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For Immediate Release

Service-now BECOMES AN itSMF CANADA SILVER SPONSOR FOR 2010 NATIONAL SPONSORSHIP PROGRAM

Organization announces Service-now as Silver Sponsor for 2010

TORONTO, ONTARIO - (May 1, 2010) – IT Service Management Forum Canada (itSMF Canada) adds Service-now to the prestigious list of itSMF Canada 2010 National sponsors.

“itSMF Canada is delighted to have Service-now as a Silver Sponsor for 2010.” said itSMF Canada Director of Marketing, Sanjiv Purba. “Service-now has been a strong Local Sponsor supporting itSMF Canada branches and nationally for many years. We are very happy to have them extend their support for itSMF in 2010.”

Providing a forum for Canadian ITSM professionals, itSMF focuses on increasing the value our members provide to their organizations by promoting Subject Matter depth in:

- Designing and provisioning of cost-effective IT services that meet real business needs
- Providing reliable, consistent, robust & adaptable service delivery
- Offering compliant, secure and recoverable services
- Ensuring proactive, responsive and business-focused support of services
- Incorporating measurements & ‘lessons learned’ to improve service capabilities

About itSMF Canada

Established in 2000, itSMF Canada is the Canadian chapter of a global organization, the IT Information Technology Service Management Forum. With nine branches located across Canada, itSMF Canada is a non-profit organization that serves a growing community of practice comprising over 5000 Service Management professionals. Dedicated to promoting and facilitating the recognition and growth of our members in Service Management, itSMF Canada promotes the certification, adoption and application of ‘Best Practice’ frameworks and standards, such as ITIL®, ISO/IEC 20000, CoBIT among others. For more information about itSMF Canada visit: www.itsmf.ca. For more information about our National Sponsorship Program contact nsp@itsmf.ca

About Service-now

Service-now.com enterprise IT service management software combines ITIL v3 process support, [SaaS](#) delivery, and modern Web functionality to provide a flexible, intuitive and self-managing application. Service-now.com was founded by Fred Luddy, former CTO of Peregrine Systems and Remedy.

ITIL® is a Registered Trade Mark, and a Registered Community Trade Mark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office.

