

# Hornbill official 2010 sponsor of itSMF UK

Submitted by: PR Artistry Limited

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Hornbill sponsors UK chapter of independent and internationally-recognised forum for IT Service Management professionals worldwide.

Hornbill Systems (<http://www.hornbill.com>) has announced that it is the official 2010 sponsor of itSMF UK, the recognised forum for IT Service Management Professionals. The corporate sponsorship package includes advertising and seminar promotion throughout the year. Hornbill will also be a Gold Sponsor for the itSMF UK annual Conference, to be held in Novotel London West, on the 8th and 9th November, 2010.

Established in 1991, itSMF is a not-for-profit organisation and a prominent player in the on-going development and promotion of IT Service Management (<http://www.hornbill.com/solutions/ess/itsm/>) "best practice", standards and qualifications.

Ben Clacy, Head of Business Development at itSMF said: "Hornbill has been a very active member and supporter of the itSMF UK for many years now, this step forward is a natural progression. We look forward to this new partnership helping the itSMF UK, Hornbill and all our new members in 2010."

Patrick Bolger, Chief Marketing Officer at Hornbill said: "We're delighted to be working with the itSMF UK as official sponsor for 2010. Organisations of all sizes and types of business are increasingly seeing the benefits of IT Service Management (<http://www.hornbill.com/solutions/ess/itsm/>) best practices and Hornbill's Supportworks ITSM (<http://www.hornbill.com/solutions/ess/itsm/>) supports their initiatives, whatever the maturity of the organisation. We look forward to working closely with the itSMF UK and its members in 2010."

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## NOTES TO EDITORS:

### About itSMF

The IT Service Management Forum (itSMF) is the independent and internationally recognised forum for IT Service Management professionals. Globally, the itSMF now boasts over 6000 member companies, blue chip and public sector alike, covering in excess of 70,000 individuals. The itSMF UK are the founding Chapter of an increasingly important global business currently comprising of 53 Chapters worldwide. itSMF UK is a not-for-profit organisation, ran by its members. The membership provides a forum to exchange views, share experiences and participate in continuous development and promotion of best practice and standards. itSMF UK aspire to remain 'the premier community for leadership in IT Service Management'.

For more information please visit:[www.itsmf.co.uk](http://www.itsmf.co.uk)

### About Hornbill Systems

Service Management (<http://www.hornbill.com/solutions/ess/>) software from Hornbill enables organisations

to provide excellent customer service while benefiting from the economies of consolidation on a single technology platform. Supportworks (<http://www.hornbill.com/solutions/ess/>) service desk templates are designed for rapid deployment within any employee or customer support environment, including ITIL (<http://www.hornbill.com/solutions/ess/itsm/>)-compatible IT Service Management (<http://www.hornbill.com/solutions/ess/itsm/>), IT Helpdesk (<http://www.hornbill.com/solutions/ess/itsm/>), Customer Service (<http://www.hornbill.com/products/>), HR and Facilities Management with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports thousands of commercial and governmental sites worldwide. Hornbill Systems (<http://www.hornbill.com/>) was founded in the UK in 1995 and has US offices in Dallas and New York.

Hornbill has earned many industry accolades including; Service Desk Institute "IT Service and Support Technology Supplier of the Year" for 2008, "Best Business use of Support Technology" with Sharp Electronics and "Support Excellence Award for Smaller Helpdesks" with Camelot in 2005.

High profile customers include Atos Origin (Athens Olympics 2004, Torino Winter Olympics 2006 and Beijing Olympics 2008), Buckinghamshire Hospitals NHS Trust, London Borough of Waltham Forest, Greggs, London Metropolitan University, RSPB, Chubb Insurance, House of Fraser, Halfords, The National Archives, and Camelot.

For more information about Hornbill's solutions please visit <http://www.hornbill.com/>

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