

President's Letter

Last week I had the honor and pleasure of attending the Gartner Conference in Nashville, Tennessee. While there, I had the opportunity to spend some quality time with IAITAM members also in attendance. I was privileged to hear first-hand about a host of IT issues they face on a daily basis, including the future of IT Asset Management ("ITAM"), the challenges in their jobs, and importantly, their success stories. My meetings with IAITAM members and Gartner Attendees, information that will lead to the development of new educational resources for our members.

Pat Cicala's Keynote Address on the last day of the Gartner Conference was extremely powerful to me. Her discussion of her love of ITAM as what keeps her, and each of us, striving to do what we do better. She accurately described what each of us feels every day. At times, our jobs are not glamorous, nor do we get the recognition we deserve; however, our jobs are full of puzzles that must be solved. IT Asset Managers are extremely gifted problem-solvers. We enjoy putting the pieces together to make everything function smoothly; almost to a fault. When we successfully accomplish putting the final touches on the latest puzzle presented to us, most people outside our functional department do not even know the function exists, that is until it breaks down. If we did not love our jobs this would be a very difficult challenge to take on and complete on a regular basis.

Challenge and opportunity are two main ingredients in any job description of an IT Asset Managers. We must enjoy what we do and we must step up to all of the challenges we are faced with everyday. These challenges come from across the organization leading us to juggle a multitude of different roles and responsibilities, and sometimes even simultaneously. In addition, we must not only want to seek out new and exciting opportunities but we must also create opportunities within the organization. The challenges, the opportunities and the task lists for IT Asset Managers are never ending. My best advise for any IT Asset Manager would be to take the challenges and turn them into opportunities, always remembering to quantify results.

Education and communication are key cornerstones for our success. The IT Asset Managers that I talked to were looking for more education and industry-wide processes. IAITAM has and will continue to fulfill these needs across the globe, most recently with the Best Practice Blueprint and the Employee Awareness Program.

I look forward to the IAITAM 2007 Annual Conference and Exhibition this November in Palm Springs, California. I guarantee that this year's event will do more to show you how to meet those challenges and turn them into opportunities that let you and your departments shine throughout the entire organization. I strongly believe that our profession needs more education and networking opportunities such as those offered at events like the IAITAM 2007 Annual Conference & Exhibition. They provide IT Asset Managers with the tools needed to turn challenges into profitable opportunities that benefit both their personal careers and the organizational business goals every IT Asset Manager is charged with meeting.



Barbara Rembiesa
President and Founder
IAITAM