

2010



itSM Solutions™ LLC



Corporate Fact Sheet

Company

itSM Solutions® LLC is a U.S. content development company that specializes in the rapid creation of next-generation, instructor-led, role-based ITSM training programs. itSM Solutions' next-generation training programs enable IT professionals to quickly acquire the knowledge and skills to plan, design, implement, operate and optimize existing or next generation (i.e., cloud etc.) IT Service Infrastructures using ITIL® and other ITSM best practices.

Its programs can be delivered in a classroom or virtual classroom, or in an online self-paced classroom. Its **eTrainer™** video training system also allows programs to be consumed on a PC or on a hand-held device such as an iPhone or iPodtouch. Company supports its markets through several adjuncts to its product line of ITSM training. For example, its **ITSM Training Profiler™** enables IT organizations to map their current IT profile to the domains, roles and training programs associated with ITIL and other ITSM best practices. This allows an IT organization to get the right training to the right person at the right time.

Reflecting the software development and publishing backgrounds of its principals, Company's **Open itSM Solutions** development environment positions the company well for continued development and inclusion of additional topics in its courseware portfolio. This development environment is also suitable for the co-development of additional courses with outside subject matter experts.

The company and its products are accredited by CSME, the Examination Institute for Information Technology Service Management (ITSM), and recognized by the Project Management Institute (PMI®) and ISACA for the accumulation of Professional Development Units (PDU's) and CPE credits to maintain one's PMP, CISA, CISM, CGEIT, CRISC status.

The company distributes its products direct and through a worldwide network of resellers servicing the IT Education, Consulting, Outsourcing and Software markets

Market

IT Transformation

Two things are certain. First, IT is now at the center of most businesses; and second, business is a moving target. The demand for coordination across value chains, functions, markets, and geographies will continue to accelerate, and it will be impossible to respond to this challenge without driving new ways of thinking through corporate ranks.

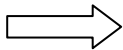
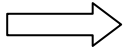
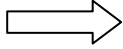
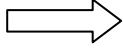
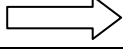
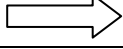
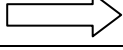
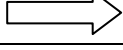
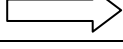
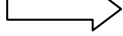
Information technology is fundamental to corporate success, and IT decisions, like all other business decisions, must consider the value of its contribution to the business. In light of this, a solid, sound business case for IT investments requires mature IT and business judgment.

Unfortunately, there are no shortcuts to developing maturity or to developing judgment – both take time and experience. There is only one way to gain traction in these circumstances and that is to apply the collective experience of both IT and business people to the pursuit and execution of a

single corporate strategy. In this case the integrated whole is definitely much greater than the sum of the two parts.

Successful IT/business alignment means developing and sustaining a symbiotic relationship between IT and business – a relationship that benefits both parties. This requires that the business recognize IT executives as essential to the development of credible business strategies and operations, and that IT consider non-IT executives equally essential to the development of credible IT strategies and operations.

In order to support this new IT/business model, IT needs to transform the traditional Business – IT paradigm from one focused on technological value to one focused on service value. This service provider paradigm encompasses IT best practices using the perspectives of people, process, technology, organization, and integration. The following attributes depict the transformation of a traditional “business - IT paradigm”:

Traditional I/T	<i>becomes</i>	Service Focused - IT
Technology Focus		Service Focus
"Fire-Fighting"		Preventative
Reactive		Proactive
Users		Customers
Centralized, Done In-House		Multi-Sourced
Isolated, Silos		Integrated, Enterprise-Wide
"One Off", Ad Hoc		Repeatable, Accountable
Informal Processes		Formal Best Practices
IT Internal Perspective		Business Perspective
Operational Specific		Service Orientation

In 2004, Dave Nichols presented “The Internal Outsourcer” at the IT Service Management Forum’s US conference in Long Beach, CA. The presentation provided an executive’s view of how the ubiquitous use of technology along with the enterprise’s demand for focused IT investment and accountability was creating the “perfect storm” that would require IT to transform its operating model from one that is technology focused to one that is service focused, with all services, internally or externally delivered, being aligned with the needs of the business and optimized for cost, quality and compliance.

He introduced the concept of the “internal outsourcer” to illustrate how a technology-focused organization could, through the adoption of well-accepted best practices and standards, become an internal service provider responsible for maintaining sourcing relationships, both internal and external. The presentation went on to position IT Service Management (ITSM) as the descriptive framework that would enable IT to begin the transformation into an internal service provider.

At the same time, Gartner issued a report that examined long-term trends in IT. It concluded that over the next five years IT would begin the process of transforming itself into a business focused, process-oriented organization delivering the agility and innovation enterprises need to maintain their competitive advantage in the marketplace. In effect, IT would be delivering business technology solutions that would exploit technology in support of business objectives.

When examined in detail, the Gartner report predicts that IT as we know it will evolve into a business technology organization (BTO) shifting its focus from a Return-On-Investment (ROI) model to one focused on Total Value Delivered to the Business. Whether IT evolves into a BTO or into an “internal outsourcer” is more a matter of semantics than a critical differentiator. The fact of the matter is that the convergence of several external forces are creating an environment that is forcing IT to change the way it does business with its clients and the value it delivers to them on an ongoing basis.

Frameworks, Methods & Standards

In order to support this new Business Technology Organizational model, IT needs to transform the traditional Business – IT paradigm from one focused on technological value to one focused on service value. This service provider paradigm encompasses widely accepted IT best practices models and standards using the perspectives of people, process, technology, organization, and integration.

Today, best practices, methods and standards such as ITIL (IT Service Management), CobiT (IT Governance), PMI, Prince 2 (Program and Project Management), Six Sigma (Quality Management), Kepner Tregoe (Problem Management) and ISO 27002 (Security Management) have taken leadership positions in helping CIO’s deal with the task of becoming a BTO capable of provisioning flexible, lower cost, higher quality, business-enabling IT services.

Opportunity

As the down economy continues to adversely affect businesses, the corporate demand for increased agility, lower operating costs, and leveraged competitive advantage is greater than ever. No part of the enterprise is immune to these challenges and, consequently, Chief Information Officers (CIOs) are challenged to provide flexible, lower cost, higher quality, business-enabling IT services.

As in other industries (i.e., manufacturing, retail etc.) that were forced to retool to meet market and financial pressures, the enterprise’s demand for focused IT investment and accountability has created a “perfect storm.” This maelstrom is forcing IT to transform its operating model from one focused on technology to one that focuses on service. All services, whether internally or externally delivered, must align with the needs of the business and be optimized for cost, quality and compliance.

itSM Solutions™ is well positioned to not only help IT organizations assess their ITSM training needs via its ***ITSM Training Profiler™*** system, but also in providing enterprises with training options

(classroom, virtual classroom, online self-paced classroom) that will help IT organization complete its transformation to a BTO capable of provisioning flexible, lower cost, higher quality, business-enabling IT services.

Product & Service Catalogue

ITSM Orientation Programs

Classroom, Virtual Classroom, Online Self-Paced

- **Executive Overview** – This hands-on training course is an inexpensive and effective way to introduce an executive management team to the concepts, relationships and benefits of an IT Service Management program using well-accepted IT frameworks, methods and standards.
- **Polestar™ ITSM Simulation** – This ITSM simulation workshop is designed to accelerate an IT organization's understanding, involvement and acceptance of ITSM best practices within their organization.

ITIL Certification Programs

Classroom, Virtual Classroom, Online Self-Paced

- **Foundation Bridge** – This hands-on certification-training program enables ITSM Version 2 certified students to upgrade their Foundation certification to Version 3 of the IT Infrastructure Library. Accredited by EXIN and ISEB, the course helps students prepare for the certification exam while acquiring valuable insights from instructors who have actually managed IT operations and ITSM programs.
- **Foundation** – This ITSM Version 3 Foundation certification training program that introduces the student to the fundamentals of IT Service Management as described in version 3 of the IT Infrastructure Library. Accredited by ISEB and EXIN, the course helps students prepare for the certification exam while acquiring valuable insights from instructors who have actually managed IT operations and ITSM programs.
- **Service Lifecycle/Strategy** – Leads to a Certificate in ITIL V3 Service Lifecycle Management/Service Strategy. This program is for IT professionals working within, or about to enter, an IT environment requiring a detailed understanding of the processes, functions and activities associated with the Service Strategy domain of the ITIL® Service Lifecycle.
- **Service Lifecycle/Design** – Leads to a Certificate in ITIL V3 Service Lifecycle Management/Service Design. This program is for IT professionals working within, or about to enter, an IT environment requiring a detailed understanding of the processes, functions and activities associated with the Service Design domain of the ITIL® Service Lifecycle.
- **Service Lifecycle/Transition** – Leads to a Certificate in ITIL V3 Service Lifecycle Management/Service Transition. This program is for IT professionals working within, or about to enter, an IT environment requiring a detailed understanding of the processes, functions and activities associated with the Service Transition domain of the ITIL™ Service Lifecycle.
- **Service Lifecycle/Operation** – Leads to a Certificate in ITIL V3 Service Lifecycle Management/Service Operation. This program is for IT professionals working within, or about to enter, an IT environment requiring a detailed understanding of the processes, functions and activities associated with the Service Operation domain of the ITIL® Service Lifecycle.

- **Service Lifecycle/Continual Service Improvement** – Leads to a Certificate in ITIL V3 Service Lifecycle Management/Continual Service Improvement. This program is for IT professionals working within, or about to enter, an IT environment requiring a detailed understanding of the processes, functions and activities associated with the Continual Service Improvement domain of the ITIL® Service Lifecycle.
- **Service Capability/Planning, Protection & Optimization** – Leads to a Certificate in ITIL V3 Service Capability Management/Planning, Protection and Optimization. The Service Capability series is focused on role based clusters in a modular set, each with a certification. Each cluster contains groupings of processes and roles from within ITIL IT Service Management, intended to offer candidates a balanced knowledge of ITIL practices which have direct interaction and dependencies in their daily use.
- **Service Capability/Service Offerings & Agreements** - Leads to a Certificate in ITIL V3 Service Capability Management/Service Offerings & Agreements. The Service Capability series is focused on role based clusters in a modular set, each with a certification. Each cluster contains groupings of processes and roles from within ITIL IT Service Management and is intended to offer candidates a balanced knowledge of ITIL practices, which have direct interaction and dependencies in their daily use.
- **Service Capability/Release, Control & Validation** – Leads to a Certificate in ITIL V3 Service Capability Management - Release, Control & Validation. The Service Capability series is focused on role based clusters in a modular set, each with a certification. Each cluster contains groupings of processes and roles from within ITIL IT Service Management, intended to offer candidates a balanced knowledge of ITIL practices which have direct interaction and dependencies in their daily use.
- **Service Capability/Operational Support & Analysis** – Leads to a Certificate in ITIL V3 Service Capability Management/Operational Support and Analysis. The Service Capability series is focused on role based clusters in a modular set, each with a certification. Each cluster contains groupings of processes and roles from within ITIL IT Service Management, intended to offer candidates a balanced knowledge of ITIL practices which have direct interaction and dependencies in their daily use.
- **Managing Across the Lifecycle** – This certification completes the Lifecycle and Capability streams by focusing on the ancillary knowledge required to implement and manage the necessary skills associated with the use of the Lifecycle practices. This program is the capstone class for ITIL Expert certification.
- **Service Manager Bridge** – This certification training program enables ITSM Version 2 certified Service Managers to upgrade their Service Manager certification to Version 3 of the IT Infrastructure Library. Accredited ISEB, the course helps students prepare for the certification exam along with acquiring valuable insights from instructors who have actually managed IT operations and ITSM programs.
- **ITIL Specialist 2 Class Certification Bundle** – This multi-program online training solution enable students to select any two of the Lifecycle training programs
- **ITIL Practice Manager 3 Class Certification Bundle** – This instructor-led boot camp program is the highest level of professional IT Service Management certification available. The candidate who achieves this certification has demonstrated not only an in-depth knowledge of IT Service Management but also a practical application of that knowledge.
- **ITIL Expert Certification Bundle** – This instructor-led boot camp program is the highest level of professional IT Service Management certification available. The candidate who

achieves this certification has demonstrated not only an in-depth knowledge of IT Service Management but also a practical application of that knowledge.

Project Management & Business Analysis Training Programs

Classroom & Online Self-Paced

- **PMI PMP Exam Prep Training** – This 3 day course has been designed to prepare participants to take the Project Management Institute's Project Management Professional (PMP®) exam 2004 edition. This is not an introduction to project management course. This course will review all of the material covered on the exam and provide a large number of practice questions to prepare participants to succeed
- **IIBA Exam Prep Training** – This three-day intensive and highly interactive course focuses on preparing participants to take the International Institute of Business Analysis™ (IIBA™) Certified Business Analysis Professional (CBAP™) exam. This is not an introduction to project management course. This course will review all of the material covered on the exam and provide a large number of practice exams to prepare participants to succeed. This course has been evaluated by the International Institute of Business Analysis (IIBA™) and it has been found to be compliant with the Business Analyst Book of Knowledge (BABOK™).
- **Intro to Project Management 101** - This three-day course focuses on introducing participants to the basics of positive project management. The course is taught with focus placed on the ANSI and IEEE accepted standards for professional project management as defined by the Project Management Institute (PMI). The course is specifically tailored to professionals in Information Technology (IT). The course is especially effective when taken by entire project leadership teams.
- **Scope & Requirements Training** - This two-day course introduces participants to the tools and techniques necessary to develop well understood project requirements. Participants are introduced to Displayed Thinking, use-cases, requirements interviews, requirements meetings, requirements documentation, and many other topics critical to the success of a complex project. Participants attending this course receive a copy of Alistair Cockburn's Writing Effective Use Cases and the new book User Stories Applied. At the end of this course, participants will be able to perform the tasks necessary to create, document and manage project scope and requirements using all the discussed tools
- **Cost & Schedule Training** - This two-day course provides participants with real world tools to manage the complex problems surrounding schedule and cost management. Participants use a variety of case studies and other tools to see what works and what does not in the real world of IT projects.
- **Risk Management Training** - This one-day course provides participants with a wide range of tools and techniques to effectively recognize, manage, and mitigate project risks. This course also focuses on methods for successful communication of project risks. This course is best suited for moderate to experienced project managers
- **Quality Management Training** - The one-day intensive course offers participants a practical approach to the often-ambiguous topic of managing project quality. Participants completing this course will learn valuable skills to define overall project quality and then ensure the defined standards are met.
- **Project Management Value Bundle**– This multi program online training solution enables students to purchase the five complementary training classes listed above as a discounted value bundle.

Problem Management Training Programs

Classroom & Online Self-Paced

- **KT Situation Appraisal** – When confronted with difficult problems, important decisions, and the need for successful actions, you can't just make a "best guess" and hope for a positive outcome. Hunches, instinct, and pure intuition may occasionally be inspiring, but they more often lead to unforeseen difficulties. **Situation Appraisal** is used to clarify issues, set priority and plan appropriate resolutions. When confusion is mounting, the correct approach is unclear, or priorities overwhelm plans, use Situation Appraisal.
- **KT Problem Analysis**– When confronted with difficult problems, important decisions, and the need for successful actions, you can't just make a "best guess" and hope for a positive outcome. Hunches, instinct, and pure intuition may occasionally be inspiring, but they more often lead to unforeseen difficulties. **Problem Analysis** is used to find the cause of a positive or negative deviation. When people, machinery, systems, or processes are not performing as expected, Problem Analysis provides a structured process to identify and verify the cause.
- **KT Decision Analysis**– When confronted with difficult problems, important decisions, and the need for successful actions, you can't just make a "best guess" and hope for a positive outcome. Hunches, instinct, and pure intuition may occasionally be inspiring, but they more often lead to unforeseen difficulties. **Decision Analysis** is used for making choices. When a choice is not clear, when there are too many choices, or the risk of making the wrong choice great, Decision Analysis maximizes benefits and minimize risks, yielding durable, supported decisions
- **KT Potential Problem/Opportunity Analysis**– When confronted with difficult problems, important decisions, and the need for successful actions, you can't just make a "best guess" and hope for a positive outcome. Hunches, instinct, and pure intuition may occasionally be inspiring, but they more often lead to unforeseen difficulties. **Potential Problem/Opportunity Analysis** is used to protect plans and exceed expectations. When a task or project simply must go well, Potential Problem/Opportunity Analysis reveals the driving factors and identifies ways to ensure success
- **KT Problem Solving & Decision Making Value Bundle**– This multi program online training solution enables students to all the classes listed above as a discounted value bundle.

ITSM Consulting Workshops Training Programs

Classroom or Virtual Classroom

- **Developing the IT Service Strategy** – This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to design and implement a four step tactical approach that will enable them to better understand their client's business model and the services the client perceive as most valuable to their business.
- **Building the IT Service Portfolio**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to design and implement an IT Services Portfolio to support the needs of the business
- **Creating an ITSM Roadmap**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to design and implement an ITSM Roadmap to support the needs of the business

- **Developing the ITSM Supporting Tool Strategy**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to design and implement an ITSM Tool Strategy to support the needs of the business
- **Developing and Implementing ITSM Processes**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to develop and implement ITSM processes to support the needs of the business.
- **Implementing ITSM Metrics**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization how to develop and implement the ITSM metrics that will gauge how IT is meeting service needs of the business.
- **Organizing for IT Services**– This Migration Technologies Consulting as a Service ("CaaS") training program will teach the IT organization MiTECH's seven step program on how to organize IT to support the IT service needs of the business

DITY™ Videos

itSM Solutions' DITY™ newsletters are for IT professionals looking for practical coaching and advice on how to implement IT Service Management best practices. The newsletters provide practical advice on how to manage, organize and optimize IT. DITY™ newsletters are distributed across the world both direct and itSM Solutions' reseller partner network. The newsletters have also been incorporated in university Computer Science programs along with several books focused on ITIL and ITSM.

To date over 200 DITY newsletters have been published. The newsletter is currently free. itSM Solutions is planning to create for-fee video products based on the DITY Newsletter in 2011.

Services

itSM Solutions offers the following value-added, support services to its client base.

- **Online student management** services so enterprises can monitor and manage their students' progress throughout the entire training program.
- **Online student assessment and practice exams** so students can assess their understanding of the ITSM, along with the ability to take a series of online practice exams that simulate the actual testing environment.
- **Online exam services** to provide assistance for individuals or groups looking to set up exams either for themselves or the groups they are responsible.
- **Online ITSM bookstore** services to provide students and training coordinators access to third-party ITSM books including the ITIL library.
- **Customization services** that enable enterprises to hire itSM Solutions to create training and certification programs focused around the specifics of their enterprise ITSM program.

Product Distribution

itSM Solutions employs three primary distribution models to deliver its products.

Direct – Online Self-Paced Products and Classroom Products

A growing part of itSM Solutions' business is its e-commerce internet site (www.itsmwebsolutions.com) in which students can purchase direct a subscription to one of itSM Solutions' online self-paced training programs. itSM Solutions also maintains several direct enterprise-level relationships in which it provides a mixture of classroom, virtual classroom and online self-paced training programs combined with student management services

Reseller Partner – Online Self-Paced Products

In this partnership model, itSM Solutions sells “seats” (or groups of seats) to its online training partners who in turn resell them to their customers.

Reseller Partner – Classroom or Virtual Classroom Products

In its ATO Partner model, itSM Solutions licenses its courseware to other ITSM-Accredited Training Organizations (ATO). The ATO organizes the class, provides the instructor and manages the examination process for the client. In its Non-ATO Partner model, itSM Solutions provides turnkey classroom and virtual classroom solutions (courseware, instructors and exams) to Reseller Partners who then resell them to enterprises and individual customers.

Headquarters

Primary office is in Lexington, North Carolina with satellite offices throughout the U.S.A. and other locations across the world

Clients & Partners

Primary office is in Lexington, North Carolina with satellite offices throughout the U.S.A. and other locations across the world

- Company ***Direct Clients*** include but are not limited to Cisco, HP, Intel, Dell, Symantec, Boeing, Disney, Amgen, Ernst & Young, Food Lion, USDA, US Army, CA, Blue Cross, Accenture, Progressive Insurance, SAIC and several individual student accounts.
- Company ***Resellers*** include Element K, Global Knowledge, New Horizons, United Training, Protech, MiTech, ACS, Keane, Booz Allen, CACI, SRA, Enterprise Management Associates, Front Range and several other resellers operating across the globe.
- Company's ***Reseller Clients*** include but are not limited to the IRS, Bristol Myers, Pfizer, Genzyme, Lockheed Martin, Northrop Grumman, State Farm Insurance, Caterpillar, SAP, Technicolor, Merrill Lynch, Mercedes Benz, Marriott, McDonalds, Norad, DISA, Wipro and several individual student accounts.

Number of Employees

Three principal partners plus sales, operations and our cadre of world class Mentors, consultants and training partners all of whom share our vision for the successful adoption of IT Service Lifecycle Management programs.

Product Availability

itSM Solutions products and services are available direct and through its worldwide network of partners. For more information call 401-764-0720 or visit www.itmsolutions.com.

Web Site & Phone Number

www.itmsolutions.com

(336) 499-7016