

ITSM4SME Media Material

1 MAKE IT(SM) simple & understandable

2 Interview with Dimitar Trifonov

3 *Dimitar Trifonov is the manager of Microsoft Solutions at “Data Systems Engineering” Ltd, a*
4 *Bulgarian company operating in IT consulting, audit of information systems and information*
5 *security. Dimitar has broad experience as IT manager mainly in PC sales, ship building and*
6 *repair and consulting. He has been a part of different projects related to ITSM mainly in SME*
7 *scope.*

8

9 *Svetlozar Ivanov, ITSM4SME: The main focus of our project is to present ITSM to SME. It is*
10 *known that large corporations could be characterized as caring about profit, market-share and*
11 *risk-control. But what do small businesses care about?*

12 *Dimitar Trifonov: Easy answer - it's the COST. Small businesses are typically short of time and*
13 *money. They typically operate on narrow margins and low-to-no cash reserves. But*
14 *unfortunately, in many ways they are inefficient: focused on minimizing cost, they produce a*
15 *waste (real money of the owner). And the main risk here comes with the lack of processes or*
16 *processes optimization.*

17 *Svetlozar Ivanov: ITSM4SME provides a good set of best practices for processes, but what*
18 *does “best practices” mean to small businesses?*

19 *Dimitar Trifonov: I have read a good article on this subject on the Internet and it stated:*
20 *achievable, applicable and acceptable. A simple example was given for moving the*
21 *organization through three levels of change maturity: knowledge about changes, know about*
22 *them before they happen, have a say in whether they happen. So it is all about that: MAKE*
23 *IT(SM) simple and understandable. Then it will be acceptable, applicable and achievable*

24 *Svetlozar Ivanov: Is that what you have experienced during your work?*

25 *Dimitar Trifonov: Absolutely. This is the way we do our daily business. We present our solution*
26 *in light of ITSM. The benefit of having scalable, manageable and effective IT solution is what*
27 *makes our customer buy a product. Often we present an analysis of customer current expenses*
28 *for particular IT service, against short and long term forecast for the expenses after our solution*
29 *has been implemented. We actually bundle this practice together with a product. At the end our*
30 *customers receive a bit of ITSM process and a solution.*

31 *Svetlozar Ivanov: Maybe the biggest challenge during ITSM4SME was to show SMEs that IT*
32 *Service Management is a field that matters. How do you explain the use of IT Service*
33 *Management to your customers?*

34 Dimitar Trifonov: With numbers (smiling). Topics that our customers understand easily are
35 costs, continuity and capacity. In general, we try to create awareness. Of course, we also offer
36 to take ownership of IT service management for our clients and extend the services we provide
37 to them

38 *Svetlozar Ivanov: What kind of new insights did you gain at the ITSM4SME training?*

39 Dimitar Trifonov: Well, first of all, I really appreciate the material which was presented to us. A
40 simple search in Google will provide you with millions of pages for ITSM and you will be lost in
41 a matter of minutes. The subset presented is a good overview and underlines the most
42 applicable parts for SME. I think that you did a good job with the examples, too. Presenting real
43 scenarios (at least they look real) offers a much wider understanding of the benefits we get
44 from ITSM and this is the spark we need. Last but not least is the modelling section: although
45 I find it a bit complicated at the beginning, it gives enough transparency over the process and
46 the importance of having a model. You have done a great job bringing all this to small
47 businesses in Bulgaria. Thank you for the training!

48 *Thank you very much for this interview!*

49

3,655 Characters / 753 Words

50

About ITSM4SME (www.itsm4sme.eu)

The ITSM4SME project builds on the results of the INTERREG IVB Central Europe project INNOTRAIN IT. The innovative project results, for example the ITSM method, the training concept, training materials and the ITSM modelling tool, are being adapted and transferred to the countries of Bulgaria, Romania and Slovenia. Accordingly, the consortium consists of three partners, who were part of the INNOTRAIN IT consortium and cover parts of the conceptual and methodological work, and three training partners from the Danube region, who have extensive experience in the training of IT and innovation skills. ITSM4SME is funded by the European Commission within the framework of the Leonardo da Vinci programme and has a total budget of almost 400,000 euros.

ITSM4SME Media Contact

Coordinator Project Communication

Dr. Claus Hoffmann
Beatrix Lang GmbH, Germany
hoffmann@beatrixlang.de
Phone + 49 179 7381207