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**FOR IMMEDIATE RELEASE**

**SMA Management Systems to Feature Help Desk Reporting Solutions  
at HDI 2009 Conference & Expo in Las Vegas, April 6 - 9, 2009**

**White Plains, NY – April 1, 2009** – SMA Management Systems, (SMA), a leading provider of IT service and support management applications and business intelligence (BI), will feature reporting solutions to track and reduce help desk costs and improve efficiencies, at the HDI 2009 Conference & Expo in Las Vegas, NV, April 6-9.

Easy-to-implement, quick to launch and affordable BI solutions that integrate with the most popular service desk systems, such as HEAT, FrontRange ITSM, and Remedy, will be demonstrated at their Booth #334. Specifically, SMA ReportingEdge for IT dashboard package, SAP BusinessObjects, Crystal Reports, Microsoft SQL Reporting Services, and SMA's SMART for HEAT toolkit, will be featured. ReportingEdge for IT, an SAP BusinessObjects QuickStart solution, includes pre-built, real-time dashboards and reports, as well as customizable options which connect to commonly used IT service management databases.

“We are looking forward to demonstrating to conference attendees several reporting solutions that will allow them to make proactive analytical decisions for their help desks. Some of the service desk applications they are using offer only basic reporting functionality and often do not

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provide the BI that is necessary for them to manage ‘by fact,’ ‘in real-time,’ or explore ‘what-if scenarios’,” explains SMA CEO Steve Dreyer.

The featured BI solutions use best practice metrics and key performance indicators (KPI) that assess and measure service desk operations. In addition, users can draw data from different sources, interrelate information in meaningful ways, and create visual reports that can be shared, analyzed and manipulated.

“Particularly in these turbulent economic times, it’s critical for organizations to be positioned to better compete by improving operations and responding to its customers and employees. That’s why BI and reporting applications are tools managers need in order to make the right decisions about how to cut costs, increase ROI, and optimize services at the help desk,” summarizes Dreyer.

For additional information about SMA, visit [www.smasystems.com](http://www.smasystems.com) and [www.smaconnect.com](http://www.smaconnect.com) . For more information about the HDI 2009 Conference and Expo, visit [www.ThinkHDI.com/HDI2009](http://www.ThinkHDI.com/HDI2009) .

### **About SMA Management Systems**

Since 1984, SMA Management Systems has provided help desk and support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, hospitals, government and not-for-profit organizations. SMA consultants ensure successful project delivery through services such as IT service management assessments, reporting, product selection, customization and integration. SMA’s services also include certified training and Crystal Report development. The company’s methodologies have been recognized by the Gartner Group and have been published in national periodicals. SMA has been featured in *SupportWorld*, *Computer Reseller News (CRN)* and *destinationCRM.com* and has authored best practices technology white papers. SMA consultants regularly present at Help Desk Institute and itSMF events and collaborate with Pink Elephant, the world’s leading IT service management education and

consulting provider, on ITIL and Service Management educational events and webinars. The company created the *SMAconnect* division in 2008 ([www.smaconnect.com](http://www.smaconnect.com)) to further focus on business performance management through reporting and BI solutions. SMA has offices in New York and across the U.S. More information on SMA is available at [www.smasystems.com](http://www.smasystems.com) or call 888.762.5989.

### **About HDI and HDI 2009**

HDI, a Think Services company, is the world's largest IT service and support membership association and the industry's premier certification and training body. Guided by an international panel of industry experts and practitioners, HDI is the leading resource for help desk/support center emerging trends and best practices. HDI provides members with a vast repository of resources, networking opportunities and the largest industry event - the HDI Annual Conference and Expo (HDI 2009).

HDI 2009 is the largest annual event for technical support professionals, attracting over 2,000 attendees. The four day event provides help desk, customer service, and IT support professionals with education, insight, and thought leadership. Seminars, case studies, in-depth round table discussions and workshops are led by industry experts, representatives from top solution providers, and seasoned practitioners. An Expo Hall showcasing 100+ vendors featuring new products and services.

Headquartered in Colorado Springs, Colo., USA, HDI offers training in multiple languages and countries. For more information, visit [www.ThinkHDI.com](http://www.ThinkHDI.com) or call +1 719.268.0174.

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