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NACCB Changes Name to [TechServe Alliance](#) to Better Reflect Expanded Mission

Association Builds on 22-Year History of Advancing Excellence in the IT Services Industry

Alexandria, VA – The National Association of Computer Consultant Businesses (NACCB), founded in 1987 for information technology (IT) services companies, announced today a new name, TechServe Alliance. The name and accompanying strategic shift is the culmination of a two-year review undertaken by the association's Board of Directors and extensive efforts by the staff. In conjunction with the new brand, TechServe Alliance launched its new Web site (www.techservealliance.org) today as well.

Formed out of an initial gathering of 11 IT services firms in 1987, TechServe Alliance now offers an extensive portfolio of proprietary products and services that are built upon the collective knowledge, buying power and action of hundreds of companies and tens of thousands of affiliated professionals, enhancing efficiency and supporting member companies in their delivery of best-in-class IT services to clients nationwide. Today's brand shift reflects that the continued evolution of the group's mission is best achieved through collaborative efforts of IT services firms as well as their clients, consultants and suppliers with the overarching goal of advancing excellence and ethics within the IT services industry.

From the premier industry conference, robust listservs, the industry's most comprehensive annual benchmarking report, cost conscious business insurance, ready access to industry data, business trends and legal and legislative developments to an extensive online library of industry-specific model contracts and white papers, TechServe Alliance supports the efficient delivery of best-in-class IT services for clients and exceptional professional opportunities for consultants. TechServe Alliance also continues to serve as the voice of the industry before the policymakers and the national and trade press.

"We are excited about the launch of our new name and brand today. Building upon the foundation of service to the industry for the past 22 years, the new brand reflects TechServe Alliance's commitment to collaborative efforts among all industry stakeholders. While our name has changed and the way we go about pursuing our core mission has evolved, we remain committed to advancing excellence and high ethical standards within the industry," said TechServe Alliance CEO Mark Roberts.

In addition to its wide-ranging portfolio of proprietary products and services available to IT services firms, TechServe Alliance serves the client and consultant communities through:

- Supporting the efficient delivery of best-in-class IT services to clients and exceptional professional opportunities for consultants
- Fostering industry growth through enhanced client awareness and access to the benefits of IT services
- Keeping stakeholders informed of the latest market, legal and legislative trends and developments
- Serving as the voice of the industry before policymakers

About TechServe Alliance

TechServe Alliance is a collaboration of IT services firms, clients, consultants and suppliers dedicated to advancing excellence and ethics within the IT services industry.

TechServe Alliance enhances efficiency and supports IT services companies in their delivery of best-in-class IT services by providing access to an exclusive portfolio of industry information and best practices derived from peer-to-peer knowledge sharing and subject-matter experts. TechServe Alliance also keeps members regularly informed of critical industry data, business trends, legal and legislative developments, and provides an extensive library of industry-specific model contracts and white papers.

Headquartered just outside the nation's Capitol in Alexandria, Virginia, TechServe Alliance represents the interests of the industry before the U.S. Congress and other policymakers. For more information about TechServe Alliance, please visit www.techservealliance.org.

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