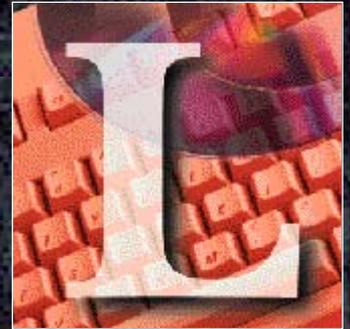
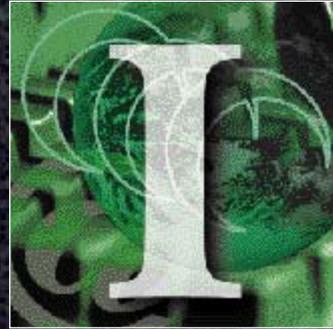
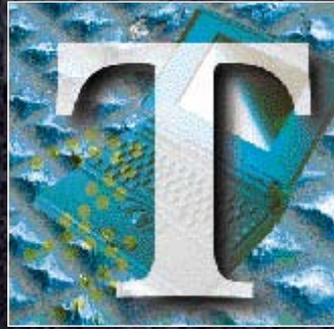
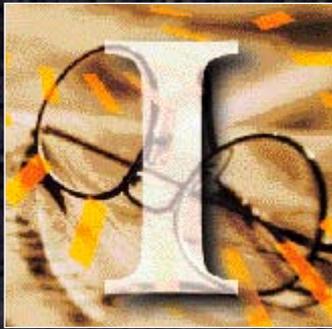


FOR THE FIRST TIME IN ASIA

The methodology that has revolutionised IT!

Come and discover what thousands of IT managers worldwide have already experienced – a proven, systematic approach to transform the management of your IT services.



IT Service & Support Management Conference

Kuala Lumpur 27-28 July 1998

CERTIFICATE COURSE 29-31 JULY

● Singapore 30-31 July 1998

CERTIFICATE COURSE 3-5 AUGUST

Successful management of IT is one of the cornerstones of business prosperity in today's erratic world, and ITIL provides the key to the successful management of IT. PDA, leader in IT training, is proud to present for the first time in Asia the most successful IT service management education and certification program in the world. A fully integrated business approach to IT management that delivers cost-effective, quality IT services.

INSIDE: Two dynamic not-to-be-missed events:

- **ITIL Conference Program**
- **Post-Conference Certification Course on IT Service Management Essentials**

PDA

“ K E E P I N G P A C E W I T H T E C H N O L O G Y ”



ITIL Is Here!

Two Key Events

The IT Infrastructure Library (ITIL) developed by the CCTA (Central Computer & Telecommunications Agency) in the UK is the most widely accepted IT process management methodology in the world. ITIL is a series of over 40 manuals and associated training courses that outline comprehensive, consistent and coherent codes of best practices for IT Service Management, promoting business effectiveness in the use of information systems.

ITIL establishes best practices and a standard of IT service quality that users and customers should demand, and providers should seek to supply. In addition ITIL provides detailed guidance on introducing ISO9000 quality management procedures into an IT environment.

In today's competitive climate the challenge for IT management must be to deliver high quality, cost effective computing services that provide real measurable business benefits to the organisation. The increasing complexity of managing IT services in the face of continually changing business requirements and customer expectations cannot be understated.

There is now a realisation that only by applying a documented, systematic and structured method of service management such as ITIL - with all components linked together and underpinned by quality - can you be sure of ultimate success.

ITIL is public domain; it provides guidance on how to approach such a structured, business-driven method of IT service and support management, and is considered by many to be the worldwide standard for IT best practices.

As part of our launch of this exciting new framework for IT Service Management PDA has planned two dynamic, not-to-be-missed events.

IT Service & Support

MANAGEMENT CONFERENCE

Kuala Lumpur 27-28 July • Singapore 30-31 July

Learn what ITIL is, why you need to know it, and what others have done with the ITIL principles to create a high performance IT service organisation. An international array of IT managers and expert consultants will highlight how to use ITIL methodologies to reduce costs, increase effectiveness, improve communication and implement fully integrated business processes.

IT Service Management Essentials

POST-CONFERENCE CERTIFICATION COURSE

Kuala Lumpur 29-31 July • Singapore 3-5 August

At last, a relevant and concrete non-technical business process-based IT certification! IT professionals now have a chance to get a recognised qualification in service and support. This 3-day course leads to the Foundation Certificate in IT Service Management. It is the introduction to ITIL's methodologies and the prerequisite for all other levels of IT Service Management certification.

These are a few examples of the enthusiastic comments received:

"Great Methodology and would like to continue on the certification path"
S. WORTH, ANDERSEN CONSULTING

"Every company should adopt this plan. In this increasing complex world of technology, it is imperative that controls and standards are documented and procedures are followed."
P.J. RICHARD, CANADIAN DEPOSITORY FOR SECURITIES

"A must for any IT Professional. It is a discipline and IT's quality can benefit from applying ITIL!"
E. CHONG, CONSUMERS GAS

"I feel that by implementing the processes/guidelines we will definitely improve our operation"
E. TAVONE, TD BANK



IT Service Management Essentials

3-day Post Conference Workshop

This 3-day course describes how ten key IT Service Support & Delivery disciplines relate to each other and to wider IT business issues. The focus is on taking a holistic approach to IT service management and linking key IT functions through implementation of effective communication channels and processes. Participants will gain knowledge of proven techniques to improve the credibility and effectiveness of IT that in turn will reduce overall business costs and maximise overall efficiency.

WORKSHOP AGENDA

- 1 Introduction to IT Service Management**
 - IT as a Service Organisation; the need for “service” & “business” orientation
 - Overview of ITIL Service Delivery & Service Support functions
- 2 Configuration Management**
 - Configuration items
 - Configuration Management database
 - Implementation
 - Configuration Auditing
- 3 Help Desk**
 - Incident control & management
 - Management of the control process
 - Support tools & techniques
 - Communication & reporting
- 4 Problem Management**
 - Incident control
 - Problem & error control
 - Prevention; elimination of root cause
 - Reports
- 5 Change Management**
 - The elements that comprise change management
 - Content & Scope of control process
 - Plan & create a control system for change
 - Create monitoring & record statistics
 - Request for change process
 - Role of Change Control Board
 - The function of Software Control & Distribution
- 6 Change Management**
 - IT costing
 - Estimating & monitoring cost
 - IT charging
 - Software tools
 - Create a cost management system
- 7 Capacity Management**
 - Workload management
 - Resource management
 - Performance management
 - Planning & Reporting
- 8 Availability Management**
 - Reliability & resilience
 - Monitoring availability
 - Planning for availability management
- 9 Contingency Planning**
 - Risk analysis & management
 - Strategic Planning
 - Structure & contents of the plan
 - Maintaining the plan
- 10 Service Level Management**
 - How to create a service catalogue
 - Definition of requirements for SLAs
 - Creating Service Level Agreements
 - Monitoring SLAs against targets
 - Reporting
 - The role of Service Level Manager
- Examination For Certification**
 - 2 hour duration; closed book
 - Multiple choice



The *Foundation Certificate in IT Service Management* is designed as an introductory ITIL qualification for all personnel who want to become familiar with the best practices for IT Service Management. The certificate will be awarded after passing the examination at the end of the workshop. This course is a prerequisite for all other levels of ITIL certification.

SPECIAL BONUS

The externally-assessed Certificate Examination normal value US\$160 is included at no extra cost as part of ITIL 98.

ITIL Education & Certification for IT Service & Support Professionals

IT organisations must focus on service by adopting a business and systematic approach to managing day-to-day operations. Having technical competence is no longer enough. Today's IT Service & Support managers must have an understanding of the business and service processes needed to succeed.

Look no further! The IT Infrastructure Library (ITIL) is the de-facto standard methodology in the world today. Already tens of thousands of your fellow IT professionals worldwide have attained varying levels of certification in their knowledge and applications of the best practices by ITIL.

PDA is the first to offer public education in Asia in this very successful IT service management methodology. ITIL is administered by the Central Computing & Telecommunications Agency (CCTA) in the UK and by EXIN in the Netherlands. Guidance, training and support in preparation for the examinations are offered by various organisations around the world. The only one currently offering public courses in Asia is PDA.

A business-based, fully integrated management approach for IT management, service, support & delivery

LEVEL	COURSES & EXAMINATIONS	CERTIFICATION												
Foundation	<p align="center">IT Service Management Essentials See course outline on page 6 for full details</p>	<i>Foundation Certificate in IT Service Management</i>												
Practitioner Foundation Level Certificate is a prerequisite for all Practitioner Certificates	<table border="1"> <tr> <td>Help Desk</td> <td>Problem Management</td> <td>Configuration Management</td> <td>Change Management</td> </tr> <tr> <td>Service Level Management</td> <td>Capacity Management</td> <td>Availability Management</td> <td>Cost Management</td> </tr> <tr> <td></td> <td>Software Control & Distribution</td> <td>Contingency Planning</td> <td></td> </tr> </table> <p align="center"><i>3 day course and exam for each of the ten Practitioner Level programs</i></p>	Help Desk	Problem Management	Configuration Management	Change Management	Service Level Management	Capacity Management	Availability Management	Cost Management		Software Control & Distribution	Contingency Planning		<p align="center">Practitioner Certificate</p> <p>Ten different certificates – one for each discipline</p>
Help Desk	Problem Management	Configuration Management	Change Management											
Service Level Management	Capacity Management	Availability Management	Cost Management											
	Software Control & Distribution	Contingency Planning												
Master Foundation Level Certificate is a prerequisite for Master Level Certification	<p align="center">IT Service Support <i>Configuration Management • Help Desk • Problem Management Change Management • Software Control & Distribution</i></p> <p align="center">IT Service Delivery <i>Cost Management • Capacity management • Availability Management Contingency Planning • Service Level Management</i></p> <p align="center"><i>Two 5 day courses and exams</i></p>	<p align="center">Certificate in IT Infrastructure Management</p> <p>Both courses must be completed to write exams and attain certification</p>												

*Visit our Web Site: www.pdatrain.com.sg/itil
to learn more about ITIL Education & Certification*

Conference Program

DAY 1

Session 1

The Need for a Holistic Approach to IT Service Management

David Ratcliffe, Director, Pink Elephant

In this session, David will introduce new ways to think about the strategic positioning and functionality of IT support. In addition, from his vast experience of consulting and lecturing with some of the world's leading organisations, he will discuss the need for "old-style" IT directors and managers to move toward a more horizontal process-oriented approach to IT Service Management that is cemented by a strong business focused culture and a formal Service Level Management function.

Session 2

History & Development of ITIL

John Groom, Programme Manager, CCTA -

John will describe how the IT Infrastructure Library (ITIL) was originally defined in the late 1980s, and refined through discussion with expert consultants and practitioners before coming to publication in the early 1990s. He will describe the initial aims of the project as well as how it has evolved to embrace a "user" group, certification program and commonly accepted standards which are now being used by software companies to develop current IT service & support tools. The Library is not complete, however; there is an ongoing program of enhancement and further development, and these latest plans will also be described.

Session 3

Overview of the Certification Program: Past, Present & Future Plans

Joep van Nieustadt, Managing Director, EXIN

Joep will outline how the certification process supporting ITIL works. He will describe how the exams for the 3 certification levels are designed, produced, administered and evaluated by the various examination boards and project groups within the EXIN organisation. Thanks mainly to these professionals, EXIN keeps up to date on the developments in the market, and maintains its solid connections with IT industry generally. As EXIN has the world wide responsibility for the maintenance, development, marketing and publishing of ITIL exams, he will describe how EXIN collaborates intensively with the business community, the computer (service) industry, the government, and educational institutes. These developments are reflected in the courses and examinations, so that they remain up to date and closely linked to the reality of the business world.

Session 4

The Role of the IT Service Management Forum in Promoting ITIL Best Practices

Ivor Evans, Consultant, itSMF (IT Service Management Forum)

The itSMF was formed soon after the first ITIL book was published in 1989 to promote the application and understanding of ITIL in the practitioner community. It is a non-profit "user group" which is viewed as the main focal point for ITIL practitioners to network, learn from each and discuss refinements to the whole ITIL infrastructure. Currently there are hundreds of itSMF members in Europe, Australia, South Africa and North America, as well as in Asia. In this session Ivor will discuss how members of the itSMF benefit from the special publications, web site and seminars which are provided. He will also outline the involvement the itSMF has in the further development of the ITIL books and the certification program.

Session 5

365 Days of ITIL (Case Study)

Martin Erb, IT Service Manager, Capital One

Capital One is a financial services organisation based in the USA which has achieved phenomenal success during recent years. In mid 997 the IT executives were introduced to the ITIL best practice framework by one

of their largest IT services suppliers, Hewlett Packard. It was quickly recognised that ITIL was an essential component for the survival and success of IT operations, regardless of the technical environment. Martin Erb is pleased and proud to discuss the positive benefits, as well as some of the difficulties, which have become apparent during the past year. This session guarantees to provide a valuable insight into how ITIL can be implemented from scratch.

Session 6

The ITIL Consultant's Casebook

Gary Case, President, Case & Associates Inc.

This session will illustrate instances of how organisations use ITIL and what the positive effects have been on those organisations. Several case studies will be discussed and used to construct a table of guidance on how ITIL should be applied in practice. Particular reference will be made to:

- How to get commitment and awareness for ITIL
- What kind of management information is needed
- How ITIL supports ISO 9000 and Quality Assurance.

Session 7

Question & Answer/Panel Discussion with the day's speakers

DAY 2

Session 8

Hewlett Packard - Tools to Support Integrated IT Service Management

Michael N'guettia, Product Marketing Manager and OpenView IT Service Manager, Hewlett Packard

In order to help IT organisations evolve into high quality service providers and move towards continuous improvement of their IT management processes, Hewlett Packard has recognised IT Service Management as a strategic focus. In keeping with this, the HP OpenView IT Service Manager product and its value added integration with other OpenView solutions is a key component in support of this strategy. This session describes how the individual IT Service Management processes, based on the ITIL methodology, can be supported by automation tools, the aim being to control quality and ensure delivery of business critical IT services against agreed upon service levels.

Session 9

Data Mining for Quality Client Support (Case Study)

Eddie Sayad, MIS Client Services Manager, Australia Post

Australia Post is one of the great success stories. It has in the past few years achieved a remarkable transformation from a heavily-subsidised government organisation to an independent modern business entity supplying numerous services efficiently and profitably. A crucial factor in this success has been Australia Post's determined quest for quality processes and continuous improvement which has given management the ability to identify call trends, training requirements, problems and opportunities and adherence to and management of Service Level Agreements. The early adoption of ITIL methodology has provided the foundation for this success by ensuring that vital data accumulated by the system is readily available throughout the organisation as a business and management resource.

Session 10

The ITIL in Asia Casebook

Some organisations in Asia have already benefited from ITIL's best practices:

- Shell Asia Information Services Sdn Bhd
- KL International Airport
- Sarawak Shell Berhad
- ING Barings Securities
- CAP Gemini Asia

In this session we will hear from a number of experienced Asian IT Managers about their achievements and difficulties with ITIL; as well as Asian based IT Service Management consultant, Cor Winkler-Prins. The session will take the format of a panel interview, facilitated by the Conference Chairman, where you will be able to ask the practitioners about their experiences and future plans for holistic IT Service Management within their organisations.

Session 11

Networking Forum

This session provides delegates with a valuable opportunity to discuss with their peers - in small focus groups - what they see as the main challenges and benefits of embarking on an ITIL-based IT Service Management project. Each group will be lead by an experienced ITIL practitioner and on completion of the session all the group's findings and recommendations will be documented for the benefit of all.

Session 12

Q&A/Panel Discussion with the day's speakers

Session 13

A Project Plan To Get Started With IT Service Management

David Ratcliffe, Director, Pink Elephant

This session provides specific, detailed and practical guidance on where to begin with re-engineering your IT Service Management functions. The project plan is based upon a 4 phase approach.

Phase 1: Evaluation of where you are now; through a unique Process Maturity Scan process.

Phase 2: Planning for what you need to achieve; including which functions to address as priorities.

Phase 3: Implementation of the ongoing improvement plan; including definition of roles and responsibilities

Phase 4: Monitoring and reviewing; verification of the ongoing quality improvement plan.

At the end of this session you will go away with a checklist of key activities as well as a fuller appreciation of how you can begin your own IT Service Management improvement plan.

CONFERENCE CLOSES

Presenters

John Groom

Programme Manager, CCTA

John is Programme Manager for CCTA's IS Management best practice guidance programme where he is responsible for the development of the IT Infrastructure Library (ITIL) and PRINCE, the project management method developed by CCTA. Previously John worked as a consultant in CCTA's International Business and Information Systems (IBIS) group; aiming to improve IS effectiveness through practice support to IS projects undertaken by the UK public and private sector activities addressing the Information Society.



ment expert and has attained Master Level Certification in ITIL. He has lectured throughout North America, Europe, Asia, Australia and New Zealand on a variety of IT management topics. David oversees Pink Elephant's ITIL education and certification service in North America. Pink Elephant, founded in the late 1970's, is a leading IT service management provider with an international operation of 2000 staff and with offices in Europe, UK and Canada.



Gary Case

President, Case & Associates

Gary is President of Case & Associates and is one of the experienced ITIL certified practitioners. He holds the IT Service Manager qualification, the highest level of certification in the IT program. With more than 22 years experience in IT, Gary has a wealth of knowledge about good customer service processes, implementing change and motivating staff. He is highly sought after as a strategic consultant by many organisations around the world who use him as a catalyst to review their facilities and processes. As one of the most "in demand" speaker Mr. Case has addressed tens of thousands of support professionals in many countries and is renowned for his ability to relate truly insightful and practical advice on today's most relevant issues.



Joep van Nieuwstadt

Managing Director, EXIN

Joep van Nieuwstadt oversees the operations of EXIN, the Examination Institute of the Netherlands. EXIN is an independent foundation which develops educational requirements and examinations in which information technology plays an important role. Through examinations, EXIN checks whether the students have met the course requirements. Thanks to 34 years experience, EXIN has built up a great deal of knowledge on the development and administration of examinations. As an independent examination institute, EXIN does not depend on itself and is not attached to any other organisation; examination results are judged objectively.



Ivor Evans

Consultant, IT Service Management

Ivor is a highly experienced ITIL Consultant. Since ITIL's inception he has worked with many clients around the world to assist them in realising the full benefits of ITIL's best-practice guidance. He was instrumental in helping to get the itSMF going in the early 90s and has since worked closely with the other itSMF steering committee members to provide practitioner's feedback to the CCTA on the ongoing refinement of ITIL, and the examining bodies, ISEB and EXIN, on the certification process.



Martin Erb

IT Service Manager, Capital One

Martin began his full time IT career in 1976 writing business applications in MITS/Altair Basic, the Operating System Bill Gates quit Harvard to write. Since then he has remained a humble practitioner, writing and managing process control systems, voice and data communication systems, and various business applications systems. For the past 12 months, Martin has been working on making ITIL a reality in Capital One, a company that has been growing at more than 20% more than three years.



Michel N'guettia

Product Marketing and HP OpenView IT Service Manager, Hewlett-Packard

Michel N'guettia has been involved in product management as Service Manager since 1994. His primary focus has been on the integration of the different IT Service Manager modules with third party network & systems management vendors. Michel is responsible for strategic product marketing of OpenView IT Service Manager and manages the product marketing department of the ITSM Business Unit at Hewlett



Eddie Sayad

MIS Client Services Manager, Australia Post

Eddie Sayad has more than 10 years experience in Information Technology. In his current position as Australia Post's NSW MIS Client Services Manager, he is responsible for the provision of quality computer services to Australia Post's Retail and Mail Business customers. For the past several years, Eddie's primary focus has been on the effective utilisation of the Helpdesk and the use of ITIL (Information Technology Infrastructure Library) guidelines in the area of service support and delivery. Eddie is studying for an Honours Masters degree in Total Quality Management.



David Ratcliffe

Vice President, Pink Elephant (North America)

David is an internationally renowned IT service & support manage-

HOW TO REGISTER

1. Fax

Singapore delegates complete this form and fax to 65-227 2885. Kuala Lumpur delegates fax to 1800 80 1290 (toll free) or (03) 209 4731. International delegates fax to 65-227 2885.

2. Email

Email your FULL details as per the Enrolment Form to:
seminars@pdatraining.com.sg

3. On-Line

You can enrol direct from the ITIL '98 Conference Web Site:
www.pdatrain.com.sg/itil

Hotel

Kuala Lumpur

Hotel Nikko
165 Jalan Ampang

Singapore

Hyatt Regency Hotel
10-12 Scotts Road

Fees

Fees must be paid prior to attendance. Fees include refreshments and lunch each day, all workshop materials and exam administration fees for the ITIL Certification course.

Details

Upon registration all delegates will receive full details about location and start/end times together with invoice.

Questions?

We are happy to answer any questions you may have, and assist you with your registration in any way. Call us!

Singapore

227 2883

Kuala Lumpur

1800 80 1289 or

(03) 209 4732

Disclaimer: Conference speaker and program valid as at time of printing. PDA reserves the right to make changes in the event of circumstances beyond our control.

EVENT	CODE	SIN	KL
ITIL Service & Support Management Conference Kuala Lumpur 27-28 July • Singapore 30-31 July	ITC	S\$1,495 +GST	M\$2,450
ITIL Service Management Essentials Certification Workshop Kuala Lumpur 29-31 July • Singapore 3-5 August <i>Special introductory fee. Includes examination.</i>	ITE	S\$1,695 +GST	M\$2,790
SAVE 25% – Enrol in both Conference and ITIL Certification Workshop	ITX	S\$2,395 +GST	M\$3,930

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Send 2 or 3 and save 10%. Send 4 or more and save 25% per person

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Singapore Kuala Lumpur

Track Code: A B C D E F R

Participant Name	Designation
1 Mr / Mrs / Mrs / Miss Email	Event Code
2 Mr / Mrs / Mrs / Miss Email	Event Code
3 Mr / Mrs / Mrs / Miss Email	Event Code
4 Mr / Mrs / Mrs / Miss Email	Event Code

Company: _____

Address: _____

Postcode: _____

Phone: _____ Fax: _____

Name	Designation
Person making this booking	
Send invoice to:	

Space is Limited!

Fax or email to reserve your place today for these not-to-be-missed events!

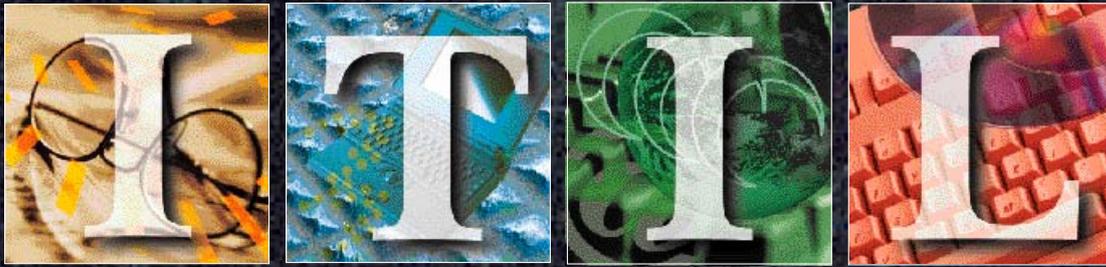
PDA Professional Development Associates

#03-01 Odeon Towers, 331 North Bridge Rd, Singapore 188720

#26-00 Menara IMC, 8 Jln Sultan Ismail, 50250 Kuala Lumpur



Professional Development Associates



IT Service & Support Management Conference

plus optional Certification Course on
IT Service Management Essentials

You are invited to attend the
“Event of the Year”
for IT Professionals!

A must-attend event for IT directors, managers and anyone wanting to learn how to take a fully integrated, process centred approach to IT service and support management. What you will gain:

- Understand how to improve communication processes within IT, and strengthen the interface between IT, and users and the customers
- Learn how to create synergy and team work
- Understand how to implement full integrated management processes for key IT functions including: Configuration Management; Software Control & Distribution; Capacity and Availability Management; Cost Management; Contingency Planning and Service Level Management
- Learn how to use ITIL methodologies to decrease costs and improve service delivery
- Increase your awareness and understanding of the key skills, knowledge and management processes needed to strengthen effectiveness
- Develop your understanding of key ways to measure the success – *qualitative and quantitative* – of your IT organisation

Find the ITIL Conference on the Web! www.pdatrain.com.sg/itil

“KEEPING PACE WITH TECHNOLOGY”

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