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FOR IMMEDIATE RELEASE

Leading IT Service Management Firm Expands to Florida

SMA Management Systems Is #1 HEAT Software Partner in the East

White Plains, NY, November 19, 2003 – SMA Management Systems, a leading technology consulting firm specializing in customer service and help desk solutions, announced today that it has opened an office in the Tampa Bay area. Headquartered in White Plains, New York, SMA combines support technology solutions, most notably the award-winning HEAT software solution, with professional technical services and management consulting.

“Our mission is to offer companies complete solutions for their IT and customer support needs. Based on each company’s business requirements, our staff performs help desk evaluations, product selections, implementation services, and training. With our new office in the Southeast, we’ll be able to work more closely with our existing clients and new prospects in that region,” says SMA Principal, Steve Dreyer. “SMA strongly believes that building long-lasting relationships with our clients is fundamental to our mutual success. As our clients grow, our goal is to grow with them, by expanding solutions offerings, services and locations,” adds Dreyer.

The new Florida location now expands SMA’s presence along the eastern seaboard, joining its offices in Massachusetts and New York. “All three offices make themselves accessible to clients and follow a service-oriented business model. Our highly regarded programs include HEAT User Groups, solutions updates and industry technology roundtables,” states John Manna, SMA's VP of Professional Services.

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This is the second expansion this year for SMA. In addition, SMA was recognized as a Top International HEAT Partner for 2003 by software developer FrontRange Solutions. The distinction was based on SMA's software sales performance, extraordinary service and support to clients, and excellence in technical capability, consulting and training.

More About SMA

Since 1984, SMA has provided help desk and IT service management solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, government and not-for-profit organizations. SMA's focus is to enhance business processes and productivity with best-in-class software products and implementation services.

SMA consultants apply their hands-on experience in building, evaluating, and managing help desk operations. SMA consultants ensure successful support solution implementations through services such as help desk assessments, knowledge management needs evaluations, product integrations and configuration, installation and management consulting, SLA development, Crystal reporting, and help desk software training.

SMA has offices in White Plains, New York, Marlborough, Massachusetts and New Port Richey, Florida. Industry publications, including *Beyond Computing*, *CIO/Webmaster* and *Public Relations Tactics* have published articles written by SMA consultants. SMA has been recognized by the Gartner Group for its technology consulting, staffing and organizational methodologies. For more information on SMA, call 888.762.5989 or visit www.smasystems.com.

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