

**PRESS RELEASE (APPROVED)**

**itSMF International (itSMFI)**

**26<sup>th</sup> June 2008**

***itSMF* International**  
*The IT Service Management Forum*

### **itSMFI AND APMG FORGE CLOSER LINKS TO BENEFIT SERVICE MANAGERS**

The ethics board of The APM Group (APMG) met the board of itSMF International (itSMFI) recently to further knit relations between their organisations, which both share the aim of establishing the highest possible standards among service management professionals. Cementing their alliance Sharon Taylor, Chair, itSMFI and Richard Pharro, CEO, APMG, signed a contract, which seals the agreement whereby APMG will share revenue generated from the ITIL Foundation exams to help itSMFI expand and support chapters. In return, itSMFI is committed to promoting ITIL globally and supporting the qualification scheme through its involvement in the ITIL Qualifications board.

Colin Rudd, itSMFI's Qualification Board representative and ITIL author, said "I am pleased that a close working relationship has been established for the benefit of the service management community and for ITIL at large." "We were impressed with APMG's corporate governance structure and have extended an offer to Richard Pharro to speak about the subject at itSMF conferences."

CEO Richard Pharro, APMG said, "Our relationship with itSMFI and with the international community of service managers continues to grow. Our ethics board is certainly a contributing factor in facilitating this relationship because it gives the community confidence that we endeavor to act responsibly and with transparency."

APMG's Ethics and Standards Board, led by Chairman Alan Deboo, Canon of Salisbury Cathedral, is responsible for ensuring APMG adheres to good governance standards and works ethically, representing the interests of all its stakeholders.

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#### **About itSMF International (itSMFI)**

itSMF International (itSMFI) is a recognised forum for IT Service Management professionals worldwide. itSMF UK is the founder of the itSMF movement. It is a not-for-profit organisation and a prominent player in the on-going development and promotion of IT Service Management best practice, standards and qualifications. Through an accessible network of industry experts, information sources and events, itSMF provides a forum for members enabling exchange of opinions and experiences and the participation in continuous development of best practice, delivering significant value to their enterprises.

Globally, the itSMF now boasts over 6000 member companies, blue chip and public sector alike, covering in excess of 70,000 individuals spread over 40+ Chapters.

#### **About The APM Group**

The APM Group (APMG) is a global business providing accreditation and certification services. Through its international network of Accredited Consultancy and Training Organizations APMG helps end users develop their professional skills and organizations improve their processes through the adoption of worldwide best practice.

APMG works closely with the UK Office of Government Commerce (OGC) and TSO, their official publisher, in running global accreditation schemes in ITIL® (IT Infrastructure Library), PRINCE2™, MSP (Managing Successful Programmes), and M\_o\_R®

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(Management of Risk). Other partners include The Association of Proposal Management Professionals (APMP), DSDM Consortium and the UK's Chartered Management Institute.

APMG is one of the first medium sized companies to establish an independent Ethics and Standards Board to monitor its business practice and help ensure it supports the industries it serves in a transparent and responsible way.

For further details about APMG's qualification and accreditation schemes visit: [www.apmgroup.co.uk](http://www.apmgroup.co.uk) or call + 44 (0)1494 452450.

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