

ITSMA in the Public Sector

WHO WE ARE

ITSMA—the Information Technology Services Marketing Association—is the foremost global provider of specialist services to enhance the professionalism of marketing services delivery in the Information Technology sector.

WHAT WE DO

For over 100 leading IT services companies we provide:

- Research and insight into critical issues
- Best Practice in marketing of IT-enabled business solutions
- Discussion Forums and professional networking groups
- A common language of analysis, skills, and debate
- Consultancy services to enhance marketing professionalism

HOW CURRENT SUBSCRIBERS BENEFIT

Subscribing companies improve their professionalism in:

- understanding customer needs,
- and guiding their own companies to meet those needs more effectively.

WHY IS “MARKETING” RELEVANT TO THE PUBLIC SECTOR?

Marketing isn’t just for the private sector selling to the public sector; it’s also essential to public sector IT Services professionals aiming to:

- understand the business dynamics of internal clients, and their “clients’ clients”
- get better results from the private sector suppliers or internal teams that enable IT to deliver “public value”

THE ITSMA PUBLIC SECTOR OFFER

We believe that these activities are central to developing IT professionalism in the public sector as the culture changes from managing IT projects to delivering IT-enabled business change.

ITSMA has tailored its services to the UK Public Sector IT community and offers subscription options which will enable the emerging IT services profession—led by the new generation of CIO’s—to add more value, make more impact, and enhance its own skills.

The offer is open to all IT teams in Central Government, Local Government, NDPB’s, and Public Service organisations. Membership options range from web-enabled self-service information resources to full service support delivered by dedicated account staff.

THE PUBLIC SERVICE BENEFITS

ITSMA membership will help Public Sector IT professionals to meet the challenge of Transformational Government through:

- enhancing customer focus and communication
- improving productivity
- increasing innovation

CONTACT US

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Visit www.ITSMA.com



ABOUT ITSMA

As a membership organisation, we work with the world’s leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results.