From:	itSMF USA Press Release [pressrelease@itsmfusa.org]
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For immediate release

**itSMF USA Announces New Program on behalf of itSMF International:
Professional Recognition for IT Service Management (priSM)**

Enhancing the Service Management industry, one professional at a time, recognizing knowledge, skills and abilities.

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PASADENA, itSMF USA, SEP 21, 2009 — itSMF USA, the premier Service Management organization with a 12-year history of advocacy for the service management profession, together with the Institute of Certified Service Managers (ICSM,) announced today the launch of a program to professionalize the IT Service Management (ITSM) industry at the itSMF Fusion Convention in Dallas, TX. The program, Professional Recognition for IT Service Management (priSM) will enable members to apply for recognition of their ITSM knowledge, skills and abilities. As such, it will represent an added level of credibility for the industry by setting a standard of accomplishment upon which employers and customers can rely when selecting individuals for roles requiring certification and experience in ITSM.

This program is the first phase of an initiative by itSMF International to promote a professional recognition and development scheme worldwide. We anticipate that other itSMF Chapters will wish to align their professional credentialing interests with itSMF USA to advance the ITSM community toward a truly global professional. Sharon Taylor, Board Chair of itSMF International, stated that "priSM is a major step towards the maturity of the ITSM industry. This program represents a consistent, global understanding of what it means to be an ITSM practitioner, and how our members can meet their career and personal growth aspirations – no matter where they are today."

Once established, itSMF USA will maintain a Registry of members and their professional qualification within the priSM program. Proactive employers and customers will be able to verify the qualification of candidates who are being considered for Service Management roles, assignements or projects.

At the individual level, priSM will enable professionals in the ITSM industry to:
• Demonstrate their commitment to ITSM
• Recognize and improve their knowledge, skills and abilities
• Reflect achievement and accomplishments

• Increase earning potential

For organizations, the most significant benefit of the priSM program is having the ability to verify experience and education of potential employees and service provders to improve processes and service quality while reducing uncertainty about skill levels of prospective resources.

Past-President of itSMF USA and ITIL® version 3 co-author, David Cannon, is a member of the team responsible for this program. David stated, "As organizations continue to adopt Service Management practices, it will become far more important to have a valid and meaningful credential they can rely upon. The priSM program will start this in the US and create a blueprint that will be used by itSMF International, working with other National chapters to expand the program into internationally recognized credentials for ITSM professionals."

The need to maintain and expand one's knowledge, skills, and abilities is a critical aspect of an individual's career. Evidence that a person is progressing in his or her career is necessary for acceptance within the ITSM profession, as well as the business community. Individuals will need to maintain their credentials on an annual basis through priSM's Continuing Professional Development. A wide variety of sources and subjects are acceptable and will be considered based on standards of delivery, duration, difficulty, and relevance to ITSM.

"Our goal is the development and growth of Service Management professionals into valuable and dependable resources for their organizations and customers," said itSMF USA President, Sallie Kennedy. "We have long sought to build a program that enables our membership to be able to demonstrate the skills and knowledge they have worked so hard to attain."

"This is a great opportunity for the industry to get to the next level; we are excited about this because it establishes a new level of professionalism that will enhance our industry. Moreover we believe it will instill a pride in our profession, based on the recognition that priSM will provide," said ICSM President Kamal Davé.

"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 the priSM program 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 priSM being adopted by itSMF International so professionals worldwide can be recognized for their dedication and achievements to the ITSM industry."

Following some initial briefings, priSM is being welcomed by many vendors:
CA, CourseSeeker, EXIN, Holmes and Associates, HP, Loyalist Certification Services, ITSM Academy, ITpreuneurs, PeopleTEK, Plexent

In order to apply for professional recognition under the priSM program, members of itSMF USA will be required to complete an application and submit evidence of appropriate knowledge, skills and abilitites. The fee associated with this program will be submitted as part of the application process. itSMF USA will begin accepting applications immediately and will complete the evaluation and validation process by the first quarter of 2010. Information about the program and the priSM application can be accessed at 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) s 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

About ICSM:

Founded in 2006, the Institute of Certified Service Mangers (www.icsmusa.org), a sister organization to the itSMF UK Institute of Service Management (ISM), is a non-profit organization committed to development and growth of service managers into valuable and dependable assets for their organizations and customers. ICSM has as its core beliefs; the impact of service management as a professional discipline depends largely on the experience, intellectual capacity, integrity, and leadership of those who practice it. A peer-rated system of professional credentials operated by an independent and non-profit organization will best serve the interests of customers and service providers.

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