people in accounting, in IT, in business lines, your executive leadership team, your C-suite. The amount of touch points a skilled ITAM practitioner has can be enormous."

Brett Zurbrick, ITAM Forum Trustee



"With ITAM, you have a necessity to engage with different people and functions within the organisation, and I think that's fairly unique to ITAM compared to some other IT disciplines."

Sherry Irwin, ITAM Forum Trustee



"If you're really technical and want to write code, ITAM probably isn't the space for you. If you want to look at legal contracts all day, this probably isn't the space for you. If you want to spend 100% of your time looking at the commercial side of transactions, this probably isn't the space for you. But if you want an area that gives you exposure to all these disciplines and lets you work with legal, procurement, IT, HR, and so forth, then ITAM is a great place to be."

Ron Brill, ITAM Forum Board of Trustees, Vice Chair





## If you're someone who wants different career options and paths, *ITAM is for you.*

ITAM may not be as 'sexy' as digital transformation or cyber security or other IT initiatives that tend to be at the top of every CIO's agenda, but ITAM has a foundational role to play in these areas and more.

Cyber security, for example, is dependent on basic ITAM information like knowing what you have, where you have it, and how it's configured. As the saying goes, you cannot manage what you don't know you have.

This is why ITAM is so incredibly important. At its most basic level, it provides transparency and visibility of an organisation's IT assets.

The valuable role ITAM plays throughout an organisation, its many touchpoints, its focus on technology and business, and the career opportunities and career directions it opens, makes it an exceptionally interesting career option...not forgetting rewarding.

"With ITAM, there are plenty of different specialities, there are many areas you can get really focused on, and there's the opportunity to be a generalist or a jack of all trades. I really enjoy the ITAM profession. I like the people in it, and I like how it can help companies. It's always nice to sit in a room and say, hey, I saved \$80,000 yesterday, what did you do? Not many people can say that."



Brett Zurbrick, ITAM Forum Trustee

"There are so many things you can do from an ITAM perspective. The best way to understand a business is to understand how it is using technology to drive the business, and ITAM plays a role in this."



Denise Lee, ITAM Forum Trustee

"ITAM is one of the few areas where you get a mix of technology and business. There aren't that many disciplines within IT itself that have the exposure to other areas of the business and the opportunity to influence these other areas. It can even take you into different career paths outside of IT that you may have not even thought of."



Sherry Irwin, ITAM Forum Trustee



### **About the ITAM Forum**

The ITAM Forum is a global trade body for the advancement of the IT Asset Management industry. We are a not-for-profit membership organisation, led by ITAM professionals for ITAM professionals. Our members are passionate about IT Asset Management and the business value it brings to companies regardless of size and industry.

#### **The ITAM Forum has two primary objectives:**

1. To elevate the position of ITAM by sharing knowledge and best practices that focus on business value and aid to grow the profession.
2. To create – and be a caretaker of – the new ISO 19770 standard certification program so organisations can demonstrate the quality of their ITAM practices.

**[itamf.org](https://itamf.org)**