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**FOR IMMEDIATE RELEASE**

**SMA Plays Key Role in Launch of Information Technology Service Management Forum Chapter in New England**

*SMA Consultant Elected to Board of itSMF New England Chapter*

**November 19, 2004 – Marlborough, MA** – The Information Technology Service Management Forum (itSMF) approved the creation of a new local interest group in New England today. Clai Marshall, of SMA Management Systems, was instrumental in coordinating an organizational meeting earlier this month and has been elected Director of Programs for the newly formed itSMF group.

"Clai Marshall did a great job in organizing all of the interested parties on the creation of the itSMF USA, New England Local Interest Group (LIG)," remarks Don McGinnis, itSMF USA, Executive Director. "Clai's enthusiasm and energy to get this effort off the ground was very evident. I am sure he will continue to keep the synergy together to create one of the best LIG's in itSMF USA. On behalf of itSMF USA, I congratulate Clai and the other new officers in the New England LIG."

Dedicated to managing the cost and quality of IT Service Management, itSMF, strives to advance IT best practices through the utilization of the IT Infrastructure Library (ITIL), a comprehensive, source of service management best practices.

"I'm very excited to be a part of itSMF, a high level international IT organization. The members are very talented service management professionals dedicated to accountable, cost effective, customer care systems and processes, and now we have a presence right here in New England,"

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affirms Clai Marshall. “I’d also like to congratulate the other newly elected officers, including our itSMF chapter President, Dennis Ravenelle, from the University of Massachusetts, Office of the President.

In addition to the election of officers, the participants at the organizational meeting discussed technical and business topical issues for future meetings. The NE chapter will strive to provide a regional forum that will enhance the benefits of IT management applications and services. IT professionals interested in more information about New England itSMF and future meetings can visit [www.itsmfusa.org](http://www.itsmfusa.org).

### **About Clai Marshall**

In addition to his new role with itSMF, Clai Marshall is also Vice President of Programs for the New England Help Desk Institute, and Director of Sales for SMA Management Systems, an IT service management company.

Organizations regularly call upon Mr. Marshall when an expert perspective is needed for assessing their help desk or support center, recommending software solutions, or implementing systems. Most recently, he has spoken on Support Center Best Practices at the Massachusetts Education and Computing Conference (MECC) and at the HDI Higher Education Forum. Recently he was published in *SupportWorld* magazine on Support Center Strategy. Mr. Marshall is ITIL Foundation Certified through EXIN International.

### **About SMA Management Systems**

Since 1984, SMA Management Systems has provided help desk and customer support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, government and not-for-profit organizations. SMA consultants apply their hands-on experience in building, evaluating, and managing support center operations.

SMA’s focus is to enhance business processes and productivity with best-in-class software products, implementation services, and ITIL-based consulting. SMA has been recognized by the Gartner Group for its technology consulting, staffing and organizational methodologies. More information on SMA is available at [www.smasystems.com](http://www.smasystems.com).