

# Benefits of Membership to itSMF Singapore Chapter

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## 1 Introduction

The IT Service Management Forum Ltd. (itSMF) is the only internationally recognised and independent body dedicated to IT Service Management. It is a not-for-profit Organisation, wholly owned and principally operated by its membership.

The purpose of this document is to inform interested parties of the benefits of membership to itSMF Singapore chapter. These benefits are broken into 3 categories:

- **Non-Vendor Members:** these are typically members who are either interested in commencing a project to implement an IT Service Management (ITSM) framework, or are already in the midst of a project. Their primary interest in itSMF membership is to gain an understanding of best practices, experiences of other organizations who have implemented ITSM, and offerings from relevant vendors
- **Vendor Members:** a vendor member is any organization that stands to make commercial gain from ITSM services or products. This includes consulting organizations, and vendors of ITSM tools and products. Their primary interest in itSMF membership is to present their products and services to non-vendor members.
- **Non-Members:** a non-member is simply a person who wishes to be kept informed of itSMF activities, but has not paid for itSMF Singapore membership

Global Members of itSMF International can enroll in the Singapore chapter membership database, and participate with the rights of Vendor Members.

## 2 Summary of Benefits

The following table summarizes the benefits of membership for each of the categories of membership described above. Each of these benefits is described in the following document:

Benefit	Non-Vendor Members	Vendor Members	Non-Members
<i>Newsletters</i>			
Receive periodic itSMF SG newsletters via email	✓	✓	✓
Access to soft-copy of Service Talk magazine (from members area of web site)	✓	✓	
<i>Publications</i>			
Purchase from itSMF SG bookstore at 15% discount	✓	✓	
<i>Events</i>			
Receive invitations to events via email	✓	✓	✓
Attend annual conference at discounted rate	✓	✓	
Attend members meetings at no charge	✓	✓	
Attend members meetings as paying guests			✓
Present products and services at members meetings based on sponsorship		✓	
Present case studies and experience at members meetings	✓	✓	
Attend itSMF International eSymposium presentations at no charge	✓	✓	

Benefit	Non-Vendor Members	Vendor Members	Non-Members
<i>Web-based Members Resources</i>			
Access to Intellectual Capital in members area of web site	✓	✓	
Post relevant white papers and presentations into members area of web site	✓	✓	
<i>Web-based Public Resources</i>			
Post Career Opportunities / Vacancies in the itSMF SG web site	✓	✓	
Access to resources and articles posted in the public section of the itSMF SG web site, including advertorials and news articles	✓	✓	✓
Post advertorials under relevant categories in the Public Resources section of the web site. Categories are "General", "Software & Tools", "Consultancy Services", "Education & Training", "Publications", "Events" and "Special Promotions".		✓	
Send advertorials to members using the itSMF email blast tool		✓	

The following sections provide further information on each of the benefits described in the above table:

### 3 Newsletters

itSMF Singapore produces a bi-monthly newsletter which is emailed to all contacts who are listed in the membership database (including non-members). This newsletter contains articles on topics of interest to members, information on upcoming events, and special offers on publications for sale. Newsletters can also be downloaded from the web site at: <http://www.itsmf.org.sg/news/newsletters.jsp>

itSMF Singapore regularly issues information on forthcoming events, new publications and industry updates to contacts in the membership database.

In addition, current news articles news articles are published on the web site. These can be accessed at <http://www.itsmf.org.sg/news/index.jsp>

Finally, the Service Talk magazine, published by itSMF International is available to members to download. This is accessible from the Members Resources section of the web site (see the following section for further information).

### 4 Publications

The itSMF provides a comprehensive range of IT Service Management and related publications, available online from the itSMF Singapore web site. The catalogue contains ITIL and Prince 2 books and CDs (including network licences), IS Guides and BSD publications from TSO, BS15000 & BS7799 material from BSI and includes the range of itSMF publications, written and published at the request of the itSMF membership in areas that are not addressed by other publications, or in support of the core material. The publications are available to members and non-members via the website.

The Bookstore can be accessed at: <http://www.itsmf.org.sg/bookstore/index.jsp>

#### 4.1 Member Benefits

- Members enjoy 15% discount on all publication items sold by itSMF Singapore

### 5 Events

itSMF offers a series of events that brings together a broad cross section of users, suppliers and experts from the service management industry for public discussion and debate. Each event provides the opportunity to network with peers, hear and speak to experts, feel of tools and new products.

There are two types of event:

- Annual Conference
- Members Networking Nights

Information about upcoming Events can be found at:

<http://www.itsmf.org.sg/events/index.jsp>

#### 5.1 The Annual Conference

This annual event provides ample opportunity for industry networking, exchange of ideas and experiences and learning from peers. It consists of an intensive 3 day speaker program and accompanying exhibition. It is open to members and non-members, with significant discounts on the delegate and exhibition rates for members. It is a good opportunity for vendor members to reach to the niche market to show-case their products.

Duration 2-3 days

Frequency Annual

##### 5.1.1 Features and Benefits for Members

- Discounted attendance to the conference
- 2-3 day Seminar program
- Exhibition of latest service management products and services
- Special discounts on itSMF books and products
- Access to the specialist experience and knowledge of peers, which helps personal development and also benefits the organization. These contacts can be continued through networking at other itSMF events
- Improve understanding of Best Practice in itSMF and related disciplines.
- Get a better understanding on the latest products and services available and be able to compare on the spot.
- Full delegate pack with copies of presentations

##### 5.1.2 Features and Benefits for Vendor Members

- Discounted attendance to the conference
- Exhibition space discounts
- Sponsorship opportunities
- Exposure to industry and local press
- Pre- & post-Seminar publicity in itSMF publications
- Market intelligence - Improve awareness of the target market
- Build relationships with potential customers
- Maintain relationships with existing customers
- Competitor intelligence (get to know competitors products')
- Cost effective marketing activity

## 5.2 Members Networking Nights

itSMF hosts a number of Members Networking Nights on topics requested by the membership and/or identified by the events committee. Each seminar consists of guest speakers, from both member and vendor organizations, sharing their experiences on the selected topic(s). Some events may also contain a workshop element, permitting the exploration of a topic in more depth. Many events offer accompanying exhibitor opportunities. All events are open to members and non-members. However, non-members pay a token some to attend.

Duration 2 to 5 hrs

Frequency 6 per year

### 5.2.1 Features and Benefits for Members

- Free attendance for members
- Emphasis on practical user experience from guest speakers with a Q & A session
- Speaking opportunities
- Learn from the specialist knowledge and experience of peers on the specific topic, and build and sustain relationships with contemporaries through the itSMF network channels
- Improve understanding of ITSM Best Practice to improve the management of IT services
- See the latest products and services available and compare suppliers
- Personal development and company recognition.

### 5.2.2 Features and Benefits for Vendor Members

- Free attendance for members
- Exhibition space at selected events
- Discounted advertising rates
- Exposure to the industry
- Captive service management audience
- Improve awareness within target market
- Build relationships with potential customers
- Maintain relationships with existing customers
- Competitor and Market intelligence
- Cost effective marketing activity
- Credibility through contribution

## 6 Web-based Members Resources

The website, [www.itsmf.com.sg](http://www.itsmf.com.sg), provides the delivery mechanism for many of the networking services. It provides detailed information on the activities of the itSMF. The website is accessible to members and non-members, with information on the source of Best Practice and on forthcoming events and the latest industry news. It forms a useful starting point for anyone interested in improving their management of IT services.

The members' area of the website is exclusively available to members of the itSMF and is where members can gain the most value from the site.

The Member's Resources section of the web site contains presentations and white papers that can be useful resources to Members. These documents are organized into several categories, such as:

- General / Implementation
- Case Studies
- Service Delivery
- Service Support
- Speakers' Notes and Presentations
- Miscellaneous
- Intellectual Capital
- Service Talk Magazine

To access the Members Resources, go to the home page of the itSMF SG web site and login using your email address and assigned password.

## **7 Web-Based Public Resources**

The Public Resources section of the web site contains advertorials that can be accessed by both members and non-members.

### ***7.1 Career Opportunities / Vacancies***

The Career Opportunities section of the web site is available for posting of any ITSM related vacancies that a member company may have. Current Career Opportunities may be viewed at <http://www.itsmf.org.sg/resources/career.jsp>

A member company may submit information about a vacancy to the itSMF Singapore webmaster at [webmaster@itsmf.org.sg](mailto:webmaster@itsmf.org.sg)

### ***7.2 Web-based Advertorials***

The web-based advertorials are an area where vendor members may advertise their products and services free of charge. Advertorials maybe posted either as plain text, or in HTML format, and may contain URL hotlinks to other web sites. The Advertorials are broken into the following categories:

- Software & Tools Consultancy Services
- Education & Training
- Publications
- Events
- Special Promotions

A member company may submit an Advertorial in soft-copy to the itSMF Singapore webmaster at [webmaster@itsmf.org.sg](mailto:webmaster@itsmf.org.sg)

### ***7.3 Email Blast Advertorials***

The itSMF Singapore database now holds over 700 contact records of individuals involved in IT Service Management, primarily located in Singapore. Vendor members may make up to TWO electronic mailings per year (subjected to Council approval) to the contact database each year. Council approval will be based on the Content and the cap on the total number of mails sent out to the contact database in the year. At least a fifty percent of the Content must talk about itSMF Best Practices, experiences and knowledge sharing.

Vendors may be given a special approval on a case-by-case basis depending on the need and the value of the content to the recipient.