



Contact: Janet Zarowitz
SMA Management Systems
888.762.5989 Ext. 115
jzarowitz@smasystems.com

FOR IMMEDIATE RELEASE

**SMA Expands Help Desk Offerings
Becomes Knowledge Service Provider (KSP)
Launches Affordable Knowledge Management Program**

White Plains, New York, July 28, 2003 – SMA Management Systems, a leading help desk solutions provider, announced today that it has become a Knowledge Service Provider (KSP). As a KSP, SMA provides its customers with Web access to RightAnswers Knowledge-Paks, the highest quality internal support knowledge for issues related to over 150 desktop applications and operating systems.

“SMA is focused on making the highest quality support knowledge accessible – both technically and economically – to IT Professionals,” says Steve Dreyer, President of SMA. As part of SMA’s announcement of becoming a KSP, SMA has introduced a monthly pricing plan for Knowledge-Paks, which will meet virtually every IT budget. The new prorated pricing is a departure from the traditional yearly license fee for knowledgebases and provides a quicker return on investment.

“SMA has made a commitment to our clients to make the access to knowledge easier and more affordable than ever,” explains Dreyer. “Our consultants understand that access to knowledgebases is critical to every IT support analyst. Support professionals need to find the ‘answers’ quickly and efficiently. To us, ‘access to knowledge’ means the seamless transfer of knowledge, removing all obstacles, including financial ones,” he emphasizes. The new monthly pricing plan has no start-up costs or professional service requirements. SMA consultants can be contacted for more information at 888-762-5989.

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SMA, the KSP Model, and RightAnswers

SMA used the Knowledge Service Provider model and Best Practices in their selection of the RightAnswers solution. RightAnswers Knowledge-Paks are the standard for high-performance technical support knowledgebases. Also of key importance, the product integrates virtually every help desk software solution including the award-winning HEAT. It can also be used as a stand-alone over the Web.

When Knowledge-Paks are used with a call tracking software such as HEAT, a call ticket is automatically generated and populated with the call description and the solution. The solution or knowledge is efficiently accessed and automatically documented in the call ticket. This optimization process is known as “Knowledge-Enabling” a help desk.

Fundamentals About Knowledge-Paks

Knowledge-Paks provide hundreds of thousands of solutions to the problems encountered with more than 150 off-the-shelf Desktop Applications and Windows Operating Systems. Support analysts use them to streamline the technical support they provide for popular desktop computing applications. Results help companies keep costs down by reducing call escalation rates, improving first call resolution rates, shortening call times and increasing satisfaction for both support analysts and end-users.

RightAnswers technicians monitor the questions being asked and actively and continually author new resolutions; the most up-to-date information and solutions are always available since the knowledgebase is accessed over the Internet. By leveraging the Internet, clients no longer have to purchase and update knowledgebase CDs. The Knowledge-Paks are designed for use by either support professionals or end-users seeking to solve their own problems.

RightAnswers also provides customer-specific knowledge, which spans from custom-built Frequently Asked Questions hosted on a private *Knowledge-Paks Online* channel, to Knowledge-Paks authored for completely proprietary applications. In addition, RightAnswers offers *Knowledge-Paks On Site*, a CD version of *Knowledge-Paks Online* when they have firewall, security or other access problems that prevent the use of the online version. It is essentially a

regularly taken "snap shot" of the hosted version and distributed to clients via CD.

A listing of Knowledge-Paks can be found on <http://www.smasystems.com/rightanswerslist.htm>.

About SMA Management Systems

Since 1984, SMA Management Systems has provided help desk and support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, government and not-for-profit organizations. SMA's focus is to enhance business processes and productivity with best-in-class software products and implementation services. SMA consultants apply their hands-on experience in building, evaluating, and managing help desk operations. SMA consultants ensure successful support solution implementations through services such as help desk assessments, knowledge management needs evaluations, product integrations and configurations, installation and management consulting, SLA development, Crystal reporting, and help desk software training.

SMA has offices in White Plains, New York and Marlborough, Massachusetts.

Industry publications, including *Beyond Computing*, *CIO/Webmaster* and *Public Relations Tactics* have published articles written by SMA consultants. Through invitation, SMA staff members have presented programs to help desk user groups in New York, New Jersey, Massachusetts and Connecticut. SMA is one of the "top three" Global Solution partners for HEAT software and has been recognized by the Gartner Group for its technology consulting, staffing and organizational methodologies.

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