

## ITSM4SME Media Release

# 1 Fit for Digital Transformation: ITSM4SME qualified more 2 than 340 IT professionals and exceeds all expectations

3 *Project ends with great success and partners agree to cooperate further on the leverage of IT*  
4 *Service Management and Digital Transformation for SMEs in the Danube Region*

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6 Vienna, 15 September 2015

7 More than 340 IT professionals from small and medium-sized enterprises (SMEs) have been  
8 qualified in the Danube Region within the European project ITSM4SME. The participants  
9 have been trained in IT Service Management (ITSM) in order to optimize their IT and  
10 business processes and to get ready for Digital Transformation. ITSM4SME took two years  
11 and ends in September 2015 with great success. The cooperation will be continued, the  
12 project partners establish a cooperation network for the leverage of IT Service Management  
13 and Digital Transformation for SMEs in the Danube Region.

14 ITSM4SME Danube Region was one of the largest qualification initiatives to improve IT  
15 Service Management competences of IT professionals of SMEs in the Danube Region.  
16 ITSM4SME offered a unique set of two IT Service Management courses and an eLearning  
17 training that were tailored to the specific business needs of SMEs in Bulgaria, Romania and  
18 Slovenia. The ITSM4SME project has been funded with support from the European  
19 Commission within the Life Long Learning Programme, LEONARDO DA VINCI.

20 IT Service Management is already applied in many large enterprises. However, there is a  
21 huge potential for its use in SMEs and it an enabler for the on-going Digital Transformation.  
22 But the established ITSM frameworks like .ITIL, COBIT or TOGAF are too complex for SMEs.  
23 Therefore, a unique simplified IT Service Management method was developed by the project.

24 The first training course "IT- Cost factor or strategic Advantage" focused on the needs and  
25 topics of decision makers like CEO, CIO, department leads and managers. The main topics of  
26 a short initial course were the awareness about the topic ITSM, the benefits of the usage of  
27 the paradigm and the innovation potential of information technologies. The attention of the  
28 management should ensure the introduction within the company and that operational  
29 employees attend the second training course and learn the "doing" of ITSM.

30 The second training module "IT Service management: The cookbook approach" addressed all

31 types of IT staff – from managers to developers. Besides the basic concepts of ITSM and the  
32 philosophy, problem based-learning was used to explain the concepts of ITSM. The solutions,  
33 which were presented during the trainings in the form of case studies, have been modelled by  
34 using a modelling tool. Once they had internalized the ITSM philosophy, they could go on a  
35 suggested innovation path and find other service solutions on their own that helped them to  
36 improve their business. The course delivered to the participants also fundamental knowledge  
37 and social skills for organisational change. In the state of the training technology, this  
38 component is mostly totally underestimated and not part of the existing ITSM framework  
39 trainings. But every change of business and IT services leads to the situation that employees  
40 are confronted with a change of their individual working situation. Therefore, the second  
41 training module was very valuable for the participants to implement IT service management  
42 methods successfully in their organisation.

43 After the face-to-face training courses, the participants were passed to the ITSM4SME  
44 eLearning Platform ([www.itsm4sme.eu](http://www.itsm4sme.eu)). The participants could deepen their knowledge  
45 about IT service management independently of time and place following a blended learning  
46 approach. The platform provided a structured eLearning course including video presentations  
47 and self-assessments.

48 Based on the project results, the network partners agreed at the ITSM4SME conference in  
49 Vienna about the establishment of a cooperation network in the Danube Region. Main  
50 objective of the network is the leverage of IT Service Management and Digital Transformation  
51 for SMEs. Interested organisations and people are welcome to join the network.

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

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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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