



What is *priSM*®?

priSM is a comprehensive program for professional recognition and development in the ITSM industry. The program defines a measurable framework based on an individual's existing experience, certifications, and industry contributions. *priSM* provides a structured path for continuing professional growth while maintaining a registry for professionals to track their continued good standing.

What will *priSM* do for me?

At the basic level, *priSM* will help you define your career path and increase your earning potential as an ITSM professional. As you progress through your IT Service Management (ITSM) career, *priSM* provides a structure and path for development; it provides validation of your knowledge, skills, and abilities; and it presents an opportunity to advance the state of the profession in collaboration with your peers.

Why is the *itSMF* offering a professional credential program in IT Service Management?

itSMF is a not-for-profit, vendor-neutral and an authoritative source for advancing ITSM best practices, and is committed to providing its members opportunities for networking, education and knowledge sharing. As an organization dedicated to building the ITSM industry, the *itSMF* can now ensure that its members are formally recognized and rewarded for their growth and professional achievements.

What are the *priSM* credential levels?

- **Student** in Service Management (**SSM**®) is for students with an interest in ITSM
- **Associate** in Service Management (**ASM**®) is for entry-level professionals
- **Professional** in Service Management (**PSM**®) is for mid-level, experienced Service Management professionals
- **Distinguished Professional** in Service Management (**DPSM**®) is for senior, well-experienced Service Management professionals and leaders
- **Fellow** in Service Management (**FSM**®) is reserved for those senior professionals who have been recognized for making a significant contribution to the profession and its body of knowledge

Who administers the credentialing program?

To ensure separation from *itSMF* and maintain the integrity of the *priSM* program, the actual validation and granting of credentials are administered by The *priSM* Institute ("The Institute"), a wholly owned subsidiary of *itSMF* International and governed by their own Board of Directors. Currently, two of the three global regions are actively engaged in the *priSM* program – the Americas and the EMEA Regional *priSM* Institutes. The Asia Pacific region is scheduled to go live in Q3, 2011.

Visit www.theprisminstitute.org for more information (e.g., *priSM* Handbook, applications, etc...).

When will companies look to the *priSM* credential to rate professional ITSM talent?

The *priSM* process *verifies* both real world experience, education and industry contributions before awarding a credential. Individuals who hold the *priSM* credential will stand out as an ITSM professional because they possess industry recognized certifications (e.g., ISACA, ITIL®, PMI/Prince2, Six Sigma, etc...) and demonstrateable practical experience. In the past year, we have seen organizations starting to embrace this credential in their job searches. As *priSM* continues to mature, we believe more organizations will utilize the information available (online Registry; searchable in late 2011) and streamline their search processes.



Questions? Contact admin-global@theprisminstitute.org