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### **ITSM PAVES WAY FOR COMMON BUSINESS SPEAK**

*Establishing a common language paves the way for better communication between  
IT, the business and Service Providers*

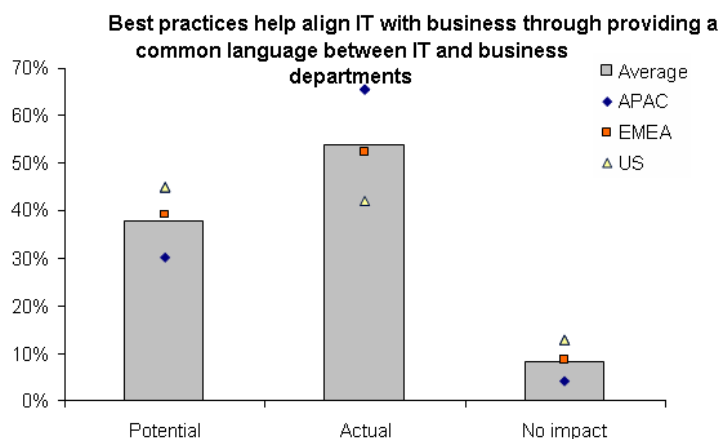
**Johannesburg, South Africa, 8 April 2008** – According to research commissioned by Dimension Data, one of the biggest drivers for IT service management (ITSM) adoption is the creation of a common ‘business speak’ that ensures IT, the business and third party service providers all communicate effectively.

Scott Petty, Services Executive at Dimension Data says, “Because frameworks such as ITIL provide a common language, it is possible to establish and maintain clear channels of communication between the business and IT, as well as the IT department and external Service Providers. This in turn, paves the way for more effective end-to-end service delivery.”

The research, which surveyed over 370 CIOs from 14 countries across five continents reveal that globally, over 90% of CIOs believe ITSM can potentially - or actually - help align IT and business through the creation of a common language. (see Figure 1)

Figure 1:

**What is the potential impact and what is the actual impact of adopting ITIL / ITSM best practices on the business processes?**



This is particularly significant when an organisation has adopted a Multisourcing approach to sourcing IT – that is, using a number of different ‘best-in-class’ Service Providers to manage discrete functions.

“Selective sourcing models have ushered in the need for IT shops to speak the same process language. Indeed, with a common glossary of predefined terms, ITIL can eradicate communication gaps,” explains Petty.

Another practical operational benefit of having a common language is that it enables third party suppliers, which have no direct commercial relationship between them, to work effectively together without unnecessary involvement of the client. The framework of ITIL provides the demarcation within which they can operate, involving the client only as needed,” notes Petty.

For more results from this study, go to [www.dimensiondata.com/howdoyoumanage](http://www.dimensiondata.com/howdoyoumanage)

### About Dimension Data

Dimension Data plc (LSE:DDT), a global managed services provider, helps clients plan, build, support and manage their IT infrastructures. Dimension Data applies its expertise in networking, security, operating environments, storage and contact centre technologies and its unique skills in consulting, integration and managed services to create customised client solutions. Our deep understanding of the managed services market, backed by over two decades’ experience, enables us to deliver services that enable our clients to improve efficiencies and enhance their competitiveness.



## Glossary of terms

| TERM  | ABBREVIATION | DESCRIPTION  | WEBSITE   |
|---|--------------|--|---|
| The Information Technology Infrastructure Library | ITIL         | Framework of best practice approaches intended to facilitate the delivery of information technology services. ITIL outlines an extensive set of management procedures that are intended to support businesses in achieving both high financial quality and value in IT operations. | <a href="http://www.itil.co.uk/">http://www.itil.co.uk/</a> |