



“ITSM in Practice” *itSMF* Conference 07th October 2004

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Global ITSM Business Development
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The *it*SMF

- Congratulations to local Chapter
- *it*SMF has come a long way
- *it*IMF formed 1990 - first meeting 90 people
- HP involvement: David Wheeldon / Alan Nance
- Became *it*SMF mid-1990's
- ITIL was GITIM
- Now *the* Global ITSM organisation

Lloyd Robinson

- IT since 1975
- ITSM since 1990
- Practical ITSM since 1975!
- Former Partner in CEC Europe
- Joined HP 1st May 2004 on take-over
- Global ITSM Business Development Manager
- Primary responsibility EMEA

CEC Europe

- CEC formed 1999
- Two partners – David Wheeldon and Lloyd Robinson
- Grew to team of 12
- Turnover c\$2M
- Bought by HP May 2004
- Hungarian adventures began in 2000
 - MATAV
 - KFKI / IQ JohnBryce

Why adopt ITSM?

- Reduced **costs**
 - best practices are the key to cost reduction
- Improved **agility**
- Increased IT **customer satisfaction**
 - well-linked and well-understood IT processes means that customers receive more consistent and more predictable IT services
- Strong business partnerships
 - expectations are clear throughout the value chain
- Built-in quality **improvements**

IT Service Management - Objectives

Everything it takes to:

- Deliver cost effective, high quality, reliable services

- Cost-effective

- Not too much, not too little
- Striving to do more with less

- High-Quality

- What is needed (aligned), as agreed (SLA)

- Reliable

- When you need it
- Performs
- Secure

People

Process

Technology

Reduce Risk

Implement

Best Practices

Increase Maturity

IT Service Management - Getting started

- Need a “Business Sponsor”
- Need quick wins
- Need budget
- Need staff
- Need skills

IT Service Management - Problems

- Do you really KNOW what your customers want?
- Are YOU part of their BUSINESS vision?
- Does IT understand the core business services?
- Is there a common view of a “Service”?
- Quick-Fix mentality – no long-term plan
- Lack of IT Management/Business Support
- Lack of appropriate skills
- Staff shortages and uncontrolled “Local Heros”
- Costs

IT Service Management - Benefits

IT organisations need to be increasingly flexible, agile, effective and cost-efficient if they are to be aligned with ever evolving business requirements.

Implementing ITSM helps organisations to achieve:

- Improved quality of IT services delivered
- Decreased IT operating costs
- More reliable business support
- Enhanced customer satisfaction
- Greater flexibility
- Clearer alignment of IT's capabilities to support business strategy

IT Service Management - Risks

- Do you really KNOW what your customers want?
- Are YOU part of their BUSINESS vision?
- Does IT know their core business services?
- Do you know the risk of NOT doing it?
- Over expectation of the business
- Not being introduced as part of a continuous improvement process

How ITSM can reduce total cost of operations



“By moving from reactive services to service management, the IT operations group will improve service quality and reduce Unix **technical services labor costs by at least 20%** and Windows technical **services labor costs by at least 32%.**”

Source: Garner Group, Transforming IT Operations into IT Service Management, Deb Curtis and Donna Scott, December 8-10, 2003

Top 10 IT Issues pressing executive management



1. Security
2. Upgrades and modernisation
3. Budgets
4. SPAM
5. Staff burnout
6. Integration
7. Collaboration & Coordination
8. Federal Compliance
9. Consolidation
10. Outsourcing



Source: *The Standish Group, Annual Research Report, 3/2004, based on WebX and focus groups conducted across the US throughout 2003.*

IT Service Management – Success stories



- HP / Compaq Merger– savings of US\$300M
 - Two Fortune 50 companies with redundant IT infrastructure, supporting processes, and employee populations
 - Very specific promises to Wall Street on efficiencies
 - Adopt industry standard ITIL processes

- O2
 - UK-based Mobile Telephone company
 - Base-One across 3 Countries, 5 Operating companies
 - Seeking harmony of delivery capability
 - Agile response to business change

IT Service Management – Success stories



- St Helens Council
 - Local Authority North-west England
 - No ITSM
 - Some processes
 - Base-One prior to seeking BS 15000 accreditation in long-term

- Athens International Airport
 - ITSM from Day-One of New Airport
 - All IT Staff Foundation Course trained including Admin staff
 - Integrated OpenView and ServiceDesk
 - Talking at International *itSMF* Conference!

Industry Standards

itSMF

The user group for ITIL and is also the owner of the independent BS 15000 certification scheme, under which audits are done by fully qualified auditors.

<http://www.itsmf.com>

BS 15000

The first worldwide standard specifically aimed at IT Service Management. It describes an integrated set of management processes for the effective delivery of services to the business and its customers.

COBIT

Control Objectives for Information and related Technology: A controlled governance standard to enable formal audited union between business processes and information systems

IT Service Capability Maturity Model

A maturity growth model aimed at providers of IT services: measures the capability of the IT service processes or organizations on a 5 level ordinal scale

<http://www.itservicecmm.org>

Industry Standards - continued

ISO 17799

An international recognised generic information security standard - A comprehensive set of controls comprising best practices in information security

<http://www.iso.org>

ISO 9000

Quality Management - Addresses all working practices in a business without concentrating specifically on IT Service Management processes

<http://www.iso.org>

MOF

Microsoft Operations Framework
Process Model

Prince2/PMI

Projects in Controlled Environments: a project management method covering the organisation, management, and control of projects

Six Sigma

A process-focused methodology designed to improve business performance through improving specific areas of a strategic business processes

BS 15000

- Perfection in all 11 ITSM disciplines
- Will be “mandatory” for Major IT organisations
- Need to know where you are and where you are going
- Assessment Services help organisations find the gaps
- *itSMF* managing the BS 15000 Consultants Course / Exam [Colin Rudd/Ian Whyte/Ashley Hanna]

Assessment Services – Yell [Yellow Pages]



- “.programs are most effective when framed within a broader context of continuous quality improvement..”
- “services to be available 99.5% 24x7”
- “have been using ITIL for 6 years and IS STILL driving improvements in its processes”
- “championing the services and taking responsibility for improving end-to-end performance”

Source: The Gartner Group, Research Document G00123077 14 September 2004

ITSM – Examinations / Courses

- Foundation Course Candidates since 1995
 - 46,600
- Foundation Course Candidates 2003
 - 14,000
- Managers Course Candidates 2003
 - 1,400
- Practitioners Course Candidates 2003
 - 600

Source: BCS-ISEB

“No organisation can afford to ignore ITSM”

Lloyd Robinson

HP



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