

5th itSMF South East Europe Regional Conference

Belgrade, June 1st 2011, Sava Center

itSMF Serbia
The IT Service Management Forum

Endorsed by:



Република Србија
Министарство за
телекомуникације
и информационо
друштво



itSMF International

The IT Service Management Forum

The itSMF® International is the only truly independent and internationally-recognised forum for IT Service Management professionals worldwide.

This not-for-profit organisation is a prominent player in the on-going development and promotion of IT Service Management "best practice", standards and qualifications and has been since 1991, when the UK Chapter started as the foundation Chapter.

As businesses depend more and more on technology to promote and deliver their products to market, so the benefits of adopting "best practice" IT Service Management and of becoming part of the IT Service Management Forum become more apparent.

The itSMF provides an accessible network of industry experts, information sources and events to help you and your staff address IT service management issues and help you achieve the delivery 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 40,000 individuals spread over 50+ Chapters.

Each chapter is a separate legal entity and is largely autonomous.

The itSMF International Executive Board (IEB) is the separate International entity that provides an overall steering and support function to existing and emerging chapters.

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Hewlett-Packard Company is the world's largest technology company, which serves more than 1 billion customers in more than 170 countries on six continents. HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world.

HP strives to be an economic, intellectual and social asset to each country and community in which they do business. Key areas of contribution are raising standards in IT Service Management products and services, their global supply chain & increasing access to information technology.



SolvIT is a dynamic and efficient company which provides comprehensive IT solutions for medium and major business, in Romania and the regional markets. They have already implemented IT Management projects in Greece, Serbia, Bulgaria, Hungary and Republic of Moldova.

SolvIT supplies a full suite of IT Management solutions to help the companies to optimize the computer asset management, to minimize the maintenance expenses, to implement best practices for IT security and to respect the international standards.

All the solutions and services provided by SolvIT respect the Information Technology Infrastructure Library (ITIL®) framework. SolvIT software and services help your organization to successfully implement and use ITIL.



information & publishing solutions

TSO provides information management and publishing solutions to the public and private sectors. They help organisations to transform the way they communicate with internal and external audiences. TSO is the largest publisher in the UK by volume, publishing over 8,000 titles a year and specialise in creation, production & distribution of information in print, online & and in electronic formats.

TSO has been providing fail safe information management and publishing solutions to the public sector for over 200 years. Now, as part of the Williams Lea Group, the leaders in Corporate Information Solutions, they can provide solutions that have been proven to deliver £millions in cost savings.

Conference Programme:

08:30 – Registration & Welcome

09:00 – Opening & Introduction

09:00 – Welcoming speech of the Organizer;
Milan Živković, itSMF Serbia President

09:10 – Welcoming speech of the itSMF
International Chairman, David Cannon

09:20 – Official Opening of the Conference
Government of Serbia Representative

09:30 – Panel 1: IT Service Management

09:30 - David Cannon, itSMFI Chairman –
Turning your IT Department into a
Strategic Business Advantage Reality

09:50 – Colin Rudd, itEMS – Service Design
and the Service Catalog

10:10 – Robert Falkowitz, 3CS – Integrated
approach for defining ITSM process &
assessing maturity of an organization

10:30 – Milan Glavaski, Euronet CIO, Service
Management internal Cloud solutions

11:00 – Coffee & ITSM 2011 Expo

11:30 – Panel 2 ITSM methodologies & education

11:30 – Mark Smalley, ASL BiSL Foundation –
IT is from Flatland, Business is from
Spaceland

11:50 – Alejandro Debenedet, itSMFI - The
People Factor: How to get the most of
training and certification investments

12:10 – Suzanne Van Hove itSMF US – priSM
Professional Credentialing: What's in
it for You?

12:30 – Dimitar Tsvetkov, HP SEE - Sinking
“The Unsinkable” The Murphy law in
practice

13:00 – Lunch

14:00 – Panel 3: ITSM Standards & Governance

14:00 – David Clifford, Enterprise-DNA – ISO/IEC
20000 The new edition and what you
should be interested

14:20 – Hon P Suen, Hong Kong JC – ISO20K
trends and lessons learned in Asia

14:40 – Milan Kukrika, Profesor UoB Lead Auditor
ISO20K Audit approach & Reference Model

15:00 – Brana Nikolajevic, SolvIT Networks,
Service as a Service, Cloud and ITIL

15:30 – Coffee & ITSM 2011 Expo

15:50 – Panel 4: ITSM and Key Business drivers

15:50 – Tassos Alefantos, Head of IT AIA, How IT can
contribute to the Bottom Line

16:10 – William Bello – Continual Service
Improvement – an Practical Approach

16:30 – Ana Meskovska, CMS / Daniela Gavrilovska,
NextSense – How to implement a valuable
ITSM System with effective Service Desk?

16:50 – Beno Orazen, SRC – IT Service Management
Implementation Considerations

17:10 – Q&A and Discussion

17:20 – Closing Remarks

17:30 – Conference Close

ITSM KNOWLEDGE CENTRE 11-17h

11:00 – ITIL V3 Overview - David Cannon

14:00 – Agile and ITIL - Milan Glavaski

15:00 – priSM Credential Scheme and People
Suzanne V Hove, Alejandro Debenedet

16:00 – ISO/IEC 20000 Standard - David
Clifford, Hon P Suen, Milan Kukrika

ITSM ROUND-TABLES

11-17h

Speakers Biographies:

PANEL-1



David Cannon – is globally recognized as a leader in ITSM, a Fellow of the priSM Institute, the highest level of professional achievement in this field. He is a Chair of itSMF International and one of its founders. works as a HP Global SM Strategy Director



Colin Rudd – Colin has over thirty years of experience in the IT & Service Management, awarded the itSMF's Lifetime Achievement award. Colin is a Service Management Consultant at Domestic and General & Consultant at Thomson Reuters



Robert Falkowitz – A member of the Board at itSMF Switzerland and General Manager at Concentric Circle Consulting; Expert in ITSM areas such as: assessment & audit; SM improvement planning, tools selection, integration, training & coaching.



Milan Glavaski – Enterprise IT CTO & CIO with substantial experience on SM projects and training, hand-on implementations. Has a vast experience in IT governance for Siemens, GE, Euronet Worldwide & others.

PANEL-3



David Clifford – An Executive Consultant with enterprise-DNA who specialise in ITSM consultancy, education, and ISO/IEC 20000. David is a Fellow of SM itSMFI Prism Institute, the highest credential in the industry and the Global Vice-President for priSM.



HP Suen – IT Operations Manager at the Hong Kong Jockey Club, with over 20 years of experience. He is responsible for smooth operations of all IT, including systems and network, help desk, OA and engineering.



Milan Kukrika – Accredited lecturer and auditor of European Organization for Quality and for ISO 20000 and ISO 27001. Milan has held dozens of trainings to leading companies in Serbia and region. Milan is involved in the country educational commission and published over 100 professional publications.



Brana Nikolajevic – Currently works as a Regional Director with SolvIT Networks. Before this, he was Country Manager and Sales Executive at CA for South-East Europe and IT Manager at Scala ECE in Hungary.

PANEL-2



Mark Smalley – A CapGemini CTO Office member & ITSM Management Consultant, Director of International Affairs at ASL BiSL Foundation, a member of the EXIN Profess Group and lecturer at Rotterdam University



Alejandro Debenedet-International Business Relations Director at PeopleCert Group, Consultant Director at GUETCHU Consulting and Director Marketing & Chapter Relations at IEB of itSMFI.



Suzanne Van Hove – An itSMFUSA Board Director and active in the Academic Special Interest Group, working specifically with higher education IT/IS students and their professional development.



Dimitar Tsvetkov – HP Software Solution Architect at Hewlett Packard Bulgaria responsible for South East Europe region.

PANEL-4



Tassos Alefantos – A high calibre Executive with 20-years of international experience in IT and Airport Operations. Possesses unique experience in shaping strategic direction, transforming IT and strong management capability with proven commercial acumen.



William Bello – Service Manager with Hesel Croatia; His major strength is experience and excellent knowledge in both IT and Corporate business processes, with a focus on aligning IT with business and designing QA processes



Ana Meskovska – Ans is a member of the Board of Directors and Chairman of the Committee for Events at itSMF Macedonia, Consultant/Quality and IS/IT Manager at T&P



Daniela Gavrilovska - Account Manager at NextSense, specialized in IT Service Management, ITIL and ISO/IEC 20000.



Beno Orazen –SRC System Integration IT Director for IT services management. He is actively involved in the popularization of IT services management in various forms. In ITIL V3 he was involved as reviewer.

Silver Sponsors:



ComTrade IT Solutions and Services is a part of ComTrade Group responsible for software engineering, IT solutions implementation and maintenance, R&D services and other areas of advanced business operations. Due to its competence and high level of professionalism, the company has developed into one of the industry leaders in the local market, while it also frequently cooperates with its sister companies from ComTrade ITSS system on cross-border projects. ComTrade ITSS Serbia is coordinated with other parts of ComTrade Group and uses the strength of its mother company to leverage its market position.



MDS Information Engineering employs the engineers with high level of knowledge in technologies and protocols applied in computer networks and with rich experience in designing and execution of computer networks. The proof of their knowledge and experience is confirmed through the series of certificates, recognized by international institutions in charge of standards definitions in the sphere of IT certifications.



Saga can offer, design, and install the whole IT Infrastructure a company requires. Our partnerships with international companies and trained staff are a guarantee for the supreme quality of our services. Engineering, Structural Cabling, Active Network Equipment, Server and Client Solutions, HW/SW, Antivirus Protection, Security - Biometric, LAN/WAN Network, IP Telephony.



Creativity, innovation and simple solutions are our basic concepts and purpose. KONSING Group strives to utilize and implement the latest and most efficient solutions in the shortest period of time ensuring its customers are on the leading edge of a wide range of telecommunication technologies. Our vision: to meet the needs and expectations of our customers and to continue to grow day by day.



AXA Services is a fully-owned AXA Group subsidiary. Its objective is to provide AXA Group companies with high-quality IT and telecommunications infrastructure management services.

As an in-house service provider, our aim is to improve operational effectiveness and assist our Clients in achieving the most efficient use of their IT infrastructure, standardize and consolidate all infrastructure platforms and establish best practices for Service Delivery processes, as well as provide financial models that support our customers' business decision making and IT governance processes.

The IT Service Management Forum (itSMF)

The itSMF is a not-for-profit organization whose focus is on the on-going development and promotion of IT Service Management "best practice", Standards and qualifications. Formed in the UK in 1991, there are now official chapters in 53 countries all over the world, with more joining the community on a regular basis.

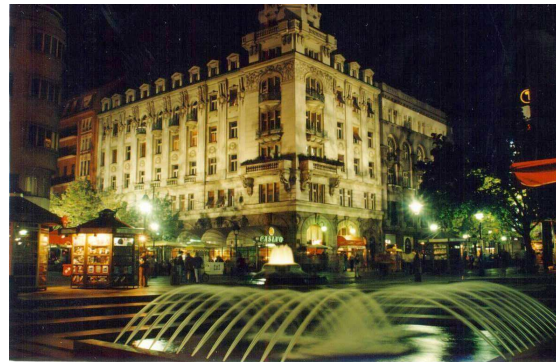
As enterprises depend more and more on technology to promote and deliver their products to market, so the necessity of investing in IT Service Management becomes more apparent. For enterprises looking to make this investment, embracing best practice approaches and Standards increases the chances of success – and reduces the time to develop such solutions. Becoming a member of itSMF further enhances your chance of success.

The itSMF provides an accessible network of industry experts, information sources and events to help you and your staff to address IT Service Management issues and help you achieve the delivery of high quality, consistent IT service, both internally and externally.

itSMF Aims

- To develop and promote industry best practice in IT Service Management
- To engender professionalism within IT Service Management personnel
- To provide a vehicle for helping members improve service performance
- To provide members with a relevant forum in which to exchange information and share experiences with their peers on both sides of the industry.

Whatever your line of business, without the stability of consistent quality IT Service, how can your enterprise remain competitive, respond rapidly to change or exploit new opportunities?



itSMF Serbia Mission & Goals

Mission Statement

To provide a forum for our membership to enable them to exchange views, share experiences and participate in the continuous development and promotion of best practice and standards, through a range of services that deliver significant value to their enterprises.

Vision

We aim to be the premier representative body for IT Service Management in Serbia.

Strategic Goal

The strategic goal for itSMF Serbia is to support the IT Service Management community and add value for its members in such way that it is recognized by the industry as their most valuable and important resource and it is easy to justify membership.

Guiding Principles

Our guiding principles are:

- Remaining a not-for-profit, independent member-owned organization.
- Maintaining core focus on IT Service Management while recognizing other service cultures.
- Growing organically.
- Actively seeking partnerships with other organizations with similar objectives.
- Investing funds in the development of itSMF Serbia products for its membership.

Membership

itSMF offers a range of memberships with a smart-card based Continuous Professional Development (CPD) and associated Loyalty program to suit all organizational needs – from individual, corporate and sole trader membership, through to global. Each type of membership has varied benefits, including discounts on services provided by the itSMF. All memberships offer various ITSM and specialists best practice events, discussion forums and knowledge sharing. To find out how to become a member of itSMF, please go to our website: www.itsmf.org.rs

Events

The itSMF organize a selection of events that attract all levels of personnel from all sizes of organizations. These events are opportunities to share experiences with other like-minded service management personnel from all types of industries. Some events are specifically for members, but with a large selection open to both members and non members. Some of the itSMF Serbia events are:

- Annual Conference & ITSM Exhibition
- 1-day Workshops and Seminars
- Regional meetings and events
- Special Interest Groups (SIGs)
- E-symposiums and Webinars

Newsletter

In addition to a regular itSMF International magazine, **At your Service**, itSMF members receive a quarterly service management newsletter with a mix of topical features, case studies and IT industry updates in Serbia.

Books and Publications

itSMF Serbia offers a comprehensive range of IT Service Management books and related publications to both members and non-members. Members receive significant discounts. The bookstore links and all publications descriptions, with prices can be found on our website, with a simple on-line ordering process and delivery to Serbia.

Website Members Area

This is an important area for members to access the latest information and network the itSMF community. Here are a few of the services that are available in the members' area:

- Discussion Forums
- Ask the Expert
- Vendor and Company Directory
- Market Research
- ITSM Job Search

Industry Recognition

itSMF Serbia, under the guidance of itSMF International, offers to its members the Professional Recognition for IT Service Management (**priSM**) programme, globally accepted recognition of their ITSM knowledge, skills and abilities. **priSM**, as such, represents an added level of credibility for the industry by setting a high standard of accomplishments upon which employers can rely when selecting individuals for roles requiring certification and experience in ITSM.

Members are encouraged to take part in the priSM scheme, contribute to the on-going development of ITSM Best Practice for their professional development and receive relevant recognition by their companies.

Visit our website:

www.itsmf.org.rs

