

THE CAPITAL REPORTER

August 2006 Volume 4, Issue 5

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ITIL Overview

August 16, 2006

ITIL is a term that is being used more and more within IT. To learn what it is and what it means to your IT organization, plan to attend this informative presentation by Virginia Scuderi. Also, see the related articles on pages 2 and 5. To RSVP for this event, please email rsvp@hdicapitalarea.com.



**HDI CAPITAL AREA 2006
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Meeting Location & Time

Date: Wednesday, August 16

Time: 12:30—2:00pm
Come early to network and eat lunch!

Location: American Red Cross
8111 Gatehouse Rd,
Falls Church, VA 22042
Phone: (703) 573-1483

Attendees should sign in with their photo ID at the front desk and proceed to the meeting room.

VP of Programs

by Bob Malloy

ITIL has become the de facto industry-standard framework for providing guidance specific to IT service delivery and support processes. Virginia Scuderi, our local chapter president, will be giving us an ITIL overview at our August meeting.

Operating an efficient and courteous service desk is one way you can keep your customers happy – and retain them. But you can't operate a service desk simply by employing someone with a warm and engaging voice! All the reassurance in the world will come to naught if a request goes unanswered, or a solution to a problem takes longer than initially promised.

Managing process and change is essential to an organization's ability to efficiently document workflow and promote quality service within the

IT environment. That is why ITIL is so popular and important. The Information Technology Infrastructure Library (ITIL) is a customizable framework of best practices that promote quality services in the information technology (IT) sector.

ITIL describes best practices, providing guidance on steps to take and processes or workflows that have proven successful in the past. ITIL leaves organizations to implement the work-level procedures for daily service delivery and support activities that match their unique requirements.

By following the guidelines of ITIL, organizations can help meet their IT service-continuity management objectives.

Members Only! - and Non-Members Too!

New Member Orientation Webinar

Webinar: "What does your HDI Membership include?"

- Wednesday, August 23, at 1:00 pm Eastern
- Not only for new members, but any members who would like to understand more about the benefits of HDI membership
- Watch for email from HDI regarding this or call HDI 800-248-5667

Malcolm Fry ITIL DVD Series

The second DVD in the Malcolm Fry ITIL series is here!

Processes included:

- Service Level Management
- Availability Management
- Capacity Management
- Continuity Management

Pre-order before the end of August and SAVE!

- Regular price of \$149.00 for members or \$189.00 for non-members
- Pre-order price: \$99.00 for anyone ordering before the end of August
- Call HDI at 800-248-5667 and refer to pre-order code: SSM02

HDI Global Corner

A Message from our Founder and CEO, Ron Muns —

Dear HDI Member:

I am very pleased to announce a new venture for HDI. We have received an exclusive license for all STI Knowledge training and certification curriculum, online knowledge base and MindShare resources.

The alignment of HDI and STI Knowledge is very positive for you as an HDI customer, and the entire IT service and support industry. This move creates one central repository for industry resources, training and certification. It will enhance our courseware offerings as well as web-based member resources.

HDI and STI share many of the same core principles in our curricula. STI Knowledge focuses on best practices, while HDI encompasses open industry standards. Please note that any certifications you hold from either HDI or STI will be recognized. Moving forward, all certifications earned after October 1, 2006 will be issued through HDI.

A press release will be issued Monday, August 7th to the public announcing this agreement, but we wanted you to learn prior to our public announcement. We have posted [FAQ's](#) on our website to help answer some of your questions regarding this agreement. Please feel free to contact us at 1-800-248-5667 or support@thinkhdi.com if you have any questions. Stay tuned for more details on this exciting venture.

Sincerely,

Ron Muns
Founder and CEO



Call for Nominations

Nomination deadline: November 2006

For more information and for the nomination form, please contact an HDI Capital Area Local Chapter Officer or refer to the HDI Website: <http://www.thinkhdi.com/membership/awards/helpdeskanalyst/>

Is there a Help Desk Analyst on your team that you feel is deserving of recognition for their commitment, dedication, and service to your customers? Does the Analyst sitting next to you set the example for others? Is there someone on your team that consistently goes above and beyond the call of duty?

Here's your opportunity to see them recognized for their efforts!

The HDI Capital Area Local Chapter is pleased to announce the fourth annual HDI Analyst of the Year Award. This award will recognize a local Help Desk Analyst that exemplifies the best qualities among Help Desk practitioners. The nominees will be announced and recognized at our HDI Capital Area Local Chapter Holiday Luncheon and Award Ceremony in December and the HDI Analyst of the Year award winner from our local chapter will be revealed.

The winner will have demonstrated extraordinary commitment, dedication, and service to customers while consistently exceeding performance objectives.

This award is intended for front line analysts who provide initial contact support via phone, email, web, and/or chat. The ideal analyst should be well rounded in areas such as technical aptitude, team orientation, leadership, customer service and people skills, and positive attitude. They should recognize and demonstrate the importance of the sharing of information and problem prevention.

Please consider who within your organization is deserving of this award. Nominations may be made by analysts, managers, peers, customers or support personnel. There is a limit of two nominations per company and the Help Desk Manager must approve the nomination.

Nominee Requirements:

- At least one person from the company/site must be a member of HDI
- The nominee must have at least 75% of their daily tasks related to direct customer Tier 1 support and the nominee needs to have been in a Tier 1 position for at least 9 months of the previous 12 months
- A maximum of two nominees per company/site. If multiple nominations are received, the company/site management will approve only two nominees. The nominee cannot be a member of the Awards Committee

Key selection criteria:

- Customer service
- Performance
- Quality of work
- Team Orientation
- Planning
- Ethics
- Leadership
- Communication
- Process Orientation
- Technical aptitude of support tools
- Technical Knowledge
- Problem solving
- Problem prevention
- Knowledge sharing
- Commitment to profession



2006-2007 Award Sponsor



Taken from the August 18 , 2004 Muns Report

Written by Malcolm Fry.

Malcolm Fry began his IT career in 1967, and in the following years took on development, operational and management roles. He has worked for retail, manufacturing, oil and pharmaceutical organizations. More recently Malcolm has entered the consulting field, and has received worldwide recognition as one of the foremost authorities in the areas of help desk and IT service management. He is the author of four best-selling books on IT service and support, and has had many articles and papers published in multiple languages.

Does ITIL Make the Service Desk More Important?

Well does it? You bet! In too many organizations the Service Desk is an isolated resource operating from an island that not only has no bridges, but is surrounded by sharks just waiting to take a bite. Many Service Desks do a great job in isolation, but imagine how much better a job they could do if they could depend on second level support groups understanding and meeting their support responsibilities or being kept fully involved and informed throughout the change management process. Not only that, it is more rewarding to work as part of a cohesive team.

Within ITIL, most Service Desks are responsible for Incident Management, which ITIL describes as:

The primary goal of the Incident Management process is to restore normal service operation as quickly as possible and minimize the adverse impact on business operations, thus ensuring that the best possible levels of service quality and availability are maintained. 'Normal service operation' is defined here as service operation within Service Level Agreement (SLA) limits.

Few Service Desks would disagree that this describes the goals of most Service Desks. Getting the customer working again as soon as possible is something that we all understand very well, but to restore the normal service operation as agreed to in the SLA is a different thing altogether. In this case, ITIL helps the Service Desk. SLAs that have been designed to follow the ITIL guidelines provide invaluable data and assist Service Desks in establishing impacts, priorities and severities. What is even better is that under ITIL, SLAs should be supported by OLAs. What are OLAs? Well, OLA is the acronym for Operational Level Agreement, which is like an SLA but exists between IT groups to define the levels of service that they will provide to each other. So, there is no arguing with second level support groups anymore, because the grey areas have been removed.

This is a two way street. The Service Desk plays a vital role in informing Service Level Management as soon as there are any actual or potential breaches of the agreed Service Levels. An important point, because a Service Desk that contributes input within the Service Organization is much more valuable than one that simply manages incidents. Of course, you do not need to be an ITIL shop to do this, but it can be difficult to decide what and when you should contribute to the Service Organization without the kind of guidance supplied by ITIL. Let's look at another example: Do you know how often changes fail in your organization? Too often? To many Service Desk Agents, change management only exists to make their lives a misery. Which may be true, but it is not intentional, is it? ITIL identifies clear links between how the Service Desk manages incidents and the change management process. Rather than treating failed changes as just another incident, ITIL recommends that details of these incidents be reported immediately by the Service Desk to change management so that they can investigate the reasons for the failed changes and take actions to avert future changes failing for the same reasons. However, it is still the role of the Service Desk to ensure that service is restored as soon as possible. On the other hand, under ITIL, change management keeps the Service Desk informed of the status of all future changes throughout their life cycles so that the Service Desk can prepare to handle any issues that may appear as a result of those changes. The bad news is that less failed changes means less incidents which means less work for the Service Desk! The good news is that interfacing with the other ITIL processes creates work as well as increases job satisfaction. Just in case you didn't know, there are ten key ITIL service management processes: incident, problem, change, release, configuration, service level, capacity, availability, service continuity, and IT financial management. Here I've only talked about some basic interfaces with two of the processes; imagine the levels of interfacing that are possible with all ten of them! Rather than be a remote IT moon you could become the sun around which the entire IT galaxy rotates. In closing, let's go back to my original question: Does ITIL make the Service Desk more important? Yes it does, as we have seen, but the destiny of the Service Desk lies within the Service Desk itself. Just because you have implemented ITIL does not mean that all of the interfaces will be put in place. The Service Desk must look carefully at the ITIL service management processes to identify the touch points and then make sure that any resulting interfaces are implemented. Even if you do not intend to implement ITIL best practices, you can still look for these touch points and make your Service Desk a genuine asset.

Next Meeting: September 20, 2006

Host: Kathy King — Office of the Comptroller of the Currency

Location: 250 E St., SW,
Washington, DC

Topic: Incident Tracking Best Practices
Presentations from OCC and World Bank, plus round table discussions.

Certification Training News:

On page 3 of this newsletter you have seen a letter from Ron Muns, HDI's Founder and CEO, with exciting news about the training program changing and incorporating STI Knowledge models. One of the models being adopted by HDI is STI's training, so the Authorized Training Program will cease to exist. This means that Competitive Advantage, Inc. will no longer be able to provide HDI certification training.

Because of the excellent reputation of Competitive Advantage, Inc. and of Virginia Scuderi as an instructor, HDI has asked Virginia to join their new faculty of instructors. Under this agreement, Virginia will be conducting the training that is arranged by HDI in the DC area and in Maryland and Virginia.

No timeframe for changes in the training calendar has been published. We are working hard to maintain our current calendar of HDI classes through November with the leverage that we already have registrants in every class through that time. Meanwhile, if you are interested in local training, please consider registering now! We will update you as soon as we are notified of any changes to the schedule. All classes for September will definitely stand as scheduled.

HDA Bootcamp	September 6—8	Vienna, VA
Support Center Team Lead	September 12—13	Washington, DC
Knowledge Centered Support	September 13—15	Vienna, VA
HD Manager	October 11—13	Washington, DC
Support Center Team Lead	November 2—3	Vienna, VA
HDA Bootcamp	November 8—10	Washington, DC

**** All ITIL training will remain under the scheduling of Competitive Advantage, Inc. ****

ITIL Foundation	October 25—27	TBA
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August 2006

SUN	MO	TUE	WE	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16  Meeting	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



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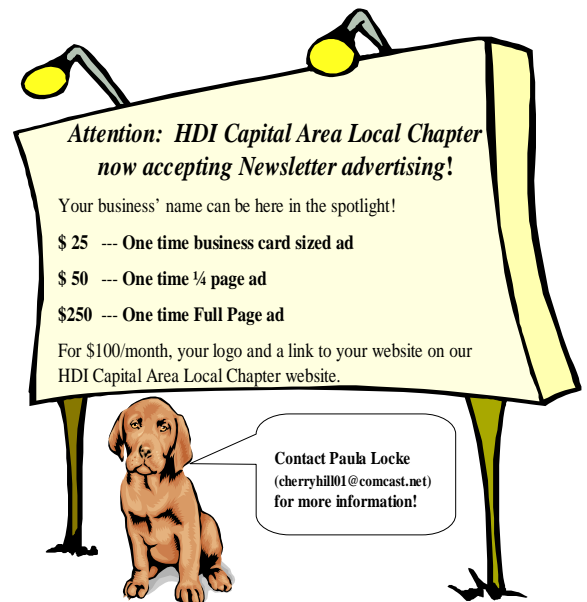
NOTE: Please see Certification Training News and current training schedule on Page 6.



September 2006

SUN	MO	TUE	WE	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20  Meeting	21	22	23
24	25	26	27	28	29	30

To advertise in our Newsletter or Website—
contact a Capital Area Local Chapter Officer.



Attention: HDI Capital Area Local Chapter now accepting Newsletter advertising!

Your business' name can be here in the spotlight!

- \$ 25 --- One time business card sized ad
- \$ 50 --- One time ¼ page ad
- \$250 --- One time Full Page ad

For \$100/month, your logo and a link to your website on our HDI Capital Area Local Chapter website.

Contact Paula Locke
(cherryhill01@comcast.net)
for more information!