What is the *it*SMF?

www.itsmf.com

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, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong, Hungary, Italy, Japan, Korea, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Portugal, Romania, Singapore, South Africa, Sweden, Switzerland and USA.

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

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Agenda

ITSM in context

Developing successful solutions

Realising benefits

“Pearls of wisdom”

Myths and pitfalls

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The world we live in

Challenges

Staff

Technology

Budgets are tight

Business-IT alignment

IT’s reputation with the business

Legacies – organisational & personal

Business needs constantly evolving

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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

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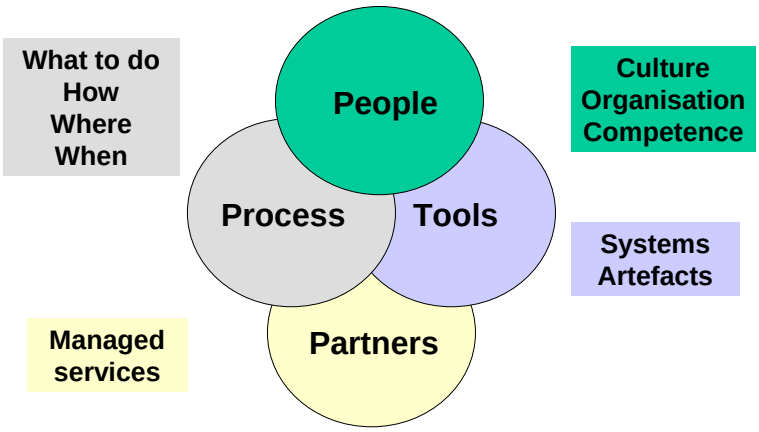
What is IT Service Management?

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"

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

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Developing successful solutions

Understand the drivers

Get business buy-in

Understand the building blocks

Use them sensibly

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Why do enterprises invest in ITSM?

Business-driven

- Dissatisfaction (internal)
  - Cost/value for money
  - Service quality
  - Precursor to outsourcing
- Competition/compliance (external)
  - Others are doing
  - Required for legal reasons

IT-driven

- Protection against outsourcing
- Cost-saving
- Service quality
- Staff morale/retention

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Getting business buy-in

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You can't sell a methodology 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)

Quality processes

What to do How Where When

Process

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ITIL – "best practice"

CCTA(now OGC) late 80s

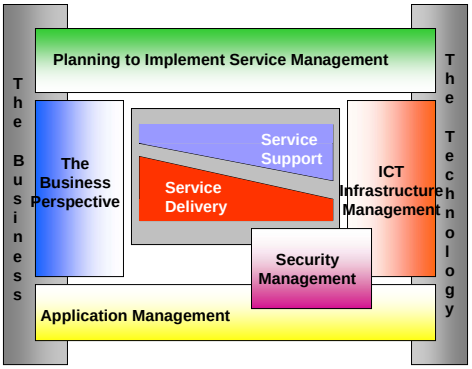
Non-prescriptive guidance

Vendor/technology agnostic

Focus on process & people

Grew to over 40 titles

Refreshed over last few years



itSMF BS15000

BS15000 Standard

Quality people

People

Culture
Organisation
Competence

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Competence

Communicate & educate

Knowledge, Attitudes, Skills, Experience

Formal qualifications – Foundation, Practitioners & Managers

Professional standing – Institute of Service Management

www.iosm.com

Organisation

Design the organisation to support the processes & people

Focus on external not internal views

Culture

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Quality products

Tools

Systems
Artefacts

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Considerations:

Integrated toolsets

Autonomic systems

Web-enabled, self-help

Evaluate:

Functionality

Integration ✓

Support

Corporate fit

"ITIL-compliance" ?????

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Quality partners

Managed services

Partners

Evaluate:

- Service capabilities
- Integration
- Support
- Corporate fit

BS 15000 Certificated ✓

"ITIL-registered consultant" ✓

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Benefits realisation

*it*SMF survey - 70% achieving
"tangible & measurable" benefits

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

IDC - 79% reduction in downtime
- total savings per user c $800 p.a.

Barclays - Downtime reduced from 60 to 15 mins

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

HDI - > 50% measured improved customer satisfaction
- 84% would recommend
- 20% saw business competitive advantage

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Realising & articulating the benefits

What are you measuring?

Why are you measuring it?

Where are you measuring it?

When are you measuring it?

Quick wins vs ongoing value

Hard vs soft measures

Business vs IT

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Stability in a Changing World
itSMF

Realising & articulating the benefits

Example:
Improved problem management leads to nn% reduction in repeat calls to service desk

	Effect	Benefit
IT	Fewer calls	Productivity increase on desk
	1 less support staff	Cost saving thru reduced headcount Resource to do other things
		Job satisfaction/staff morale
Bus	Less downtime	Increased user productivity Job satisfaction/staff morale
	SD image enhanced	
>>>> a few months later:		… 30% increase in calls
IT	2 more support staff	??????????????
Bus		Increased user productivity x n!

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"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

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

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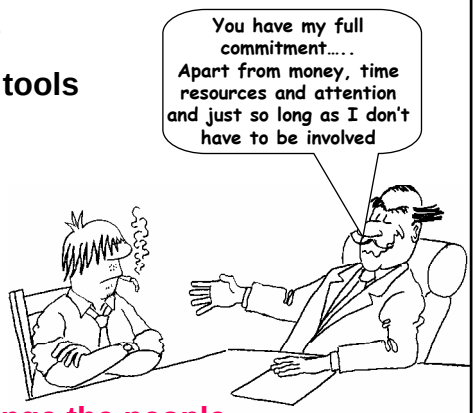
"Pearls of wisdom" - 2

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

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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

*it*SMF can help you develop an effective solution

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

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Thank you for listening

Any questions?

Webbs Court
8 Holmes Road
Earley
Reading
RG6 7BH
+44 (0)118 926 0888

www.itsmf.com