

itSMF USA Announces NetApp as New Premier Sponsor

Fast-Growing, Innovative Storage and Data Management Solutions Provider Becomes Premier Sponsor for Leading IT Service Management Association

GLENDORA, Calif., Mar. 28, 2013 – **itSMF USA®**, a leading nonprofit membership organization and forum for maximizing the effectiveness of service management and the service management profession, today announced that NetApp®, a leading provider of innovative storage and data management solutions, is a new Premier Sponsor of itSMF USA.

“itSMF USA is pleased to welcome NetApp as a Premier Sponsor,” according to Shari Brunette, president, itSMF USA. “We are focused on being the leading professional forum for maximizing the effectiveness of service management and having NetApp as a premier sponsor will enable our member base of IT professionals to get direct access to important insights, information and experts in innovative storage and data management to help them achieve their ITSM objectives,” Brunette continued.

“Industry organizations like itSMF USA play an important role in helping IT professionals address technical and business IT management issues,” said Karen Livoli, director, Software Platforms Product Marketing, NetApp. “NetApp helps organizations address some of the world’s most complex storage and infrastructure challenges, and we look forward to bringing that expertise to the itSMF USA and its members.”

NetApp’s new Premier Sponsorship with itSMF USA will enable itSMF USA members to learn more about innovative storage and data management solutions that help accelerate business breakthroughs and deliver outstanding cost efficiency. Educational information will be available to itSMF USA members on how to provide nonstop availability of critical business data and how to simplify business processes. This will help itSMF members learn how new storage capabilities can be deployed with confidence, enabling organizations to get to revenue faster than ever before.

As the definitive and authoritative source for advancement of IT Service Management in the United States, itSMF USA is focused on providing uncommon solutions to common IT service management challenges. The association serves an IT community of almost 18,000 members and guests and gives them access to experts to benefit from the latest proven strategies, best practices and real-life implementations. Using the knowledge available through local, regional and national events, online collaborations, local interest groups, technical content and discounted certification rates, itSMF USA helps its members achieve their career and service management goals.

With over 40 local interest groups (LIGs) and 6 special interest groups (SIGs) actively engaged in the advocacy, knowledge sharing and promotion of industry best practices, itSMF USA’s geographic reach is unsurpassed in the IT Service Management industry. itSMF USA’s programs reach industry leaders and influencers with more than 70% of its members serving in decision-making management roles within their respective organizations.

For more information about the new sponsorship between itSMF USA and NetApp, or to learn more about what itSMF USA membership can do for you and your organization’s IT service management success, visit 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 5,000 individuals, with affiliated Local Interest Groups serving 43 cities and regions nationwide. itSMF USA is affiliated with itSMF International, which was formed in 1991.

itSMF USA® is a trademark of the Information Technology Service Management Forum USA. All other trademarks referenced herein are the property of their respective owners.

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