



STABILITY IN A CHANGING WORLD

- the business
imperative for
Service Management



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it Service Management Forum





What is the *itSMF* ?

The only **internationally recognised** and **independent** organisation dedicated to IT Service Management. It is a **not-for-profit** body wholly owned, and principally operated, by its **membership**.

Formed in the UK in 1991 & now national 'chapters' in Australia, Austria, Belgium, Canada, **Denmark**, **France**, Germany, **Japan**, the Netherlands, **Norway**, South Africa, **Sweden**, Switzerland and USA.

What we do

Contribute to best practice; run conferences, seminars, regional groups; web-site; magazine; discounted book sales;





Headlines of the decade

FLAMES OF WAR TAKE HOLD

Trade knows no boundaries

Merger: “only solution”

FACE UP TO TERROR THREAT!

NEW TECHNOLOGY CAUSES UPHEAVAL

Epidemic fear spreads

1990-2003

Spanish Succession

Multi-nationalism

Specialist mergers

Al Qaeda uprising

Extreme Mobile phones

AIDS/SARS

The more things change, the more they stay the same.

SURVIVAL IS NOT COMPULSORY

– W Edwards Deming

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Fundamental truths

IT/IS only exists to support the business

Enterprises are increasingly dependent upon IT/IS

Technology is the business front-line

Challenges

Technology

Budgets are tight

How business views IT

Legacies – organisational & personal





Technology

Constant [r]evolution

Too much of it

Technology must be addressed/harnessed

Consolidation of infrastructures

On-demand computing

Autonomic systems

Web-enabled, self-help





How does business view IT?

- IT is a support function
- IT budgets are out of control
- Costs are opaque
- Quality of service is often perceived as poor
- Not responsive to business needs



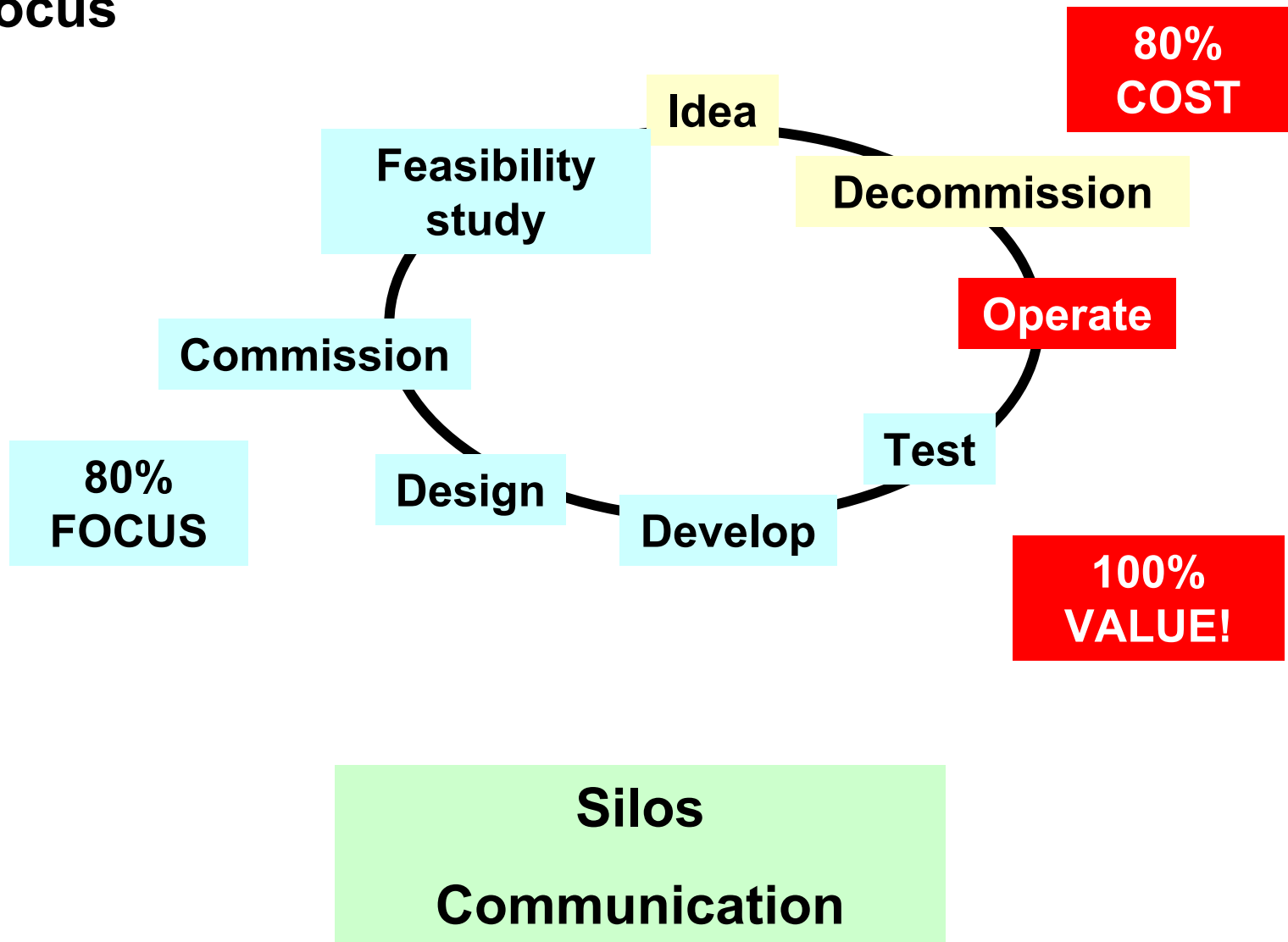
**More applications
Faster development
Changes!**





Legacies

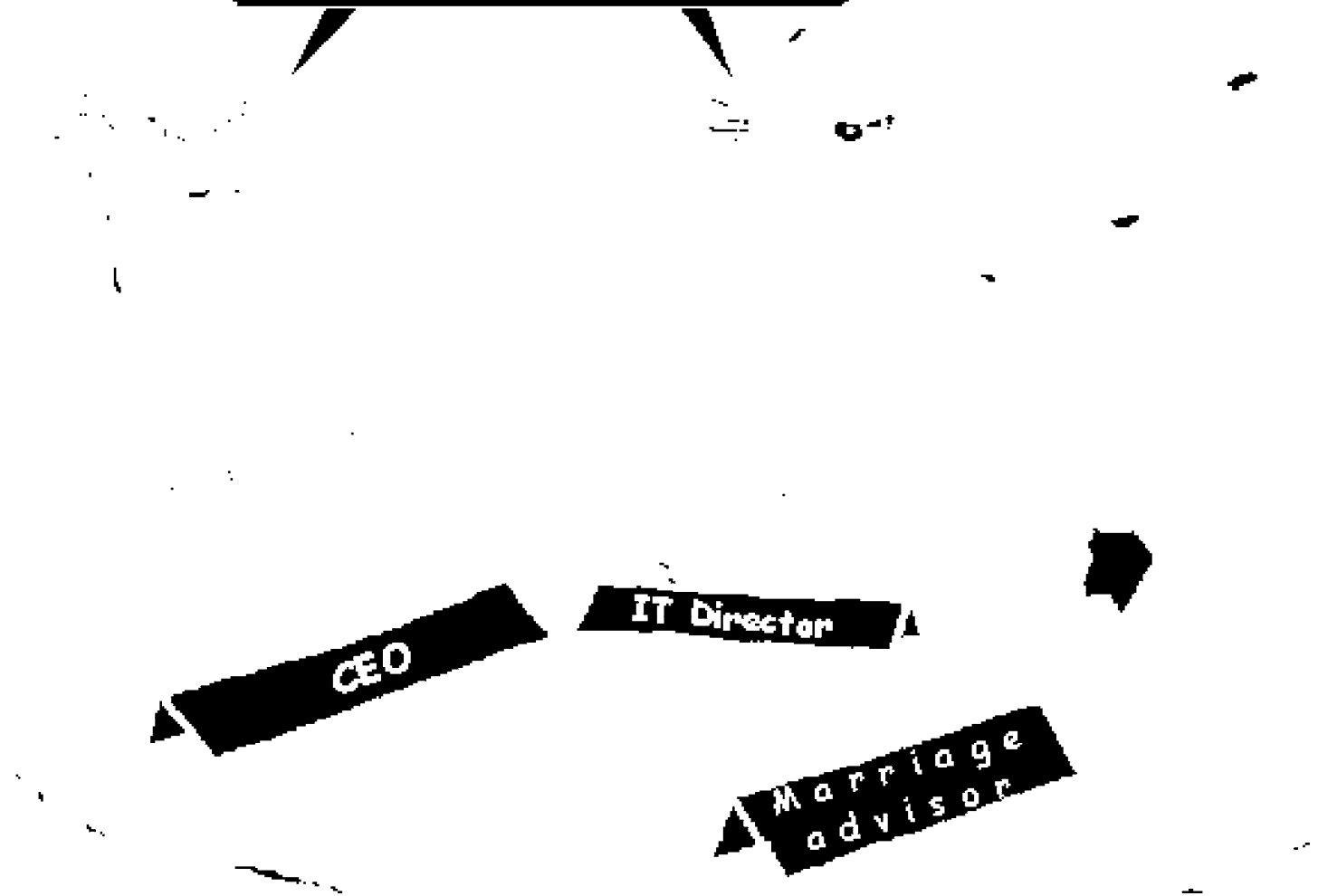
Focus





Communication

He just doesn't understand me!



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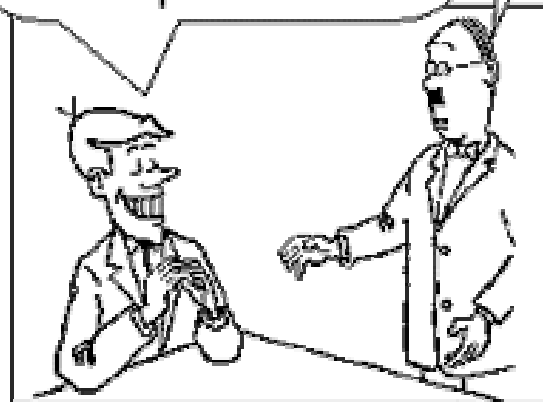
Communication

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..I'd like an information system that will enable me to process customer requests, allowing me to rapidly call up customer information and most recent purchases linked to geographical and product based groupings...



Really...how fascinating.. And how many gangle bits of multiplexed asynchronous digitised transfers per cybernetic transaction phase will be processed ?...



..er...sorry?

You will be.

..gangle bits.....
..multiplexed....
..asynchronous digitised transfers ??





So how should we respond?

Maybe we need a radical rethink about the role and structure of IT/IS!

Think IS – Information SERVICES

Get the business to focus on value not cost

Focus internally on process & people not just technology

Break down the barriers between IS & the business & within the IS department

Invest in Service Management





Thinking Service

Expectations

Resources

Things going wrong

Change

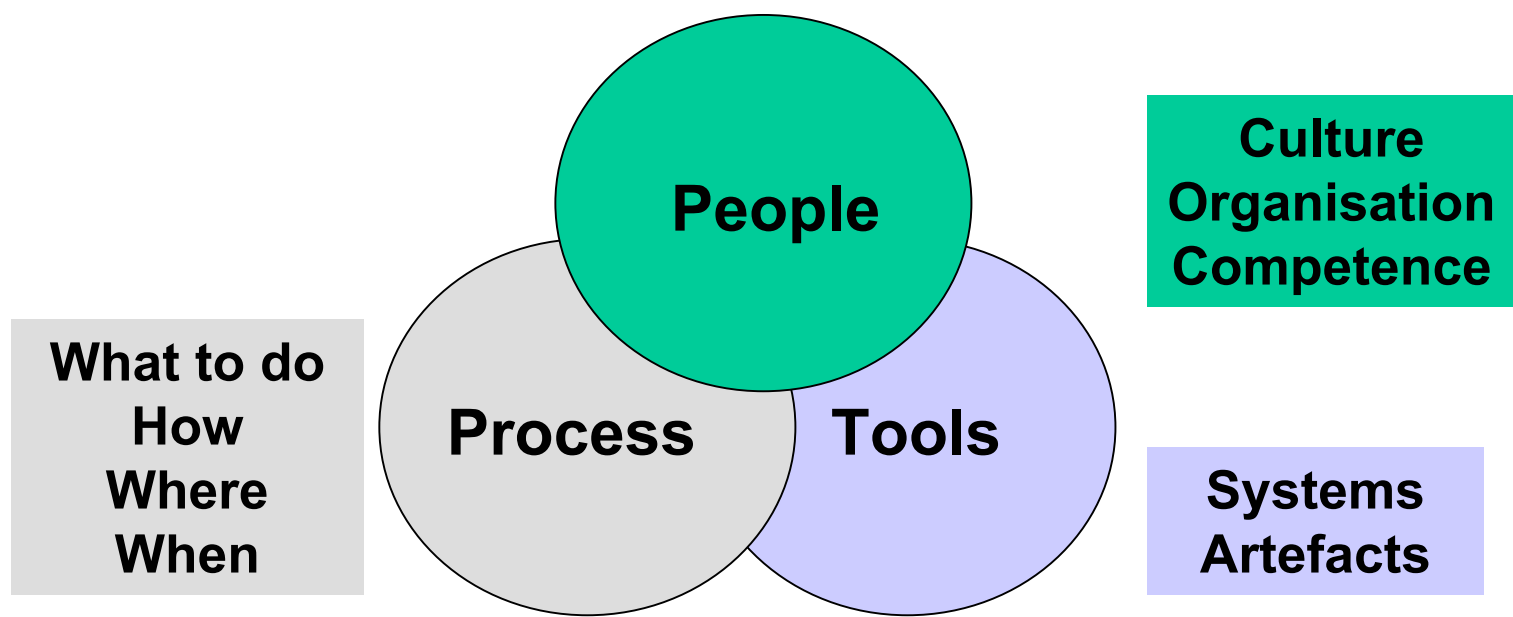
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What is IT Service Management?

A set of disciplines, embracing



that together allow us to develop & deliver high quality IT services.

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What does ITSM cover?

EVERYTHING!

Not just about managing technology - though we need Systems/Network Management

Not just about managing “live services”
but

managing the complete lifecycle from initial idea through to decommissioning of obsolete solutions.



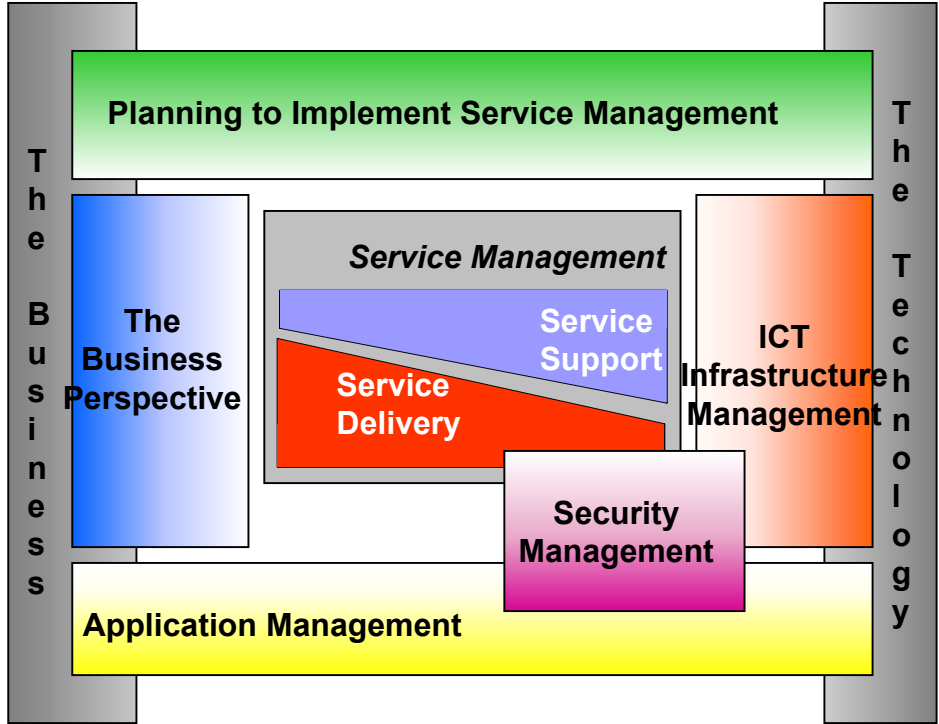


"Best Practice" in ITSM

ITIL - The IT Infrastructure Library



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CCTA(now OGC) late 80s

Recommended best practice

Non-prescriptive guidance

Vendor/technology agnostic

Focus on process & people

Grew to over 40 titles

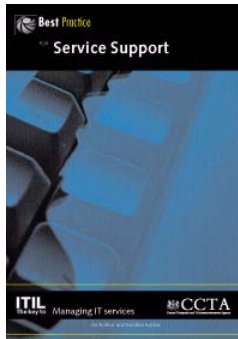
Refreshed over last few years





Service Support & Delivery

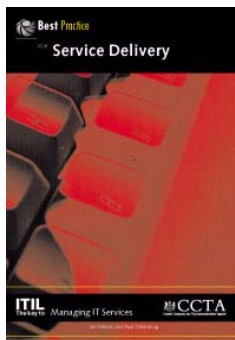
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Covers 1 functional area
and 5 processes/functions

Service Desk

Incident Management
Problem Management
Change Management
Configuration Management
Release Management



Covers 5 processes/functions

Service Level Management
Capacity Management
Availability Management
Financial Management
IT Service Continuity





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The Business Processes

The Technology

Planning to Implement Service Management

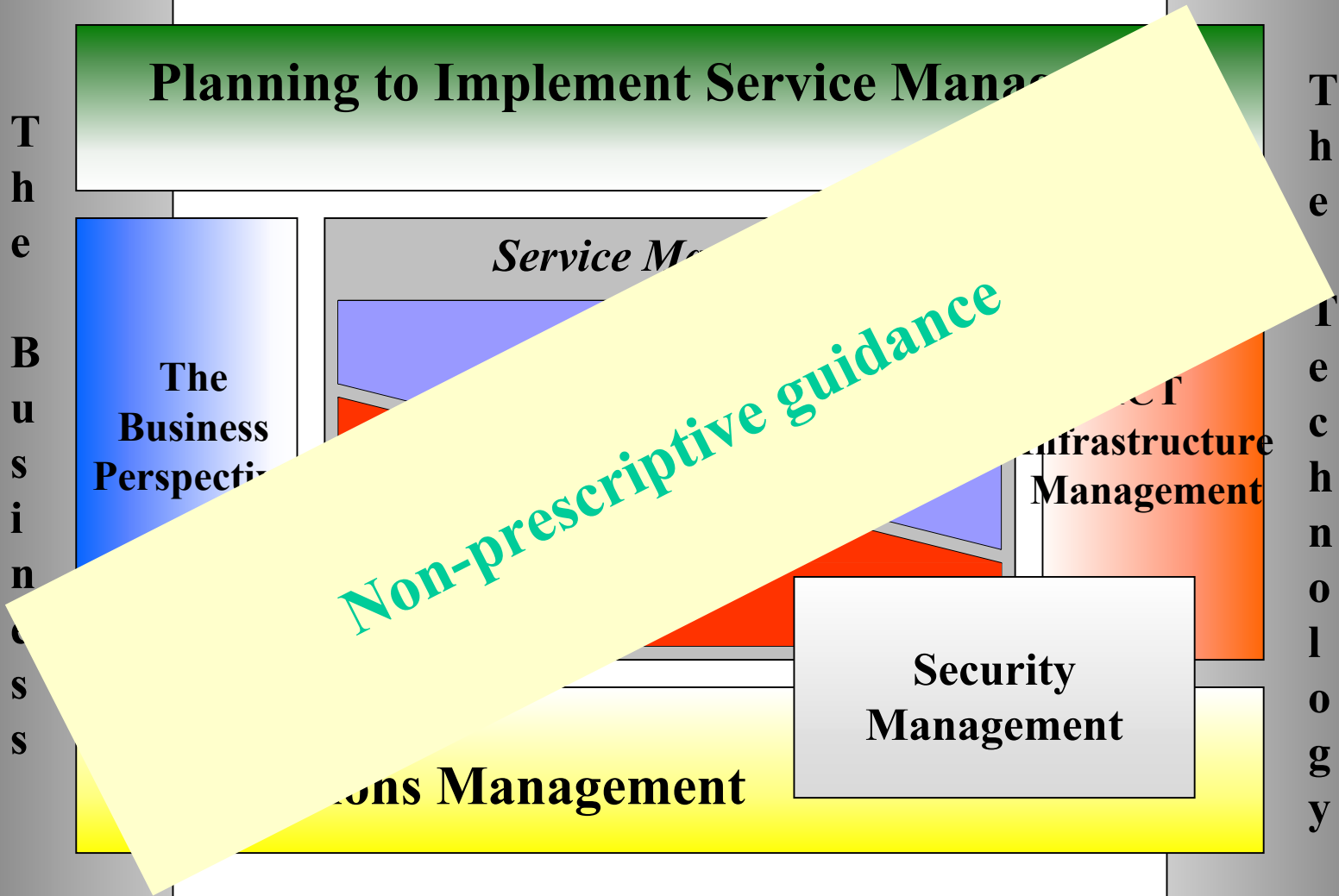
The Business Perspective

Service Management

IT Infrastructure Management

Security Management

Operations Management

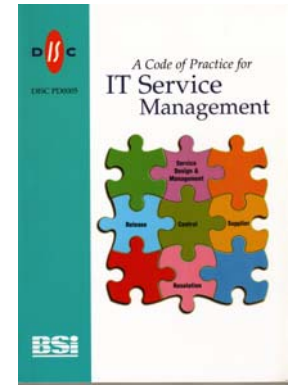




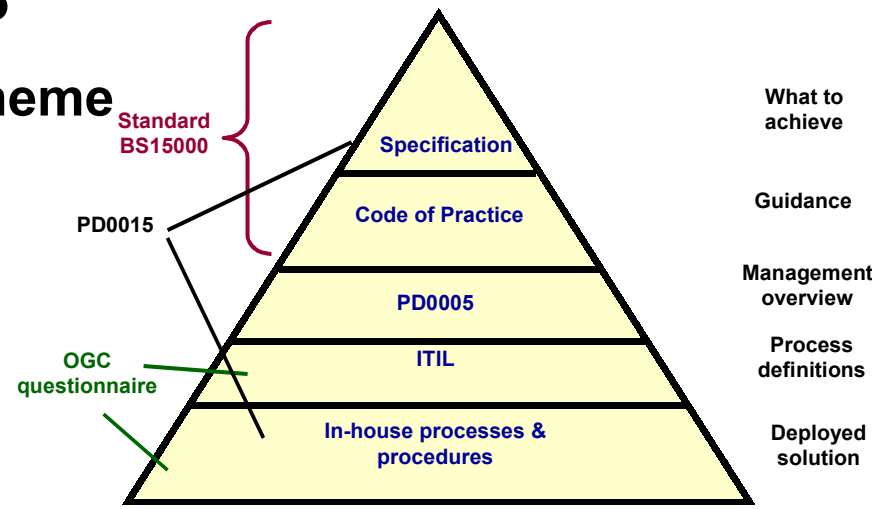
Towards a Standard

British Standards Institution (BSi)

- 1998 - Code of Practice [PD0005]
- 2000 - Self-assessment Workbook [PD0015]
- Specification [BS15000:2000]
- 2001 - Early adopters → Feedback
- 2002 - Rewrite as Part 1 & 2
- Rewrite PD0015/PD0005
- 2003 - Formal certification scheme
- 2006 - ISO Standard



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Quality people



Successful implementations depend on competent and motivated people

Knowledge, Attitude, Skills, Experience

**Qualifications - ITIL-based,
different levels & delivery mechanisms,
point-in-time**

**Ongoing competence - Professional body
Institute of IT Service Management
www.iosm.com**





Quality tools

Functionality

Integration

Support

Corporate fit

“ITIL-compliance” ??????





Getting business buy-in

You can't sell ITIL to the board

Sell the need and the rewards

Improve service quality

Business benefit

Hook into corporate drivers

- quality/governance

(ISO9000, EFQM, Six Sigma, COBIT, Balanced scorecard)





Benefits – across the enterprise

Achievements

10% reduction in repeat calls to service desk

IT – one less support staff

Business – increased “productivity”

Efficient & effective change management system

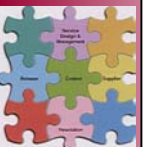
IT – fewer problems from bad changes

Business – faster time to market

Efficient & effective capacity management

IT – better budgeting, better resource usage

Business – better budgeting, improved cashflow





Benefits realisation

itSMF survey - 70% achieving “tangible & measurable” benefits

Meta

- 85% resolution at FPOC
- cost per call down 30%
- 50% reduction in new product cycle

IDC survey

- 79% reduction in downtime & other factors
- total savings per user c \$800 p.a.
- ROI up 1300%

Barclays - Downtime reduced from 60 to 15 mins

Proctor & Gamble - \$100 million p.a. savings!





“Pearls of wisdom” - 1

You can't “implement” ITIL – **it's not a product**

Don't get hung up on the detail – **you need to adapt and adopt**

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“Rules are for the obedience of fools – and the guidance of wise men.” Oscar Wilde



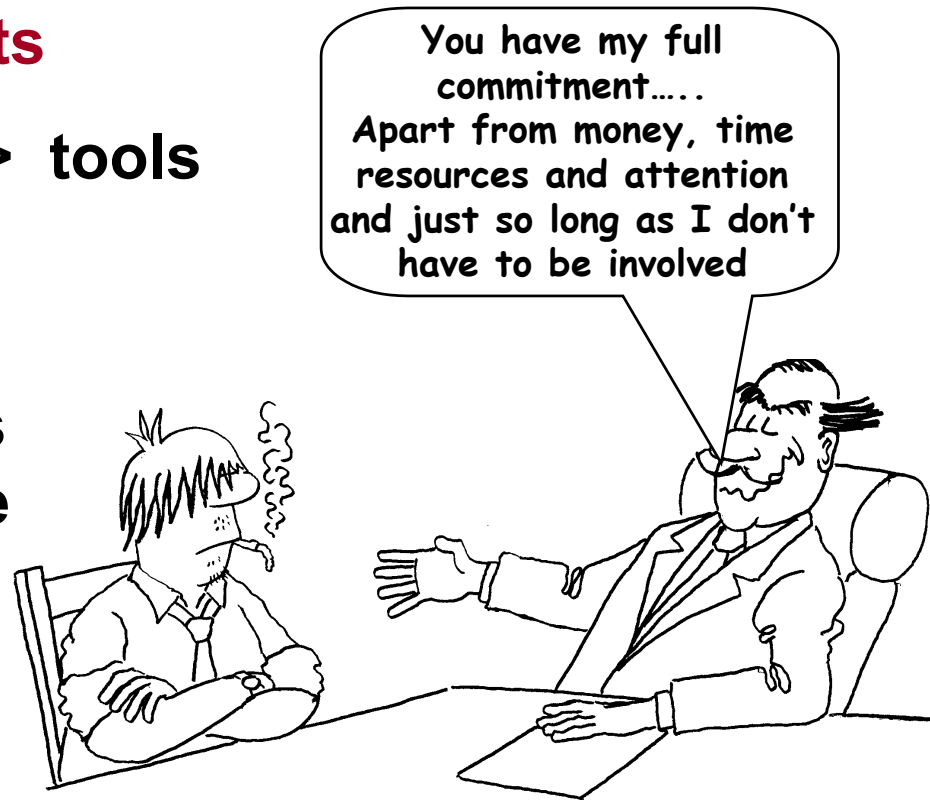


"Pearls of wisdom" - 2

PDCA – **focus on benefits**

Process + people >>>> tools

Don't underestimate
the commitment
the people factors
the cost/timescale



Change the people or **change the people**

Continuing improvement

"To improve is to change. To be perfect is to change often." **Winston Churchill**



Summary

Information **Services** are a vital and core part of the business

We need to think **end-to-end service**

Service management **isn't optional**

Quality **process-driven** approaches and **professional staff** really deliver **value**

ITIL/BS15000 provide a solid **framework** for developing an appropriate solution

The business can/will reap the **benefits** and achieve the **ROI on IT**





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Thank you for listening

Any questions?

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