

Press Release, 22 Oct 2009

itSMF Malaysia launches 2nd annual international conference.



Kuala Lumpur, October 22, 2008 — the Information Technology Service Management Forum (itSMF) Malaysia held their 2nd Annual Conference on Thursday, October 22, 2009, at Cititel Mid Valley hotel, Kuala Lumpur. The Conference is the second since its inception in 2008, and drew more than 177 participants.

This year's event promised to be more interesting than last - with its catch phrase "ITSM- implement value-added solutions". We highlighted more than 10 vendors who are experts in processes, tools and leaders in the industry, with a record 14 speakers running 2 parallel tracks in the afternoon.

There was a special awareness session conducted in Japanese by itSMF Japan, with support from Japan Embassy. The highlight was the "Panel discussion", where a host of experienced, local versus international speakers, tackled elements such as; ITSM value-add for Governance, implementation & audit; education and commerce. Starting from the core lifecycle – i.e. Education, leading on towards governance this holistic approach allowed participants to benefit, and those 'WIIFM' -"what's in it for me" questions were answered.

ITSM has gathered more visibility and increased the awareness of the public on the benefits of having a best-practice, process-driven business IT aligned service in the last 2 years since the chapter was formed. We have had more than 6 awareness sessions, and our vendors strive to showcase the importance of ITSM to the users.

The market has since June '09, rebounded 40% thanks to the prudent implementation of the M'sian government. As for ITSM, we are fortunate to have some support from MDEC, the M'sian ICT body. Companies that applied ITSM reaped benefits with a process-driven lifecycle in their deliverables. With significant operational improvement, they understood business requirements better, and gained competitive advantage very quickly.



Considering recent collected data, Malaysia has only 4 certified ISO companies over the last 8 years. Comparing to Outsourcing No.1 India, who has more than 60 certified companies; we are behind as we both started in 1997. Malaysia certainly can be among the world's best – by adopting and applying the fundamentals of ITSM.

As we move towards 10th Malaysia Plan, one way is by converting conception to functional processes; by creating mid- to long term management KPIs driven from top to bottom. World No. 3 in Outsourcing, Malaysia seriously should consider ITSM as a competitive edge. With that, IT Service Management Society of Malaysia – strives to provide a society where members would want to contribute and be part

of the equation. To manage demanding service expectations, we need a robust service management framework like never before. Service Management may just be the answer.

Our vision – to enhance awareness, adoption of best practices, standards and new technology using Service Management; and mission- to create competency level of the Malaysian nation, through 3 principles; by development of a globally recognized certification, promote knowledge sharing and growing a new number of ITSM practitioners; and keeping up to date with Business IT Alignment matters. We look forward to have more working relationships with regional chapters, international interest in this region, and continuous support from our dedicated vendors and participants to grow the awareness of the ITSM industry. Keep making itSMF Malaysia a society that provides value-added benefits that members will always want to be part of.