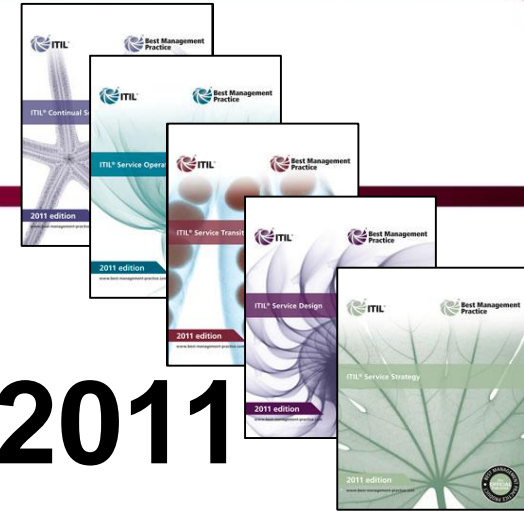


ITIL® 2011



Budapest – October 2011

Colin Rudd

FSM, FBCS, CITP, CEng, FIITT

Service Management consultant, mentor and coach

ITIL Author

IT Enterprise Management Service Ltd.

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Director of itSMF UK

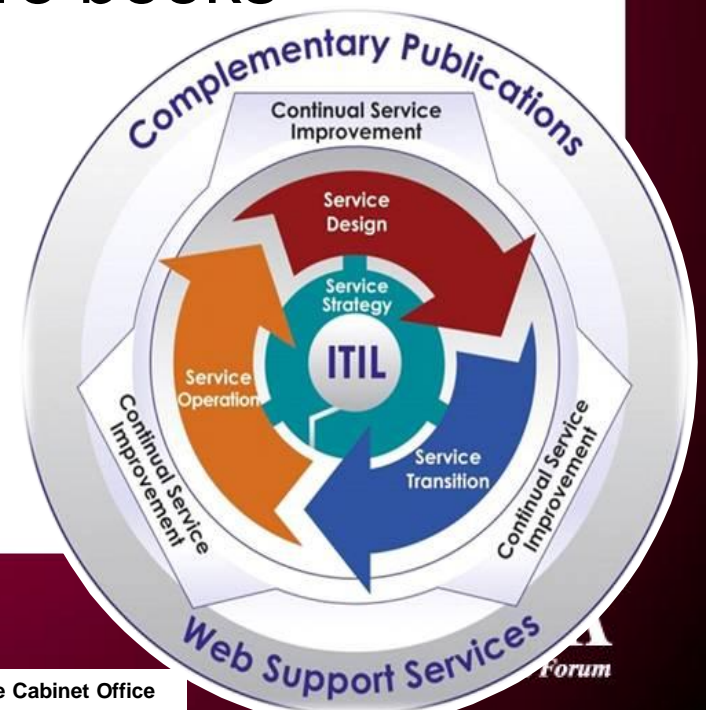
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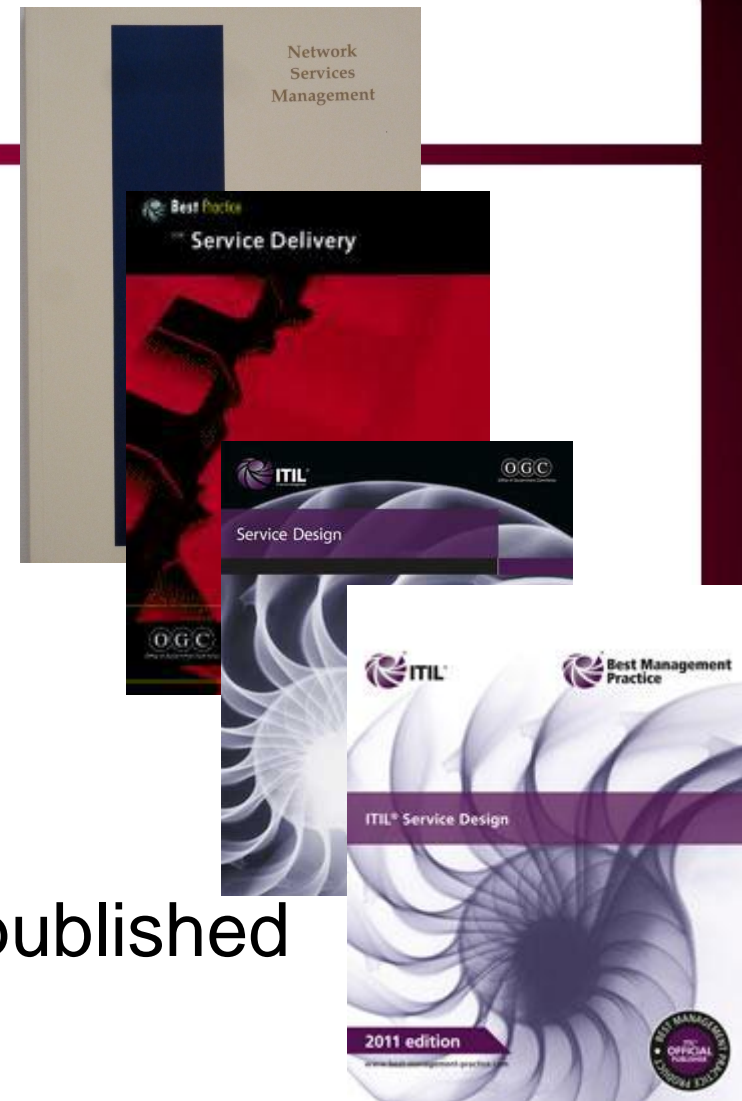
The ITIL® refresh project

- Where we are now and how we got there
- The ITIL 2011 refresh
- The major changes to the core books
- Discussion and questions



The ITIL journey

- 1990: 44 books published
- 2000: 7 books published
- 2007: 5 books published
- 2011: 5 books revised and published



Where we are now

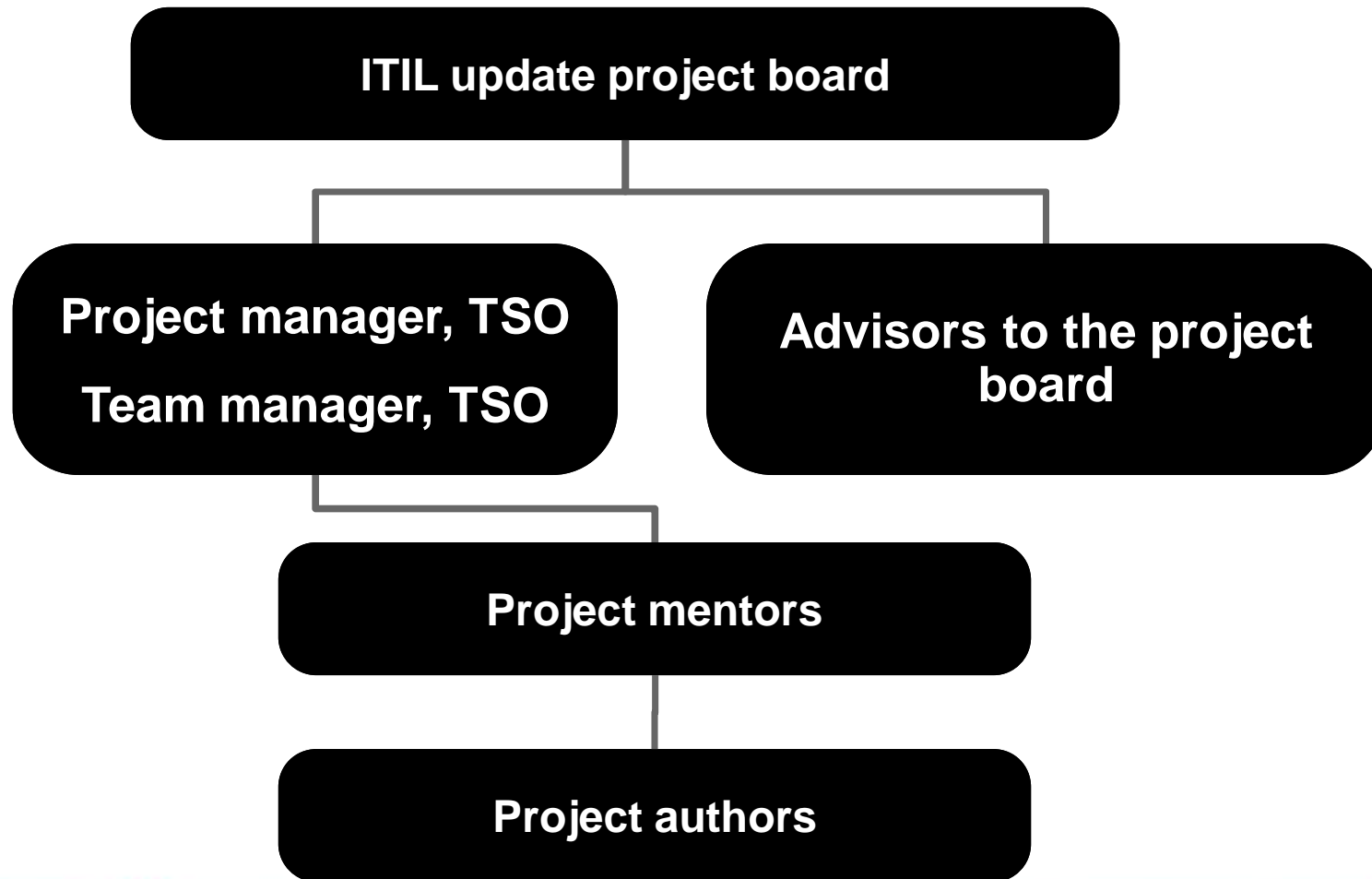
- ITIL is ITIL
- ITIL is now owned by the Cabinet Office
(used to be the OGC)
- The revised core books were published on the 29th July 2011
- It's business as usual

Why improve ITIL ?



- In scope:
 - *Resolve:*
 - Errors and inconsistencies
 - *Improved ease of use:*
 - Make it easier to read
 - Clearer, single common structure
 - Clarify concepts and principles, more examples
 - *Consistent additional guidance*
- Out of scope:
 - *New concepts*
 - *Changes that would invalidate the current adoption of ITIL*

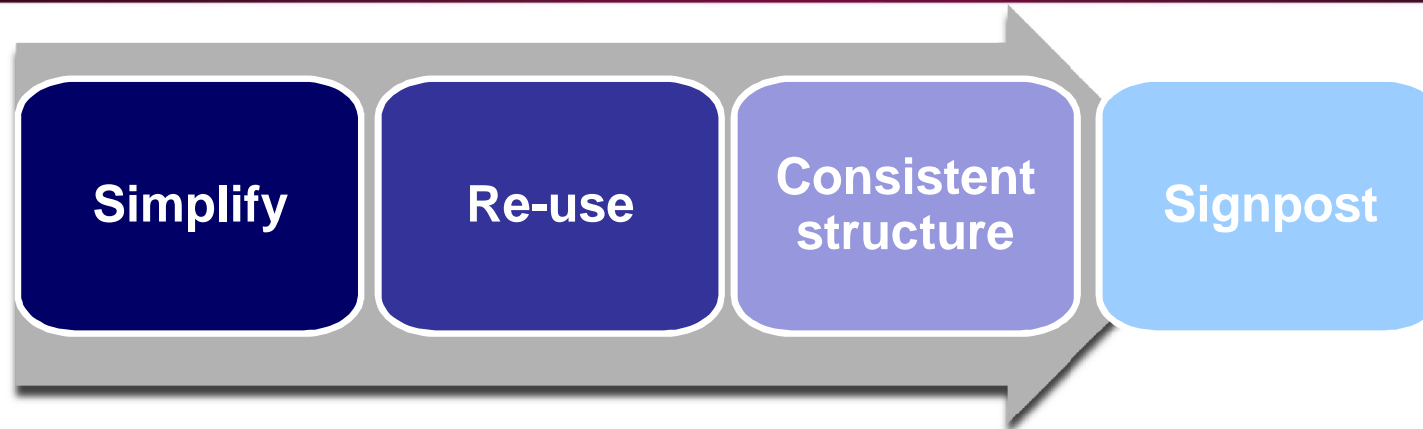
ITIL 2011- Project team



ITIL 2011 - Authors and mentors

Assignment	Authors	Mentor
Service Strategy	David Cannon	David Wheeldon
Service Design	Lou Hunnebeck	Colin Rudd
Service Transition	Stuart Rance	Colin Rudd
Service Operation	Randy Steinberg	Colin Rudd
Continual Service Imp.	Vernon Lloyd	David Wheeldon
Official Introduction	Anthony Orr	Shirley Lacy
Project mentor		Shirley Lacy
Technical continuity		Ashley Hanna

ITIL 2011 – Project approach



Standardise

Terms and definitions

Concepts

Diagrams (*with text*)

Interfaces

ITIL 2011 – Book structure

1. Introduction
2. Service management as a practice
3. Principles
4. Processes
5. Specific for each book
6. Organizing for *<book title>*
7. Technology considerations
8. Implementing *<book title>*
9. Challenges, risks, critical success

ITIL 2011 – Process section

1. Purpose and objectives
2. Scope
3. Value to business
4. Policies, principles and basic concepts
5. Process activities, methods and techniques
6. Triggers, inputs, outputs and interfaces
7. Information management
8. CSFs and KPIs
9. Challenges and risks

ITIL 2011 - Appendices

Specific appendices
- each book



Common
appendices

Risk assessment
and management

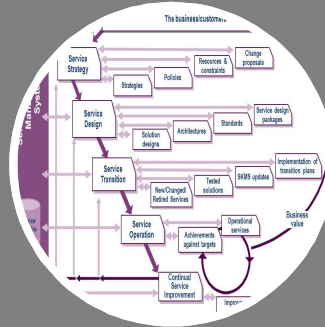
Related guidance

Terms and
definitions

ITIL 20111 – What's in it for you ?



Service strategy, concepts and language are clearer



Consistent processes with more examples

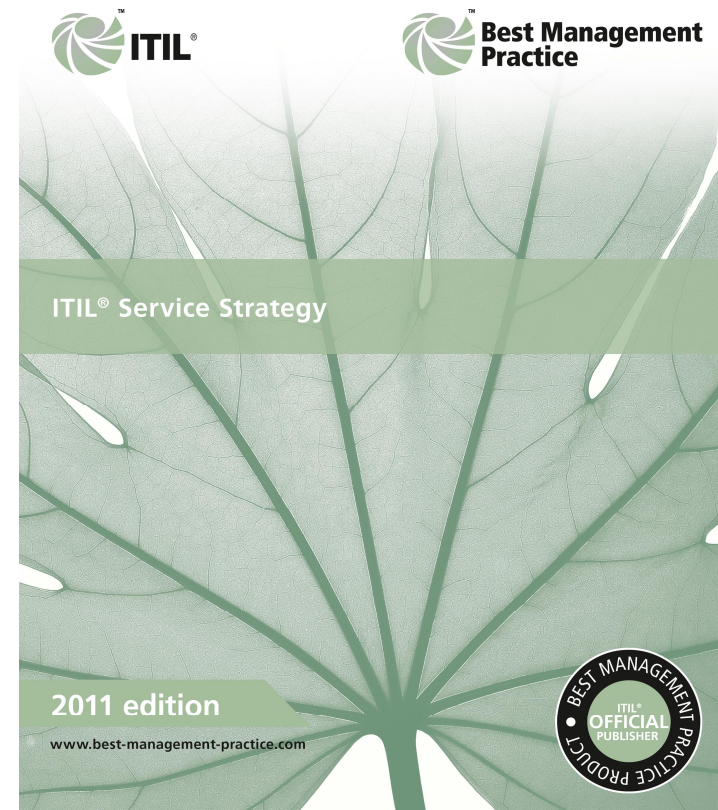


Roles, skills, functions, organisation + examples



Service strategy

David Canon



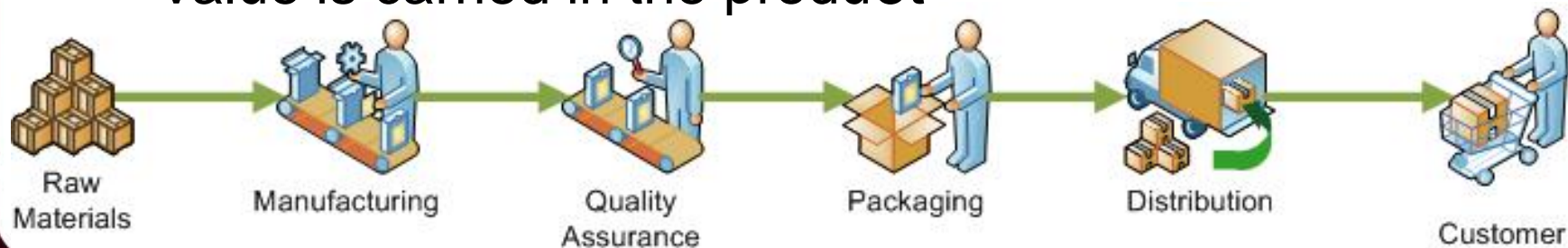
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Agenda

- Why is IT managed as a service?
- Customers and value
 - *Are all customers the same?*
 - *Is all value the same?*
 - *How should value be measured?*
 - *Can a customer ever be wrong?*
- How does service strategy help IT to answer these questions?

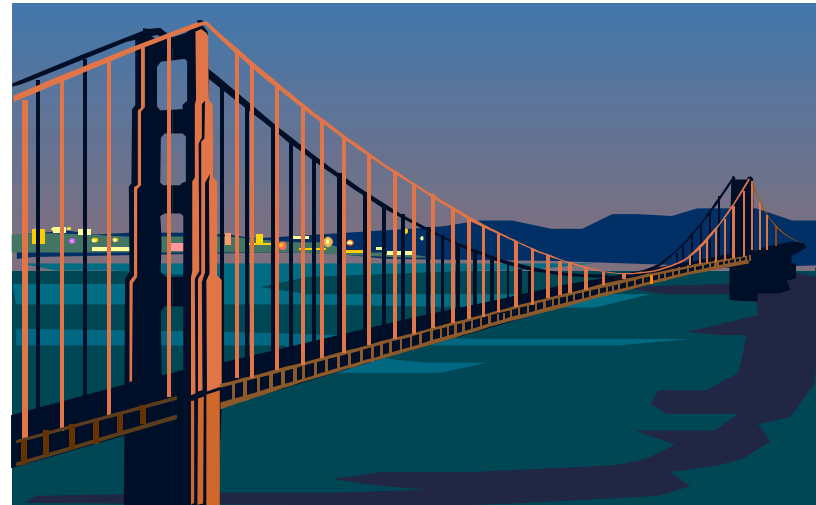
Why not production management?

- Fixed output
- Unvarying route through the factory
- Repeatable, predictable actions
- Raw materials converted to physical products
- Value is created and realized whenever the product changes hands
- Value is carried in the product



Why service management?

- Dynamic, real-time demand
- Variable output
- Changeable routing
- Dynamic components
- Output less important than outcome
- Value only exists when used by the consumer
- Value is carried in the relationship



Strategy

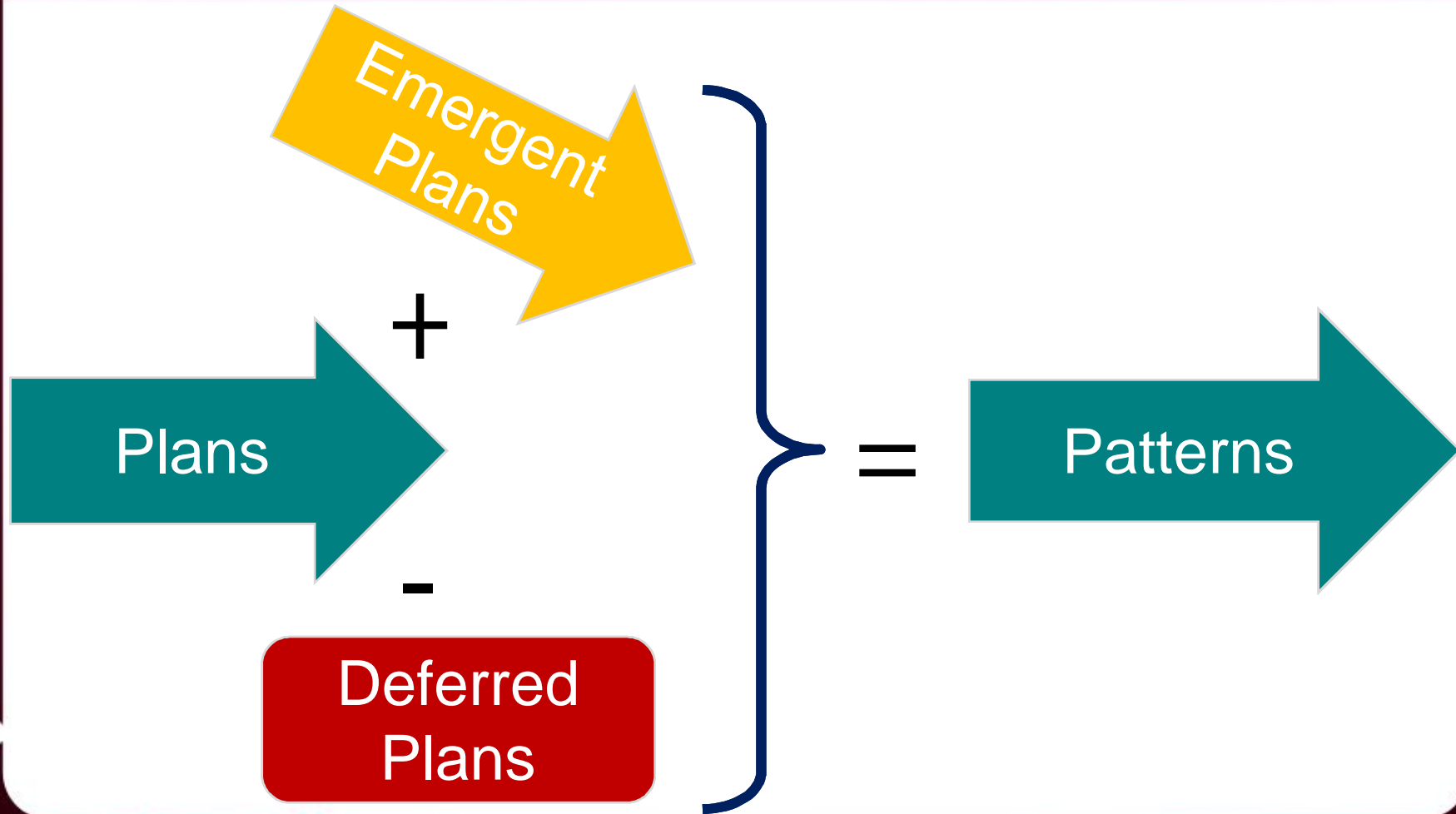
Perspective

Position

Plans

Patterns

Strategy



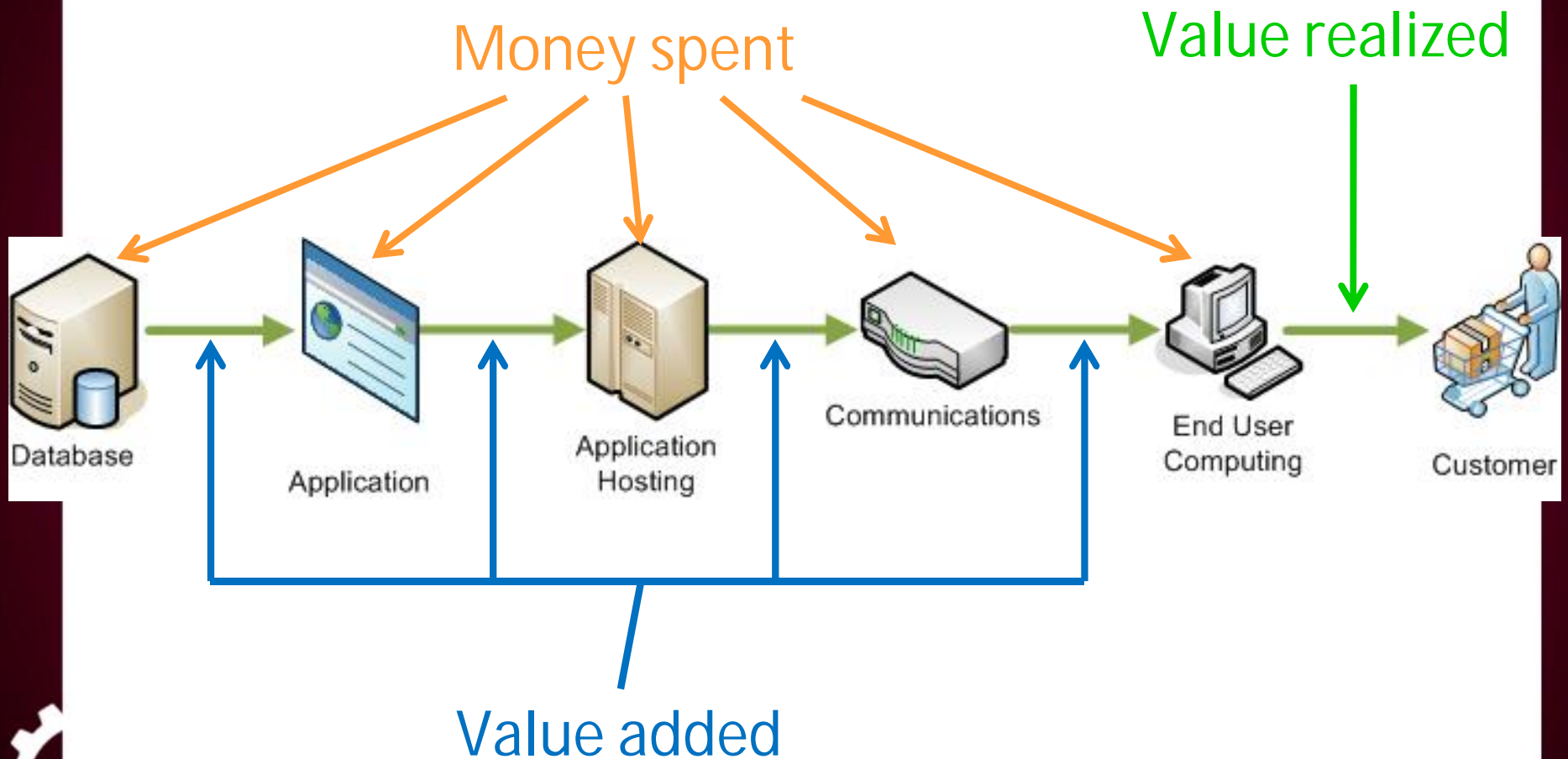
Customers

- Different types of customer:
 - **Internal:**
 - Same business objectives
 - IT is involved in their decision-making
 - We work together to achieve common outcomes
 - **External:**
 - Different business objectives
 - IT is involved in understanding their requirements
 - We enable their outcomes so that we keep their business

Definition of service

A 'service' is a means of *delivering value* to customers by *facilitating outcomes* customers want to achieve without the ownership of *specific costs and risks*

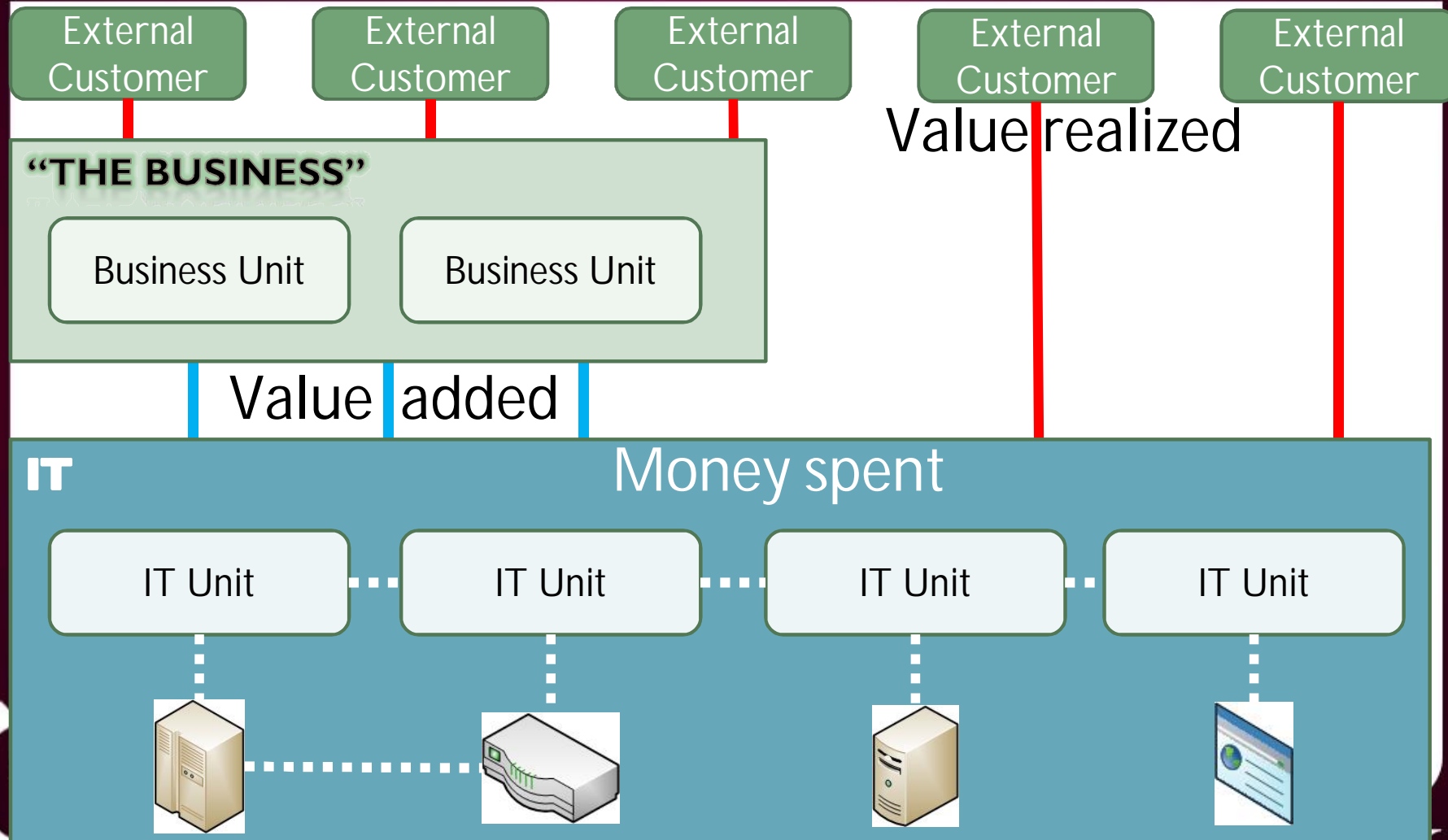
Value



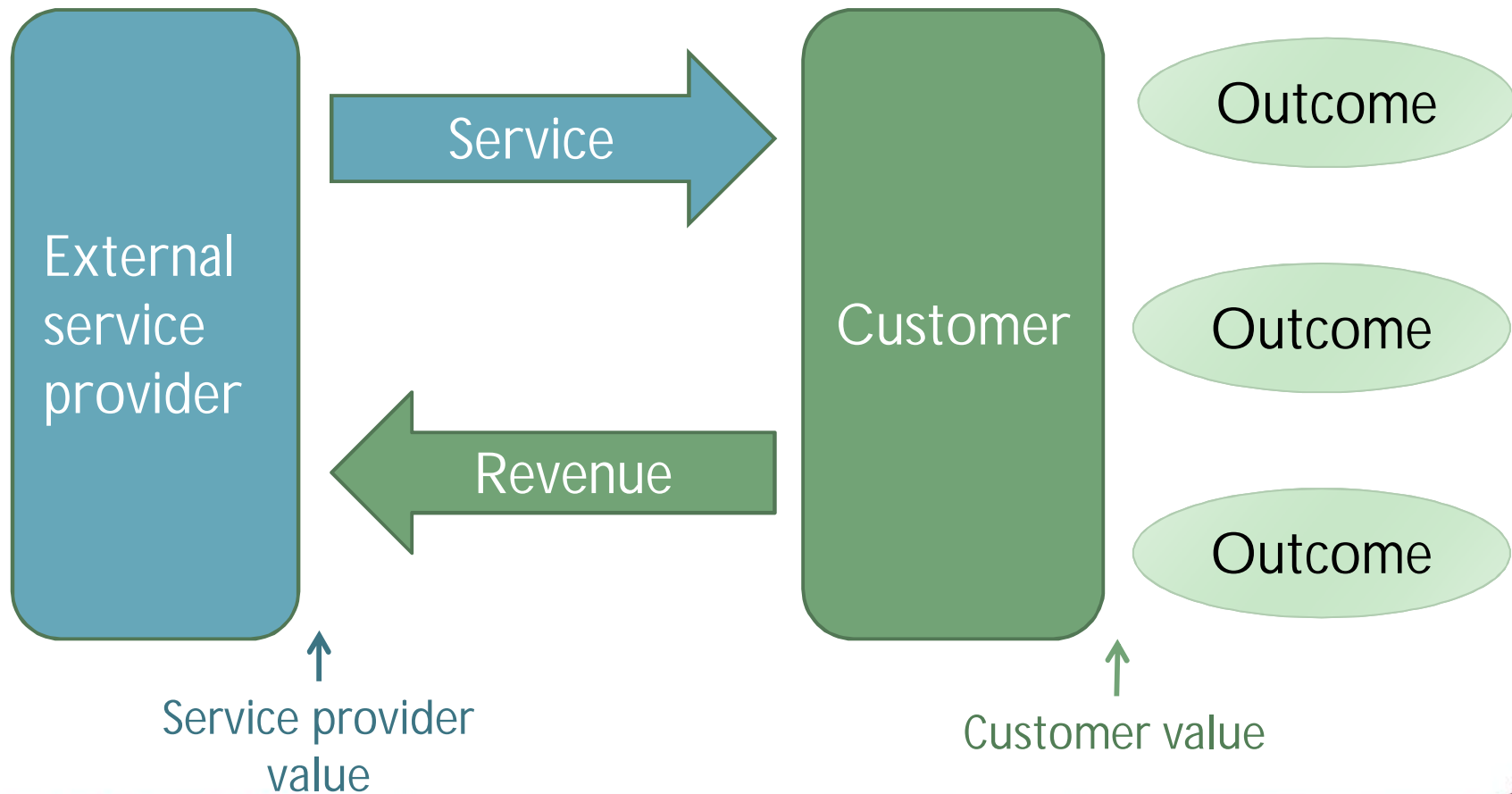
What does this mean for IT?

- If IT wants to demonstrate value it has to link its services to where **value** is **realized**, not where **value** is **added**
- If IT can not do this it will always be viewed as **'money spent'** not **'value added'**

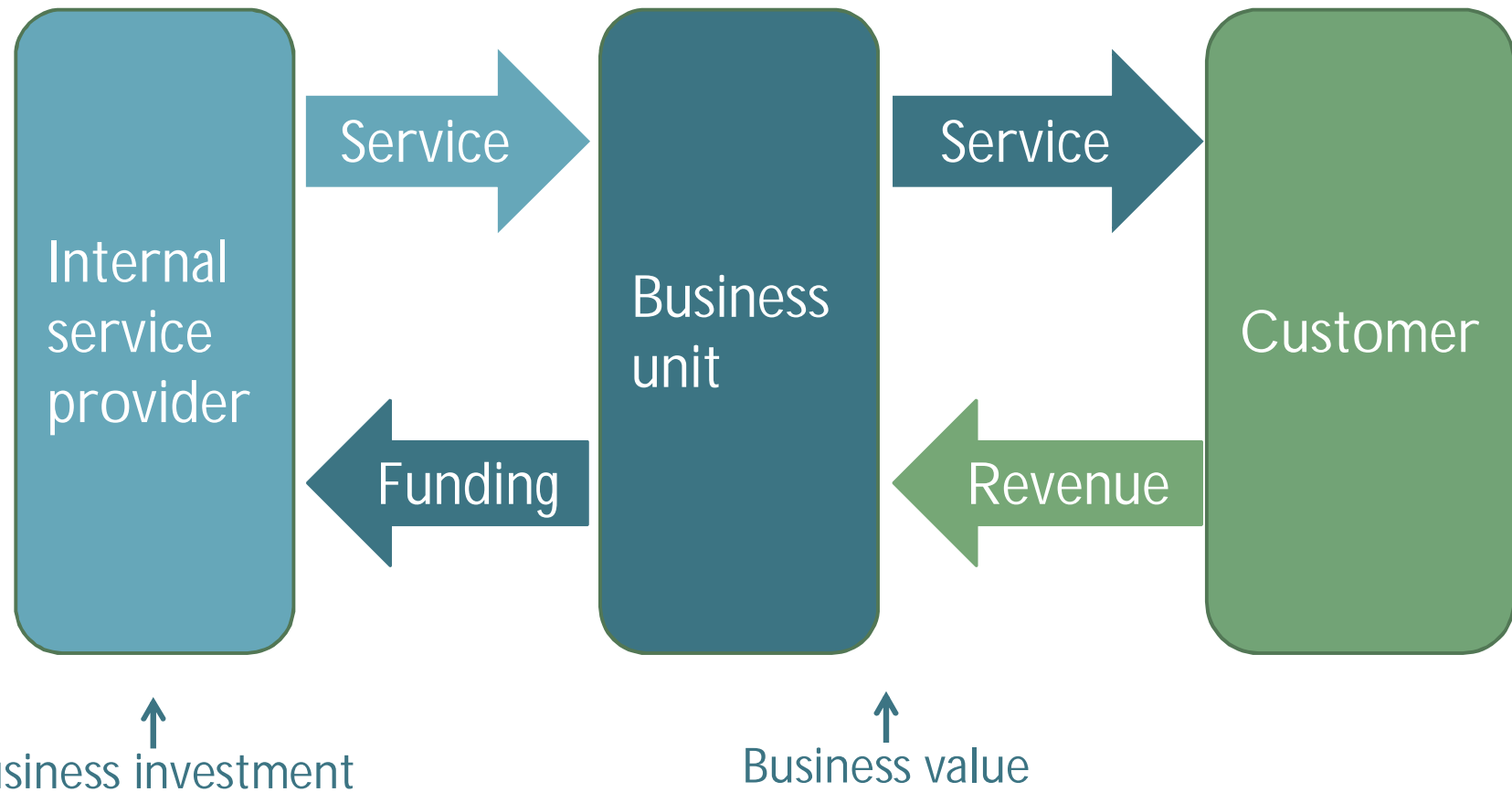
Customers and services



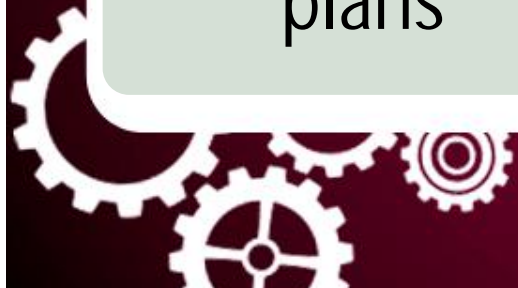
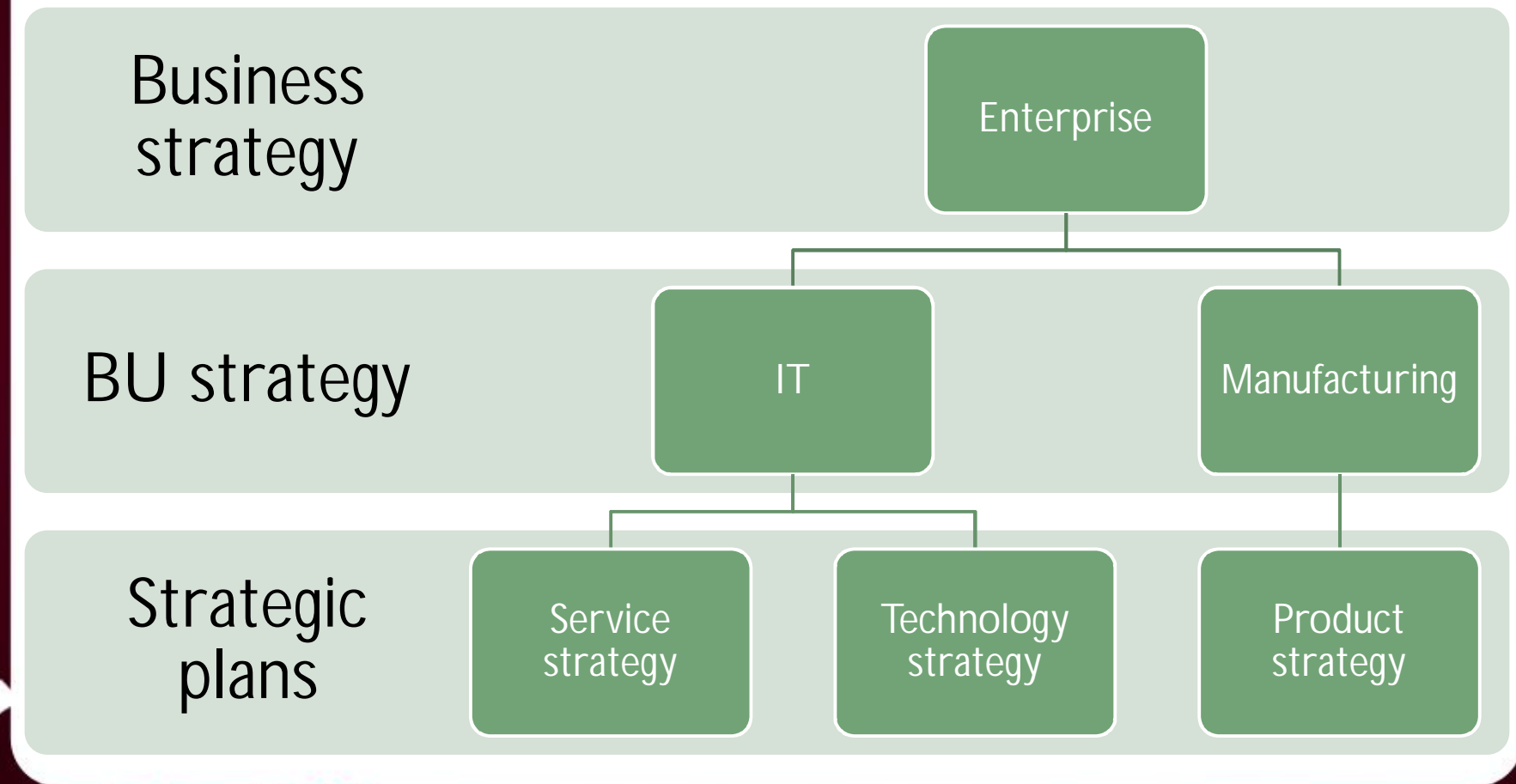
Measuring ROI (external service provision)



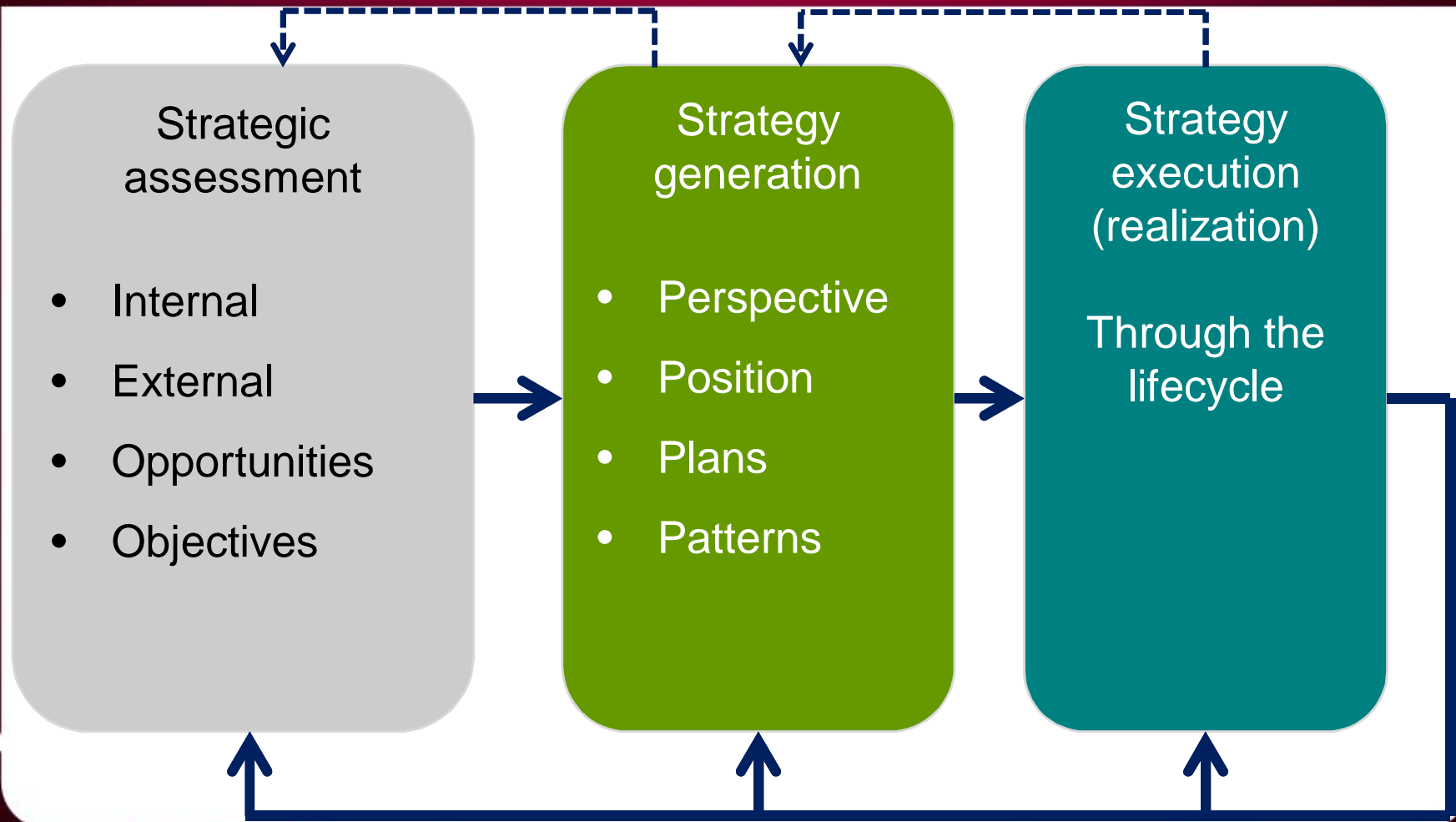
Measuring ROI (internal service provision)



Strategy management for IT services



Strategy management for IT services



Service portfolio management

- The “gatekeeper” of IT
- New services or changes to existing services
- Decides what services will be used to achieve the business outcomes
- Assesses and proposes services based on high-level models
- Charters the design and build of services

SPM process

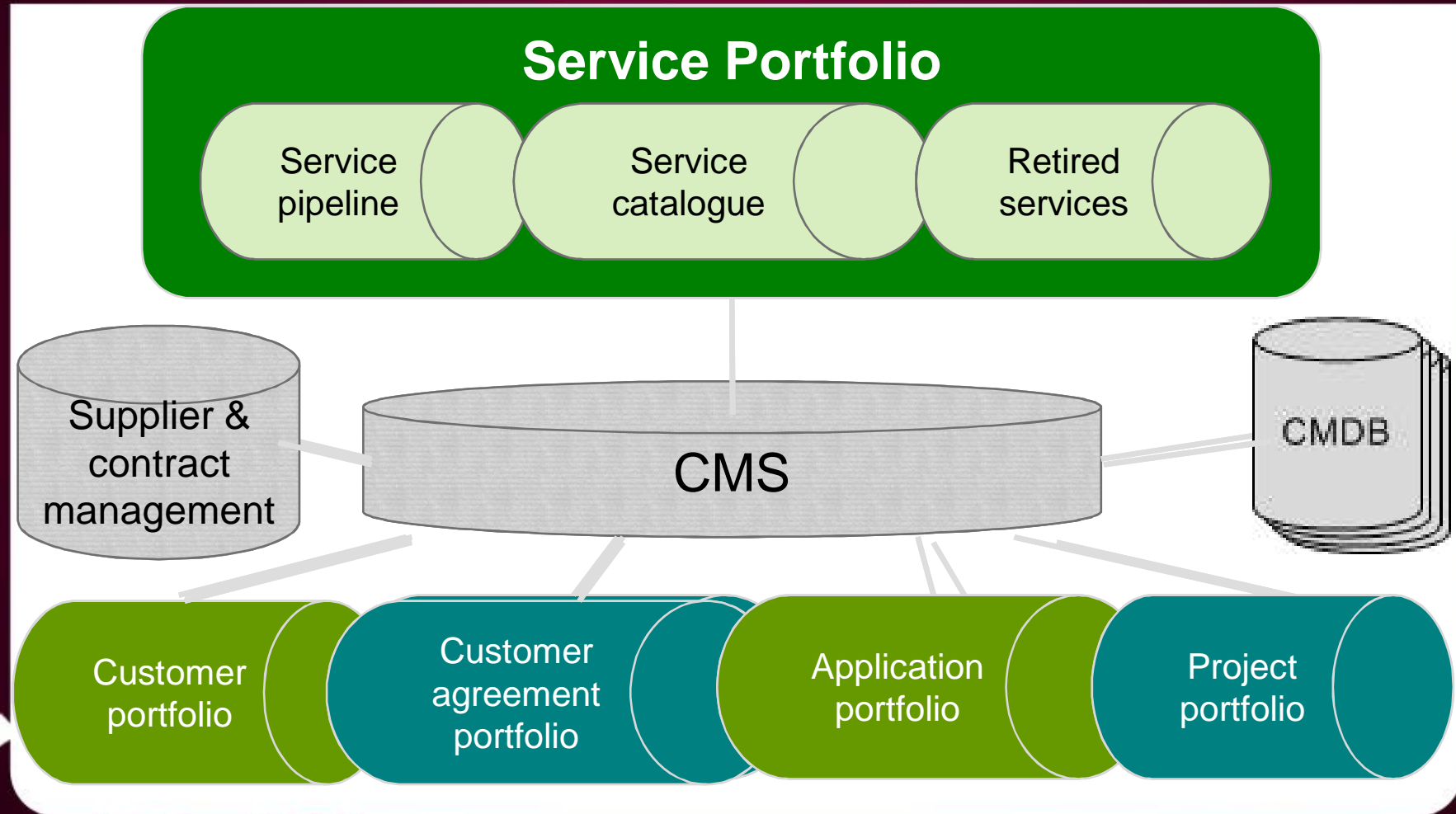
Define

Analyze

Approve

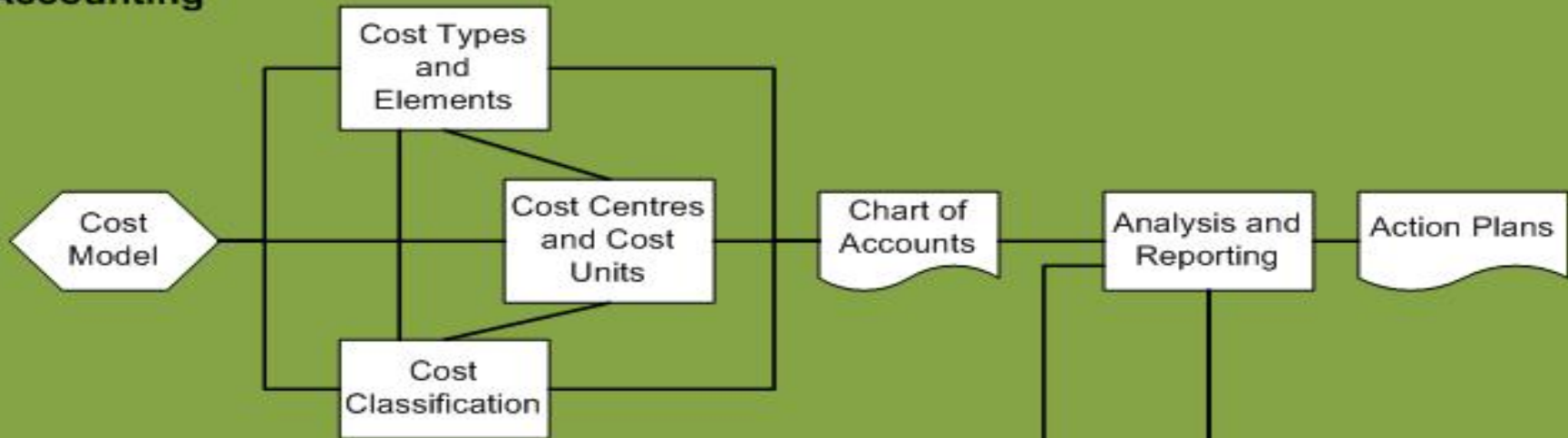
Charter

Service portfolio management

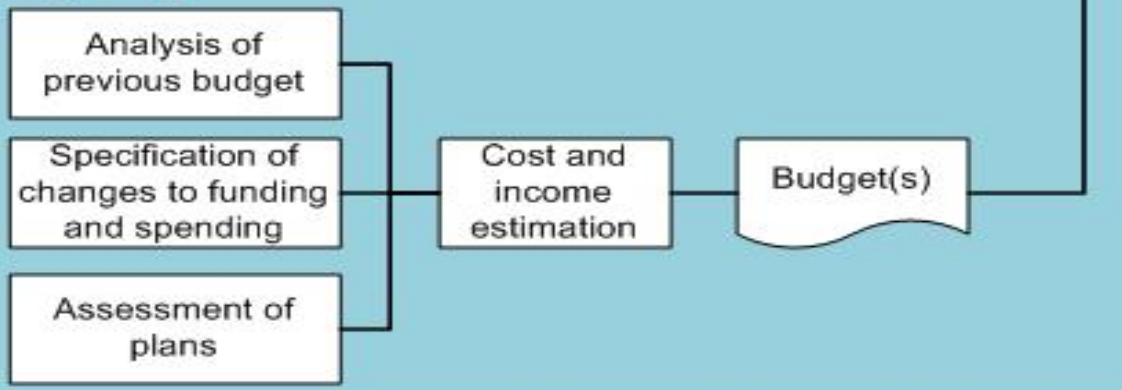


Financial Management Activities

Accounting



Budgeting



Charging



Other processes

- Demand management
 - *Understanding the customers' demand for services*
 - *Ensuring Service Provider's ability to supply services that meet the demand*
- Business relationship management (BRM)t
 - *A process in line with ISO/IEC 20000*
 - *Supports the BRM role*

Other new areas added

- Governance
- Enterprise architecture
- Application development
- ITSM implementation strategies
- A logical organization structure for ITSM
- An appendix on cloud and service strategy