For immediate release

Contacts: Doug Tedder, President-Elect, itSMF USA, 626-449-3300, doug.tedder@itsmfusa.org
and Debbie Ingram, Communications and Media Relations, 732-616-5001, media@itsmfusa.org

itSMF USA Announces New 2011 Independent Research Study
on Service Management Adoption and Its Impact for IT

PASADENA, CALIFORNIA, itSMF USA, April 11, 2011 – itSMF USA is pleased to announce the launch of a planned new annual study on IT Service Management Adoption and its impact on IT. Forrester Research, an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology, will be working with itSMF USA to conduct the survey and analysis. Forrester and itSMF USA thought leaders will present the study results and critical insights at the upcoming Fusion 11 Conference, September 25 - 28, 2011 in Washington D.C. The study will analyze current and future adoption of IT Service Management principles, including effective ITIL® practices in use amongst itSMF USA's over 8,000 members.

"As the largest IT Service Management professional organization in the country, our 8,000 members provide a compelling source of the latest information on the adoption and benefits of IT Service Management and ITIL," said Robert Sterbens, President of itSMF USA. "We are very proud to be working with Forrester on this important research. We believe it will provide valuable information to both our members and the entire industry."

The joint research study by itSMF USA and Forrester Research will be conducted on an annual basis to allow for deeper trending and analysis in future years. "This study will help guide infrastructure and operations professionals in the changing Service Management environment through a better understanding of people, process, and technology trends and best practices," said Glenn O'Donnell, Senior Analyst, serving Infrastructure & Operations professionals, Forrester Research.

The study is scheduled to take place during the months of April and May 2011 and the findings will be presented at the Fusion 11 Conference, co-hosted by itSMF USA and HDI. "With this year's theme of 'Uniting the World of Service Management', we are very excited about the opportunity to present these research findings to our conference attendees," said Larry Killingsworth, national chairperson of the Fusion 11 Conference. "We believe that it will provide a wealth of information and insights that our conference attendees can put to use immediately."

The study will address a range of current topics for IT today, including:
- The role of IT Service Management in bridging the gap between application and infrastructure teams
- The level of ITIL process adoption and their relationship to benefits realized
- The role of training and certification in adoption
- The effect of executive sponsorship level on both adoption and benefits realized
- The adoption and impact of ITIL v3
- The impact of tools on ITSM adoption

The study will be published by Forrester Research as a joint effort with itSMF USA. After the Fusion 11 conference has concluded, all itSMF USA members and survey participants will be able to access the results of the study at no charge. The study will also be made available to Forrester Research members, and it will be available for purchase at www.forrester.com.

To stay informed on this important study as the results unfold and the Fusion 11 Conference schedule develops:

- Follow itSMF USA on Twitter at itsmf_usa or
- Subscribe for itSMF USA and Service Management news at www.itsmfusa.org

About itSMF USA

Founded in 1997, Information Technology Service Management Forum (itSMF) USA connects IT industry leaders with technology and expertise to help them learn about cutting-edge Service Management concepts (www.itsmfusa.org). The rapidly growing non-profit membership organization is dedicated to the advancement of ITSM best practices and standards in the provision and management of IT services through knowledge sharing, education, and networking opportunities. Current membership is over 8,000 individuals, with affiliated Local Interest Groups serving 43 cities and regions nationwide. itSMF USA is affiliated with itSMF International, which was formed in 1991.

About the FUSION 11 Conference

At FUSION 11, itSMF USA and HDI, two leaders in the world of service management, are joining forces to elevate the standards in service management education. FUSION 11 brings together the best of the best—the best speakers, the best vendors, the best networking and social activities—all in a beautiful venue. Our goal? To provide you an educational experience facilitated by only the most respected minds in service management so you can return to office with a solid action plan and valuable business contacts.

For more information and to register for the 2011 conference, visit
www.servicemanagementfusion.com

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