

## ITSM4SME Media Release

# 1 Last chance for registration: IT Service Management 2 trainings for SMEs in Bulgaria, Romania or Slovenia

3 *European project ITSM4SME is addressing current challenges of SMEs in in: Bulgaria,*  
4 *Romania or Slovenia*

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6 Heilbronn / Korntal-Münchingen, 02.06.2015

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8 More than 250 participants from the Danube Region have already attended an ITSM4SME  
9 training. The European project ends in September 2015, but interested people can still  
10 register to a course. The trainings are free of charge and co-funded by the European  
11 Leonardo da Vinci programme.

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13 The project ITSM4SME offers a unique set of two IT Service Management courses that are  
14 tailored to the specific business needs of SMEs in Bulgaria, Romania and Slovenia. The first  
15 training course *“IT – Cost Factor or Strategic Advantage?”* illustrates from a business  
16 perspective how SMEs could benefit from the utilization of IT Service Management (ITSM)  
17 and why the use of ITSM is very promising. It clarifies in around 2 hours what IT services are  
18 and how companies can align their IT strategy with their business strategy. The module  
19 explains with real life business cases, how IT services can be managed to innovate business  
20 processes and products to reach real business value. The main target group of this short  
21 training course are CEO, CIO, IT-department heads, managers and project leaders.

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23 The second training course *“IT Service Management: The cookbook approach”* explains  
24 current IT Service Management (ITSM) practices for SME from a technology perspective. A  
25 modular and simplified ITSM4SME Service Management method is presented step by step.  
26 The training deals with topics like IT services, service level management, technology  
27 strategies, systems and outsourced services, service and infrastructure operations, enterprise  
28 architecture management and continuous service improvement. This training has the  
29 character of a hands-on workshop, takes only half a day and is designed for all kinds of IT  
30 employees like system and service developers, system operators, project but also IT  
31 department managers.

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33 Further information about the registration can be found on the internet:  
34 <http://www.itsm4sme.eu/training>. On this page, a new and comprehensive ITSM eLearning  
35 Course can also be accessed free of charge. The eLearning Course addresses all relevant  
36 topics of ITSM in detail and contains video presentations, many practical examples, self-  
37 assessments and a special modelling environment for SMEs.

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39 LEONARDO DA VINCI is the programme of the European Union for vocational education and  
40 training. It is named after the Italian Renaissance polymath and supports and complements  
41 the vocational training policy of the participating countries. The LEONARDO DA VINCI  
42 programme promotes citizens in Europe with the gaining of international competences. On  
43 the other hand, it contributes to innovations and improvements in the educational systems of  
44 the participating countries by European model projects.

**2,935 Characters / 435 Words**

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## **About ITSM4SME**

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, will be 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**

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