



**23-24 APRIL 2013**  
EARLS COURT, LONDON

## **Who's who at SITS13: New exhibitors announced for The Service Desk & IT Support Show in London**

Leading IT research company Gartner, UK Oracle User Group, AlfaPeople UK, BPMonline, Netop, Freshdesk, and ITSM Company, are just some of the first time exhibitors ready to meet thousands of IT service and support professionals at this year's SITS – The Service Desk & IT Support Show, which returns to London's Earls Court next month, on 23-24 April.

Firmly established as a vital business forum for sharing ideas and innovations within the ITSM community, SITS has enjoyed continued industry prominence and support throughout its 19-year history. 2012 marked another successful year for the event, which saw its visitor numbers increase by 12% to 4,495. It also received its first nomination for a best UK trade show award from the Association of Event Organisers (AEO). For 2013, organiser Diversified Business Communications UK is looking to build on that momentum, having already announced a series of highly-anticipated Keynote sessions from Gartner and IBM.

Combining a host of new exhibitors, plus new launches from returning exhibitors, such as TechExcel, Alemba, Marval, Citrus Service Desk, Serena Software, and House-on-the-Hill, visitors to this essential two-day event will benefit from seeing the latest innovations and advances from some of the industry's leading specialist vendors, integrators, consultancies and service providers.

First-time exhibitors for 2013 also include: 1E, who will be launching version 5.0 of 1E Shopping – an 'Appstore for the Enterprise', which aims to reduce the number of software requests going through the service desk by making it easy for users to select and install software, Operating Systems and services themselves. Realmsoft, who will be introducing Immanus, which is designed to help organisations perform large scale disruptive IT change (eg Windows upgrades, Active Directory Migrations etc) with 95% less risk, 80% less time and 70% less cost. Nexthink will be demonstrating software that complements traditional APM with next generation end-user perspective monitoring, to provide a full end-to-end view of an organisations' IT infrastructure. MS Research will be presenting its service desk solution, which offers 24/7 multilingual level 1-3 service desk expertise to global organisations (both internal users and external customers). Whilst SysAid will be showcasing its all-in-one IT platform, which aims to help administrators better manage the help desk and gain control over all assets – traditional and mobile – from one central location.

"As first time exhibitors at SITS, we are particularly excited to showcase our latest solutions that allow end users and Servicedesk operators to have full visibility and control of their data, services, applications and licenses from any device at any time," says Mark Lillywhite, EMEA north technical manager at Matrix42.

"This year we're excited to bring our freemium solution for all to try – we think there's something in it for any organisation," says Christian Nagele, CEO of CentraStage. "We've built on the feedback from our existing community of users, and released enhanced patch management and monitoring features to our RMM solution, bringing enterprise-level functionality to an incredibly scalable solution."

"At Macro 4 we are very excited about bringing our iET ITSM solutions to SITS for the first time," says Lynda Kershaw, marketing manager at Macro 4. "Being the largest service management event in the UK it is a hub for all that is new and innovative in ITSM, and as specialists in this area we look forward to contributing to the discussion and exchanging ideas with fellow practitioners. It's also great to see such a strong seminar programme running alongside the exhibition, with the likes of Oxford University and John Lewis sharing their real-world experiences of implementing ITSM."

"I'm looking forward to SITS this year – it's always the big ITSM event of the year and a fantastic opportunity to meet and engage with people across the industry. It's a hive of activity and interest, and the combination of exhibitors and free presentations really draws in a great audience," says independent management consultant Barclay Rae, who will be adding exhibiting to his speaker duties for the first time this year.

To view the full exhibitor list, please visit <http://www.servicedeskshow.com/exhibitor-list>.

To register for free entry to SITS – The Service Desk & IT Support Show, visit [www.servicedeskshow.com](http://www.servicedeskshow.com) (<http://www.eventdata.co.uk/Forms/Default.aspx?FormRef=SIT43Visitor&AffiliateCode=SITS177>) quoting priority code SITS177. Service Desk & IT Support Show attendees also benefit from free access to Infosecurity Europe 2013, Europe's No.1 information security event, co-located at Earls Court.

###

**Media enquiries to:**

Emma-Louise Jones, PR Manager

t: 44 (0)1273 645134 e: [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk)

<http://www.twitter.com/DiversifiedUK>

<http://www.divcom.co.uk>

**Exhibitor enquiries to:**

Laura Venables, Group Event Manager of SITS

t: 44 (0)1273 645138 e: [lvenables@divcom.co.uk](mailto:lvenables@divcom.co.uk)

<http://www.twitter.com/SDITS>

<http://www.servicedeskshow.com>

**Notes:**

*SITS – The Service Desk & IT Support Show in London was shortlisted for Best UK Trade Show Exhibition (under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards in 2012.*

*Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton. In addition to SITS – The Service Desk & IT Support Show in London, Diversified UK's portfolio includes SITS Europe in Berlin (new for 2013); office\*; Natural & Organic Products Europe; Natural Products Scandinavia; Nordic Organic Food Fair (new for 2013); lunch!; Casual Dining (new for 2014); camexpo; Natural Products magazine; and the Natural Beauty Yearbook.*

*Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.*