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FOR IMMEDIATE RELEASE

**Technology Support Professional Conference at Monmouth Park
To Focus on Return on Investment of the Latest Help Desk Technologies**

White Plains, NY -- May 9, 2003 -- New Jersey's information technology support professionals are "ready and set" for their annual meeting at Monmouth Park on June 11th. As in recent years, the Help Desk Institute's (HDI) New Jersey chapter will be holding its annual meeting at the equestrian track in Oceanport, NJ.

Attendees will be imparted with information on help desk technology solutions for managing service and support calls from employees and for servicing and tracking their companies' customer inquiries. The informational program concludes with some fun trackside activities.

This year Steve Dreyer, Founder and Principal of SMA Management Systems, will be presenting, "*Improving the Return on Your Help Desk Investment.*" He will address the substantial investment companies make in their help desks and support centers and illustrate how they can measure and improve the return on their investment. In particular, he will speak to the importance of providing an efficient, high quality, proactive service that resolves problems rapidly, while using automated processes, knowledge management, asset tracking and self-service.

In his presentation, Mr. Dreyer will describe ROI (return on investment) methodologies that demonstrate how the right tools can enhance support and be cost-effective at the same time.

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Examples will include tools that let customers resolve issues on their own with less dependence on the support center staff.

“Despite the tremendous advances in support technologies, companies are finding it increasingly difficult to deliver the expected services on time and within budget,” says Dreyer. “It’s key that they know how their software solutions and support center operations are affecting their staff’s productivity. Of course being able to measure the satisfaction of the group being serviced – the employees and customers – is a must,” continues Dreyer.

The program will focus on tested, easy to implement solutions for enhancing service center operations at minimal cost.

Registration information for the annual meeting, which runs from 9:30 am to 3 pm, can be found at www.hdinj.com.

About Steve Dreyer and SMA Management Systems

Steve Dreyer has more than 25 years of experience in information systems, management consulting and technology implementations. He has presented to many state chapters of the Help Desk Institute and to other professional industry groups, such as the Massachusetts Education Computing Conference. Prior to founding SMA, Steve managed computing activities for Warner Amex Cable Communications and various educational institutions, including Columbia University. Mr. Dreyer is author of the SMA Technology White Paper, *“Help Desk ROI – Improving the Return on Your Help Desk Investment.”*

SMA is a leading technology consulting firm specializing in help desk and support center solutions. Clients range from Fortune 1000 companies, small and medium-sized businesses, educational institutions, government and not-for-profit organizations. SMA consultants apply their years of experience in building, evaluating and managing help desk operations to every project. SMA’s focus is to enhance business processes and productivity with best-in-class software products and implementation services.

SMA has been recognized by the Gartner Group for its technology consulting, staffing and organizational planning methodologies. Office locations include White Plains, New York and

Marlborough, Massachusetts with clients located throughout the United States. New Jersey based clients include: Amerada Hess, Aiwa America, Ingenix, and Garden State Multiple Listing Service. More information is available at www.smasystems.com.

About the Help Desk Institute and the New Jersey Chapter

As stated on the Help Desk Institute website (www.thinkhdi.com), “Help Desk Institute (HDI) is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and online forums; and establishing internationally recognized, standards-based industry certification and training programs.” Information about HDI’s New Jersey chapter can be found at www.hdinj.com.

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