

## IT Service Management Forum Gulf

- CA announces Platinum Sponsorship -

*Dubai, UAE 12<sup>th</sup> June 2007* - itSMF Gulf, a local service management forum, and the first of its kind in the region, has grabbed the attention of several world renowned IT companies, CA just one among many. Already a devoted global member of itSMF International, CA has heightened their already continued commitment to information technology service management (ITSM) best practices with their enthusiastic announcement that they will sponsor itSMF Gulf at a platinum level.

With their International affiliate branch based in the UK, ItSMF Gulf, was formed in 2006 and is a not-for-profit organization, wholly owned and principally operated by its membership. To date itSMF Gulf has attracted over 80 individual members, and 15 corporate memberships. The main goal of itSMF Gulf is to create awareness and share knowledge based on ITSM and ITIL Best Practices. It is the perfect destination for members to freely exchange ideas and experiences with one another.

"We at the itSMF Gulf chapter are very pleased and appreciative of the CA sponsorship. This shows their commitment to supporting the itSMF community and promoting knowledge sharing and building strong commitment of IT professionals," said Dr. Abdullah Abonamah, President of itSMF Gulf.

CA, one of the world's largest IT management software companies, is a vital presence in the IT service management field and has been a large driving force in the development of ITSM.

"Being part of a global, independent, internationally recognized non-profit organization, itSMF Gulf is uniquely positioned to help regional organizations establish clear governance and internal policies by engaging them in numerous activities. We see the organization to become a major powerhouse on driving compliance and implementation of best practice in the region." said Maria Medvedeva, Regional Director, Technical Sales, CA

"CA is the global leader in helping customers unify and simplify the management of IT through a strategy that we refer to as Enterprise IT Management (EITM). One of the key imperatives of our EITM strategy is to help

customers improve service which is very much aligned with the itSMF's founding goals. We see a great opportunity in contributing our global experience and expertise to the region through itSMF Gulf's platform. Meanwhile, CA has a good regional customer base that has already benefited from CA's superior technology that are underpinned by the best practice standards preached by itSMF. These customers form a good starting crowd for itSMF to function in the region. " said Maria Medvedeva, Regional Director, Technical Sales, CA

The IT infrastructure library (ITIL), adopted by both itSMF Gulf and CA, ensures a set of best practices for running an IT organization successfully and predictably. ITIL forges a bond between IT, management, and external customers by offering them a single language and defined channels of communication and is exactly why CA and itSMF have had such a successful collaboration.

Continually building upon its brand and constantly gaining awareness, itSMF Gulf reaffirms its commitment to the region through partnerships with industry leaders such as CA to promote and cement the constant flow of innovations and ideas and to continue to attract other companies of the like to interact in the forum.