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For immediate release

***itSMF* USA Opens Enrollment for International
Professional Recognition for IT Service Management (*priSM*[®])**

... and delivers on its highly-anticipated promise to make **priSM** a reality in Q1 2010,
raising professionalism of the service management industry.

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PASADENA, *itSMF* USA, FEB 8, 2010 — “We’re going to make this a truly professional industry,” said Bob Sterbens, President Elect of the vendor neutral non-profit *itSMF* USA Chapter with over 10,000-members, “and we’re going to do it one professional at a time, by objectively validating and formally recognizing their experience, education, knowledge and skills across the breadth and depth of the recognized body of knowledge.” The statement marked the opening of the enrollment site for the Professional Recognition for IT Service Management (**priSM**) program.

As one of the largest Chapters of *itSMF* International, *itSMF* USA has a 13-year history of driving advancement of service management as a profession by promoting quality education, networking and growth opportunities for members at all levels. Development of **priSM** was commissioned by *itSMF* International. “We fully expect – and there has been considerable interest expressed – that other *itSMF* Chapters will wish to align their professional credentialing programs with *itSMF* USA to advance the ITSM community toward a truly global profession,” said Sterbens.

The Chairman of the *itSMF* International Executive Board David Cannon, stated that “**priSM** is a major step towards the maturity of the ITSM industry. This program offers a valid, objective and consistent, global understanding that can be a valuable tool to those in search of the best ITSM professionals, while offering our members a career path to meet personal growth aspirations – no matter where they are today.”

David Coyle, Research VP of IT Operations Management Research at Gartner stated; “IT Service Management is evolving from a set of disparate process frameworks (e.g. ITIL, Cobit, ISO 27000 & 20000, MOF, Six Sigma, etc.) and certifications to a unified profession that focuses on strong relationships to Service Management on the business side. This is an emerging trend that will create stronger alignment between the business and IT.”

priSM offers members an opportunity to apply for the credential level that best represents their ITSM experience, education, knowledge and skills. A **priSM** credential recognizes distinction in a growing community of service management practitioners and elevates one’s visibility within his or her organization and on a global level.

The **priSM** credential levels include:

- Student in Service Management (**SSM**)
- Associate in Service Management (**ASM**)
- Professional in Service Management (**PSM**)
- Distinguished Professional in Service Management (**DPSM**)
- Fellow in Service Management (**FSM**)

In order to maintain the credential, ongoing professional commitment to the field of Service Management is required and may be met by satisfying the **priSM** Continuing Professional Development (CPD) requirements and an

annual credential renewal. A wide variety of sources and subjects are acceptable and will be considered based on standards of delivery, duration, difficulty, and relevance to ITSM.

itSMF USA will maintain a Registry of members, their professional qualifications and their CPD requirements for **prISM**. This Registry will provide employers and customers an online mechanism to verify qualifications of individuals who are being considered for service management roles, assignments or projects.

Jay Stuart, President of the *itSMF* USA Board of Directors, stated "As organizations continue to adopt service management practices, it will become increasingly important to have a valid and meaningful credential that the industry can rely upon. **prISM** provides that mechanism. One of the most exciting benefits of **prISM** is that it is a program which may be utilized by other *itSMF* Chapters globally. That effectively expands the program into a recognized credential for service management professionals worldwide."

US-based professionals who have received credentials from the Institute of Service Management (ISM) can apply to utilize the grandfather provision. The grandfather provision is available for a limited time and enables professionals who have obtained a similar accreditation to be conferred accreditation at the corresponding designation level in **prISM**.

"At the heart of many IT organizations striving to achieve a level of core ITSM maturity are its people." According to Robert Stroud, CA's VP of Strategy and ITIL/Governance Evangelist and *itSMF* International Board Member, "I applaud *itSMF* USA for introducing **prISM** to recognize the achievements of hard working individuals in the ITSM industry. I know it will help move the bar higher by providing ITSM professionals with greater confidence in their knowledge, abilities and skills. I'm excited about this launch and look forward to the adoption of **prISM** by *itSMF* International so professionals worldwide can be recognized for their dedication and achievements to the ITSM industry."

Following initial briefings, **prISM** was being welcomed by many industry service providers including: CA Inc., CourseSeeker, CSME, EXIN, Holmes and Associates, HP, Loyalist Certification Services, ITpreneurs, ITSM Academy, PeopleTEK, Plexent and Small Cart Systems.

Further information about the **prISM** program and the applications may be accessed from the *itSMF* USA website, <http://www.itsmfusa.org/prism>.

About *itSMF* USA:

Founded in 1997, the Information Technology Service Management Forum USA (*itSMF* USA - www.itsmfusa.org) is a non-profit organization which promotes the use of industry good practices and standards in the provision and management of IT Services. Members have access to local events and meetings, an annual convention, white papers, and newsletter articles written by their peers. Members also contribute to this collection of intellectual property by sharing their own experience about IT service management practices based on their real-world experiences. *itSMF* USA serves members through its network of Local Interest Groups and is a member chapter of *itSMF* International.

About *itSMF* International:

The *itSMF* International (www.itsmfi.org) is the governing body for the *itSMF* movement and provides an accessible network of industry experts, information sources and events to help evolve IT service management issues in the pursuit of high quality, consistent IT service internally and externally through the adoption of "best practice". Globally, the *itSMF* now boasts over 6000 member companies, blue chip and public sector alike, covering in excess of 70,000 individuals spread over 50+ Chapters