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**For Immediate Release**

## **EMC BECOMES AN *itSMF* CANADA PLATNIUM SPONSOR FOR 2010 NATIONAL SPONSORSHIP PROGRAM**

*IT Service Management Organization announces EMC becomes Platinum Sponsor for 2010*

**TORONTO, ONTARIO - (May 27, 2010)** - IT Service Management Forum Canada (*itSMF* Canada) announced that EMC has renewed their sponsorship, becoming a Platinum Sponsor in 2010.

Sanjiv Purba, Director of Marketing, is delighted that EMC has remained on the prestigious list of *itSMF* Canada's 2010 National sponsors. "Without our sponsors, *itSMF* Canada would not be able to provide such excellent resources to our community. We are proud and honoured to have such generous sponsors as EMC."

Mr. Purba explained that this year is *itSMF* Canada's first to offer a Platinum tier. He goes on to say, "EMC has always supported us on the highest levels. *itSMF* Canada is very happy to have EMC extend their support once again in 2010."

### **About *itSMF* Canada**

Established in 2000, *itSMF* Canada is the Canadian chapter of the International Organization of Information Technology Service Management Forum. With nine branches located across Canada, *itSMF* Canada is a non-profit organization providing a forum for Information Technology professionals to explore methods of continually improving the delivery of IT services. Focused on increasing the value of its over 5000 Canadian ITSM members' contributions to their organizations, *itSMF* Canada promotes the continuous development of best practices and standards through in-depth resources and information on relevant subject matter

For more information about *itSMF* Canada, please visit [www.itsmf.ca](http://www.itsmf.ca).

For more information about our National Sponsorship Program, please contact [nsp@itsmf.ca](mailto:nsp@itsmf.ca).

### **About EMC**

EMC Corporation is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. EMC Ionix is EMC's unified family of IT Management Solutions that automate ITIL processes, dependency mapping, CMDB, root cause and compliance across physical, virtual, and cloud infrastructures.



For more information about EMC, please visit <http://www.emc.com/>.

