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**Press Release  
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**SDI to launch Globally Recognized Soft Skills Training & Certifications in India**

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

**New Delhi, April 16, 2008:** Service Desk Institute (SDI), the leading professional organization for IT service & support industry, today launched its operations in India in association with Prometric, the leading global provider of comprehensive testing & assessment services. SDI training & certifications are aimed at helping the existing talent pool to scale up & meet the global standards & quality benchmarks in the soft skills space. SDI sets the standards for the global IT support industry, and its training courses and certifications are aimed at helping the existing talent pool to scale up and meet global standards in the soft skills space.

The Indian IT/ITES industry has shown tremendous growth in the past few years, and NASSCOM estimates that the industry will employ 2.3 million graduates by 2010, with revenues exceeding \$60 billion. SDI recognizes that the industry will only continue to grow, and is committed to supporting this by making its internationally recognized qualifications readily available.

With a growing demand for professionals in the service desk area, it is imperative that individuals have access to training that will help them develop and perform. A lack of soft skills has been cited as one of the reasons for high stress, dissatisfaction and high attrition rate amongst the workforce in the IT/ITES industry. It is therefore important for organizations to invest in training and certifying their employees so that they are better equipped to handle the demanding nature of the work. Better customer interaction skills, ability to work as a team and becoming more efficient is essential to handle the demanding nature of these jobs. The entry of SDI into India and the huge untapped market for a global standard in training & certifications for soft skills, signifies the beginning of a transformation within the industry.

SDI certification will help candidates demonstrate their understanding of the best practice standards for their specific job role. In addition, they will gain the requisite knowledge, skills and competencies such as improved customer interaction skills and

the ability to work as a team, to apply these on a day-to-day basis, thereby directly impacting the efficient running of the Service Desk.

Announcing the launch of SDI and Prometric partnership in India, Mr. Howard Kendall, Founder, SDI said, "As the leading professional organization for the service desk, SDI sets the global standards for the IT support industry. India is of utmost strategic importance for the service desk industry, with the majority of world's IT and Business Process Outsourcing organizations located here. The global IT and services industry needs a consistent skills standard, and the Indian industry will be in a better position to win new and retain existing business if it supports these internationally recognized skill standards. India's ITES industry is already training its people on Voice & Accent, Domain and Technical skills, but there hasn't been any on the soft skills. This global standard on soft skill training and certification is what SDI is bringing into India."

Kendall continued, "It is very important for India's working service desk community to gain expertise in soft skills as they have become an indispensable part of job. India has an amazing talent pool and with the demand for skilled manpower increasing, it is essential that they are able to improve their skills and offer service delivery to a level that matches global standards."

Speaking on the occasion, Mr. Paul Grey, Head – UKTI, Northern India said, "I am delighted to see the Service Desk Institute (SDI) enter the Indian market, with a strong and respected partner as Prometric. Together they will help companies tackle a key performance issue: Soft Skills. SDI is very well known in the UK, and brings its track record and excellence to this partnership."

Mr. Soumitra Roy, Managing Director Prometric, India, said, "It is our privilege to work with SDI. Prometric's worldwide relationship for exam delivery has expanded in India to providing marketing support for all SDI Training and certification through its partner network. Candidates can either sit for the certification exam at the partner's site or any of the 450 Authorized Prometric Testing Centers available across 90 cities in India."

SDI will offer three levels of Training and Certifications qualifications - SDI Service Desk Foundation, SDI Service Desk Analyst and SDI Service Desk Manager - across all Prometric centers across India. SDI's specialist IT service and support qualifications and training are designed to provide the skill-sets necessary to run an efficient and effective IT service and support operation.

### **About The Service Desk Institute (SDI)**

Formerly The Help Desk Institute. 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.

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 centre operation through a site certification audit programme. 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.hdi-europe.com](http://www.hdi-europe.com).

### **About Prometric**

Prometric is a wholly owned, independently operated subsidiary of Educational Testing Service (ETS). Prometric provides testing and assessment services in 135 countries to over 450 clients and is the sole provider of exams for such high caliber clients such as Association of American Medical Colleges, the National Board of Medical Examiners, Johns Hopkins University, the College Board, the Financial Industry Regulatory Authority, the American Institute of Certified Public Accountants, and the National Association of State Boards of Accountancy. The company has International government contracts in Ireland, England and Saudi Arabia besides federal and state contracts in the United States. Prometric also serves the leading technology clients such as Microsoft, IBM, Oracle and Sun Microsystems

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