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FAST Ltd Proudly Announces Main Sponsor

- **International Association of Information Technology Asset Managers, Europe Limited (IAITAM) has taken the premier sponsorship slot for FAST Ltd's Annual Conference**

Maidenhead UK, 7th September 2011: FAST Ltd, the UK's leading independent authority on Software Asset Management (SAM) and IT Compliance, providing education, consulting and managed services is delighted to announce today that the International Association of Information Technology Asset Managers (IAITAM) has chosen to be its main sponsor at this year's FAST Conference: *Lessons from the Touchline* which is taking place on 21st November 2011 at Twickenham rugby stadium.

IAITAM Inc. www.iaitam.org is the professional association for individuals and organisations involved in every aspect of IT Asset Management (ITAM), Software Asset Management (SAM), Hardware Asset Management, and the lifecycle processes for IT Asset Management in organisations of every size and industry across the globe. Targeting individuals and end users, it is the perfect partner to FAST Ltd who focus on helping to educate and guide companies around SAM: to date FAST has helped over 8000 UK companies on the road to IT compliance.

John Lovelock, recently appointed Managing Director for IAITAM Europe Ltd comments: "Our mission is to be the principle resource for IT Asset Management best practices worldwide - educating individuals from acquisition through to disposal of hardware and software. We enable industry professionals to achieve continuous success through on-going education, certification, best practice and networking as well as providing information and knowledge to help with individuals professional growth. We compliment FAST Ltd perfectly so it was an obvious partnership for us to team up and help support this industry conference, as well as being part of this knowledge-sharing and thought-leadership event. Over the years IAITAM Inc. have striven to support the IT Asset Management industry through expert certification, training and advice as well as lead the profession down a path of best practice and I know having been associated with FAST for many years that it has similar goals and is as passionate about best practice as we are."

The FAST Conference has a great line up of speakers including Ross Wilson, Chairman of the Thames Valley Institute of Directors (IoD) and ex-Olympian and gold medal winner Ben Hunt-Davis. Key topics that will be discussed at this year's conference include the need for more co-operation between business and the IT department, and this concept of collaboration and teamwork sits



perfectly within the competitive world of sport. The conference will also bring in the relevance of the growing dependence on IT and its central role in organisations and the fact that discussions around security and costs are high level issues. Software Asset Management (SAM) and IT Compliance will figure prominently in the discussions which will be ideal for IAITAM which compliments these disciplines with hardware asset management and the overarching complete IT asset management (ITAM) which delivers considerable, immediate return on investment, mitigation of risk and improved process efficiency to organisations.

IAITAM officially incorporated in 2002, after years of research and discussion, is focused on delivering advanced certification and training programmes, vendor neutral solutions to specific issues as well as neutral product reviews plus it provides a secure discussion forum for professionals to debate mission critical ideas with other like-minded IT Asset Managers.

Matthew Barnes, Managing Director for FAST Ltd comments: “We see some real synergies between our two organisations and feel that together we can help to educate and impart knowledge around best practice, and in the process we will also help organisations to save money and drive down costs. With IAITAM as our main sponsor and presenting at the event, we think this will drive a lot of interest. Additionally we also have License Dashboard, LANDesk, FrontRange Solutions and Transoft sponsoring the event and we already have around 50 delegates booked to attend which we are really pleased about.”

IAITAM milestones include the release of the Certified Hardware Asset Management Professional (CHAMP) course in 2004 to accompany the existing Certified Software Asset Manager (CSAM) and Certified IT Asset Management (CITAM) courses. In 2007, IAITAM introduced its Fellowship programme for the membership to elect key industry individuals to represent their needs for the organisation and the Employee Awareness Programme for its members. In 2008, with the release of both the IAITAM Best Practice Library (IBPL) and the accompanying 10 Virtual Advanced Training courses that follow the IBPL 12 Key Process Area (KPA) volumes, IAITAM introduced the IT Asset Management Professional Code of Ethics which all IT Asset Management professionals should adhere to. John Lovelock concludes:

“Since it was founded FAST Ltd has been working furiously to make businesses aware of the need to better manage their IT estate to mitigate risk, improve efficiency and save money on avoidable over purchasing of software. I find it amazing that today many organisations still perceive IT as an overhead or a burden and that they don’t see it as a business process and more importantly a profit centre. Sure IT gobbles up a lot of budget but facilitates business in the firstplace, delivers measurable return on investment and how many businesses would be in business today if it wasn’t



for information and communication technology - so managing it has to be a priority for all organisations.”

If you are interested in finding more out about the FAST Conference please visit www.fast-compliance.co.uk. If you are interested in delegate places or if you would like to take one of the sponsorship packages, please contact Fiona@c8consulting.co.uk or call 01189 001134.

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About FAST Ltd:

FAST Ltd, part of IRIS, is the UK's leading authority on Software Asset Management and IT Compliance, providing software, education, consulting and managed services. For over 24 years FAST Ltd has helped over 8,000 organisations control their IT costs, mitigate risk and deploy best practice IT using expert impartial and independent advice.

The FAST Compliance Programme focuses on helping organisations achieve 'best practice' in IT and software compliance. The business supports its 2,700 customers to reach and maintain The FAST Standard for Software Compliance (FSSC-1:2007), a private Standard which was developed in collaboration with BSi. The FAST Standard also addresses a significant proportion of the requirements of ISO/IEC 19770-1, the International Standard for Software Asset Management. The Federation Against Software Theft Investors in Software (FAST liS), which aims to combat software piracy, endorses the Standard.

FAST liS, which is a not for profit organisation limited by guarantee is owned and funded by its members - software publishers, solicitors, IT resellers etc. FAST Ltd has a mandate from FAST liS to advise and help UK organisations on the issue of software compliance and promote the legal use of software and it is the only organisation that meets the FAST liS' mandate.

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