

PRESS INFORMATION

IT Industry is Failing to Reap the Rewards of the Service Desk
*International Survey by ICCM Solutions shows IT Professionals
do not Recognise the Service Desk as a Profit Centre*

IT professionals are failing to recognise the opportunity for service desks to be profitable, according to an international survey conducted by ICCM Solutions across Europe and North America.

Only 25 per cent of respondents questioned at Europe's largest Service Management exhibition, Service Desk and IT Support Show 2011¹, said they believed the service desk has the ability to generate revenue opportunities and become a profit centre. Whist in direct comparison with North America, when asked the same question, 43 per cent of respondents at the HDI Conference and EXPO 2011² in Las Vegas answered that it does.

James Gay, CEO at ICCM Solutions, comments, "It is disappointing to see that the service desk is not being recognised as a potential revenue-generating unit within a European context. Especially as ITIL was born out of what was essentially a European framework. The IT industry is a highly skilled arena, but to demonstrate its value as more than just a cost-centre, IT professionals must find their entrepreneurial spirit and exploit the potential of service management strategies to open new revenue streams and instigate progress service management programmes that utilise current displacement technologies.

"This is particularly important in the UK and Europe if, as the survey and our own experience indicates, the IT industry in other regions such as North America is already realising the importance of moving Service Management into the revenue generating spectrum."

US-based Miller-Valentine Group is a prime example of how organisations are demonstrating a return on investment through foresight in its application of its service desk.

James Gay explains, "ICCM Solutions has been working with Miller-Valentine to provide an advanced IT Service Management Solution based on Business Process Management Architecture. The company is a clear IT visionary and represents an emerging trend of moving beyond the status quo of traditional IT Service Management Solutions by linking business processes to Service Desk delivery for IT asset management."

Michael Gutman, Vice President of Information Technology & Information Services, says, "As an IT leader it has been historically very difficult for me to give the business an accurate view of IT spend and relating this to the running of the IT infrastructure. In order for us to do this we've had to radically change our service offering to the business by moving from a traditional IT funding model, of head count budget allocation, to a paid for service delivery model from each of the business units we support.

¹ [The Service Desk and IT Support Show](#) was held on 19 – 20 April at Earls Court

² [The HDI Conference and Expo](#) was held on 27 – 30 March at The Palazzo at The Venetian, Las Vegas



“Our IT department is now funded by the services we offer rather than a budget we’re allocated annually. This forces hidden IT support costs within the business unit to become visible to the whole organisation. The subscription-based charge back system allows business unit leaders to identify cost-saving opportunities and to provide cost justification on any new IT outlay.”

-ENDS-

Notes to editors

Please see below the full results of the survey conducted by ICCM Solutions:

Q: Do you believe the service desk has the ability to be a profit centre?			
Responses from the Service Desk and IT Support Show 2011		Responses from the HDI Conference and Expo	
Answer:	Percentage:	Answer:	Percentage:
Yes	25%	Yes	43%
No	40%	No	32%
Maybe	35%	Maybe	25%

About ICCM Solutions

One of the overriding directives of ICCM Solutions is the simplification of complexity in Service Management environments. Founded in 1998 ICCM provides a global client base with sophisticated ITIL aligned Service Management Solutions built on Business Process Management (BPM) Architecture, from Metastorm BPM®.

The BPM platform provides ICCM clients the opportunities to implement and deliver successful technology strategies to ensure the collaboration between the business and IT – ultimately reaping the rewards of business innovation and competitive advantage.

ICCM’s software allows organisations to support and drive best practice, via a turnkey technology, and is available as a ‘Commercial off the Shelf’ Solution.

ICCM Solutions was named a Gartner ‘Cool’ Vendor in 2010. For further information visit www.iccm.co.uk

For further information contact:

Ascent PR
T: 01454 629 741
E: ICCM@ascentpr.co.uk