

## Call for Papers for the 3<sup>rd</sup> itSMF Regional Conference Ohrid, 27-29 May 2009

*"IT services World Market: Consulting, System Integration, Application Management, Outsourcing will grow up more than maintenance, installation, out-tasking and will achieve 594 Billion Euros up to 2009". (Source Gartner Dataquest 2005)*

### **Main Conference Topics:**

1. *Working together*
2. *Relevant ICT standards*

### **These sessions are planned to cover the following issues:**

- Managed services as a customer needs vs business opportunities
- Service Level Management from user, provider and governmental perspective
- Service Strategy and Service Portfolio
- Impact of relevant ICT standards such as ISO/IEC 20000, ISO 27001, CMMI, BS 25999, ISO31000, ISO 12207 ....
- Qualification frameworks for IT Service management
- Improving operations and running more cost effectively leveraging standards and best practices and in particular featuring ISO/IEC 20000.

### **Topics of interest might include:**

- IT Service Management through a customer perspective that ITSM is not just as business opportunity, but also customer need and professional respond to this.
- ITSM helps business to meet their objectives and to be able to respond to changing environment in order to meet their strategic goals for development in new era.
- ITSM provides a framework of best practices for effective service management. SOA ( Service Oriented Architecture ) provides a methodology for business process design and architecture for deployment. Linking ITSM and SOA will support the improvement of IT-Business Alignment.
- IT Service Management is perspective and prerequisite. It shows benefits for both sides - service providers and customers. The route to ITSM excellence is aiming to establish healthy environment which helps business to gain competitive edge and to strengthen their market position.
- Cost Reductions; Effectiveness & Efficiency of Business Operations when ITIL methodology is implemented.
- ITSM & Corporate Culture as Key Success Factors for achieving Business objectives and sustaining Competitive Advantage.

- Soft skills change management and best practice.
- Improving operations and running more cost effectively leveraging standards and best practices and in particular featuring ISO/IEC 20000.
- Benefits of certification at the organizational level, or the use of best practice frameworks such as ITIL®, CobIT, Six Sigma, MOF, CMM/CMMI and others to achieve the certification objectives of the standard.
- Practical information on how organizations that strive for the maturity required to achieve certification deliver better IT services.
- Illustrating cases of the positive impact of managing external service providers to maximize value to the business.

**Timeframe:**

Deadline for submission is 1<sup>st</sup> of April 2009. You may submit your presentation proposal to [conference@itsmf.org.mk](mailto:conference@itsmf.org.mk)

Submissions should contain the following:

- Title and 250 word description of the presentation
- Contact information and biography, including speaking experience
- Reference List of events
- Level of presentation (beginners, intermediate, advanced)

Presenters, passed first evaluation, should send presentation in pptx, pdf format latest by April 15 for final evaluation procedure.