



CMAM Certified Mobile Asset Manager

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The IAITAM Certified Mobile Asset Manager (“CMAM”) course prepares the individual and their organizations responsible for the management of mobile devices. Mobile devices can have a major impact on an organization, proliferation of such devices within the enterprise, whether corporate-owned or BYOD-based , it has created a complexity to ITAM never before seen in IT environments. The course will prepare individuals with the knowledge to manage personnel, policies, and processes, the key elements in organizational IT management. This course encompasses both organizational owned assets as well as BYOD (employee owned). As all IAITAM courseware, this has the IAITAM Best Practice Library as its foundation and encompasses financial viability, risk mitigation, policy enforcement, and lifecycle management of mobile assets.

Mobile Asset Management is extremely important to organizations today. In the past, all assets were primarily introduced into the organization through the IT group and outside influences for technology upgrades and enhancements came through the business units as a recommendation only. Historically speaking, the direction of IT was controlled by the IT experts within the enterprise, but with the consumerization trend, devices are smaller, fully functional and easy to operate and flooding the corporate environment.

- ◇ **WHO SHOULD ATTEND**
This class is taught as a 2 day in person course or online with an interactive instructor in four 3 hour sessions. Although no experience is required for this course, the materials encompass the concepts that address the needs of the mobile IT Asset Manager. Relevant topics presented in this course for both direct application and as a means of discussion for those persons who will implement, manage and direct mobile asset initiatives for their organizations.
- ◇ **WHERE TO START: LET CMAM GUIDE YOU**
The CMAM course consists of the following components:
CMAM Course Manual
CMAM Course Presentation Slide Book
CMAM Instructor Daily Presentation and interaction with attendees – administered in-person or online
Optional CMAM Comprehensive Online Examination necessary for achieving CMAM Certification



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