



ITAM Forum Annual Report

U.K. Financial Year April 2022 – April 2023

WE DID IT!

**Introducing the world's first
ISO/IEC 19770-1
Certification Scheme**



“2023 marks a major milestone for the global ITAM industry. Organisations can now unequivocally demonstrate the quality of their ITAM practice. Bringing the world’s first, globally-recognised and accepted ISO/IEC 19770-1 certification scheme to market could not have been done without the tremendous help from the worldwide ITAM community. This includes our Community of Experts and the continued work of several ITAM leaders, such as my fellow Trustee Sherry Irwin, who have championed ITAM for decades.”

Melody Ayeli
Chair, Board of Trustees
ITAM Forum
[LinkedIn](#)



“We were excited to launch our new Certification Patron Program in early 2023, identifying those ITAM service providers committed to the highest ITAM standards. Each fully understands ISO/IEC 19770-1 and the certification process, making it easier to select an external organisation to partner with on the road to certification. We were also excited to launch our new ISO/IEC 19770-1 Practitioner course. This course is for anyone wanting to take their own organisation or their customer organisation on the journey to certification. All attendees passed the exam, gaining an ISO/IEC 19770-1 Practitioner certificate, which was great.”

Martin Thompson
Founder
ITAM Forum
[LinkedIn](#)

Vision, Mission, Guiding Principles and Values

Vision: All organisations investing in technology have an appropriate ITAM capability delivering business value.

Mission: To promote the business practice of IT Asset Management.

Guiding principles:

- **Not for profit:** We are independent and impartial, serving the best interests of the whole ITAM industry.
- **End-user led:** We are governed by a Trustee Board, the majority of which are from end-user organisations, to ensure we are realistic, relevant and deliver value to end-user practitioners.
- **Collaborative:** We are constructive and collaborative, bringing all ITAM industry stakeholders together to push the industry forward.

Values:

- **ITAM Champions:** We know the business value ITAM brings, and we want to inspire others so they too can benefit.
- **Community:** We are an inclusive and welcoming global community of passionate ITAM professionals.
- **Bold:** We always speak the truth to our industry so we can help it improve and be the best it can be.
- **Catalyst:** We push ITAM forward so it's better understood, respected, trusted, valued, and turned to for guidance.
- **Independent:** We are the only ITAM organisation led by end users. We're a not-for-profit with a volunteer Board of Trustees.



Board of Trustees

To ensure the ITAM Forum is relevant, it is overseen by a trustee board of ITAM professionals and representatives from other, related industries. These individuals perform a governance role and help to push ITAM forward.

End-user Trustees



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ITAM Forum Patrons

We're thankful to be supported by a range of Patrons who share our mission to promote and grow the business practice of IT asset management. Our Certification Patrons are best qualified to help organisations achieve ISO/IEC 19770-1 certification. They have first-hand knowledge of, and experience with, the certification process.



[AirTrack](#) specialises in the need to ensure IT operational data is complete, correct and current across the enterprise.



[Anglepoint](#) is a global professional services firm delivering high-value licensing and compliance services to Fortune 500 companies and others around the globe.



[Flexera](#) delivers SaaS-based IT management solutions that enable enterprises to accelerate and multiply the return on their technology investments.



[GeminiSix](#) is a SAM competency centre focused on helping businesses correctly manage their software assets and licenses through their entire lifecycle.



[Iron Mountain](#) Incorporated (NYSE: IRM) is the global leader in innovative storage and information management services.



The [ITAM Review](#) is an independent, global community for worldwide ITAM, SAM and Licensing professionals.



[ITS](#) is a strategic ServiceNow Elite Partner with four decades of IT expertise focused on Security and Asset Management.



[SCC](#) helps organisations use the best in IT asset lifecycle management and cloud consumption methodologies and tooling to optimise current operations and ensure the greatest ROI.



[ServiceNow](#) delivers digital workflows that unlock productivity with great experiences.



[SHI](#) International Corp. is a global provider of technology solutions, products, and services with 35+ offices worldwide.



[Snow Software](#) is the global leader in technology intelligence solutions.



[Softline Group Northern Europe](#) is a multiple award-winning organisation and certified implementation partner for numerous software publishers.



[SoftwareOne](#) is a leading global provider of end-to-end software and cloud technology solutions.



[TIMETOACT GROUP](#) is a leading ITAM service provider in the DACH region. It modernizes and integrates IT applications for upper mid-market companies, Fortune 500 enterprises and the public sector to increase agility, efficiency and transparency.



[TMG](#) is a technology asset management (TAM) provider that delivers enterprise-scale TAM managed services, consulting, advocacy and data quality management solutions.



[USU](#) is the leading provider of software and services for IT & Customer Service Management.



Our Objectives:

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

ISO/IEC 19770-1 Certification Scheme

Objective

To create – and be a caretaker of – the new ISO/IEC 19770-1 standard certification program so organisations can demonstrate the quality of their ITAM practices.

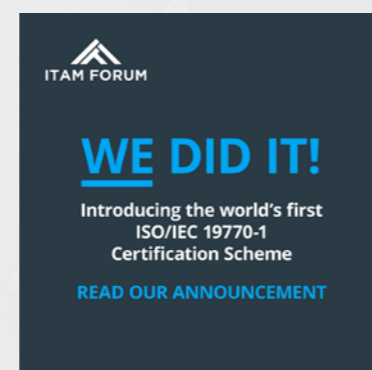
ISO/IEC 19770-1 Certification Scheme

In February 2023, we brought to market the world's first, globally-recognised and accepted [ISO/IEC 19770-1 certification scheme](#)! Organisations can now receive unrivalled recognition for their ITAM practice.

Our Committee of Experts – comprised of roughly 100 ITAM professionals from 20 countries and 30+ industries with more than 870+ years of combined ITAM/SAM experience – drafted the scheme and determined how conformity would be measured. We also engaged with NEN, the Royal Dutch Standardization Institute, for support and guidance. Moving forward, this committee will update the scheme every five years to keep it relevant, accepted, and in line with ISO 19770-1 developments and other related standards.

This truly is a certification scheme for, and of, the ITAM community.

During February, we also announced the first two organisations (ever) to receive ISO/IEC 19770-1 certification: [HDI Group](#) and [Softline Group Northern Europe](#).



ISO/IEC 19770-1 Practitioner Course

In March 2023, we held the first ISO/IEC 19770-1 Practitioner course. This course focuses on the skills needed to help end-user organisations successfully navigate an ISO/IEC 19770-1 audit and achieve certification. It was developed in partnership with BC Academy (the training institute of [Brand Compliance](#) – the certification scheme auditor).

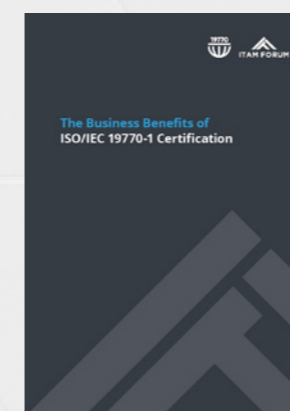
A mixture of end-user customers, consultants, and partners attended the inaugural course. Each passed the exam, gaining an ISO/IEC 19770-1 Practitioner certificate. It was an interactive group, and we gained a NPS score of 91.7 and great feedback on how to further enhance the course material.



Events and Resources

During the last financial year, we held two, well-attended Certification Scheme webinars, including one with Brand Compliance, the scheme's auditor. These digital events enabled us to speak about the scheme and enabled ITAM professionals to ask questions directly to the official auditor.

We also developed a large number of resources to address particular aspects of the scheme. These range from information about the ISO ITAM standards, to the business benefits of certification, and how to create a business case. These resources take the shape of eBooks, infographics, videos, webinars, and much more.



Objective

To elevate ITAM by sharing knowledge and best practices that focus on business value and aid to grow the profession.

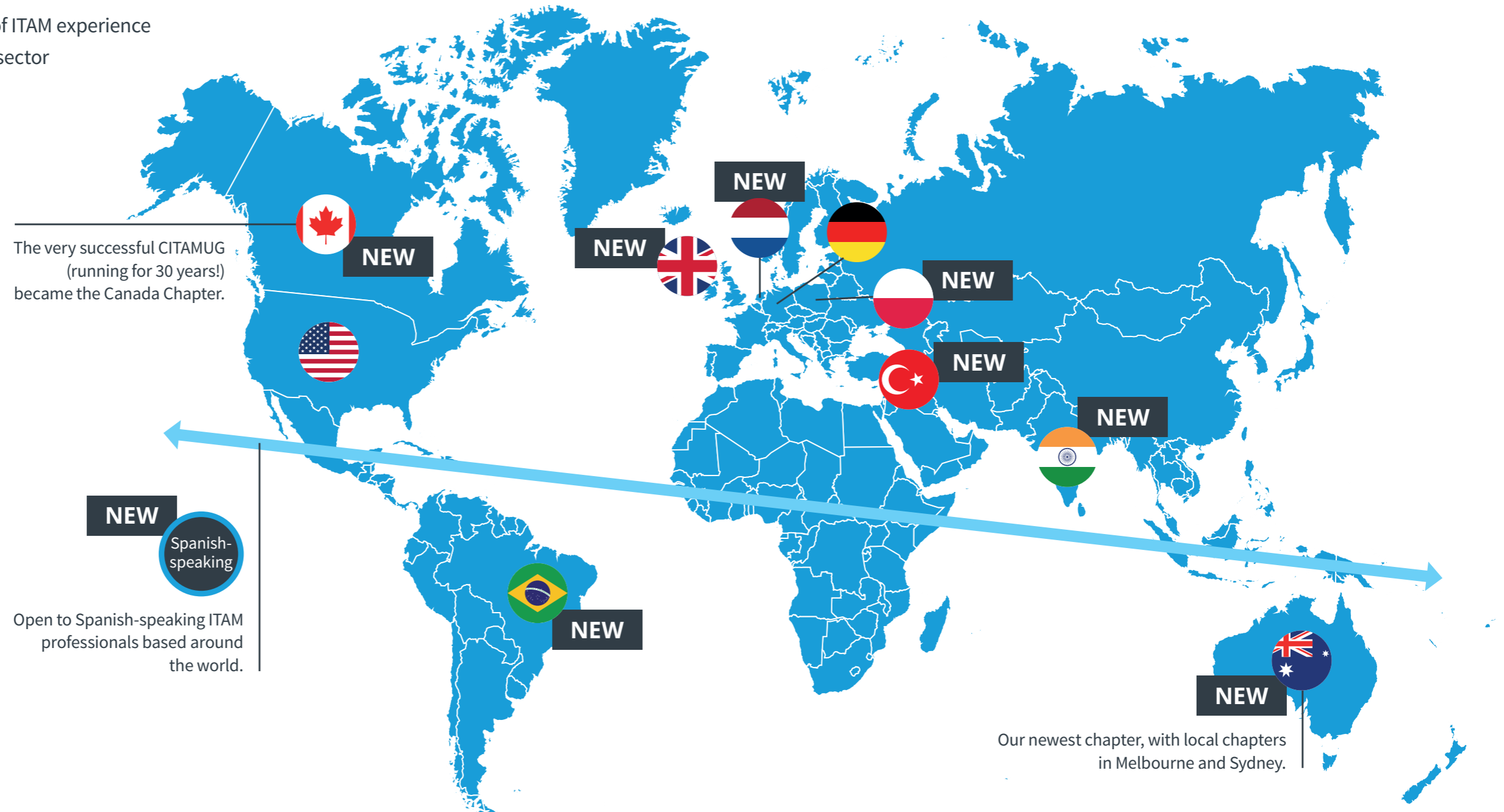
Community Growth

Our membership grew by almost **120%** with members now coming from **44 countries** as far and wide as Australia, Canada, Mexico, Brazil, the Netherlands, Italy, South Africa, Kuwait, India and Singapore.

- **22%** come from the USA
- **55%** have 10 or fewer years of ITAM experience
- **7%** work within the banking sector

Country Chapters

Our Country Chapters now reach around the world bringing ITAM Forum members together on an international, country and local basis.



Hot-topic Webinar Series

Output from our 2022 Leadership Summit identified 4 ‘hot topics’ for ITAM – areas where our members need help, and areas that will ‘explode’ for ITAM within the next few years.

- FinOps
- Infosecurity
- Sustainability
- Power Skills

Our quarterly, member-only webinars on these topics have been very successful both live on the day and on-demand. FinOps and Power Skills prove to be of most interest.

ITAM FORUM MEMBER-ONLY ONLINE EVENT
 snow softwareONE USU
How ITAM is fundamental to FinOps success
 7 July 2022, 4pm UK time

ITAM FORUM MEMBER-ONLY ONLINE EVENT
 FLEXera ITAM IRON MOUNTAIN servicenow softline
How ITAM can contribute towards sustainability
 11 October 2022, 4pm UK time

ITAM FORUM MEMBER-ONLY ONLINE EVENT
ITAM Power Skills
 17 January 2023, 4pm UK time
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ITAM FORUM MEMBER-ONLY ONLINE EVENT
ITAM + Infosecurity
 14 March 2023, 4pm UK time
 AirTrack IRON MOUNTAIN ITAM REVIEW servicenow

ITAM Insights

During the last financial year, we launched our membership magazine, ITAM Insights. This magazine, published digitally twice per year, aims to provide members with thought-provoking, insightful information to help the ITAM profession advance and mature.

Topics covered include:

- Employee experience
- FinOps
- Industry reports and findings
- Information security
- ISO certification
- ISO standards
- Sustainability



Resource Library

Our online Resource Library is continually filled with materials to help our members with those topics of most interest to them. The aim is to help them increase their knowledge, develop their skills, and future-proof their careers.

This area within our members’ portal contains infographics, eBooks, links to on-demand webinars, articles, and much more. More than 20 resources were added during the last financial year!



MEMBER-ONLY ONLINE EVENT
 ServiceNow – Sustainability, Infosecurity and more!
 2 March 2023, 4pm UK time
 Speaker: Martin Thompson
 Speaker: Juliana Beardsall

ITAM FORUM
How to Build an IT Asset Disposition (ITAD) Program
 IRON MOUNTAIN ITAM

ITAM FORUM
Implementing sustainable ITAM practices
 "ITAM can play a significant role in driving down a company's PC fleet's carbon footprint."

ITAM FORUM
How ITAM Contributes to FinOps



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