



# The Business Benefits of ISO/IEC 19770-1 Certification

# Introduction

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When the ITAM Forum launched in 2020, it had two clear objectives, which remain true today:

1. To elevate 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 19770-1 standard certification program so organisations can demonstrate the quality of their ITAM practices.

We've made such great headway with both of these objectives, and this wouldn't have been possible without the help and support of the world-wide ITAM community. Thank you!

The upcoming certification scheme is truly a game changer for ITAM.

During the past two decades, IT has become more critical and complex for every business. It's gone from being the 'nerds' and 'geeks' in the corner who fix your laptop to being the business. IT is the business. If you turn off IT, you turn off the business. ITAM has followed that ascendance. It's now critical for modern businesses to track all of their IT assets and the lifecycle of each asset.

ITAM teams and departments have therefore become more senior and strategic with many now reporting directly to the C-suite. But with this comes more scrutiny.

The upcoming ISO/IEC 19770-1 certification scheme will allow organisations for the first time to independently prove (in a globally accepted way) how good their ITAM practice is. If we can prove who is doing well, and shine a spotlight on best practice, we can lift the quality of all ITAM practices.

I've spoken with a number of organisations interested in being certified, and the top reasons for doing so are:

1. Prove to internal stakeholders the quality of the ITAM team's work
2. Prove to external stakeholders that the organisation treats the management of IT assets seriously

Our Committee of Experts (volunteering ITAM professionals from around the world) have done a great job drafting the scheme and determining how certification will be measured. The draft is now being validated, and we hope to bring it to market later in 2023.

If you'd like to speak with me about certification and what it involves, please get in touch.

[Martin Thompson](#)

Founder

The ITAM Forum

# About ISO and the ISO ITAM Standard

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## What is ISO?

ISO is the global standards organization.

ISO develops international standards that save organisations time and reduce barriers to international trade.

Countries are members of ISO, and each appoints one [national standards body](#) to be its ISO representative. National standards bodies appoint volunteer delegate experts to participate in committees, and it is these individuals who write standards.

The [Working Group 21](#) (WG21) committee – with 175 members from more than 25 countries – creates and publishes all ITAM standards.

## The ISO ITAM Standards

The objective of the ISO 19770 family of standards (there are 7, including ISO 19770-1) is to provide organizations with information and assistance so they can reduce risks and optimize the cost of IT assets, thereby gaining a competitive advantage.

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The benefits associated with ITAM standards include:

### 1. Collection of best practices

Appointed, volunteer experts from many countries contribute to the development of the ISO ITAM standards and review and refresh them on a regular basis.

### 2. Interoperability

ITAM does not operate in a silo. All ITAM standards are developed with interoperability in mind to minimize risks and maximize benefits. This is strategically relevant as ITAM enables other IT functions, including IT architecture, IT procurement, Infosec, ITSM, Disaster Recovery, IT capacity planning, IT Financial Management, etc.

### 3. Common terminology

Standards provide a common language, facilitate communication and knowledge sharing within the ITAM ecosystem, between ITAM and other functions, and more.

### 4. External certification

Demonstrates to others that your ITAM program has achieved the highest level of recognition. Help satisfy legal requirements. Help obtain better commercial terms. Show your commitment to IT governance and much more.

### 5. Benchmarking

It's incredibly useful to determine where you are in comparison to your peer group and industry. This can only be done effectively when comparing apples to apples (when both organizations being compared follow the same standard).

### 6. Management assurance

Executives can be assured the organization's ITAM processes are in line with recognised, industry best practices.

# Management Systems

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## What is a management system?

According to ISO, a management system is “the way in which an organization manages the interrelated parts of its business in order to achieve its objectives. These objectives can relate to a number of different topics, including product or service quality, operational efficiency, environmental performance, health and safety in the workplace and many more.”

The size of the organization, how complex it is, and the industry it operates within all play a role in the complexity of an organization’s management system.

In ITAM terms, a management system is essential to ensure the ITAM practice is aligned to business objectives, is responsive to change and measures the impact of change.

## What is ISO 19770-1?

ISO 19770-1 is a Management System Standard. It’s based on the Deming Cycle (Plan-Do-Check-Act or PDCA) of continuous improvement. The cycle is iterative and continuous.

ISO 19770-1 sets out the requirements for an ITAM system within the context of the organisation. It seeks to integrate the people, process and technologies necessary to manage each and every stage of the IT asset lifecycle.

It is an independent and global standard that when implemented, demonstrates that the organisation has developed a high-quality ITAM practice and that it treats seriously the management of IT assets throughout their lifecycle.

For more information on management systems, [watch this short video](#).



## The Certification Scheme

The ISO/IEC 19770-1 certification scheme is an organizational certification scheme. It is not a certification for an individual ITAM practitioner.

One of the ITAM Forum's founding objectives was to create – and be the caretakers of – the world's first ISO/IEC 19770-1 certification scheme so organisations can demonstrate the quality of their ITAM practices.

The Forum's Committee of Experts (nearly 100 individuals from 25 countries and 30+ industries) drafted the ISO 19770-1 certification scheme, with guidance from [NEN](#) (the Royal Netherlands Standardization Institute) with absolute alignment to the ISO ITAM standard (-1). It was paramount to develop – and manage – a scheme 'of the people for the people' and one that is globally-accepted and globally-recognised. The Committee of Experts will continue to update the Certification Scheme to keep it in-line with ISO 19770 developments.

Certifying against ISO/IEC 19770-1 provides an unrivaled point of validation.



### One of two outcomes

The certification process will bring one of two outcomes:

1. The organisation will pass – the quality of its ITAM processes is certified as world class
2. The organisation will be advised of improvement areas – it will be given time to adjust and correct processes as necessary to secure certification

Regardless of the outcome, the certification process provides organisations with enormous value.

# What are the benefits of ISO 19770-1 certification?

Overall, gaining ISO 19770-1 certification gives organisations an unbiased, independent, globally-accepted quality stamp for their ITAM practice. It ensures them, and their partners, customers and stakeholders, that they meet the highest ITAM standard in the world.

And, it will help ITAM teams mature into a more trusted, respected and valued business partner.

## Demonstrate good governance to internal stakeholders

IT environments are increasingly complex for every business, regardless of maturity and industry, and so too is the need for information about an organisation's full suite of IT assets. ITAM's role continues to grow with technology advancements and adoption.

Certification proves to internal stakeholders (Senior Management teams, C-Suite, IT Security, Internal Audit etc.) that an ITAM team has good governance in place to effectively manage and control all of the organisation's IT assets, throughout the asset lifecycle from 'cradle to grave'.

## Elevate the reputation of your ITAM team

ITAM is no longer just about cost savings and license compliance. Many ITAM teams now report into the C-suite and work across and throughout organisations. They are sharing data and working collaboratively on strategic business initiatives, including cloud migration, digital transformation, sustainability and infosecurity.

Adding a recognised and independent 'quality stamp' to your ITAM practice will open doors for ITAM, helping to start conversations, secure engagement with new stakeholders, and create additional opportunities to contribute and deliver increased business value.

It will also attract skilled ITAM professionals – and others with cross-functional skills – helping with ITAM talent recruitment challenges.

## Benchmark your performance against industry peers

Everyone can say, "Our team's great!", but these words are meaningless. Being certified isn't. Being certified is valuable.

Although ISO/IEC 19770-1 has been around since 2006, there has never been a way for ITAM teams to truly benchmark themselves against a globally-recognised and accepted ITAM certification scheme. This 'benchmark' will eliminate confusion within the industry and set the 'gold standard' towards which ITAM teams aspire.

Benchmarking exercises identify areas where teams excel and where improvements can be made to help boost performance. By achieving ISO/IEC 19770-1 certification, your ITAM team will be globally acknowledged as not only meeting all the requirements of the ISO ITAM standard, but as leaders within the ITAM field.

## Raise your organisation's reputation

Certification can help organisations stand out from their peers, making it a fantastic marketing asset. It demonstrates to customers, employees, investors, partners, regulators, stakeholders and suppliers that the organisation takes its business operations seriously.

Certification may help to secure new business, and new business opportunities, from customers, prospects and partners both old and new.

Certification can help with talent recruitment and retention. People want to work with and for the best.

Certification may also reduce software audits and/or fines imposed as a result of an audit. Your ITAM team is recognised for implementing and managing best-in-class ITAM processes thus eliminating or reducing audit expenditure.

# What are the benefits of ISO 19770-1 certification?

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## Show external stakeholders that you are in control of your IT assets

Certification demonstrates to external stakeholders (including license vendors, regulators, customers and taxpayers supporting public services) that ITAM teams are in control of their organisation's IT assets.

For example:

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|---|---|
| <ul style="list-style-type: none"><li>• Some industries, such as financial services, pharmaceuticals, insurance, energy and the public sector are heavily regulated, and external regulators want to ensure that organizations are managing and tracking all of their IT assets. Regulators may prevent an organisation from actually operating if they deem it to be reckless with its use of a particular asset. ISO/IEC 19770-1 certification says to the market – “We treat the management of IT assets seriously”.</li></ul> | <ul style="list-style-type: none"><li>• Special Interest Groups can play a tremendous role in the perception of, and success of, organisations. Those within the environmental protection space, for example, may amplify news about an organisation that fails to comply with regulations concerning the safe and secure disposition of IT assets. This can create a long list of headaches beyond any imposed fines.</li></ul>  |
| <ul style="list-style-type: none"><li>• For publicly-listed organisations, shareholders are concerned about profitability and growth opportunities and therefore have a strong interest in the smooth running of an organisation. If cracks or problems appear, they can negatively affect the amount of investment an organisation is able to secure, which can downgrade listings, reduce profitability and hinder growth plans.</li></ul>  | <ul style="list-style-type: none"><li>• Public Sector organisations – those funded by taxpayers' money – will want to demonstrate they are not frivolous or wasteful with their budgets. It's essential for taxpayers to have trust in (and therefore support through the realisation of value) public services, especially during difficult times when services are stretched. Public Sector bodies not fulfilling fiscal responsibilities may experience a public relations disaster.</li></ul> |

# What are the benefits of ISO 19770-1 certification?

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## Continually monitor for and prevent future risks

ITAM is no longer a 'nice to have'. It's necessary. Organisations need to fully understand their technology investments, the corresponding risks and the extent to which those risks have been mitigated, or not.

There are many areas of risk to consider when it comes to IT assets: legal/contractual, regulatory, security, operational, and reputational.

Regarding security, you cannot secure what you don't know you have. But, that's not all. You also need to know how each asset is being used, how it's configured and where it is in its lifecycle. This is the backbone of ITAM – providing transparency to and visibility of an organisation's entire IT asset inventory. This 'one single truth' brings tremendous value to an information security team. In fact, it is foundational – ITAM is foundational – to any infosecurity program.

This is so important that several of the 37 organizational controls within the 3rd edition of ISO/IEC 27002:2022 (Information Security Controls), for the first time, include [specific reference](#) to the ISO/IEC 19770 family of standards, increasing opportunities for collaboration between ITAM and InfoSec that deliver a myriad of benefits.

For example:

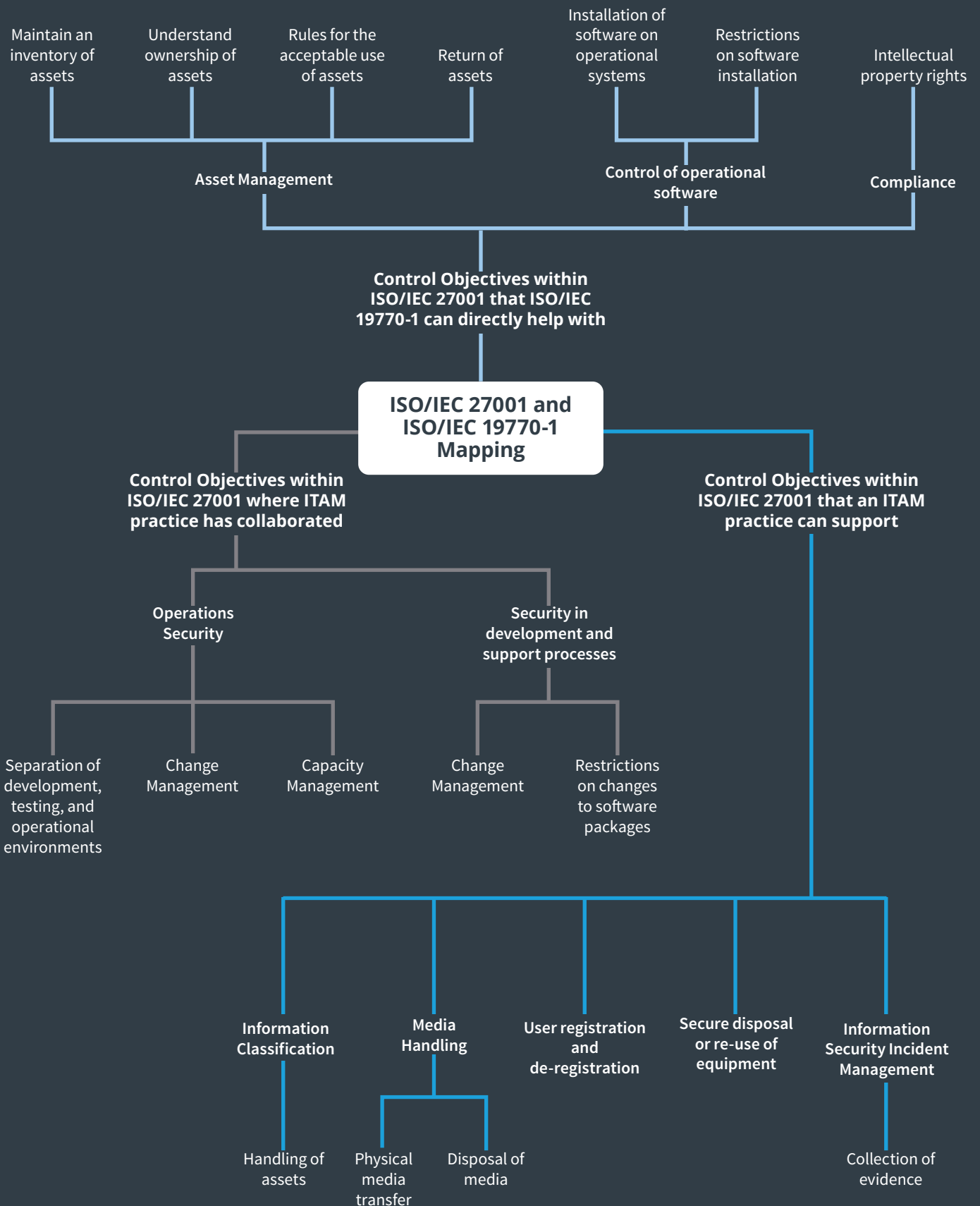
- 9 Inventory of information and other associated assets – a reference to ISO/IEC 19770-1
- 21 Managing information security in the ICT (Information and Communication Technology) chain – a reference to ISO/IEC 19770-2
- 32 Intellectual property rights – a reference to the ISO/IEC 19770 series

Certification will demonstrate that an ITAM team is protecting against risks while also, at the same time, aligning IT asset investments to business requirements, IT services and transformation programs.

Certification will demonstrate good governance to internal stakeholders and show external stakeholders that your organisation is in control of its full suite of IT assets.



# ISO/IEC 27001 and ISO/IEC 19770-1 Mapping





## Find out more

- Visit our [dedicated webpages](#)
- Access our [Certification Knowledge Base](#)
- See our [Frequently Asked Questions](#) webpage
- Speak with us [about ISO/IEC 19770-1 Certification](#)