



QUADBRIDGE

STRATEGIC LEADER REPORT

IT ASSET MANAGEMENT

Insights from Quadbridge's Annual Client Survey
Perspectives from North American IT Leaders

Why We Created This Report

Across conversations with IT leaders, one theme keeps surfacing: as environments grow more complex, asset management is becoming harder to control – and harder to ignore.

At our QBITS 2025 workshop, fewer than 10% of IT leaders said they were confident in how their organization manages IT assets. Our annual client survey reinforced that view: nearly one in three ranked asset management and deployment as a top challenge. IT leaders are unsure how to address. 8% have turned to outsourcing, and all are looking for better solutions.

This gap points to something bigger. IT asset management has long been treated as a background process but today, it directly impacts security, user experience, operational efficiency, and IT's ability to move at pace. It's time to re-examine how we approach it.

This guide brings together the collective insights of more than 200 IT leaders, along with findings from workshops and dozens of assessments. It provides opportunity to reflect on where your strategy stands today, and what could be possible with a more intentional approach.

We hope it helps spark meaningful conversations within your team and gives you a clearer view of the path forward.



Roger Bruce
VP Services, Quadbridge

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MID-MARKET BENCHMARKS

As part of our IT asset deployment assessments with mid-market organizations across North America, we analyzed how IT teams are allocating time and resources across the asset lifecycle – from deployment to disposal. These benchmarks reflect aggregated findings from dozens of organizations and paint a clear picture of the operational toll.

The Hidden Time Sink of ITAM

What appear to be small, routine tasks – setting up a new laptop, retiring a device, or wiping data – quickly added up to thousands of hours and hundreds of thousands of dollars over a multi-year horizon.

The Numbers Behind the Burden

Across organizations ranging from 100 to 1,000 employees, we found 1,000+ IT hours per year spent on asset deployment, onboarding, offboarding, and refresh. Over the next 5 years, the average organization is projected to spend over \$300,000 on the IT labor alone for lifecycle activities.

¹ All values in \$ CAD

TIME REQUIRED



\$91.43
to Onboard an Employee¹

\$62.72
to Offboard an Employee¹

\$233.93
Per Employee to Refresh Assets¹

PROJECTED COSTS¹



0.56
FTE or 1,029 hours required next year for IT asset deployment for the average estimate

CLOSER LOOK:

SECURE ERASURE & DISPOSAL

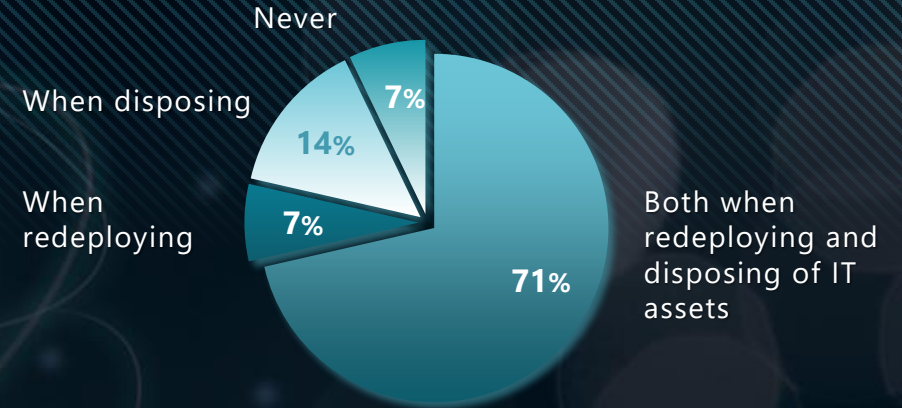
Device disposal and data erasure carry serious implications when mishandled. data breaches, regulatory fines, failed insurance claims, and reputational damage. Treating asset disposal as a security management process – not an afterthought – is essential to managing modern IT risk.

Where Risk Hides

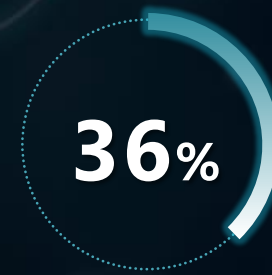
Best practice requires securely wiping every device before redeployment or disposal, with documentation. Common oversights include:

- **Inconsistent wipe protocols:** Without centralized policies and tools, practices vary – some devices are wiped, others aren't.
- **No chain of custody:** Internal or uncertified disposal often lacks proof of secure handling or data destruction.
- **Encryption mistaken for erasure:** Encryption helps but doesn't replace certified data wiping, especially if keys are reused.
- **Overlooked non-core devices:** Printers, switches, mobile devices, and USBs often hold data but get skipped.
- **Unprepared for audits:** Without tracking or destruction certificates, compliance is hard to prove.

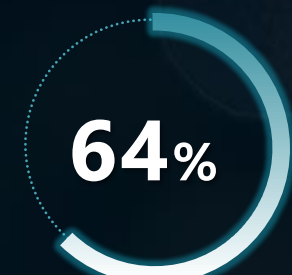
SECURE ERASURE



IT ASSET DISPOSAL



Handled by a third party



Handled by internal IT resources

FIVE PILLARS OF MODERN ITAM



VISIBILITY

Tracking all IT assets across their lifecycle, knowing what you have, where it is, and its current status.



COSTS

Understanding the total financial impact of IT assets including acquisition, support, and management.



UTILIZATION

Measuring how effectively IT assets are being used and whether they're delivering value.



CAPACITY PLANNING

Ensuring IT teams can scale asset availability in line with current and future business needs.



REFRESH CYCLES

Replacing or upgrading devices at the right time to maintain performance.

01

VISIBILITY

OLD APPROACH

Tracked through spreadsheets and periodic audits.

Manual inventory tracking was manageable when device volumes were low and environments were simpler. Today, many organizations either don't know where all their assets are – or are buried in outdated spreadsheets and manual systems. Some participants admitted to discovering 10-year-old systems still active in their environment simply because they had slipped through the cracks.



NEW APPROACH

Managed via a real-time, unified dashboard.

Modern ITAM starts with real-time, accurate inventory. This requires consolidating your asset data into a single pane of glass – ideally connected directly to your deployment tools, warranty databases, and EoL tracking systems. Automating visibility across endpoints, including remote and mobile users, is critical for reliability, compliance, and cost forecasting.



"We're either drowning in too much data or missing the critical pieces entirely. In one case, we discovered a whole group of 10-year-old systems still running – simply because they were never tracked properly."

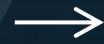
02

COSTS

OLD APPROACH

Focused on upfront purchase price.

Focusing on purchase price worked when devices were standardized and support costs were predictable. Now organizations are quietly losing control of their IT spend. Inconsistent device refresh schedules and the absence of accurate cost-per-user models are driving unchecked budget growth. But one of the most costly – and least visible – gaps is the failure to recover and redeploy existing devices. Unreturned assets lead to avoidable hardware purchases, bloated inventories, compliance risks, and growing environmental impact.



NEW APPROACH

Uses role-based TCO models across the asset lifecycle.

Shift from reactive IT spending to strategic cost governance by building visibility, accountability, and long-term planning into every stage of the asset lifecycle. Start with a clear understanding of total cost of ownership (TCO) for each asset type – not just the purchase price, but onboarding, support, downtime, redeployment, and end-of-life disposal. Align refresh timelines with actual user needs and performance data, rather than defaulting to vendor recommendations or extending lifespans past productivity thresholds – a common but costly mistake.

KEYS TO COST MANAGEMENT

- Forecast replacement costs annually as part of operational planning.
- Map assets to user roles and business impact, so that decisions are made based on value, not just cost.
- Recover idle and offboarded devices promptly by integrating asset retrieval into offboarding workflows and tracking device status in real time.
- Incentivize returns through policy clarity, user education, and streamlined logistics.
- Leverage redeployment wherever feasible to reduce unnecessary procurement and improve sustainability metrics.

03

UTILIZATION

OLD APPROACH

Based on user feedback and manual tracking.

Manual monitoring and user feedback were reasonable proxies when environments were smaller and more centralized. Today misallocation of resources is rampant. Many organizations are deploying high-performance devices to users who barely tap into their capabilities – while others limp along on aging machines. Most participants admitted to relying on anecdotal evidence rather than data.



NEW APPROACH

Driven by real-time usage data and analytics.

Shift to a data-driven model by implementing device usage monitoring tools that analyze CPU, memory, and storage utilization. This will allow you to map device performance against user roles and eliminate overspending. Set standard device profiles for each user type and build procurement rules to enforce them. Also, identify underused assets early to reassign, resell, or decommission them before they become a liability.



“Not every user needs the most powerful device. Yet without usage data, we often over-provision – spending premium dollars on performance that goes untapped.”

04

CAPACITY PLANNING

OLD APPROACH

Scaled reactively as needs arose.

Scaling reactively based on user requests worked when growth was slow and IT teams had the bandwidth to respond on demand. Now most IT teams find themselves playing catch-up. Growth happens, people join or leave, cloud usage expands, and devices are added one by one with no structured capacity model. Storage and endpoint creep become operational bloat.



NEW APPROACH

Forecasted and aligned with business growth.

Establish quarterly capacity planning sessions between IT, HR, and finance. Use hiring forecasts and turnover trends to predict onboarding/offboarding demand. Include cloud licensing, virtual assets, and temporary equipment in your planning. Develop a rolling 12-month forecast model that incorporates both hardware and infrastructure needs, then review it every quarter to adjust for business shifts and vendor pricing.



“The cloud might feel infinite – but your budget isn’t. Without disciplined planning, infrastructure and licensing sprawl can quietly overwhelm your resources.”

05

REFRESH CYCLE

OLD APPROACH

Triggered by vendor timelines or issues.

Vendor-led refresh cycles were a practical trigger when internal tracking was limited and OEMs dictated timelines. If working with the right providers, relying on vendor reminders continues to be an acceptable strategy. However, reacting only when performance becomes a problem or when support ends without notice leaves gaps in compliance and protection.



NEW APPROACH

Strategically managed through lifecycle planning.

Institute an intentional refresh policy anchored in warranty timelines, OS lifecycle, and role-based productivity needs. Build refresh schedules into your budget forecasts and connect them to secure erasure and procurement workflows. Tag all devices with refresh dates and automate alerts at 90-, 60-, and 30-day milestones. This allows you to plan replacements before performance or security suffer.



"We rely on vendor emails to tell us when something's end-of-life. It's reactive, inconsistent, and puts us at risk when hardware quietly slips out of support."

YOUR ROADMAP TO MODERN ITAM

PHASE 1 Baseline & Audit

Know what you have. Inventory all assets, assess current process time and cost, and identify gaps in tracking and security practices.

PHASE 2 Policy & Process

Standardize and secure. Define persona-based lifecycle policies, standardize onboarding and refresh rules, and integrate secure disposal protocols.

PHASE 3 Automation & Optimization

Gain visibility and control. Deploy tools for visibility and analytics, connect asset data to cost centers, and automate refresh reminders.

PHASE 4 Strategic Integration

Make ITAM core to business strategy. Tie ITAM into budgeting, compliance, security, and workforce planning. Evaluate opportunities to transition to DaaS models.



What's IT Asset Deployment Really Costing You?

Get a clear picture of the time and cost behind your device lifecycle with our IT Asset Deployment Assessment.

With our Assessment:

- Gain a **detailed breakdown of your current costs** for onboarding, offboarding, and hardware refresh
- **Project your recurring IT asset needs** and related expenses over the next 1–5 years
- **Uncover best practices** tailored to your environment to improve efficiency and reduce costs

[Request Now](#)



ABOUT QUADBRIDGE

Founded in 2007, Quadbridge is a top-tier North American IT solutions provider, trusted by mid-market businesses across industries to modernize infrastructure, strengthen cybersecurity, and scale with confidence. With strategic consulting, hands-on services, and long-term support, Quadbridge empowers customers to build tomorrow's solutions today.

Learn more at quadbridge.com



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