

## Speaker Alert – The Holy Grail

Submitted by: C8 Consulting

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Numara Software Launches New Research at SDITS 2009

Independent Market Research Unveils The State of IT Funding and Investigates The 'True' Total Cost of Ownership

This year at the Service Desk & IT Support Show 2009, Numara® Software, a leader in service desk management solutions, will be launching groundbreaking new research undertaken by independent market research consultancy, Dynamic Markets.

The quantitative research commissioned by Numara Software was undertaken in March 2009 via an online panel and investigates opinions of 100 UK IT managers from large organisations with 250+ employees.

This unique research looks at issues around the state of IT funding within these companies, how the IT budget is currently being spent in relationship to service delivery and what influences buying decisions and there are some very compelling results revealed. But more importantly statistics around the 'true' total cost of ownership that IT managers find themselves facing, as opposed to the 'ticket price' quoted for products.

On Wednesday 29th April 2009 at the SDITS Show, Stephen Martin and Dr Cherry Taylor from Dynamic Markets will reveal findings from the research during a 45 minute keynote presentation which is taking place in the Conference Centre which is situated near the VIP lounge at 11.00 am at Earl's Court, Central London.

If you are interested in finding out more, or wish to attend the presentation, please contact Paula Elliott or Charlotte Hicks at C8 Consulting on 01189 001132/01189 001134 or email [paula@c8consulting.co.uk](mailto:paula@c8consulting.co.uk) or [charlotte@c8consulting.co.uk](mailto:charlotte@c8consulting.co.uk).

Alternatively, if you are interested in finding out more about the Numara Software market leading service desk solution, Numara FootPrints and getting a FREE copy of the research, then please visit Numara Software on Stand 434 or at the Numara Software Hospitality Suite Stand 804. Or, if you would like to book a one-on-one briefing with Andy White, Managing Director for EMEA and APAC, again please contact C8 Consulting on the numbers above.

Where: The Conference Centre, Earls Court, Central London

When: Wednesday 29th April 2009

What: The Holy Grail – Numara Software Research Unveiled