



**RBS WILLIAMS F1**  
CONFERENCE CENTRE

# IT SERVICE MANAGEMENT SEMINAR

2<sup>nd</sup> JULY 2007 – 0930 to 1630

## INTRODUCTION

An overview of the day

**David Clifford FISM**  
Pro-Attivo

## ITIL® 3 INSIGHT

The Drivers for change  
from ITIL® 2 and The  
Benefits

**Shirley Lacy –**  
ITIL® 3 Author  
ConnectSphere

## ISO/IEC 20000 ALIGNMENT

The continuing alignment  
of the world's ITSM  
standard and the new ITIL®  
3 Framework

**Dr Jenny Dugmore**  
Service Matters

## ITIL® 3 KEY DIFFERENCES TO ITIL® 2

Exploring the practical impact to  
the market for service providers,  
customers & consultants

**Chris Miles Getronics**

## QUALIFICATION SCHEME

The new scheme explained

**Alejandro**  
**Debenedet – EXIN /**  
BCS-ISEB Alliance

## ASK THE PANEL

A formal chance to ask  
questions at the close of the  
day

**ALL OF THE  
PRESENTERS**

**CO-SPONSORS**

[www.ITIL3Events.com](http://www.ITIL3Events.com)

**Getronics**  
ICT SOLUTIONS AND SERVICES

  
**pro-attivo**

# IT SERVICE MANAGEMENT SEMINAR

2<sup>nd</sup> JULY 2007 – 0930 to 1630



**RBS WILLIAMS F1**  
CONFERENCE CENTRE

**LOCATED AROUND 1HR FROM LONDON HEATHROW, BRISTOL  
& BIRMINGHAM AIRPORTS – IN THE SOUTH MIDLANDS, ENGLAND**



## **INTRODUCTION**

An overview of the day

**David Clifford FISM  
Pro-Attivo**

David is recognised as one of the world's leading consultants and lecturers on ISO/IEC 20000. David is a Vice President of the Institute of IT Service Management and holds their highest grade of Fellow. He is an ITIL® Master with Distinction and has been the lead design authority consultant on a multi-billion dollar IT Service Programme that achieved certification against the standard. He was also a reviewer for the ITIL® 3 publications and is an Examination Board Member assisting the development of EXIN's qualifications on ITIL® 3. He is the Director of Service Management for Pro-Attivo, a consultancy and education company with worldwide presence.



## **ITIL® 3 INSIGHT**

The Drivers for change from ITIL® 2 and The Benefits

**Shirley Lacy –  
ITIL® 3 Author  
ConnectSphere**

Shirley is an ITIL® 3 author and will address the full scope of the new version of the framework. The updates to the ITIL® service management body of knowledge introduce service management from a life-cycle perspective, as opposed to just a process-based view. ITIL® V3 covers strategic considerations, the design implications, the cultural and organizational change implications of implementing new or changed services and service management as a practice. Adopting and adapting ITIL® V3 will enable service providers to deliver superior services in this dynamic world. Shirley is Managing Director of ConnectSphere, a consultancy and education company that specialises in service management and configuration management solutions. Shirley has extensive experience in service and process improvement across a range of industries and has managed many process improvement implementations with experience spanning the globe.



## **ISO/IEC 20000 ALIGNMENT**

The continuing alignment of the world's ITSM standard and the new ITIL® 3 Framework

**Dr Jenny Dugmore  
Service Matters**

Jenny is chair of both the BSI committee that produced BS 15000 and the international committee responsible for ISO/IEC 20000. She is currently responsible for mapping the standard to ITIL® 3. Jenny is on the itSMF's Certification Management Board and OGC's ITIL® Refresh Programme Management Board. She is now working with UKAS on their assessments of audit practices during ISO/IEC 20000 audits. In 2005 the itSMF awarded her the Paul Rappaport Lifetime Achievement Award for her contribution to service management. Jenny's career spans operational line management and consultancy, she is a director of Service Matters, a service management consultancy.



## **ITIL® 3 KEY DIFFERENCES TO ITIL® 2**

Exploring the practical impact to the market for service providers, customers & consultants

**Chris Miles  
Getronics**

Chris has worked for Getronics (formerly PinkRoccade and Pink Elephant) for over 10 years fulfilling a variety of Service Management focused roles. He has a strong support background with both process and project management experience. He has been an ITIL® Manager for 9 years, designing and implementing Service Management Best Practice solutions with a focus on the mapping of process to technology in a fit for purpose manner. He is currently a Managing Consultant within the Best Practice Services group at Getronics UK managing Consultancy and Education engagements.



## **QUALIFICATION SCHEME**

The new scheme explained

**Alejandro  
Debenedet – EXIN /  
BCS-ISEB Alliance**

EXIN's International Account Manager will explore the new qualification scheme and comment on the BCS-ISEB/EXIN Alliance. Alejandro was the Founder and President of itSMF Argentina and is their International representative. He is qualified to the highest level within IT Service Management holding both the IT Service Manager and ISO/IEC 20000 Consultant qualifications. His experience is built upon a strong consultancy and training background.



## **ASK THE PANEL**

A formal chance to ask questions at the close of the day

**ALL OF THE PRESENTERS**

**BOOK EARLY TO AVOID DISAPPOINTMENT**

**£149 + VAT PER DELEGATE**

**INCLUDING REFRESHMENTS/LUNCH & ACCESS TO THE WILLIAMS F1 MEMORABILIA SHOWCASE**

**EMAIL : [ITIL3@PRO-ATTIVO.COM](mailto:ITIL3@PRO-ATTIVO.COM)**

# IT SERVICE MANAGEMENT SEMINAR

2<sup>nd</sup> JULY 2007 – 0930 to 1630



**RBS WILLIAMS F1**  
CONFERENCE CENTRE

LOCATED AROUND 1HR FROM LONDON HEATHROW, BRISTOL  
& BIRMINGHAM AIRPORTS – IN THE SOUTH MIDLANDS, ENGLAND

## CO-SPONSOR COMPANY PROFILES

### PRO-ATTIVO PROFILE ([www.pro-attivo.com](http://www.pro-attivo.com))

pro-attivo have helped to define Service Management strategy, design, implementation and operational support for Service Providers ranging in size from under \$1m through to multi-billion leading edge large scale contracts supporting millions of users. We were one of the world's first ITSMF Accredited Course Providers offering BS 15000 training and now ISO/IEC 20000 training. We are a key developer in the new ITSM qualifications based upon ITIL® 3. Our services include; our proven 7 stage roadmap to ISO/IEC 20000 certification and retention including assessments, accredited education programmes for ISO/IEC 20000 & ITSM/ITIL® plus ITSM consultancy all offered on a worldwide basis.

We are committed to professionalism in IT Service Management where all of our employees go through a programme which results in them being awarded membership of the Institute of IT Service Management ([www.ioSM.com](http://www.ioSM.com)).

### GETRONICS PROFILE ([www.getronics.com](http://www.getronics.com))

At Getronics we truly understand not only why organisations embark upon Best Practice driven programmes of work, but also how to achieve success. Importantly, we also understand why projects fail. Our philosophy is driven by seeking to create relationships based upon trust, understanding and collaboration. We do not offer discreet products but access to our ITSM expertise and knowledge through the delivery of Best Practice solutions, tailored to your requirements.

Education is part of the journey that you will embark upon and we can underpin your activity with a market leading and proven education programme that covers not only the complete ITSM range of courseware, but also all the complementary training that enables success.

## PRESENTER COMPANY PROFILES

### CONNECTSPHERE PROFILE ([www.connectsphere.com](http://www.connectsphere.com))

ConnectSphere's services enable you to achieve true business and IT integration competitively and cost effectively, whilst ensuring that your customers receive quality services. Our team of senior leaders within many industry sectors and our best in class methodologies, will ensure you can do this effectively across the Service Life Cycle.

ConnectSphere's success results from our track record in delivering service improvements and our contribution developing and implementing global IT frameworks and best practises such as COBIT, ITIL V3 and the IT Service Management standard, ISO/IEC 20000. Achieving this standard will give your organization a differentiator in ITSM delivery. Let ConnectSphere help you to plan and apply best practices using our project management, consultancy and training services that include baseline evaluations, capability reviews, customer satisfaction and benchmarking.

### SERVICE MATTERS PROFILE ([www.service-matters.com](http://www.service-matters.com))

Awaiting profile.

### EXIN PROFILE ([www.exin-exams.com](http://www.exin-exams.com))

EXIN, the Examination Institute for Information Science, is a global, independent IT examination provider. EXIN establishes educational requirements and develops and organizes examinations and learning tracks in the field of IT, giving IT professionals the ability to prove appropriate competencies and skills for improved job performance. EXIN offers candidates the opportunity to take examinations at a time and place of their choice. In organizing examinations, EXIN makes use of high quality, web-based technology.

**BOOK EARLY TO AVOID DISAPPOINTMENT**

**£149 + VAT PER DELEGATE**

**INCLUDING REFRESHMENTS/LUNCH & ACCESS TO THE WILLIAMS F1 MEMORABILIA SHOWCASE**

**EMAIL : [ITIL3@PRO-ATTIVO.COM](mailto:ITIL3@PRO-ATTIVO.COM)**