



The future of service management

(A personal view)

Budapest
April, 2016

*Colin Rudd FISM, FBCS, CITP, CEng, FIITT
IT Enterprise Management Service Ltd.*

colin.rudd@itemsltd.co.uk

*Service Management consultant, coach and mentor
ITIL Expert, ITIL Master and ITIL Author*



Agenda

- *Service management practice*
- *Service management guidance*
- *Service management standards*

Service management today (theory)

Five core books:

- *Strategy*
- *Design*
- *Transition*
- *Operation*
- *Improvement*

ITIL®



Complementary books (an expanding set):

- *Planning to implement service management*
- *Software asset management (SAM)*
- *Small Scale Implementation*
- *ITIL Lite: A Road Map to Full or Partial ITIL Implementation*
- *etc.*





The ISO/IEC 20000 standard

- [ISO/IEC 20000-1:2011](#): Service management system requirements
- [ISO/IEC 20000-2:2012](#): Guidance on the application of service management systems
- [ISO/IEC 20000-3:2012](#): Guidance on scope definition and applicability of ISO/IEC 20000-1
- [ISO/IEC TR 20000-4:2010](#): Process reference model
- [ISO/IEC TR 20000-5:2013](#): Exemplar implementation plan for ISO/IEC 20000-1
- [ISO/IEC TR 20000-9:2015](#): Guidance on the application of ISO/IEC 20000-1 to cloud services
- [ISO/IEC TR 20000-10:2015](#): Concepts and terminology
- [ISO/IEC TR 20000-11:2015](#): Guidance on the relationship between ISO/IEC 20000-1:2011 and service management frameworks: ITIL®



ISO/IEC 20000 certification

**18 organisations
In Hungary**

Company Name	Country	Version of ISO/IEC 20000
99999 Informatika Kft	Hungary	2011
Astron Informatikai Kft	Hungary	2011
BKV Zrt	Hungary	2011
CONET Computer and Network Development Ltd.	Hungary	2011
GPIT Informatikai Szolgáltató Korlátolt Felelősségű Társaság	Hungary	2011
HUMANSOFT Electronic Ltd	Hungary	2011
Infobex Informatikai és Szolgáltató Korlátolt Felelősségű Társaság	Hungary	2011
Invitel Zrt. ICT Services division	Hungary	2011
IP Systems Ltd	Hungary	2011
KNORR-BREMSE Fékrendszerek Kft	Hungary	2011
Knorr-Bremse System for Rail Vehicles Hungary Ltd	Hungary	2011
M & S Informatikai Zrt.	Hungary	2011
Microsoft Hungary Ltd - Enterprise Services	Hungary	2011
MOD Számítástechnikai Kft	Hungary	2011
Qualysoft Informatikai Zrt	Hungary	2011
RacioNet Zrt.	Hungary	2011
S & T Consulting Hungary Kft.	Hungary	2011
Synergon Infosource Ltd	Hungary	2011



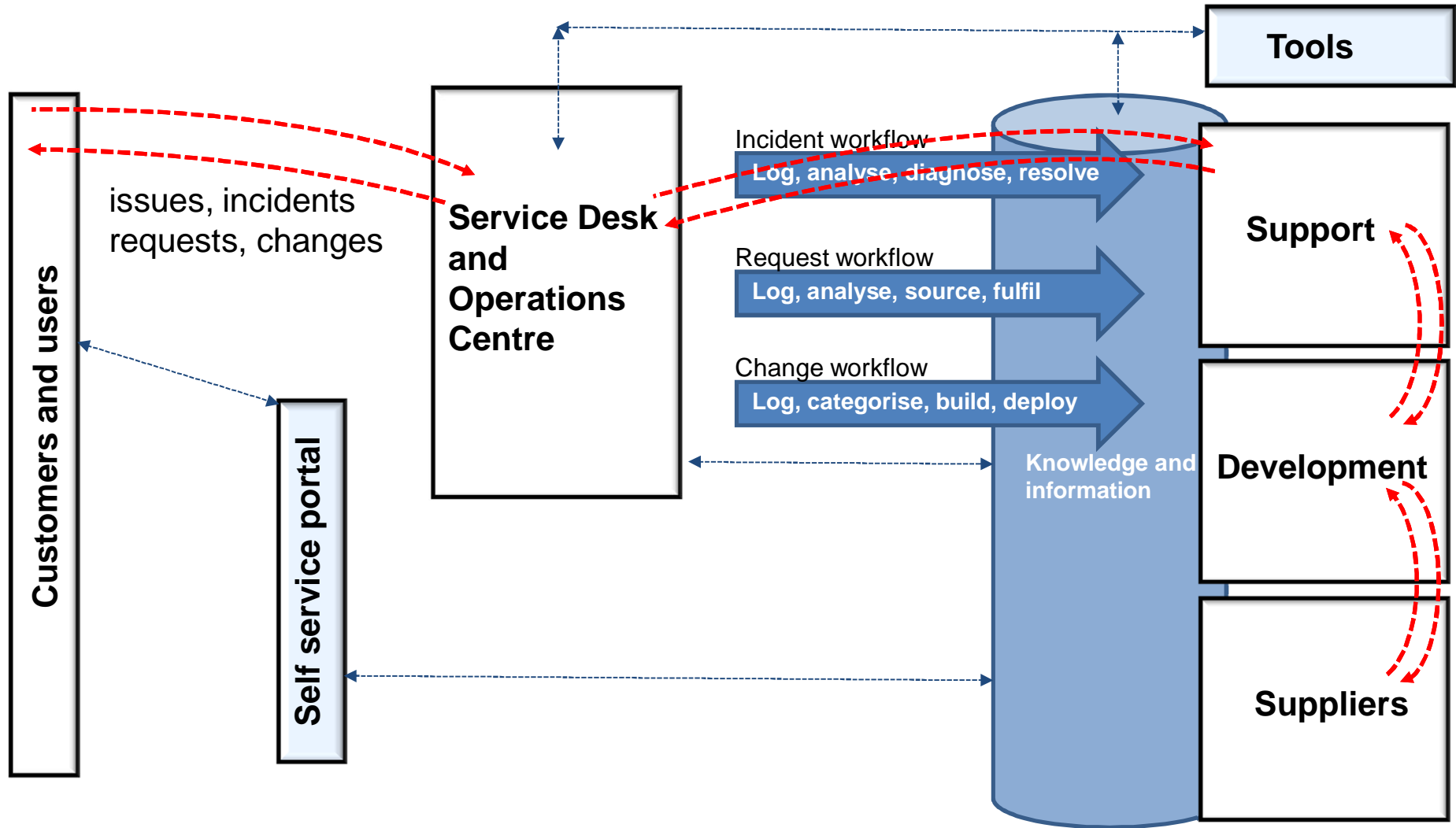
Other guidance

- *Other ISO standards: 27000, 19770, 9000, 38500,*
- *COBIT*
- *Lean, Lean IT,*
- *Six Sigma*
- *Agile, DevOps, Continuous*
- *CMMI*
- *TOGAF, eTOM*
- *IT4IT*
- *Taking service forward*
- *Business frameworks*
- *Etc*

Service management today (in practice)

- *Few service catalogues (services not defined)*
- *Little focus on services (mainly product and technology focus)*
- *Mainly reactive and active processes and activity*
- *Lack of business and service metrics (mainly process and technology metrics)*
- *Little understanding of the business value of IT (unable to identify and quantify)*
- *Lack of governance and direction*
- *Mainly operational and transitional processes and activities (little strategy and design activity)*

ITEMS Current workflows



The drivers for change

Increasing value **Vitualisation**
Cloud services (SaaS, PaaS,) **End-to-end**
Changing paradigms **Consumerisation** **Reducing costs** **Social media**
Analytics **Innovation** **Ubiquitous computing**
Globalisation **Muti-sourcing** **Flexibility**
Big data **Business integration**
Agility **Mobility** **Governance**
Complexity **Always on** **Demand** **BYOD** **Customisation**
The Internet of things *Shadow IT* *Autonomation*
Collaboration

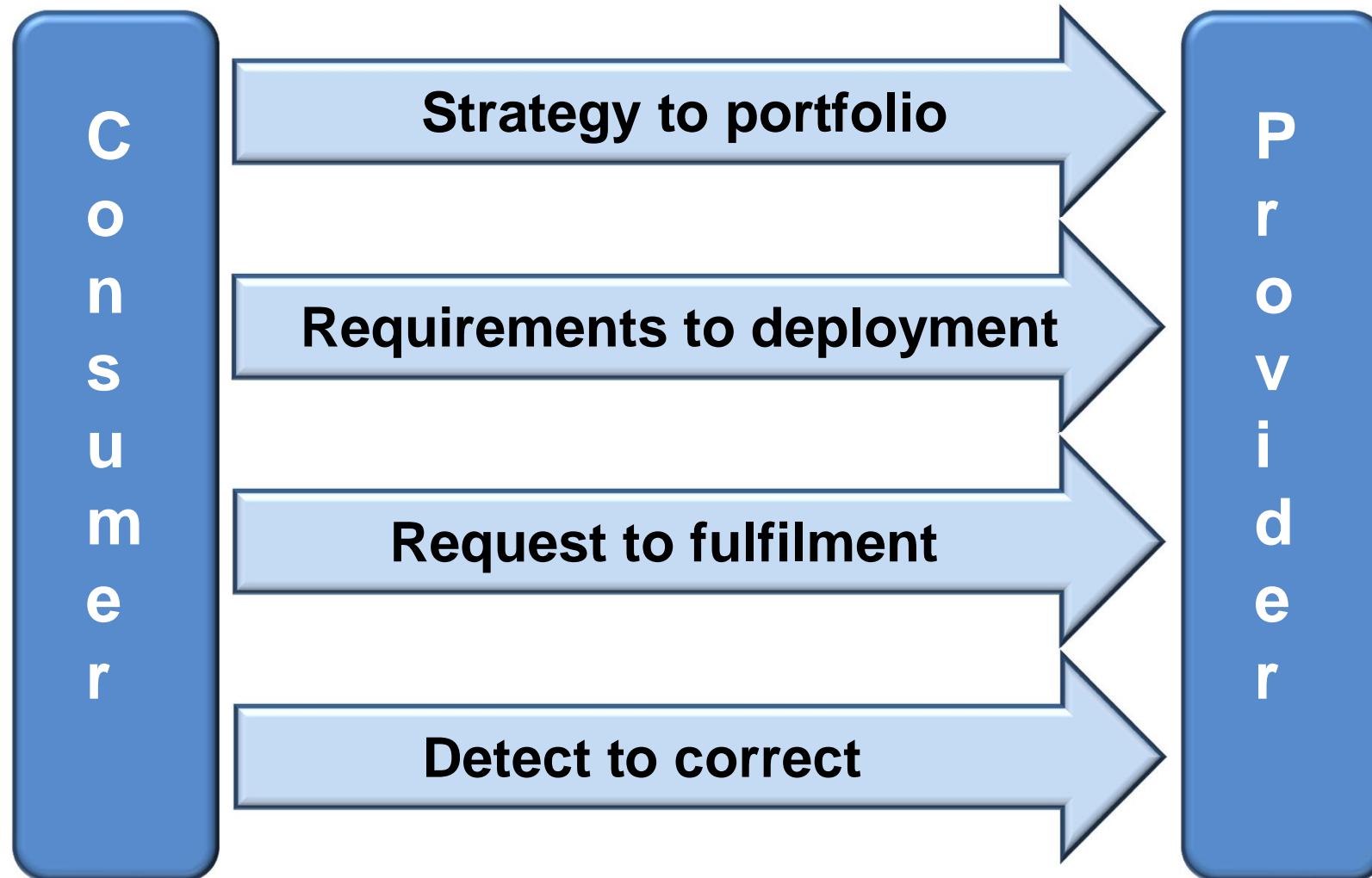


The future of the ISO/IEC 20000 standard

- [ISO/IEC 20000-1:2011](#): Service management system requirements
- [ISO/IEC 20000-2:2012](#): Guidance on the application of service management systems
- [ISO/IEC 20000-3:2012](#): Guidance on scope definition and applicability of ISO/IEC 20000-1
- [ISO/IEC TR 20000-4:2010](#): Process reference model
- [ISO/IEC TR 20000-5:2013](#): Exemplar implementation plan for ISO/IEC 20000-1
- *Part 6: Requirements for bodies providing audit and certification*
- *Part 8: Application of service management to very small enterprises*
- [ISO/IEC TR 20000-9:2015](#): Guidance on the application of ISO/IEC 20000-1 to cloud services
- [ISO/IEC TR 20000-10:2015](#): Concepts and terminology
- [ISO/IEC TR 20000-11:2015](#): Guidance on the relationship between ISO/IEC 20000-1:2011 and service management frameworks: ITIL®

New service architectures evolving

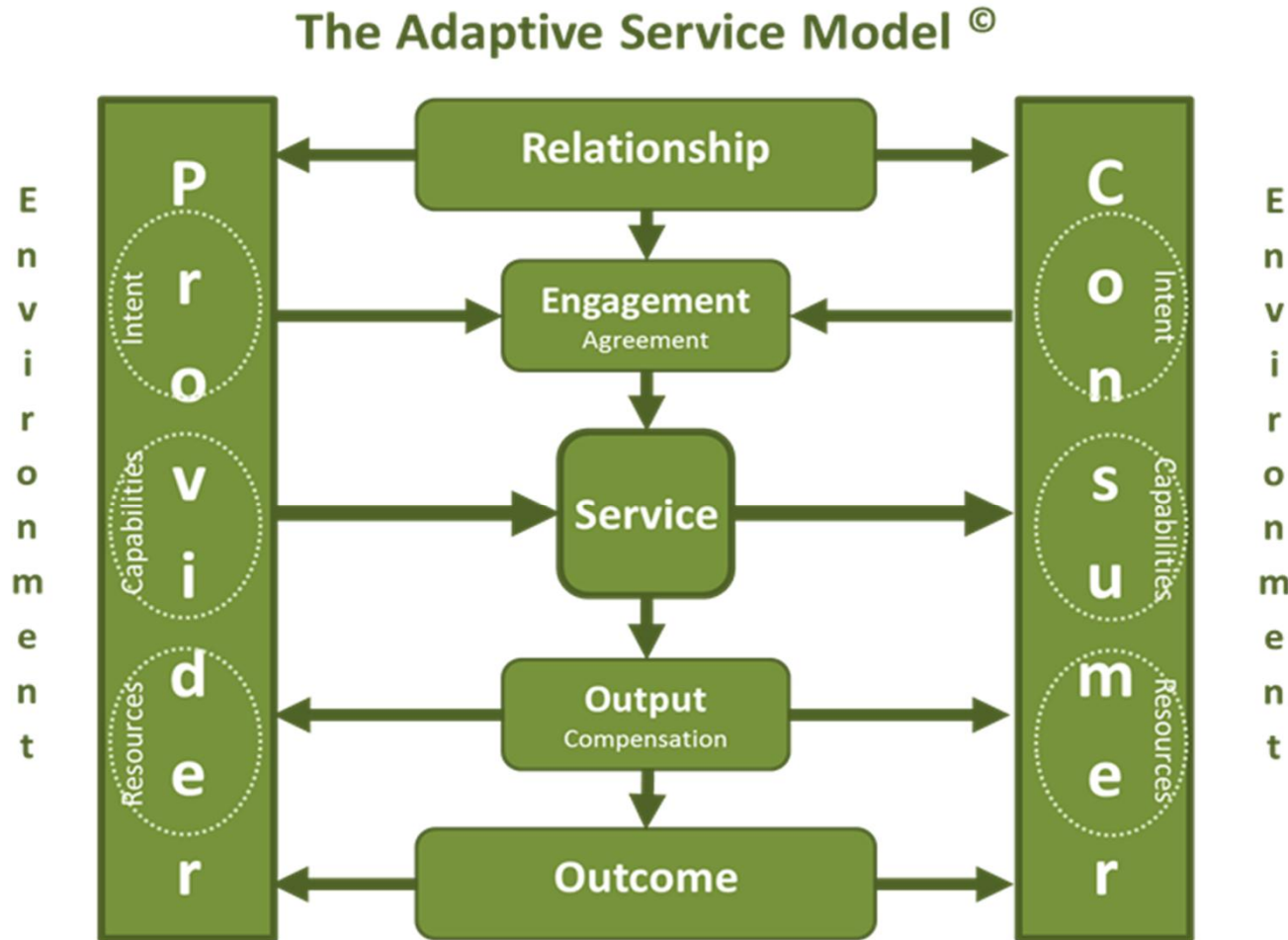
IT4IT Consortium – Value streams:





New service architectures evolving

Taking service forward – The adaptive service model

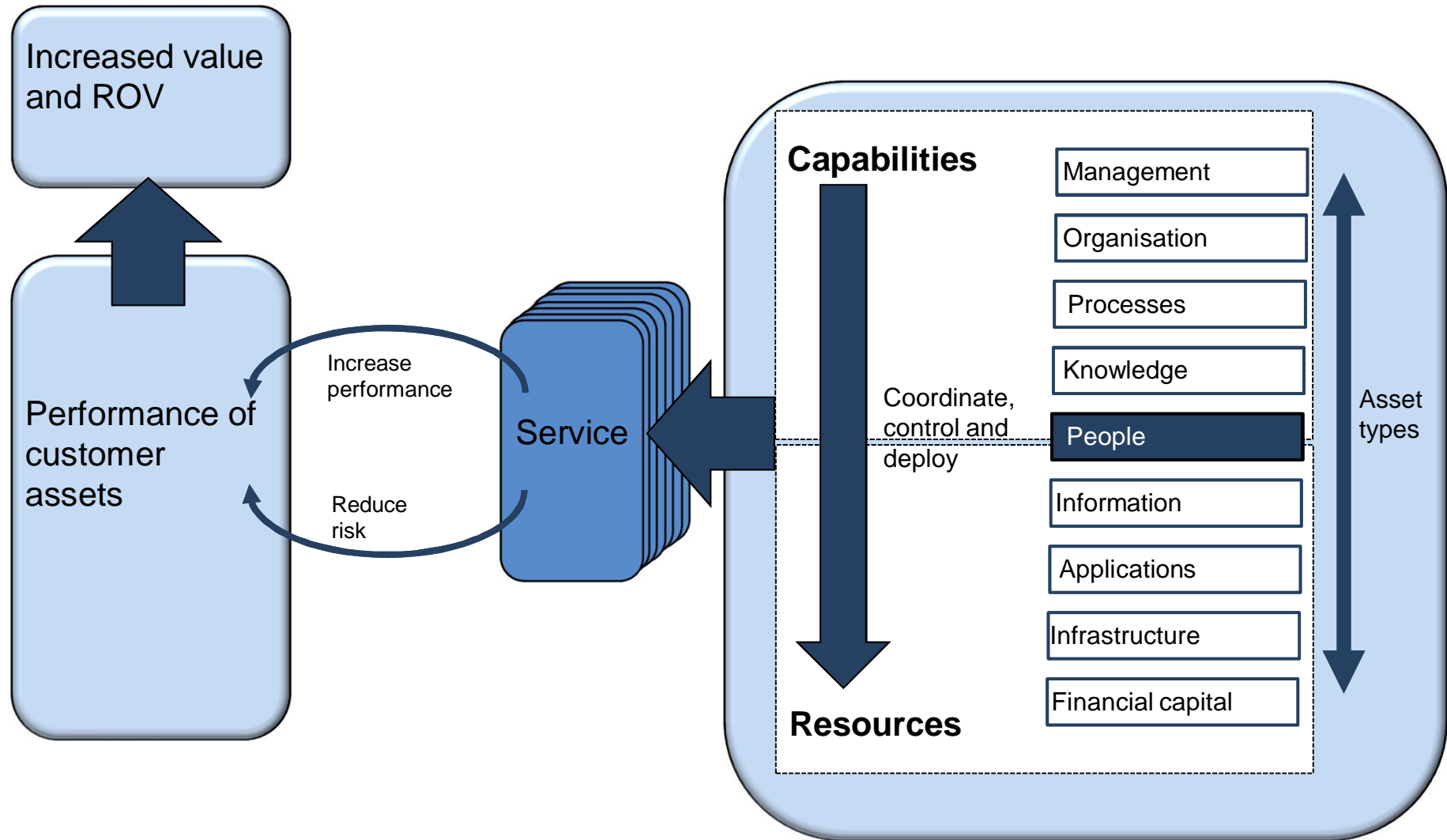


 **TAKING SERVICE FORWARD**

Seven pillars:

- *Process ownership*
- *Service ownership*
- *Release and management planning*
- *Integrated change advisory board (ICAB)*
- *Service bridge*
- *Service reporting*
- *Service introduction*

ITEMS Service value



Defining and measuring value:

“Quality (*value*) in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.”

Peter Drucker

“People don’t buy products (*services*); they buy the expectation of benefits (*value*)”

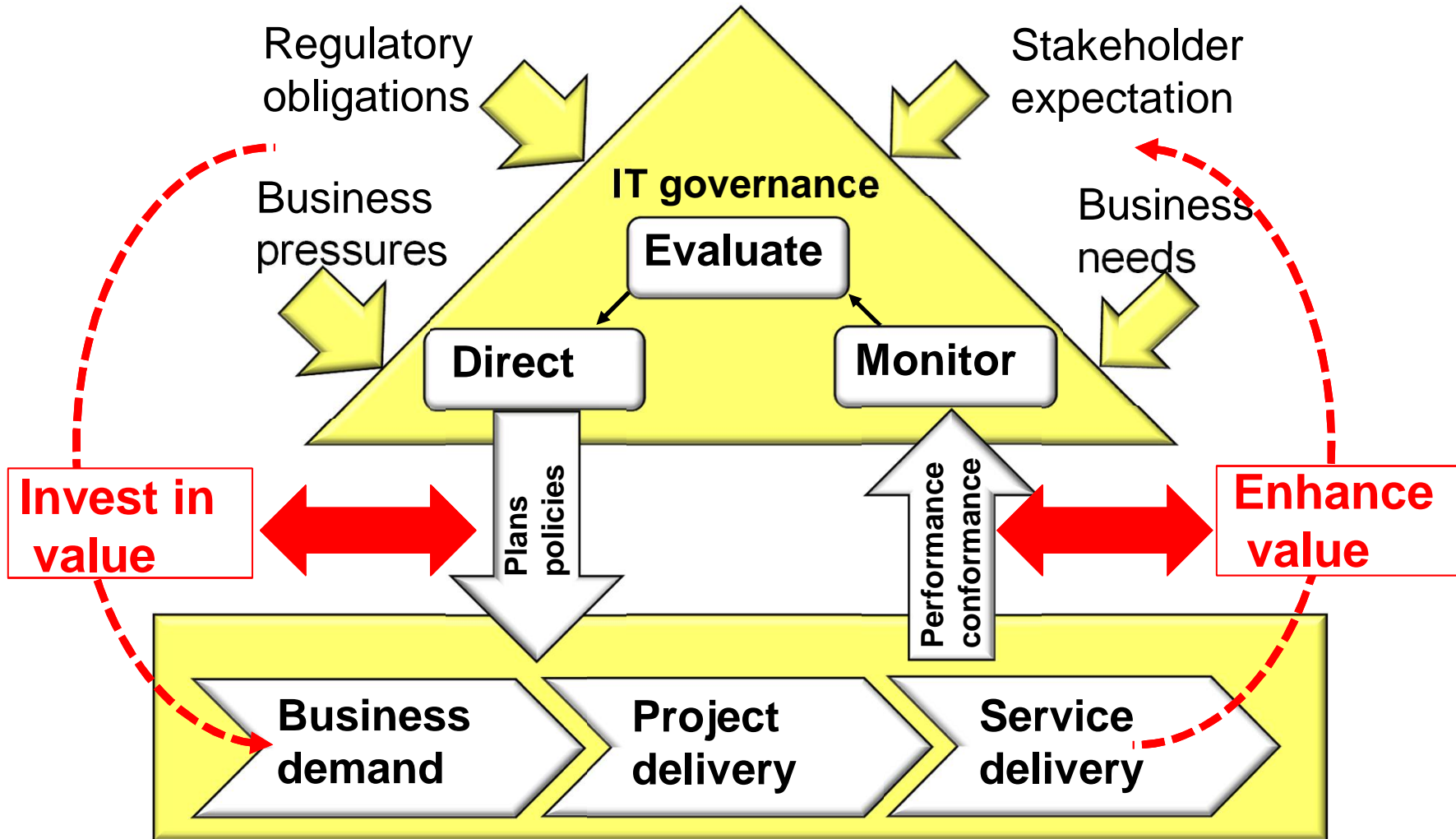
Theodore Levitt, Harvard Business School



What is value for your business?

- *Financial: increased revenue or profit (or possibly reduced operating costs)*
- *Risk: reduced vulnerability*
- *Compliance: increased legal and regulatory conformance*
- *Shareholders: increased share value / image*
- *Customer: improved value, experience, quality and satisfaction*
- *Life saving: life support*

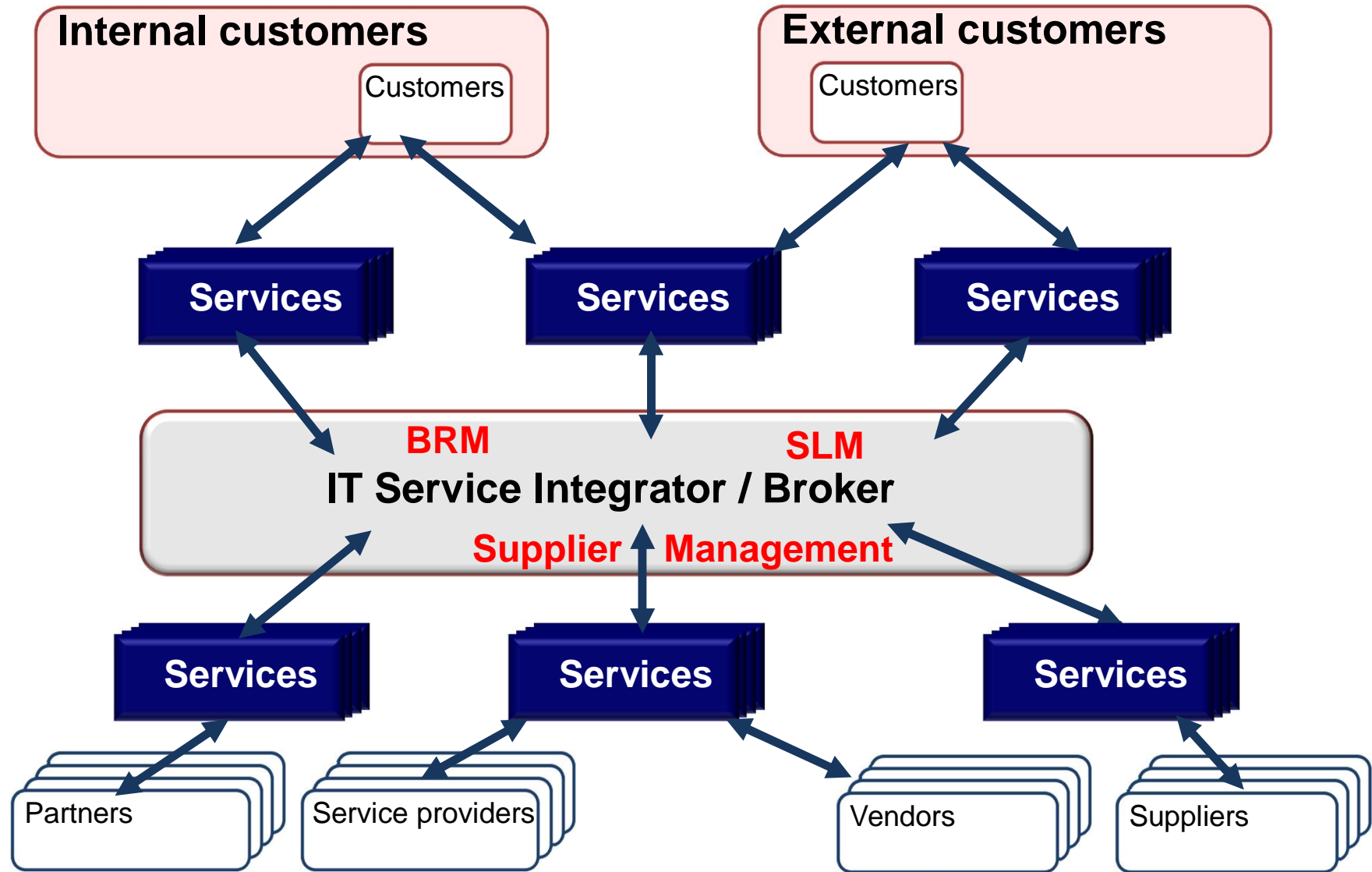
Governance of IT / IT Governance



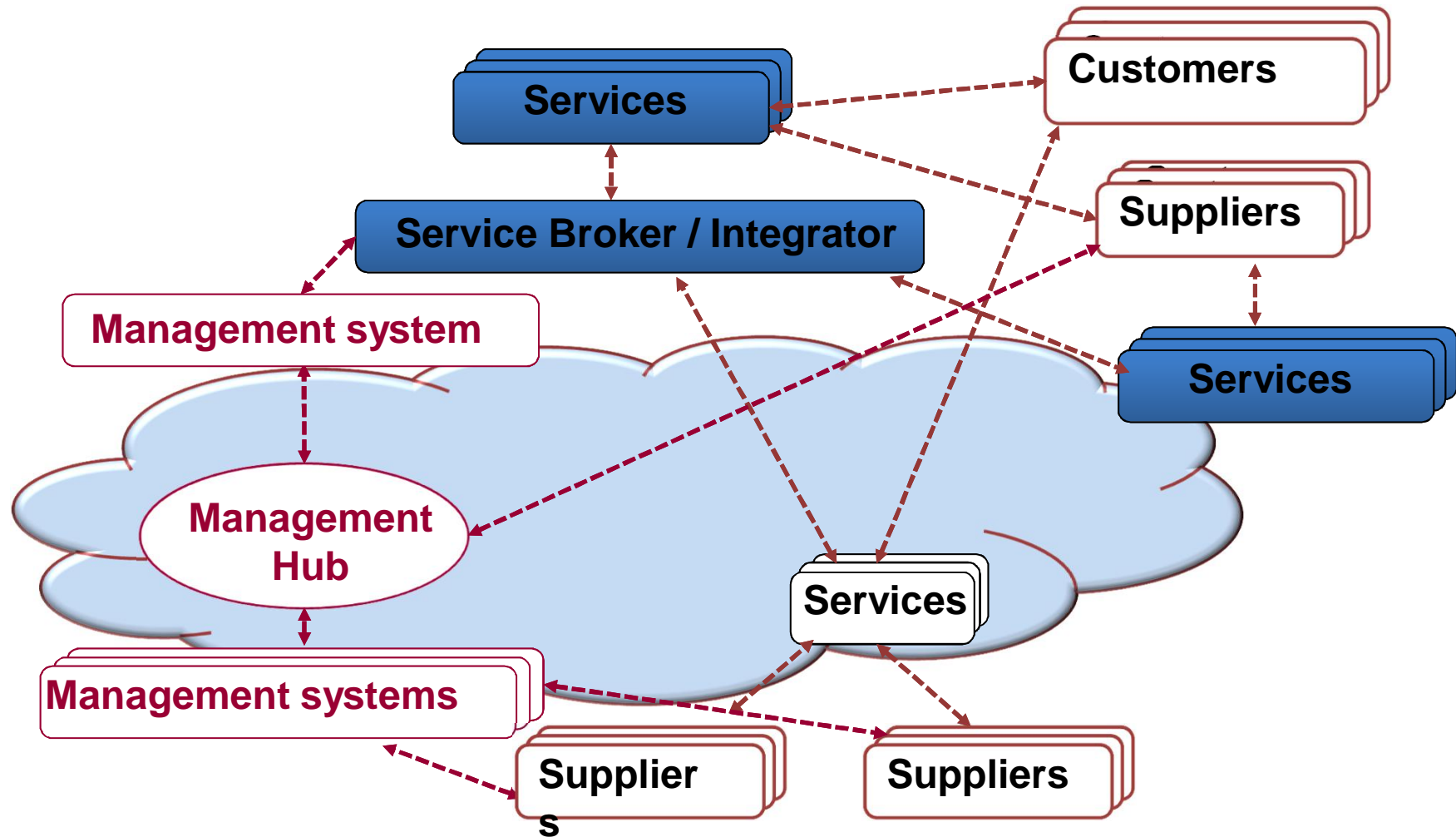
Note: diagram based on ISO/IEC 38500



New 'service integrator / broker paradigms

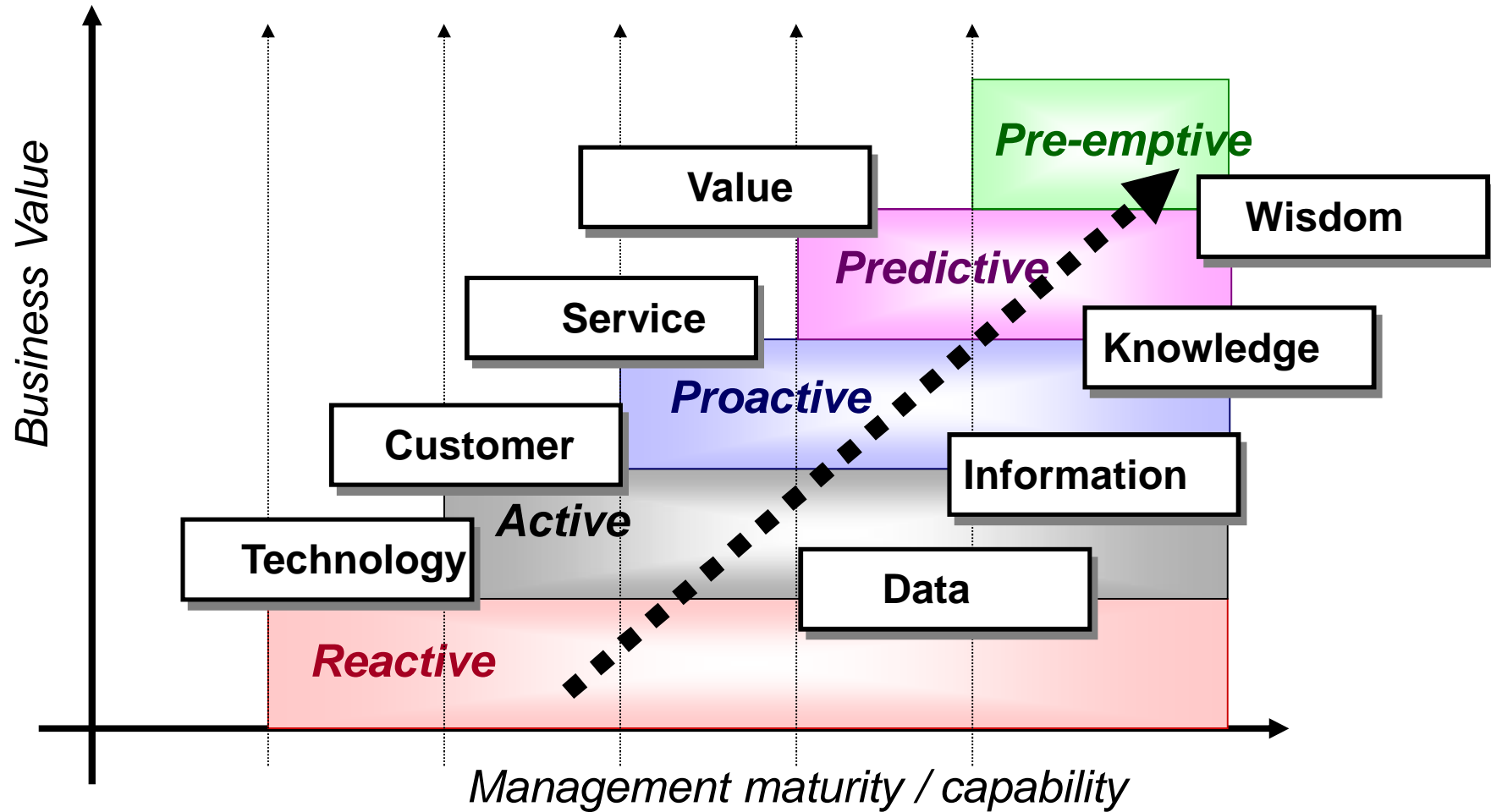


New 'cloud based' value networks

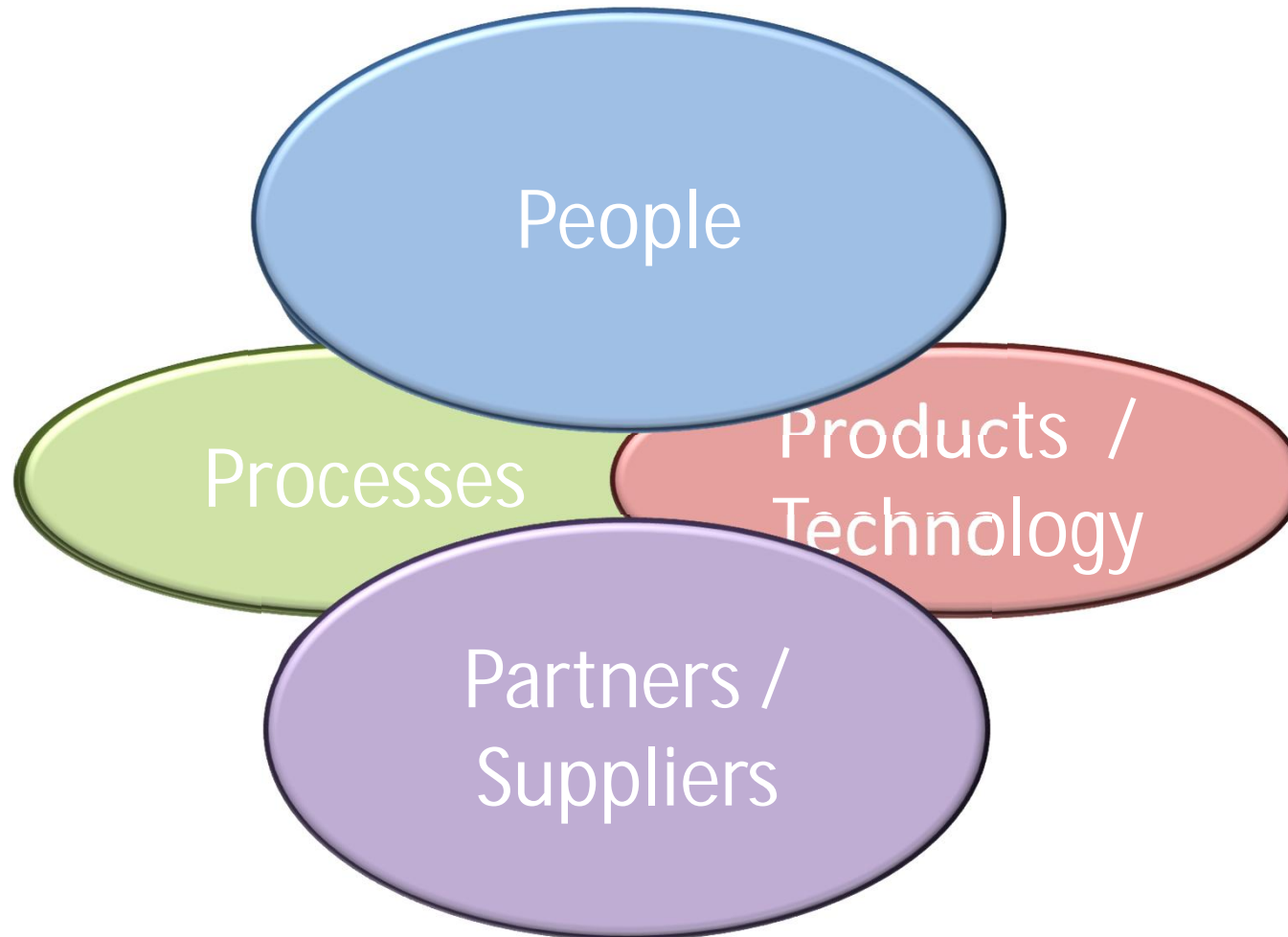




Building, capability and knowledge

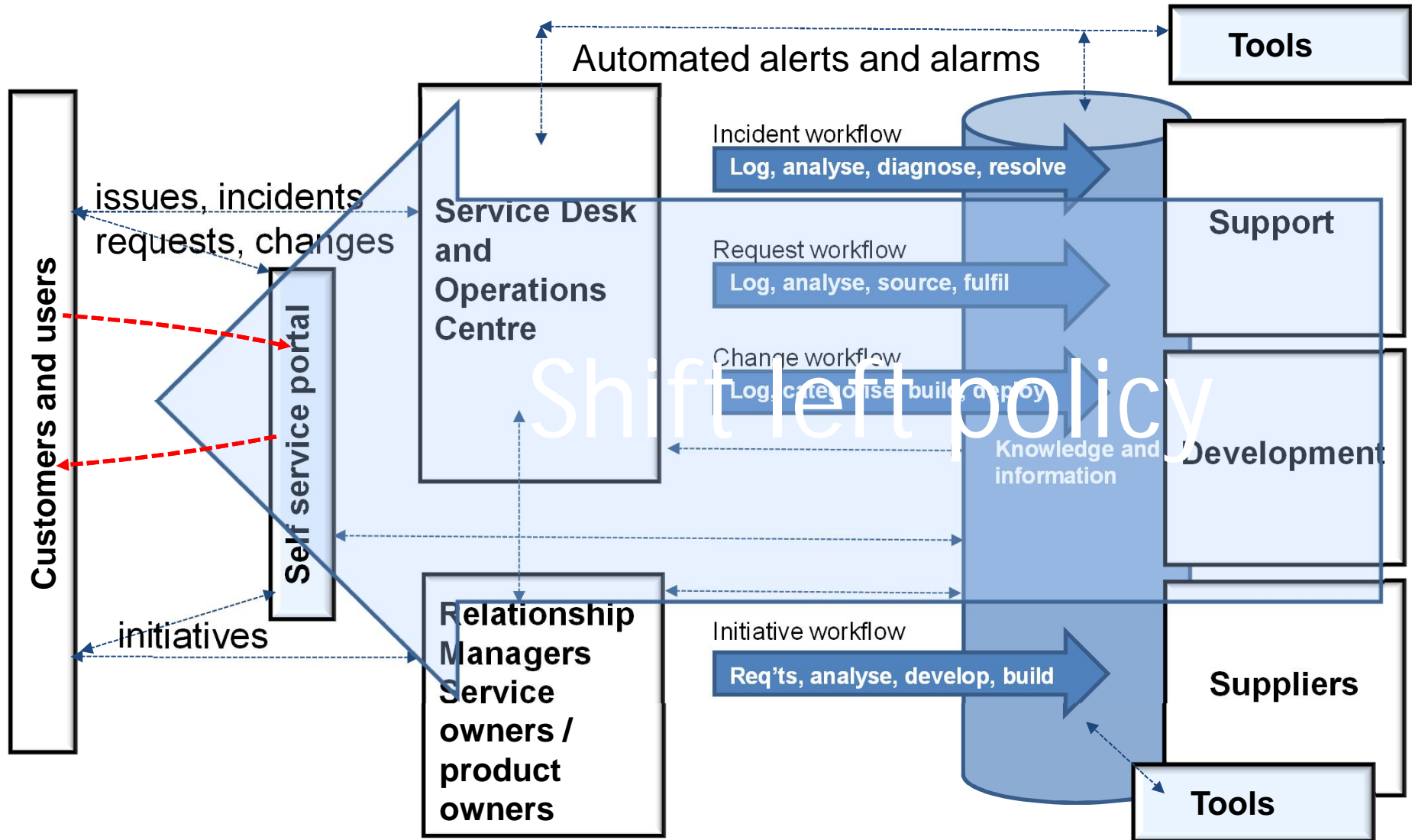


The four P's of service management





Future: Touchpoints, value streams and workflow



Visible overall view / schedule, with progress on all items

Key areas for the future

- *Business integration and value*
- *Customer expectation management and empowerment*
- *Agility, flexibility and responsiveness*
- *Governance, metrics, analytics and reporting*
- *Collaboration, integration and 'autonomation'*
- *People development, knowledge and information sharing*
- *Relationships, partnerships and 'right sourcing'*
- *Greater exploitation of data, information and analytics*
- *KPIs and metrics, demonstrating quality and value*
- *Culture based on value, quality and performance*
- *Development of capability in all areas*



Use of blended approaches based on

Combining ITIL® with other complementary guidance:

- *ISO/IEC 20000: the key areas to focus on*
- *COBIT®: information on activities, inputs, outputs, goals and metrics.*
- *Service integration and management (SIAM): focuses on management & integration in multi-service provider environments*
- *Lean: reduce process waste and increase flow and value*
- *Six Sigma: reduce process variation*
- *Value networking: transactions and relationships*
- *Customer expectation management: customer experiences and expectations, voice of the customer*
- *Agile disciplines: dedicated team and storyboards*
- *IT4IT and TSF: service architectures*

Summary

- *Need to understand value from the customer and business perspective*
- *Focus on value, outcome(s) and quality, both measurement and improvement*
- *Good relationships and partnerships are essential in delivering service value, business, customer and supplier*
- *Collaborate, integrate and 'autonomate' to provide 'end-to-end' service and consistent and accurate information*

The future of service management

Any questions ?

Budapest
April, 2016

*Colin Rudd FISM, FBCS, CITP, CEng, FIITT
IT Enterprise Management Service Ltd.*

colin.rudd@itemsltd.co.uk

*Service Management consultant, coach and mentor
ITIL Expert, ITIL Master and ITIL Author*

