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## **HDI RE-BRANDS TO SDI TO REFLECT AN EMPOWERED IT SUPPORT INDUSTRY**

*Service Desk Institute is the New Driving Force for the Global ITSM and Service Desk Industry*

**Orpington, UK, 9 April, 2008** – The UK's leading authority on Service Desk and IT support issues, the Help Desk Institute (HDI) is pleased to announce that it will be unveiling its new brand name, the 'Service Desk Institute' (SDI) at the Service Desk & IT Support Show, National Hall, Olympia, on 22<sup>nd</sup> April, 2008.

HDI has enjoyed 20 years successful years helping thousands of organisations improve their Service Desk operations. Over 12,000 people have trained in HDI vocational standards, and more than 1000 organisations globally have benefited from HDI's consulting and certification programmes.

Howard Kendall comments: "In the 20 years since HDI was established, the definition of 'Help Desk' has become outdated and primarily referential only as a single-point of IT contact support. Through the successful uptake of ITIL, 'Service Desk' has become the most common term within the ITSM industry. The term rightly reflects a vastly improved quality of service and IT support that is better skilled, more empowered and more cost effective. The revised brand will consequently help to support the pivotal role we play at the heart of the ITSM industry and to ultimately expand our global reach."

The new organisation is made up of two brands – Service Desk Institute (SDI), which is responsible for setting qualification and service desk certification standards, producing thought-leading industry research and offering professional membership, and SDI Experience (SDIe), driving corporate membership, events, conferences and training courses.

SDI is launching a dynamic new certification model, and has taken the opportunity to upgrade its set of qualification standards and training courses for Service Desks so that they are complementary to, and consistent with, ITIL®. SDI will also focus on enhancing its partnership network to make these products and services more readily available on a global scale.

SDIe has been launched to bring IT service management alive. SDIe will promote a more interactive, experiential and fun approach to the membership experience, events and conferences. Members will also benefit from access to leading sources of industry intelligence and exclusive cutting-edge analysis. The aim of SDIe is to help its members devise engaging and strategic ways of improving service desk performance, and enable them to enhance their careers.

Howard Kendall, Founder and Chairman of SDI, continues : "The take up of ITIL has driven the industry to shift up a gear, and the definition of 'Help Desk' has become increasingly distinct from that of 'Service Desk'. HDI has been using the term 'Service Desk' in literature and on product releases for



many years and feels that now is the right time to re-focus the brand and refresh its image to reflect this general industry trend.”

### **About The Service Desk Institute**

SDI is the new driving force for the ITSM and service desk industry with a vision of being recognised globally as the professional body that drives exceptional IT service and support. As the leading authority on Service Desk and IT support related issues, SDI will enable organisations to enhance the value of business and IT integration through exceptional IT service and support. SDI is responsible for setting global industry standards, delivering thought-leadership and knowledge, and influencing service improvement for individuals and organisations. The globally recognised SDI Service Desk Certification standard is the only best practice standard that provides a clear and measurable set of standards for a Service Desk operation.

Acting as an independent advisor, SDI captures and disseminates creative and innovative ideas for tomorrow's service desk and support operation. SDI sets the standards for the IT support industry and is the conduit for delivering knowledge and career enhancing skills to the professional community.

It also offers the opportunity for international recognition of the support centre operation through a site certification audit programme. Its members span numerous industries and include, AOL (UK), Barclays Bank, Computer Associates, ITV, O2, T K Maxx, United Biscuits and E.On. Further information about the SDI can be found at [www.sdi-europe.com](http://www.sdi-europe.com)

### **About Service Desk Institute Experience (SDIe)**

Service Desk Institute Experience (SDIe) will be the organisation of choice for businesses looking for engaging strategic and practical ways to improve IT service management performance. SDIe aims to provide fun, engaging, motivational, enthusiastic and positive learning and networking experiences through membership, events, conferences and awards. SDIe aims to support its members in improving their service desk performance and enhancing their careers. SDIe members will have access to all the leading sources of industry intelligence, plus exclusive cutting-edge analysis and regular industry updates and events [www.sdi-e.com](http://www.sdi-e.com)