



itSMFI Chapter Leadership Conference

Publications

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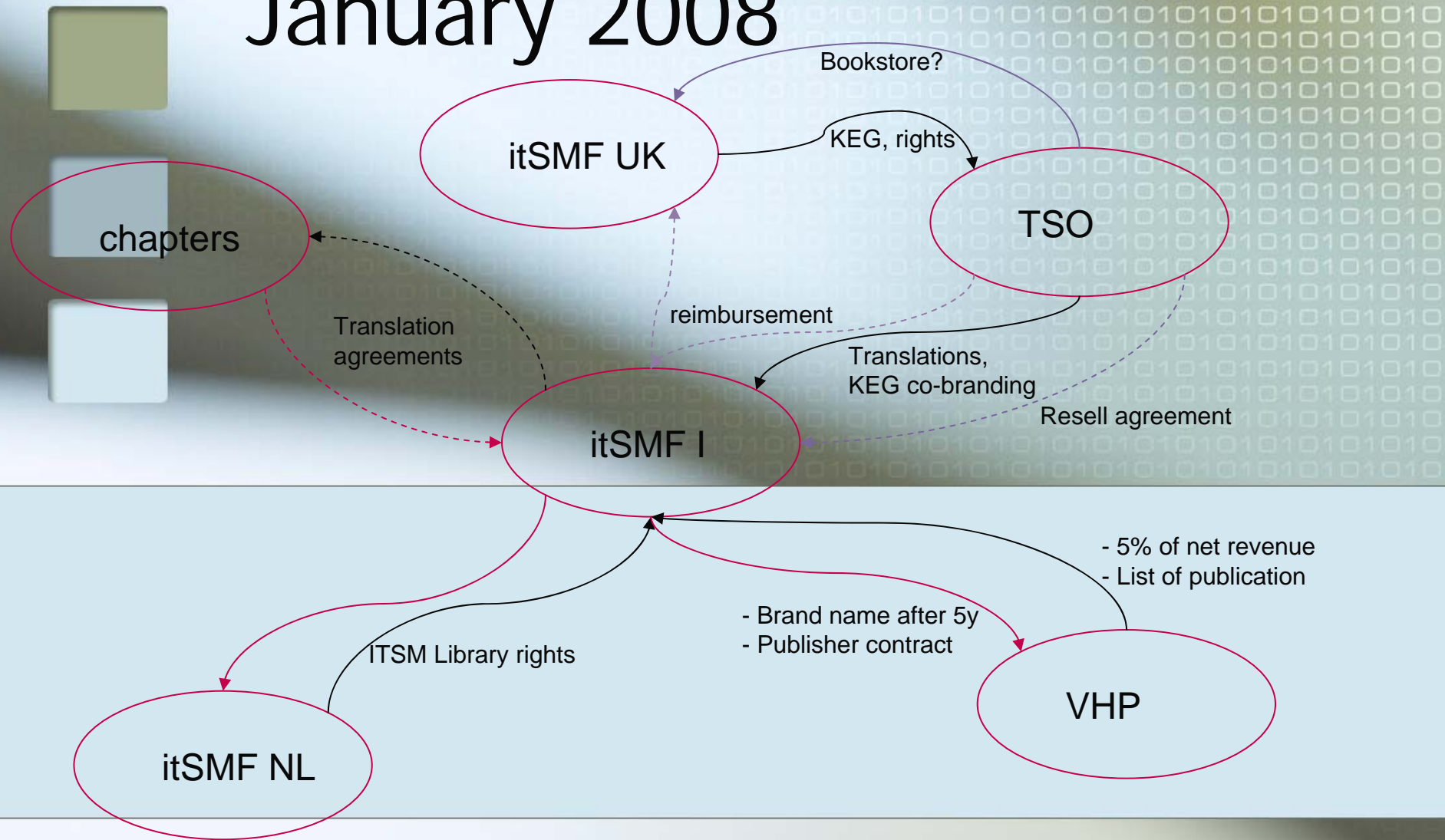
Who is involved?

- Mark Lilygroup, TSO Translation Contract
- Keith Aldis, Chief Editor
- IPESC
- Partners (TSO, VHP)

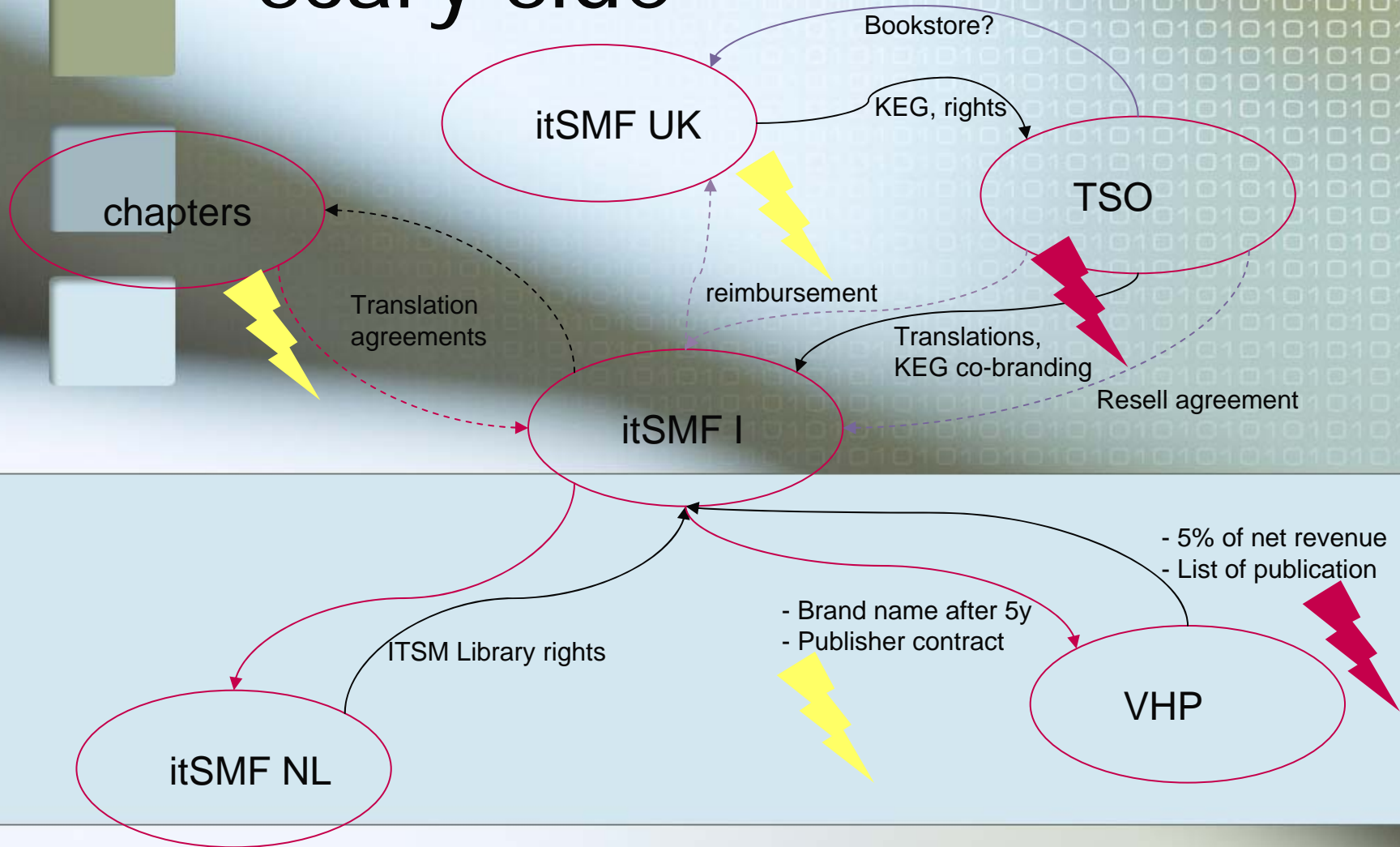
Services

- Translations
- ITSM library
- ITSM Journal (to come)

Contractual situation – January 2008



Contractual situation – the scary side



Lifecycle core translations

- Japanese, German, (Br. Portugese, LA Spain, French, Ka. Spain)
- Chinese, Arabic, Russian show interest
- Full service
 - Translation
 - QA
 - Printing
 - Distribution
- TSO had to approve business case

ITSM Library

- Additional publications
 - Management guides
 - Studyguide
- Faced issues with
 - Process governance
 - Chief Editor role
 - IPESC involvement (endorsement?)

today

- TSO
 - contract about translations is canceled
 - New contract is under discussion
 - Co-branding contract offered
- VHP
 - Existing contract expires March 31st

tomorrow

- Moving forward with YOU to build our own
 - Vision
 - Library
 - Value
 - Reputation
- More to come tomorrow

2nd day



itSMFI as publisher

- Advance new concepts in ITSM
- Original guidance on interpreting and applying Best Practice
- Discuss approaches in delineated areas relevant to itSMF members
- Integrate ITSM approaches into wider applicability

How to do this?

- **Allocate responsibility**
 - **Publications director**
 - **Chief editor role**
 - **Operational task – so Employed status is logical**



Chief Editor

- **Strategy for publications**
- **Project management**
- **Coordination of views**

- **Own expertise important but not sufficient**



Support for Chief editor

- **Subject matter expertise:**
 - Range of SM maturity
 - World-wide
 - Across industry sectors
- **Where could this come from?**
 - Professional research organizations
 - Other publishers?

itSMF core Business?

- **itSMF members are the best source of Subject matter expertise**
- **Create editorial board with expertise that is seen to represent skill and full range of itSMF chapters**
- **This already exists – IPESC**
- **IPESC will create editorial board to support Chief editor role.**

ITSM Library

- Having the own brand

