



**It shouldn't be  
a PITA!**

For many small to medium-sized businesses, managing Information Technology (IT) assets is not a top priority. In fact, it's a PITA<sup>1</sup>. Small businesses are pulled in many directions. It's easy to get hyper-focused on improving the business and growing the bottom line. But IT is an integral part of that process. Everything from managing human resources, to recording financial processes, to servicing customers, depends on IT.

In today's market, IT Asset Management cannot be ignored; it is a necessary evil. Knowing where your devices have been deployed, how they are being utilized, and that they are secure is something that must be intentionally managed before they cause harm to the very business they are helping function.

<sup>1</sup> We'll let you fill in the blanks...

# What Is IT Asset Management, Anyway?



Let's start with what it is not. It is not a spreadsheet of corporate devices with serial numbers. Managing your IT assets means having complete visibility into the state of both the hardware and software that is used as part of your business processes. Obtaining "visibility" into all of your devices can be difficult to envision but is easily attainable with the right tools.

## IT Asset Management Is:

- ✓ **Tracking and monitoring computers** allocated to your employees.
- ✓ **Managing networked servers** that centralize storage and management of information, databases, email servers, shared files and the like.
- ✓ **Monitoring external storage or hard drives**, including who uses them and where.
- ✓ **Administering corporate networks**, both wired and wireless.
- ✓ **Logging printer usage** to track confidential information.
- ✓ **Continuously logging user activity** to monitor how devices are used and how information is flowing both internally and externally.
- ✓ **Automatically validating updates and patches** to ensure only "good" activity is occurring.
- ✓ **Defining and enforcing security policies** so that everyone is on the same page about how to manage IT assets.
- ✓ **Managing permissions** to applications and websites.

# The Snowball Effect: Ignoring IT Asset Management



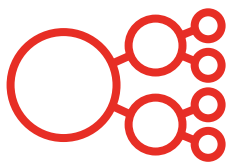
If you're like most small businesses, your IT team is probably small and your resources are stretched thin. If you're fighting fires or dealing with high-priority requests from management, how much time is left for you to take care of the day-to-day tasks?

**Ignoring the problem doesn't make it go away. In fact, the challenges multiply as your company grows.**

## Manage Your IT *Before* It Gets Out of Control



**Growing number of assets.** Your growing and changing business means a growing number of IT assets and changing requirements for them, and a corresponding increase in the effort it takes to corral them.



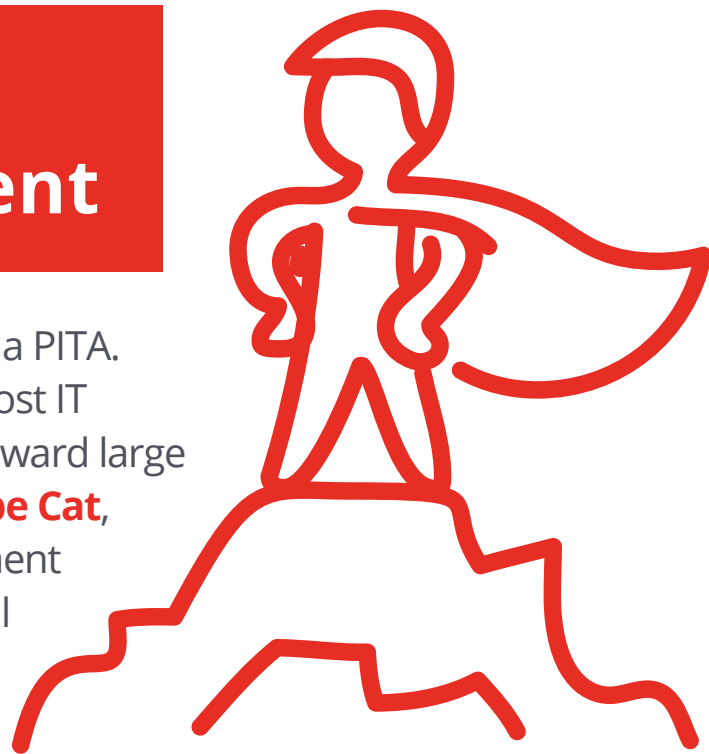
**Increased data touchpoints.** The increasing digitization of business data and business processes means that more information resides on and is traveling through your network at any point in time. Data exchanged between your internal team, your customers and your partners all can be targets for malicious actors to attack.



**High expectations & dependency.** Today's 24/7 business environment means your employees demand more from their devices and need quick turnaround time for solving IT problems or issues.

# How to Win at IT Asset Management

Managing your assets doesn't have to be a PITA. They make software for this! Although most IT Asset Management Software is geared toward large enterprises, other solutions, like **LanScope Cat**, offer smaller entities the same management capabilities. With the right tool, your small IT team can easily have the enterprise visibility it needs in today's market.



## WINNING STEPS

1

### Introduce a Centralized Tool

Centralized tools automatically discover, configure and manage new devices and software based on specified configurations, reducing the time to get new employees and new devices up and running. By understanding software and hardware usage, you can make better decisions on resource and asset allocation.

2

### Define Your Security Policy

Centralized tools can help you determine what those policies should be, but also ensure these policies are enforced, creating a security mindset among your employees.

3

### Use Real-Time Information to Assess Your Risk

Managing your risk means understanding your vulnerability. IT asset management tools automatically generate accurate inventory and compliance reports...in real time! Getting a full look at your vulnerabilities enables you to make the right decisions about your security measures.



# Interfocus

A KYOCERA GROUP COMPANY



**IT Asset  
Management  
Done Right!**  
*(Not a PITA!)*

## About Interfocus

Interfocus, a Kyocera Group Company, provides LanScope Cat, a unified endpoint management and IT Asset Management solution in the cloud that simplifies and automates how you control your team's devices in the workplace. LanScope Cat automatically inventories your PCs, laptops, peripherals and software licenses to provide visibility into how users interact with your proprietary data. LanScope Cat's dashboard and reporting capabilities are used by over 10,000 companies and 8.6 million users, protecting their digital data and assets and ensuring compliance with both internal policies and external regulations.



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