



**Press Release**  
**April 28<sup>th</sup>, 2008**

## **SDI to launch Globally Recognized Soft Skills Training & Certifications in USA**

*- New International Credentials to enhance training & career prospects for Service Desk Professionals -*

**Government Customer Support Conference & Expo – Alexandria, VA, April 28, 2008:** Formerly the European division of HDI, Service Desk Institute (SDI), the leading professional organization for the IT service & support industry, today launched its operations in the USA. SDI's operation will be headquartered out of its East Coast Office close to New York City.

This follows the successful launch of the Service Desk Institute in India earlier this month.

SDI sets the standards for the global IT support industry, from the European birthplace of ITSM and ITIL, and its training courses and certifications are aimed at helping the growing demand for professionals in the service desk area.

SDI certification and training helps candidates demonstrate their understanding of the best practice standards for their specific job role and provide the skill-sets necessary to run an efficient and effective IT service and support operation.

Eric Rabinowitz, industry leader, motivational speaker and industry subject matter expert has been appointed to lead our USA based operation, and drive the recognition, demand and take-up of SDI's premier brand of service desk training classes, through strategic channel partner relationships.

Howard Kendall Founder & Chairman SDI says "We are establishing a network of professional training companies to deliver our curriculum and will offer several educational breakthrough techniques to add to the development of Help Desk and Service Desk analysts and managers".

Eric Rabinowitz, SDI's USA representative says "Our new training techniques will deliver true learning experiences that are designed to improve the performance of analyst and managers. Classes are expected to start in July of 2008".

At the same time SDI is delighted to be working with High Tech, High Touch Solutions to support their annual conference events and to distribute industry best practices and standards through the NWCCP (Neighborhood and Worldwide Contact Center Professionals). Ivy Meadors, President of High Tech, High Touch, the premier industry consultant, conference producer and NWCCP, the largest international community of service desk and call center professionals in government and the private sector says, "we are extremely excited with our association with SDI, the international standard for technical support in the world. SDI will help us to continue to drive value to our clients, membership and conference properties".

**About The Service Desk Institute (SDI) [www.sdi-europe.com](http://www.sdi-europe.com)**

Formerly The Help Desk Institute – Europe, founded in 1988 by Howard Kendall, The Service Desk Institute (SDI) is the leading authority on service desk and IT support related issues, providing specialist information and research about the technologies, tools and trends of the industry. It is Europe's only support network for IT service desk professionals, providing service management consulting, customized training courses and qualifications. SDI has partners in Germany, France, Australia, India, Malaysia, Singapore, South Africa, New Zealand and the Philippines.

Acting as an independent adviser, 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 center operation through a site certification audit program. Its members span numerous industries and include Accenture, AOL (UK), Barclays Bank, Computer Associates, ITV, O2, T K Maxx, United Biscuits and YELL Ltd. Further information about SDI can be found at [www.sdi-europe.com](http://www.sdi-europe.com) .

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