

MISSION: POSSIBLE!

Center for Maximum Public Performance Presents:
ITIL Conference 2008
Managing Technology with Measures that Matter

January 25, 2008 - 9:00 AM to 4 PM
Gulfcoast Event and Conference Center
4740 Cattlemen Road, Sarasota

Speaker : **Ed Holub** Gartner, Inc. Research VP

Increasing IT's value proposition is mission possible by mastering the art of using metrics that matter to the business with

- **Business Process Metrics**
- **Product / Service Innovation Metrics**
- **Value for Money Metrics**

Come to this interactive, engaging conference and be part of the IT benchmarks design!

Ed Holub
Gartner, Inc.
Research VP

Role/Responsibility

Ed Holub is a research vice president on Gartner's organization, staffing and other people-related issues.

Bio

Prior to joining Gartner, Mr. Holub was a Senior Manager at LISA, a Fortune 500 company.



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An Invitation from
Center for Maximum Public Performance
and Bob Hanson, CIO Sarasota County Government and School Board

Managing Technology with Measures that Matter



January 25, 2008 - Sarasota, FL

Collaborate with your public-sector IT peers to develop benchmarks for measuring process improvement and communicating the value of IT to your organization. Join IT directors and their IT staff in an interactive setting. Outcomes will include comparisons of each participating jurisdiction's current IT measures based on an internal assessment of each jurisdiction; comparisons with industry best practice recommended measures; and comparisons with private-sector peer groups.

Join your peers in taking the lead on increasing the value of IT by improving the quality and cost-effectiveness of IT services, products and support to match your organization's strategic, operations and investment requirements.

Presented in cooperation with the Florida Benchmarking Consortium

There is no fee to attend. RSVP by Dec 14th
and complete the IT measures survey
found at the following website: cmpp.net
Phone: 941.861.5326

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