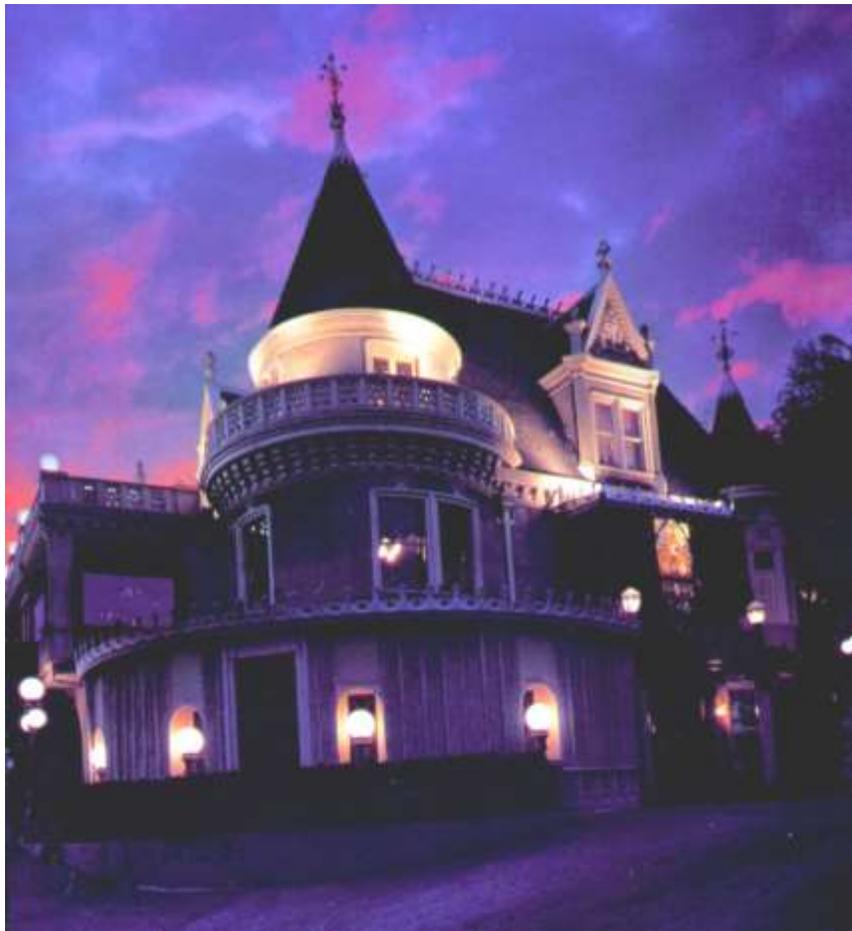


The Los Angeles Local Interest Group



2019 Kick-Off Event
Magic Castle
Saturday, April 27, 2019

COGNITIVE SERVICE MANAGEMENT



Omni-channel experience



Predictive Service Management
for IT and LoB



Fast, secure and accurate
multi-cloud discovery



CONNECT WITH US 

@BMCHelix

#ITSMtoCSM

www.bmc.com/helix



Thank You To Our Sponsors

This Evening's Activities

- | | |
|--------------------|---|
| 5:00 PM | Arrival - Meet in the bar (non-hosted) |
| 5:30 - 6:15 | Palace of Mystery –
Sponsor Introductions Products/Services
Roadmaps |
| 6:15 - 6:50 | Sponsors Round Table (ITSM to ESM,
Digital Transformation, CIO Challenges) |
| 6:50 - 7:00 | Palace of Mystery – Raffle Prizes |
| 7:00 - 8:00 | Magic Castle Bar – Networking |
| 8:00 PM | Gourmet Dinner |
| 10:00 PM | Magic Shows throughout the Castle:
networking and open access to all magic
shows for the rest of the evening |

cherwell

Make work flow.



Faster Delivery

Codeless configuration and workflow automation



Increased Productivity

Empower users with simple self-service



Greater Business Impact

Extend service management beyond IT - HR, PMO, +

cherwell.com

A Note from our President



2018 was a very good year for the LIG (Local Interest Group of Greater Los Angeles) and an EXCITING year for the organization!

Below are highlights of some of our accomplishments for 2018:

- Largest meeting in the US attended by 90 people at last year's kick-off meeting at the Magic Castle
- The most dinner meetings in the US (11) and with enrollment of at least 10+ people
- The most contributions to our Library at national

I am very proud of the Board of Directors; they all have full-time jobs and still find the time to donate their time to itSMF every week.

A look ahead to 2019 & 2020

- ✓ Membership is still a little flat, but we expect growth again this coming year with our new VP of Membership, Russ Thyret
- ✓ Communication is critical to our success and this area is headed up by VP of Communications, David Bettwy with support from James Jackson.
- ✓ The LIG's Partners and Sponsors - thanks to them for sponsoring dinner meetings and our yearly Kick off meeting, managed by our VP of Sponsorship, Jim Flores
- ✓ Programs is where we manage our monthly dinner meetings, considered our bread and butter for education and knowledge, managed by our VPs of Programs:
 - Orange County: Roc Paez
 - San Fernando Valley: Irma Shirvanian
 - Los Angeles: Chris Ariola
 - San Gabriel Valley: Ray Ybarra
- ✓ Our LIG Secretary fills in as second in command in the President's absence, she is Donna Holt aka The Donna.

The Board of Directors:

- Dave Howard
- Barbara Rotondo
- Matt Haag

Thank you for the support and to an even better 2019!

Ray Ybarra,

President: itSMF L.A. L.I.G.



Numerify

THE SYSTEM OF INTELLIGENCE FOR IT™

AI-POWERED IT BUSINESS ANALYTICS

Trusted by Fortune 500 customers to improve application health, slash service costs, and optimize resource usage, Numerify gives IT leaders a trusted source of insight into all their operations.



Double-Gold 2018 ABA Stevie Awards
Best ITSM Solution | Best IT Operations Solution

Why Become a Member of itSMF USA LA?

Connect

- Free access to participate in an engaging local community group of peers dedicated to service management
- Free access to participate in our communities of interest that hold events, training and round-tables promoting learning and idea exchanges in our industry. You'll learn from experts and from one another on specific initiatives or industry vertical applications.



Learn

- Free access to:
 - educational papers and articles on the latest Service Management issues from leading IT industry experts
 - a variety of webinars and online discussions, available on-demand after they air
 - white papers
 - Employment opportunities
 - industry research - get near-term future insights to help you with today's Service Management challenges from major industry analysts



- Discounted rates for all ITIL® publications and other Service Management related publications offered by itSMF USA
- Discount rates for itSMF USA Fusion annual conference and other expositions
- Reduced registration fees for some certification courses from participating training vendors

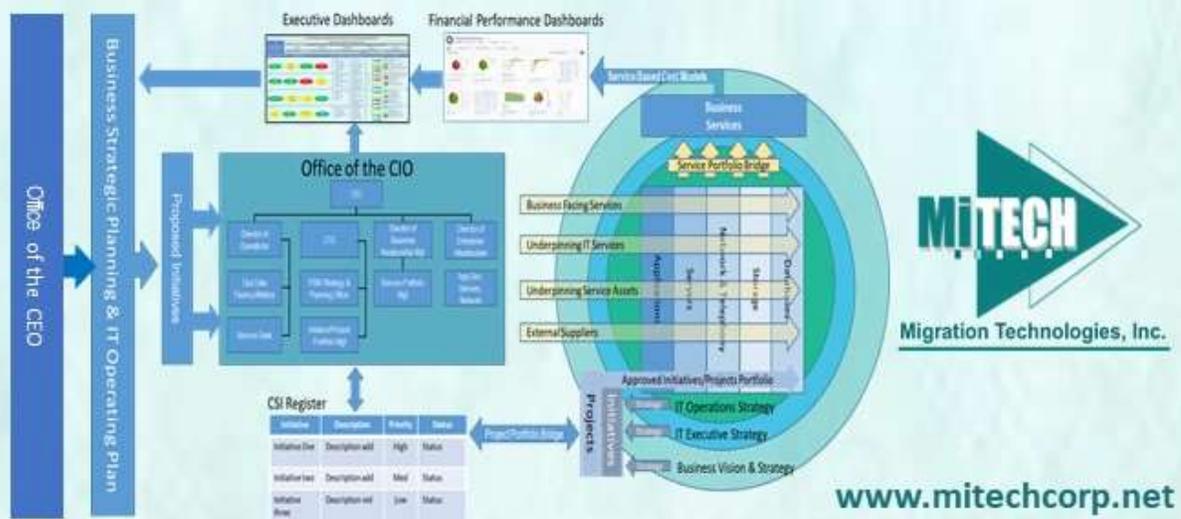
Grow

- Take advantage of our career services to help you find the job you want
- Expand your skills and talents as a Chapter or LIG Volunteer
- Improve your professional profile and presentation skills by contributing papers and articles to local, regional and national functions

Creating the Foundation for Your Digital Transformation

- ✓ Extend ITSM to Enterprise Service Management (“ESM”)
- ✓ Drive strategic investment decisions & cost optimization
- ✓ Accelerate your ITSM Maturity (prerequisite for ESM & DX)
- ✓ Integrate Business Service Manager (IBSM)
 - Business/IT Service Strategy Alignment
 - Advanced Business/IT Service Architecture & Portfolio
 - Service Asset Mapping to Services & Processes
 - Advanced CMDB Architecture
 - Strategic initiatives & project management portfolios aligned with corporate strategies
 - Service Demand & Financial Management
- ✓ ITSM Platform capabilities beyond technology services
- ✓ Cherwell/ServiceNow integration & custom application development

ESM Operational Excellence within 120 Days



A Note from our new Membership VP



This is an exciting year to be an itSMF USA member. The much anticipated ITIL 4 was recently released and itSMF is the place to get breaking news, training opportunities, connect with colleagues about best practices and improve your professional profile. In the last year I participated in two simulations, two ITIL briefings, two Dev-Ops briefings, a problem management and service management workshop. Membership is the best way to get started but involvement in the LA Local Interest Group is where

the real value happens. There are excellent events scheduled for the remainder of the year. I look forward to helping you make the most of your membership and developing your service management career.

Russell Thyret
VP of Membership

Congratulations!



Our VP of Communications, David Bettwy, was recognized by itSMF USA last year for his contributions to our local chapter and to the national organization. He was presented with the itSMF USA Contributor of the Year award at the annual FUSION18 conference in St. Louis, MO.

David Bettwy (left) receives the itSMF USA Contributor of the Year award from David Nottingham, National Secretary, itSMF USA

Join Us! Visit itSMF LA at our Website, LinkedIn, Twitter or Facebook and DO Plan to Attend an Upcoming Meeting!

Bookmark us on the **itSMF USA LA's web site:**



<https://itsmfusa.site-ym.com/group/Los%20Angeles>

Link up with us on **LinkedIn:** [itSMF LA LIG](#)

Like us on **Facebook:** <https://www.facebook.com/itSMFLA>

Follow us on **Twitter:** <https://twitter.com/itSMFGLA>



Your itSMF Los Angeles Board for 2019

Here is a list of our current board members. Thank you to all of you who give your time and expertise to furthering the cause of IT Service Management!

- President Ray Ybarra
- Los Angeles Area VP Chris Ariola
- Orange County Area VP Roc Paez
- San Gabriel Valley Area VP Ray Ybarra
- SF Valley Area VP Irma Shirvanian
- Secretary Donna Holt
- Sponsorship VP Jim A. Flores
- Membership VP Russ Thyret
- Communications VP David Bettwy

TOGETHER We Can Accomplish Great Things!

Here's to a Bright, Prosperous and Magical Year!

***it*SMEF** USA
Los Angeles Local Interest Group

