

## Certified Asset Manager (CAM)<sup>™</sup>



[www.gaqm.org](http://www.gaqm.org)

### Certified Asset Manager (CAM) - Certification Overview

The Certified Asset Manager (CAM)<sup>™</sup> certification is a professional credential designed to validate an individual's knowledge and competency in managing physical, financial, and digital assets throughout their lifecycle. The certification emphasizes best practices in asset planning, acquisition, utilization, maintenance, risk management, and disposal, ensuring that assets consistently deliver value aligned with organizational goals. CAM equips professionals with a structured understanding of asset management frameworks, standards, and performance optimization techniques applicable across industries.

The CAM program focuses on integrating strategic, operational, and financial perspectives of asset management. It covers key areas such as asset lifecycle management, cost optimization, compliance, risk assessment, sustainability, and performance measurement. By blending theoretical concepts with practical insights, the certification enables professionals to make informed decisions that enhance asset reliability, reduce total cost of ownership, and support long-term business sustainability.

Earning the CAM certification demonstrates a professional's commitment to excellence in asset management and continuous improvement. It enhances credibility, supports career advancement, and helps organizations build resilient asset management practices. CAM-certified professionals are better prepared to align asset strategies with business objectives, regulatory requirements, and evolving market demands.

### Target Audience

The Certified Asset Manager (CAM)<sup>™</sup> certification is ideal for asset managers, facility managers, maintenance managers, operations managers, and professionals responsible for overseeing organizational assets. It is also well suited for engineers, finance professionals, and project managers involved in asset planning, investment decisions, and performance optimization. Additionally, CAM benefits consultants, auditors, and professionals seeking to strengthen their understanding of asset management standards and best practices to drive efficiency, value, and sustainability within their organizations.

### What Modules are covered?

#### Module 1 - Introduction to Asset Management

Overview of Asset Management  
Types of Assets: Physical, Financial, Digital  
Importance of Asset Management in Organizations  
Asset Management Standards (ISO 55000 Series)  
Role and Responsibilities of an Asset Manager

#### Module 2 - Asset Lifecycle Management

Phases of Asset Lifecycle: Planning, Acquisition, Operation, Maintenance, Disposal  
Lifecycle Costing and Total Cost of Ownership (TCO)  
Asset Utilization and Optimization  
Performance Measurement and Key Metrics  
Case Studies on Effective Asset Lifecycle Management

#### Module 3 - Strategic Asset Planning

Aligning Assets with Organizational Goals  
Asset Investment and Portfolio Management  
Risk Assessment and Management in Asset Planning  
Budgeting and Financial Planning for Assets  
Decision-making Models for Asset Management

#### Module 4 - Maintenance and Reliability

Preventive, Predictive, and Corrective Maintenance  
Reliability-Centered Maintenance (RCM)  
Maintenance Planning and Scheduling  
Failure Analysis and Root Cause Investigation  
Tools and Techniques for Asset Reliability

#### Module 5 - Risk, Compliance, and Sustainability

Identifying and Mitigating Asset Risks  
Regulatory Compliance and Legal Considerations  
Environmental and Sustainability Considerations  
Health and Safety in Asset Management  
Auditing and Reporting Practices

#### Module 6 - Technology and Innovation in Asset Management

Role of Asset Management Software and ERP Systems  
Digital Twins, IoT, and Smart Asset Management  
Data Analytics for Asset Performance Optimization  
Emerging Trends and Innovations in Asset Management  
Case Studies on Digital Transformation in Asset Management