

2.13 Institutional Asset and Device Naming Standard

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1. Purpose

This document establishes a standardized institutional asset naming convention for all Arkansas State University (A-State) owned devices and applicable technology assets. The goal is to create a clear, consistent, and scalable system for identifying devices based on departmental ownership, type, and operating system, ensuring efficient inventory management, technical support, and integration with enterprise systems such as Microsoft Intune and TeamDynamix (TDX).

2. Scope

These standards apply to all A-State owned computers, servers, virtual machines, and other institutional technology assets that are managed, tracked, or supported by Information Technology Services (ITS). This also applies to all assets supported by decentralized campus technicians across administrative and academic departments.

The naming convention **must** be followed by all departments when commissioning, reassigning, or reimaging an institutional device. This standard may also be extended to other asset types (e.g., printers, POS systems) to promote uniformity across the enterprise.

3. Responsibilities

All university personnel involved in the provisioning, deployment, and configuration of institutional assets are responsible for following this naming standard. This includes:

- **Hardware Services:** Responsible for ensuring that all newly procured and reimaged devices are named in compliance with the standard before being issued to end users.
- **Campus Technicians:** Required to apply the correct naming convention during on-site setup, troubleshooting, or when reimaging/redeploying devices within their assigned departments or units.
- **Other Authorized Personnel:** Any individuals with delegated authority to configure or rename institutional assets must always ensure compliance with this standard.

Non-compliance with these standards may result in corrective actions, including mandatory renaming of devices and possible audit findings during ITS asset reviews.

4. Naming Convention Schema

All standard device names will follow the structure below:

Department Code - Device Type & OS Code - Serial Number

Where:

- **Department Code:** Uses the official department code list provided in Appendix A. As new departments form, this appendix will be updated by ITS to accommodate this.
- **Device Type Code:**
 - **D** = Desktop
 - **L** = Laptop
 - **S** = Server
 - **K** = Kiosk
 - **V** = Virtual Machine
 - **DS** = Digital Signage
- **Operating System (OS) Code:**
 - **W** = Windows
 - **M** = Mac
 - **L** = Linux
 - *If Device Type Code = DS, Skip adding OS Code.*
- **Serial Number:** Manufacturer's serial number (may be truncated if necessary to meet system name length restrictions). For Apple devices and other platforms with shorter limits, truncation is expected to ensure the full name is 15 characters or fewer.

Example Device Names

- **SYS-DW-2X518M2** → Windows desktop at the ASU System Office
- **ABI-LW-2X518M2** → Windows laptop in the ABI department
- **SYS-DM-H2WGM0LF** → Mac desktop at the ASU System Office
- **ITS-DS-H87UFC8** → Digital Signage in the ITS Building

Note: All device names will be in uppercase. No lowercase characters are allowed.

Note: Device type code for Virtual Machine will be applied if an asset is both a VM and a server.

5. Naming Schema Special Considerations

Assets such as virtual machines (VM) and servers may differ slightly in naming scheme when compared to a standard asset such as a desktop or a laptop. Due to the nature of these resources, no serial number is required and can instead be supplemented with additional device information for ease of identification.

All alternative device names will follow the structure below:

Department Code - Device Type & OS Code - Alternative Code

Example Device Names

- **ITS-VL-PV-PD-01** → Linux VM that is an ITS resource. This is a private and production resource.
- **UPD-SW-WATCHGUARD01** → Windows Physical Server that is a UPD resource. It hosts the Watchguard resource and is the first of these servers.

A full list of alternate codes for VM's and Servers can be found in Appendix B of this document.

6. Justification for Asset Naming Convention

- **Immediate Identification** – Enables ITS staff and departmental support teams to quickly identify the departmental owner, device type, and operating system, streamlining troubleshooting and support.
 - **Simplified Inventory Management** – Reduces complexity in tracking devices across Microsoft Intune, TDX, and other asset management systems.
 - **Scalable and Sustainable** – Supports institutional growth without ambiguity, enabling uniform standards across all campuses and departments.
 - **Cross-Platform Consistency** – Eliminates naming conflicts and promotes uniform standards, even when devices are managed by different teams.
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7. Implementation and Compliance

- All new devices entering the institutional asset inventory **must** follow the standard naming format at the time of deployment.
 - Existing devices must be renamed to align with the convention during reimaging, reassignment, or major system updates.
 - ITS will verify compliance during asset audits and periodic reviews of device inventory in Intune and TDX.
 - Devices utilizing the alternate codes laid out in section 5 of this document must have full written documentation, such as a referenceable spreadsheet, of their purpose, criticality, serial number (if not a VM) and functional ownership to be considered in compliance with this standard.
 - Exceptions to this standard must be approved in writing by the Chief Information Officer (CIO) or their designee.
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8. Standards Review

This document will be reviewed and reaffirmed annually, or upon significant changes to university IT governance, systems, or regulatory requirements.

Appendix A – Official Department Codes

The following table lists the approved department codes for use in the naming convention. This list is maintained by ITS to ensure consistency with institutional records.

Department	Department Code
ABI	ABI
Academic Affairs	AA
Academic Diversity	DIV
Access & Accommodation Services	AAS
Accreditation & Assessment	AS
Alumni, Development, University Advancement	ADV
A-State Online Services	AOS
Arkansas Heritage Sites	AHS
Athletic Administration, Compliance, Marketing, Training, Sports	ATH
Campus Card Center	CCC
Career Services	CS
Center for Excellence in Teaching	CET
Chancellor's Office	CHN
Childhood Services	CHS
College of Agriculture	COA
College of Business	COB
College of Education	COE

Department	Department Code
College of Engineering & Computer Science	ENG
College of Liberal Arts & Communications (includes Art, Music, Theatre)	CLA
College of Nursing	NHP
College of Sciences & Mathematics	CSM
Counseling Center	CC
Delta Center for Economic Development	DEL
Digital Creative Media	DCM
Environmental Health & Safety	EHS
Facilities Management	FM
Faculty Center	FC
Finance & Administration	FIN
Financial Aid	FA
FNBA	FNB
Foundation	FND
Fowler Center	FOW
International Programs	OIP
Graduate School	GRD
Heritage Studies	HS
Honors	HON
HOWL	HWL
Human Resources	HR

Department	Department Code
Information Technology Services	ITS
Institutional Research	IR
ITS AV - Classroom devices	AV
ITS - Loaner Devices (For International Travel)	LNR
Library	LIB
Military Science	MIL
Multicultural Center	MC
Museum	MUS
Office of Admissions	ADM
Parking Services	PAR
Procurement Services	FM
Publications & Communications Services	PCS
Red Wolf Center	RWC
Registrar	REG
Research & Technology Transfer	RTT
RESTORE	RES
Sponsored Programs Accounting	SPA
ASU System Office	SYS
Testing Center	TST
University College	UC
University Housing	UH
University Police	UPD

Department	Department Code
Veterinarian School	VET

Appendix B – Alternate Virtual Machine Codes

The following table lists the approved virtual machine codes for use in the naming convention. This list is maintained by ITS to ensure consistency with institutional records.

Code Description	VM/Server Code
Production	PD
Development	DV
Public	PB
Private	PV
The name may vary but will clearly reflect the operational function of this asset.	[SERVER FUNCTION]

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