

2010



Professional Recognition for IT Service Management (*priSM*[®]) Credential Handbook

*The **priSM** credentials are for those who lead and direct Service Management activities or who are committed to Service Management in their careers and studies.*

This handbook provides the necessary information enabling one to apply for or maintain the globally recognized *priSM*[®] credential.

***priSM*[®] Credential Handbook created February 9, 2010**

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Introduction

About *itSMF*'s *priSM*[®] Credentials

Thank you for your interest in *itSMF*'s Professional Recognition for IT Service Management (*priSM*) credential.

As a global organization with a 20-year history of advocacy for the profession, the *itSMF* supports practitioners within the field of Service Management. Utilizing this rich background, the *priSM* program was developed to objectively assess the experience, education, knowledge and skills of the applicant and provide a credential.

The *priSM* credential levels include:

- Student in Service Management (**SSM**[®])
- Associate in Service Management (**ASM**[®])
- Professional in Service Management (**PSM**[®])
- Distinguished Professional in Service Management (**DPSM**[®])
- Fellow in Service Management (**FSM**[®])

priSM credentials confirm ones' dedication to and proficiency in Service Management. To attain a credential level, the educational and professional experience requirements established by the *priSM* Institute[®] must be met. This, and additional information, will be taken into account to demonstrate each applicant's level of Service Management education, experience and knowledge to *priSM* auditors.

Earning the *priSM* credential provides distinction and recognition in a growing community of Service Management practitioners. A *priSM* credential also increases one's visibility within their organization and on a global level.

In order to maintain the credential, ongoing professional commitment to the field of Service Management is required and met by satisfying the *priSM* Continuing Professional Development (CPD) program requirements and through annual credential renewal.

To establish credibility in the field of Service Management via the application of Service Management practices, continue the application process. This handbook discusses all of the policies and procedures that are involved in applying for, obtaining, maintaining as well as moving to the next *priSM* credential level. Please read completely and carefully *prior* to application submission.

***priSM* Mission:** Initiate, establish, evaluate, maintain and administer a professional credential program to promote and support Service Management practitioners and the profession.

About This Credential Handbook

This credential handbook will:

- Assist you in the determination of which credential level is most appropriate
- Provide important information about the credentialing process
- Outline the eligibility requirements for the five credential levels
- Provide guidance for the application submission and the Continuing Professional Development (CPD) program
- List the initial and renewal fees and detail the refund policy
- Detail the operational policies and procedures within *priSM*
- Provide contact information for *priSM*

Please review this handbook in full so you may experience a smooth application process. If clarification is required or if there is a question about any part of this handbook or the policies contained herein, please contact *priSM*'s administrative team before you proceed with your application.

priSM Contact Information

itSMF USA
150 E. Colorado Blvd., Suite 215
Pasadena, CA 91105
Phone: 626-449-3300
FAX: 626-449-3341
E-mail: prism@itSMFusa.org

priSM Forms

The following forms are to be completed by the individual applicant¹:

- *priSM* Application: **Student**
- *priSM* Application: **Associate**
- *priSM* Application: **Professional**
- *priSM* Application: **Distinguished Professional**

Supplemental Forms:

- *priSM* Supplemental CV² Addendum Form (for applicants without a résumé or CV)
- *priSM* Validation of Employment Form

Forms may be found on and downloaded from the [priSM website](#).

¹ There is no application form for the "Fellow" level as this is an awarded credential.

² CV, "Curriculum Vitae" as used in Academia. Per Wikipedia, "**Curriculum vitae** and "CV" are used in the US in academic circles and in the United Kingdom, Ireland and New Zealand in all contexts, with résumé having very little currency."

The *priSM* Program

Overview of the *priSM* Credential Process

The *priSM* program was initiated in 2010 to recognize an individual's demonstrated understanding and application of the necessary knowledge and skills required to design, implement, maintain or improve Service Management activities. Candidates for the *priSM* credential must demonstrate to the satisfaction of an independent reviewer, via their application and supporting documentation, the following:

- Current and historical (if applicable) level of responsibility, experience and competence within Service Management
- Continual engagement in the field of Service Management in the eyes of peers, employers, clients and subordinates
- Commitment to professional development and continuing education
- Endorsement and commitment to a code of conduct

Candidates must fulfill specific mandatory requirements stated for each credential level. Understand what has been documented in the tables below are the absolute *minimums*. Candidates may exceed the minimum requirements for one credential level but not meet the requirements for the next level. Once the credential has been awarded, the individual must fulfill the annual Professional Development requirement and renew an annual membership.

Candidates that do not meet all of the specified minimum eligibility requirements, but believe they have equivalent qualifications should provide that evidence with their application. These candidates may be contacted to clarify the claim. Additionally, *priSM* auditors reserve the right to contact references or others who endorse the application in order to validate the claims. In cases where an applicant is requesting an exception, the normal application processing times are not guaranteed.

Eligibility Requirements

To be eligible for the *priSM* credential, one must meet certain educational and professional experience requirements. All Service Management experience must have been accrued within the last ten (10) consecutive years prior to the application submission. The requirements for each credential are listed below.

Level	Qualifications
Student	This level is appropriate for the undergraduate or graduate student (carrying at least a 50% normal full-time academic course of study) who does not meet the requirements for the Associate member. Please note there is an eight (8) year membership limit within the Student designation.

Level	Qualifications
Student (continued)	<p>Mandatory Requirements:</p> <ul style="list-style-type: none"> Student Membership (or any form of membership) with itSMF USA Signed <i>itSMF</i> USA Code of Ethics form Enrolled (at least 50% of a normal full-time course of study) in an accredited college/university course of study Demonstrate a reasonable interest in the area of Service Management (essay section of the application form) <p>Applicant submits:</p> <ul style="list-style-type: none"> Signed copy of the priSM Application Form with a signed copy of the <i>itSMF</i> USA Code of Ethics and priSM agreement (included at the end of this application) Résumé, CV or priSM Supplemental CV Addendum Form Class schedule/transcript must include institution and student name
Associate	<p>This level is the starting point for members who do not meet the criteria for a Professional designation but would benefit from membership and partnership in <i>itSMF</i>. At this level, the applicant would be progressing their career through continuing education and work experience to meet the qualifications at the Professional level.</p> <p>Mandatory Requirements:</p> <ul style="list-style-type: none"> Membership in <i>itSMF</i> USA (reciprocity with other chapters upon request) Signed <i>itSMF</i> USA Code of Ethics form One (1) certificate at the Associate level from the Approved Certification List Two (2) years of ITSM Experience (for example, Service Desk agent, process team member, business relationship team member, etc...) <p>Applicant submits:</p> <ul style="list-style-type: none"> Signed copy of the priSM Application Form with a signed copy of the <i>itSMF</i> USA Code of Ethics and priSM agreement (included at the end of this application) Résumé, CV or priSM Supplemental CV Addendum Form and corresponding priSM Validation of Employment Form(s) One (1) certificate demonstrating training at the Associate level from the Approved Certification list. This documentary evidence may be a photocopy or scanned image.
Professional	<p>The Professional level is open to those who have met the priSM-specified requirements (educational and experience) and demonstrated professional competence in Service Management.</p>

Level	Qualifications
Professional (continued)	<p>Mandatory Requirements:</p> <ul style="list-style-type: none"> • Membership in <i>itSMF</i> USA (reciprocity with other chapters upon request) • Signed <i>itSMF</i> USA Code of Ethics form • Must meet one (1) of the following conditions: <ul style="list-style-type: none"> • An accredited 3-5 year university or higher degree with an emphasis in Service Management • A Bachelor's degree (3-5 year program) plus two (2) years of ITSM experience (for example, Service Desk agent, process team member, business relationship team member, etc...) • An Associate's degree plus four (4) years of ITSM experience (for example, Service Desk agent, process team member, business relationship team member, etc...) • Six (6) years of ITSM experience (for example, Service Desk agent, process team member, business relationship team member, etc...) • Two (2) certificates at the Professional level or above from the Approved Certification List <p>Note: <i>The following single certificates fulfill the two (2) certificate requirement:</i></p> <ul style="list-style-type: none"> • Six Sigma Yellow Belt certification • Six Sigma Green Belt certification • An advanced college/university degree in a related field (MBA, MA/MS, PhD, etc...) • Six (6) additional points from the Approved Certification and/or Qualification List <p>Applicant submits:</p> <ul style="list-style-type: none"> • Signed copy of the <i>priSM</i> Application Form with a signed copy of the <i>itSMF</i> USA Code of Ethics and <i>priSM</i> agreement (included at the end of this application) <p>One of the following sets of documentation:</p> <ul style="list-style-type: none"> • Diploma, transcript or other validation of a 3-5 year university (or higher) degree with an emphasis in Service Management, or • Diploma, transcript or other validation of a Bachelor's degree (3-5 year program) plus a résumé or CV demonstrating two (2) years of ITSM Experience (and the corresponding Validation of Employment Form) or • Diploma, transcript or other validation of an Associate's degree (2 year program) plus a résumé or CV demonstrating four (4) years of ITSM Experience (and the corresponding Validation of Employment Form) or • Résumé, CV or <i>priSM</i> Supplemental CV Addendum Form and corresponding <i>priSM</i> Validation of Employment Form(s) • Two (2) certificates obtained from training programs at the Professional level or above on the Approved Certification List. • Documentation of having earned six (6) points from the Approved Certification and/or Qualification List

Level	Qualifications
Distinguished Professional	<p>The Distinguished Professional level is open to those who have met the priSM-specified requirements at the Professional level and have demonstrated professional maturity in Service Management. The Distinguished Professional will have a minimum of ten (10) years Service Management experience such as:</p> <ul style="list-style-type: none"> • Substantial growth, tenure, responsibility or achievement as a Service Management professional (e.g., process manager, process owner, project manager, service management program director, service owner, etc...) • Recognized service management industry contributions such as leadership, publications, mentoring, speaking, volunteering, etc... <p>Mandatory Requirements:</p> <ul style="list-style-type: none"> • Membership in <i>itSMF</i> USA (reciprocity with other chapters upon request) • Signed <i>itSMF</i> USA Code of Ethics form • Ten (10) years of Service Management experience (defined above) • v2 Service Manager (ITSM^{MC}) or v3 ITIL[®] Expert • One (1) certificate at the Distinguished Professional level from the Approved Certification List • Ten (10) additional points from the Approved Certification and/or Qualification List <p>Applicant submits:</p> <ul style="list-style-type: none"> • Signed copy of the priSM Application Form with a signed copy of the <i>itSMF</i> USA Code of Ethics and priSM agreement (included at the end of this application) • Résumé, CV or priSM Supplemental CV Addendum Form and corresponding priSM Validation of Employment Form(s) • v2 Service Manager (ITSM^{MC}) or v3 ITIL[®] Expert Certificate • One (1) certificate obtained from training programs at the Distinguished Professional level • Documentation of having earned ten (10) points from the Approved Certification and/or Qualification List
Fellow	<p>The priSM Fellow is an industry leader whose contributions to the Service Management profession are recognized by other industry leaders and their peers. This prestigious achievement will be conferred upon a select group of members by the <i>itSMF</i> priSM auditors and members. Requirements and selection process will be provided in a future edition of this handbook, after a sufficient number of members have reached the Distinguished Professional level to require opening this level of membership.</p>

Calculating Required Points

The following tables list the current courses and activities currently accepted for each credential level. Use this list for the Service Management education requirements at the **Associate**, **Professional** or **Distinguished Professional** level. This list will change as more courses are added (or removed). The most current list can be found on the [priSM website](#). The second list provides additional activities for the required points at each credential.

***For example**, since graduating from Knowledge U, J. Smith has been actively working within an ITSM organization for the past 4 years and has been the Problem Manager for the past year. In that time, several professional certifications were achieved such as the v2 Foundation certification, two (2) v2 Practitioner certificates, the v2-v3 Foundation Bridge and two (2) Lifecycle courses. Additionally, Smith has been active in the Local Interest Group (has attended 6 meetings) and has attended two (2) Fusion conferences, where he volunteered as a room monitor at both events. While not a priority, a white paper on overcoming the status quo has been submitted but not yet accepted for publication. At what level should Smith apply?*

Answer: J. Smith would qualify at the **Professional** level.

1. Bachelor's Degree and 4 yrs experience (exceeds the two (2) year experience requirement)
 2. 2 certificates at the Professional level (v2 Practitioner x2)
 3. 6 additional points: 2 Lifecycle courses = 2, conference volunteer = 2, Process Manager = 2
- J. Smith could not apply for **Distinguished Professional** - not enough experience (only has four (4) years and requires a minimum of 10 years), no advanced certificate (v2 Manager/ITIL[®] Expert), etc...

Approved Certification List

Certification	Point Value	Certificates Applied to...		
		Associate	Professional	Distinguished Professional
ITIL® v2 or v3 Foundation	1	X		
Foundation Certificate in ITSM according to ISO/IEC 20000	1	X		
Information Security Management Foundation based on ISO/IEC 27002	1	X		
MOF Essentials	1	X		
COBIT® Foundation	1	X		
CISA (ISACA)	1	X		
Six Sigma White Belt	1	X		
SFIA/BCS Foundation Level Certificate in Service Management <small>*Use v4.0 of the SFIA structure; courses that address levels 1 or 2 (Follow, Assist respectively) apply here</small>	1	X		
CAPM certification (PMI)	1	X		
HDI Support Center Director	1	X		

Certification	Point Value	Certificates Applied to...		
		Associate	Professional	Distinguished Professional
HDI Support Center Manager	1	X		
ITIL® v2 Practitioner (IPAD, IPPI, IPRC, IPSR)	2		X	
ITIL® v3 Lifecycle (SS, SD, ST, SO, CSI)	1		X	
ITIL® v3 Capability (SOA, PPO, RCV, OSA)	2		X	
Professional Level Certificate in ITSM according to ISO/IEC 20000 (Alignment, Delivery, Support, Control)	2		X	
Professional Consultant or Auditor Level Certificate in ITSM according to ISO/IEC 20000 (Manage & Improve)	2		X	
BS15000 Auditor or Consultant	2		X	
ISO/IEC 20000 Auditor or Consultant	2		X	
Information Security Management Advanced based on ISO/IEC 27002	1		X	
SFIA/BCS Practitioner Qualification *Use v4.0 of the SFIA structure; courses that address levels 3 or higher (Apply, Enable, Ensure/advise, Initiate/influence, Set strategy/inspire/mobilize, respectively) apply here	2		X	
Six Sigma Yellow Belt *This certificate will fulfill the 2 certificate requirement at the Professional level	3		X	
Six Sigma Green Belt *This certificate will fulfill the 2 certificate requirement at the Professional level	4		X	
CQE or CQA (ASQ)	2		X	
CISSP ((ISC) ²)	2		X	
CISM (ISACA)	2		X	
CGEIT (ISACA)	2		X	
PMP or PgMP or comparable PRINCE2 certification	2		X	
MBA, MA/MS or the equivalent (must be a related field) *This certificate will fulfill the 2 certificate requirement at the Professional level	3		X	
PhD, Ed.D. or the equivalent (in a related field) *This certificate will fulfill the 2 certificate requirement at the Professional level	4		X	
ITIL® v2 Manager's Certificate in IT Service Management (ITSM MC)	7			X
ITIL® v3 Expert via the v2-v3	1			X

Certification	Point Value	Certificates Applied to...		
		Associate	Professional	Distinguished Professional
Manager Bridge course				
ITIL® MALC (Managing Across the Lifecycle)	2			X
Executive Consultant or Lead Auditor Level Certificate in ITSM according to ISO/IEC 20000	4			X
SEI Certificate in CMMI	7			X
Six Sigma Black Belt	7			X
Six Sigma Master Black Belt	7			X
PMI-SP or PMI-RMP (or comparable qualifications within PRINCE2)	4			X

Approved Qualification List

Qualification	Point Value
Direct management responsibility for ITSM Process Area (ongoing operation)	2
Responsible for ITSM function, process and/or related implementations	3
Project Manager of ITSM Implementation	3
Accredited ITSM trainer	2
Examiner for ITSM certifications	2
Participation in ITSM Standards body	2
Author (white paper, articles, reports in journals & related magazines, newsletters, etc.) <ul style="list-style-type: none"> • Newsletter article/magazine for professional organization (up to 5 articles) 2 • Newsletter article/magazine for professional organization (6-10 articles) 4 • Article accepted to a refereed journal 4 • General white paper 1 • Published book 7 	
Speaker on ITSM at public events (conferences, seminars, workshops) or discussion leader, track chair <ul style="list-style-type: none"> • Local professional group meeting (per unique presentation) 1 • Regional professional group meeting 2 • National/International professional group meeting 3 • Guest Lecturer 2 • Track Chair 2 	
Professional Organization (<i>itsMF</i> , PMP, ISACA, etc...) officer (must serve full annual term)	2
Professional Organization volunteer/committee member (must serve full annual term)	1
National-level formal Award or Recognition	1

Qualification	Point Value
priSM or other professional association mentor	2
itSMF conference/convention volunteer	1
Discussion leader or moderator at public events	1

Note: There are other courses, mentoring and volunteer roles in the IT industry that are not listed – from an initial review it was felt they were not related closely enough to Service Management. If an additional item should be included in this list, there is a submission and appeal process defined in this Handbook.

How to Document your Experience for the Application

Each individual application form has listed the requirements. To ensure that each requirement is met, check off each area as information is compiled – remember, **documentary evidence is required** (e.g., copies of certificates, course schedules, etc...). If a résumé or CV is not available, complete the **priSM Supplemental CV Addendum Form**. The supplemental form asks for work experience, formal educational and professional training, and ITSM-related activities.

To provide the necessary proof, photocopies are acceptable as are electronic files. If the application is submitted electronically, ensure the file size is appropriate so the file is legible/readable (less than 1 MB/file please).

Application Fees

To begin the application process, you must first join the **priSM** program and pay the credential fee.

itSMF USA membership is required for participation in **priSM** (the member must be in good standing; reciprocity with other chapters is available).

The fees are determined by credential level (see chart below):

Participation Level	Entry Rate	Renewal Rate
Student	\$35 itSMF Member \$70 Non-member*	\$60*
Associate	\$100 itSMF Member \$295 Non-Member*	\$245*
Professional	\$200 itSMF Member \$395 Non-Member*	\$295*
Distinguished Professional	\$400 itSMF Member \$595 Non-Member*	\$395*
Fellow	\$200 itSMF Member \$395 Non-Member*	\$295*
Transfer from ISM (any level) Available until May 15, 2010	\$50 itSMF Member \$245 Non-Member*	See renewal fees for priSM levels (above)

* Non-Member rates and renewal rates show the full price including itSMF USA Individual Voting Membership fees.

Institute of Service Management (ISM) Credentials into *priSM*

priSM recognizes and welcomes the US-based members of ISM. Members of ISM (regardless of level) who are in good standing can ‘renew’ their membership within the *priSM* qualification scheme. Review the grid below for the requirements. Understand with the new *priSM* credential, the CPD requirements must also be completed on an annual basis to maintain the credential.

Institute of Service Management (ISM) Credential	priSM Credential
Associate in ISM (AISM) plus a one (1) certificate at the Associate level from the Approved Certification List	Associate
Practitioner in ISM (PISM) plus eight (8) points at the Professional level from the Approved Certification List	Professional
Member in ISM (MISM) without v2 Manager (ITSMMC) or v3 ITIL [®] Expert	Professional
Member in ISM (MISM) with v2 Manager (ITSMMC) or v3 ITIL [®] Expert	Distinguished Professional
Fellow in ISM (FISM) ³	Fellow

To transfer into the *priSM* program:

1. Complete the appropriate level application based on the above grid
2. Provide the necessary additional documentary evidence
3. Submit the ***priSM* ISM Transfer Application** with a copy of the ISM certificate along with a check for the application fee. If you are not an *itSMF* USA member, please remember to include payment for your membership (or join online). If your membership is through your company via a Global Membership you are eligible for an Individual Non-voting Membership⁴ in *itSMF* USA.

Continuing Professional Development Overview

Once the *priSM* credential has been awarded, there is an annual minimum requirement for continuing professional development. The Continuing Professional Development (CPD) program supports the ongoing educational and professional development of individuals who have attained the *priSM* credential. The CPD program:

- Enhances the ongoing professional development of credential holders
- Encourages and recognizes individualized learning opportunities
- Offers a standardized and objective mechanism for attaining and recording professional development activities

³ Applications to transfer from the ISM Fellow program into *priSM* at the Fellow level are not yet available. These will begin to be accepted when the *priSM* Fellow level is opened.

⁴ Members of *itSMF* chapters that have entered into a reciprocal membership agreement with *itSMF* USA, Global Members of *itSMF* or may be eligible for a non-voting membership with *itSMF* USA free of charge, however members must live and participate in the USA to join *priSM* in the USA. Questions may be directed via e-mail to our [Membership Administrator](#).

- Ensures maintenance of **priSM** credential
- Sustains the global recognition and value of IT Service Management credentials.

Various activities are eligible to fulfill the professional development/continuing education requirements within each **priSM** credentialing level. The grid below defines the **annual minimum requirement**. Understand that not all scenarios can be fulfilled within a single statement – if there are activities that are not specifically defined, submit those activities to prism@itSMFusa.org along with the Service Management justification, 30 days prior to participation, for assessment.

Please understand as well that *itSMF USA* reserves the right to set the criteria for, and make decisions regarding acceptance of programs conducted by external providers for CPD credit. If you are requesting credits for items not included in the current listing, there is no guarantee that your credits will be accepted. A current and up-to-date listing will be maintained on the **priSM website**. If you request an exception, please ensure the updated list has been checked before submitting.

Annual CPD Credit Requirements

	Annual Minimum (total)	Mandatory Credits
Student	10	
Associate	20	
Professional	40	6*
Distinguished Professional	52	12*
Fellow	44	24*

These credits **must come from the following areas: Authorship, Presenting, Volunteerism (APV); the remaining credits may come from any area. For example, at the Distinguished Professional, 12 credits must be from the APV list and 40 credits can be from any other area (e.g., certifications, conference/meeting, SME activities) for a total of 52.*

To Calculate CPD Requirements

To accurately track your CPD status, ensure the following is understood.

1. Activities that are used to fulfill the initial credentialing requirement are **NOT** to be included in the on-going CPD calculations. Likewise, if you are planning to apply for a higher credential in the **priSM** program, you may not use the same activities for that application that you use to satisfy your continuing professional development requirements.
2. CPD credits are **NOT** retroactive – all must be completed **AFTER** the credential has been awarded.

3. CPD credits may **NOT** be duplicated (only the higher number for an event will be taken).
For example, J. Smith was the main speaker (6 CPD credits) and attended the entire LIG meeting (2 CPD credits). Smith would enter the 6 credits not 8.
4. CPD credits can be carried forward to the next calendar year. However, no more than 50% of the annual requirement can be accrued and applied to the following years' requirement.
For example, at the Associate level, no more than 10 CPD credits earned in the current year can be applied to the following year.

CPD Credits:

Certifications	Credits
ITIL® v2 or v3 Foundation	6
Foundation Certificate in ITSM according to ISO/IEC 20000	6
Information Security Management Foundation based on ISO/IEC 27002	6
MOF Essentials	6
COBIT® Foundation	6
CISA (ISACA)	6
Six Sigma White Belt	6
SFIA/BCS Foundation Level Certificate in Service Management *Use v4.0 of the SFIA structure; courses that address levels 1 or 2 (Follow, Assist respectively) apply here	6
CAPM certification (PMI)	6
HDI Support Center Director	6
HDI Support Center Manager	6
ITIL® v2 Practitioner (IPAD, IPPI, IPRC, IPSR)	12
ITIL® v3 Lifecycle (SS, SD, ST, SO, CSI)	6
ITIL® v3 Capability (SOA, PPO, RCV, OSA)	12
Professional Level Certificate in ITSM according to ISO/IEC 20000 (Alignment, Delivery, Support, Control)	12
Professional Consultant or Auditor Level Certificate in ITSM according to ISO/IEC 20000 (Manage & Improve)	12
BS15000 Auditor or Consultant	12
ISO/IEC 20000 Auditor or Consultant	12
Information Security Management Advanced based on ISO/IEC 27002	6
SFIA/BCS Practitioner Qualification *Use v4.0 of the SFIA structure; courses that address levels 3 or higher	12
Six Sigma Yellow Belt	18
Six Sigma Green Belt	24
CQE or CQA (ASQ)	12
CISSP ((ISC) ²)	12
CISM (ISACA)	12
CGEIT (ISACA)	12
PMP or PgMP or comparable PRINCE2 certification	12
MBA, MA/MS or the equivalent (must be a related field)	18
PhD, Ed.D. or the equivalent (must be a related field)	24
ITIL® v2 Manager's Certificate in IT Service Management (ITSMMC)	42
ITIL® v3 Expert via achieving the v2-v3 Manager Bridge	6

Certifications	Credits
ITIL® MALC (Managing Across the Lifecycle)	12
Executive Consultant or Lead Auditor Level Certificate in ITSM according to ISO/IEC 20000	24
SEI Certificate in CMMI	42
Six Sigma Black Belt	42
Six Sigma Master Black Belt	42
PMI-SP or PMI-RMP (or comparable qualifications within PRINCE2)	24

Conference/Meeting/Workshop Attendance*	Credits
45-75 minute lecture (e.g. conference sessions, mini-workshop, etc.)	1
75-120 minute lecture	2
½ day workshop	3
Full day workshop	6
itsSMF BrightTalk Webinars	1
Qualified itsSMF IG Meetings	2
itsSMF conferences	TBD

*In-house work-related training is not applicable (e.g., software training, etc...)

Subject Matter Expert	Credits
Examiner for ITSM certification (per marking session; maximum 24/year)	12
Participation in ITSM Standards body (per development session; maximum 24/year)	12

Authorship	Credits
Newsletter (online/print); per accepted submission	3
Refereed journal (per accepted submission)	24
White paper (per paper)	6
Published book (per book)	42

Conference/Meeting/University Presenting	Credits
Local professional group meeting (per unique 'keynote' presentation)	6
Regional professional group meeting (per unique presentation; may be an 'enhanced' local presentation)	12
National/international professional group meeting	18
Guest Lecturer (college/university-based program)	12
Track Chair	12
Discussion leader or moderator at public events	6

Volunteerism	Credits
Professional Organization (itsSMF, PMP, ISACA, etc...) officer (must serve full annual term)	12
Professional Organization volunteer/committee member (maximum 12 credits/year)	6
National-level formal Award or Recognition	6
prISM or other professional association mentor	12

How to Maintain the Credential

The credential begins the day the application is approved for a specific **priSM** credential level and ends one year later. **For example**, *J. Smith was accepted as a priSM Professional on April 1, 2010; the credential expires March 31, 2011.*

To continue to hold the credential, the following must occur:

1. The required number of CPD credits must be logged within the year:
 - a. Utilize the online logging system to submit the activities as they are completed (instructions will be provided by May 1, 2010, please hold your documentation of CPD credits until that time).
 - i. Please note that any *itSMF* USA meeting for which you RSVP on the *itSMF* USA website will automatically be tracked against your membership and **priSM** records. You will not need to submit these separately as long as you sign in or register at the meeting.
 - b. CPD credits logged through the RSVP system and those logged through the online logging system will be available for your review via the online transcript. Check your transcript frequently and follow up on any missing CPD credits.
 - c. We strongly suggest that physical evidence is safeguarded as a backup to the online system.
2. Membership in the *itSMF* USA and **priSM** must be renewed prior to the expiration. **For example**, *J. Smith would submit renewal fees before March 31, 2011 and insure that any new credits earned or credits that are missing from the online transcript are submitted by February 28th, 2011 (30 days prior to expiration).*

To advance the **priSM** credential, the following must occur:

1. A new application with the necessary documentary evidence must be submitted.
2. All CPD credits for the current level must be completed before the new application will be reviewed.
3. When to apply:
 - a. The most convenient way to apply for the next level is to do so at the anniversary of your current **priSM** membership, paying the fee and submitting the application for the next level in lieu of paying a renewal fee.
 - b. If waiting until your anniversary will create a hardship, you may apply early, paying the fee for the next level. Your anniversary date will remain the same, but your payment for the next level will be accepted in lieu of the renewal fee that would have come due at your anniversary. In other words, you are paying in advance for membership at the next level, in lieu of renewing at the current level.

*For example, J. Smith wants to move to the Distinguished Professional level. A new application is submitted on January 5, 2011. The membership expiration date is March 31, 2011. J. Smith would submit both itSMF USA fees and the new **priSM** fee (\$595). The membership expiration date would now be **March 31, 2012**.*

How to Apply

To apply for a **priSM** credential, first determine the level for which you are applying and download the application from the [website](#). You should also begin collecting your documentary evidence for inclusion with your application.

To submit your finalized application and documentary evidence, you will then need to join **priSM** program and pay for your **priSM** membership. To do so, complete the following:

- If you are an *itSMF* USA member (or if you have a reciprocal membership as a result of being a global member or member of another *itSMF* Chapter), first log onto the [website](#):
 - Select “Account Services” from the site map (gray box on left banner of site)
 - Select “**priSM** Online Membership Join⁵” from the Account Services menu
 - Complete the “Membership Join Wizard” through to the payment process, being certain to complete the check-out process as well.
- If you are **NOT** an *itSMF* USA member, you will need to complete a 2-step membership process, first joining *itSMF* USA then joining **priSM**.
 - First, you will need to [create an account](#) on the website.
 - After your account has been created, login using the account you just created.
 - Select “Account Services” from the site map (gray box on left banner of site)
 - Select “Online Membership Join” from the Account Services menu. You have several membership options:
 - **Student Membership** (\$35) is available to applicants who can provide proof of their status as a student. Please note that you will need to wait for your membership request to be processed before joining **priSM** (3-5 business days).
 - **Individual Voting Membership** (\$195) is available to everyone.
 - **Individual Non-Voting Membership** (no charge) is available to people who work in a company that has purchased at least five (5) voting memberships and the unlimited non-voting membership benefit. A [list](#) is provided on our

⁵ ISM members will not see an option to Grandfather into **priSM** via this process. Please see the instructions entitled “Grandfathering Institute of Service Management (ISM) Credentials into **priSM**” for instructions on how to apply for the program.

website. Please note that you will need to wait for your membership request to be processed before joining *priSM* (3-5 business days).

- If you pay for your membership with a credit card, you will be able to proceed to the next step immediately. Otherwise, you will need to wait for your membership in *itSMF* USA to become effective before you can join *priSM*. Memberships paid for by check will be processed within 3-5 days of receipt of the check.
- Log out and back into the website to have your “Member” role take effect.
- Select “*priSM* Online Membership Join” from the Account Services menu
- Complete the membership join wizard through to the payment process, being certain to complete the check-out process as well.

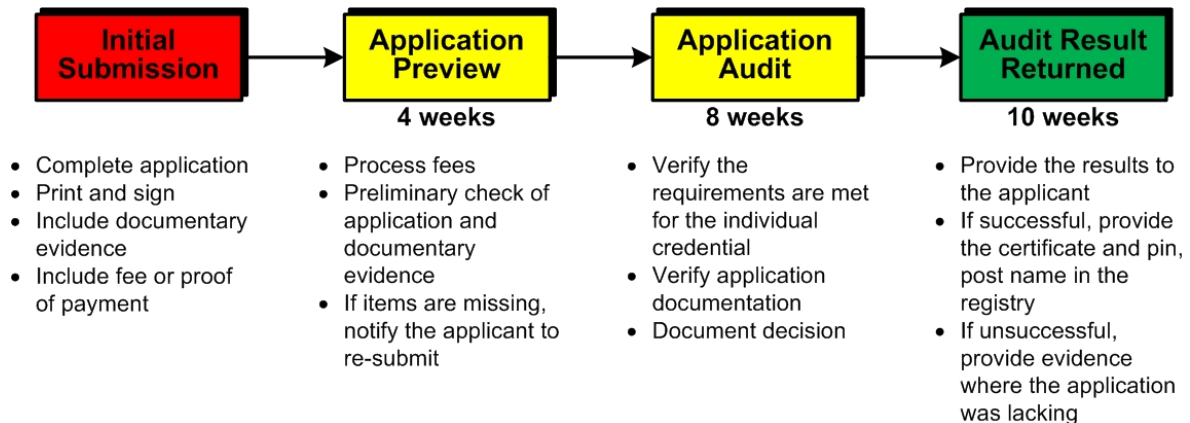
After joining *priSM* you have two options for submitting your application, along with payment or proof of payment:

- If you paid by credit card, print a copy of your paid invoice:
 - From the “Account Services” menu, select “Invoice History”
 - Select “the past six months” from the query box labeled “show your orders for” and submit the query
 - Locate your *priSM* invoice and open, then print it
 - Submit a copy of this invoice with your application
- If you wish to pay by check, please select check payment when you join *priSM* and include a check with your application.

Note: no application will be processed until payment is received!

If you need assistance with any of the steps above, please contact our Membership Administrator via [e-mail](#) or phone at 626-449-3300.

The diagram below illustrates the review process and timeline. The application review process is to be completed within a 10-week period.



Credential Terms of Use

If the application audit results indicate that the requirements for the selected credential were not met, you may be accepted at a lower level (where appropriate) or notified of the decision, along with a list of items that need to be completed. Applicants will have one (1) year to fulfill the requirements and resubmit without incurring additional fees. After one (1) year, renewal fees will apply. There are no refunds if an applicant decides they are not interested in pursuing the credential.

Credential Status

Active Status

Once the credential has been awarded, the status of the credential is 'active.' All active credential holders will be listed within the Online Registry. To maintain an active status, the CPD and renewal requirements must be met before the end of membership year. Once the CPD requirements have been met, a notification will be sent as a reminder to submit all renewal fees. If the CPD requirements have not been met, the status of the credential is now 'suspended.'

Suspended Status

If the requirements of the CPD program are not satisfied within the certification dates, the credential moves to a suspended status. While the credential is suspended, the holder must remove all reference to the credential or credential designation(s) until the deficiencies have been removed.

For example, J. Smith achieved 29 of the required 40 CPD credits at the Professional Level in the membership year. The status for this credential was rolled to Suspended. To regain an active status, J. Smith must complete the necessary 11 CPD credits in the next calendar year (as well as that year's requirements to a total of 51).

The CPD cycle date will not change after reinstatement to active status from suspended status. If the requirements are not met during the suspension period, the credential is withdrawn. To regain the credential, a new application must be submitted with full fees (not the renewal fees).

Governance Ethics and Conduct

All *priSM* members are required to read, sign and agree to the *itSMF* USA code of ethics, which provides the base of integrity for the program. They may also be subject to complaint if they violate the code of ethics. Such complaints may be submitted to *itSMF* USA by other members, the *priSM* review board (for items like falsification of information or documents used to apply to the program), the *itSMF* USA Board of Directors or other entities working with our organization.

The table below provides links to the member and leader code of ethics documents as well as documents detailing the complaint review process etc.

Document Name
Members and Leaders Code of Ethics
Code of Ethics Violation Complaint Form
Member Ethics Review Process
Member Code of Ethics
Leader Code of Ethics
Code of Ethics Overview (Full Slide Presentation)
Code of Ethics Overview (Condensed Slide Presentation)

Use of Your *priSM* Credential

Once you receive *priSM* credential level approval, you are granted the *priSM* credential. As long as you maintain your *priSM* credential in an “active” status, you are authorized to use the *priSM* credential level designation (e.g., **SSM**, **ASM**, **PSM**, **DPSM** and **FSM**) in block letters after your name on business cards, personal letterhead, resumes, websites and in your e-mail signature. Misuse of the credential level designation is a violation of the *itSMF* USA Code of Ethics* and may result in permanent loss of membership in both *priSM* and *itSMF* USA.

Included in the Credential Package are:

- Congratulatory letter
 - Includes credential renewal date
- **priSM** Credential certificate
 - Includes the credential number (unique identifier used to maintain individual records)
- **priSM** Credential Pin for the approved level

priSM Credential Application/Renewal Agreement

Ninety days (90) **before** the credential expires, you will receive a reminder of your **priSM** membership and credential expiration date. It is imperative that you begin to review the status of your CPD credits, supplying the documentary evidence for any missing credits to staff. The cut-off for providing such documentation in order to have it entered into the system by the time of your final renewal is thirty (30) days prior to renewal.

You must also renew your **priSM** membership and pay the renewal fee prior to the termination date. Simply log onto the *itSMF* USA [website](#) and select the “Account Services Menu”. Then select “Pay Open Invoices” where you may pay immediately by credit card or indicate your intent to pay by check.

If you pay by check, the check must arrive in the office at least seven (7) days before expiration to insure prompt processing of your membership.

If your membership in *itSMF* USA expires at the same time, you will find open invoices in the system for both memberships and may opt to complete both of these payments at the same time.

Please bear in mind that your anniversary is an excellent time to consider applying to a higher level of **priSM** credential. If you are interested in doing so, please follow the instructions provided earlier in this handbook.