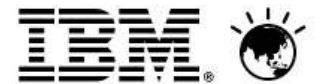


Pulse

IBM SolutionsConnect 2013

IT and Business – treat those two imposters just the same





History

- Back in the beginning ...Help desk was a new idea
- The selling strap line was 'single point of contact'
- The real benefits were:
 - Ability to ask questions without already needing the answer
 - Issues dealt with precisely once.





Developments since

- Time was IT and Business were separate
- Now the lines are not visible by most customers
- Think Doctors, GPs, consultants and dentists
- Vets are more the model we might choose!



**3 Surgeries
Open 7 Days
a Week**



a lifetime of care



Now IT is in everything

- And we mean everything!
- Can't separate IT from the product/service it supports/enables
- So why would we separate the process if things need fixing
- Imagine if your car breakdown service did that ..





Holistic service management

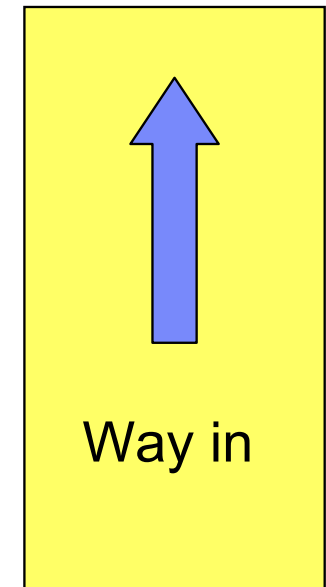
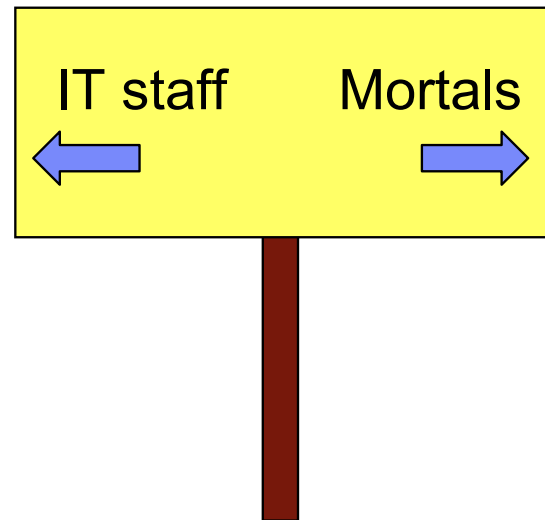
- Re-apply the medicine that worked before
- But like we do with medical needs?
 - In some areas – if you do know, use shortcut: Physiotherapy, chiropody
 - Help yourself first (for every kind of minor issue): Pharmacist, internet, walk-in and telephone support – or ask your mother
 - Know where to go when you don't know what to do: Default is GP





Sounds easy but

- The issue is not
 - Technology – that has always been available
 - Seeing the benefits – economies of scale, synergy, easier for everyone
- The issue usually is
 - People – they build and protect empires
- The solution?
 - Common sense
 - Communication
 - Shared goals





Not just a help desk issue – of course

- Most Service Management disciplines
- Problem management for sure.
- Most ITSM things aren't ...
- Like Capacity Management
 - A generic concept IT thinks it invented
 - Essential from construction to fashion





Talking of fashion

- Asset management
 - As software becomes more 'normal'
 - If it can be stolen ... it needs protection
 - To protect it you need to know about it
- Technology is changing the game
- But needs common sense
- Doing things in pieces brings extra challenges





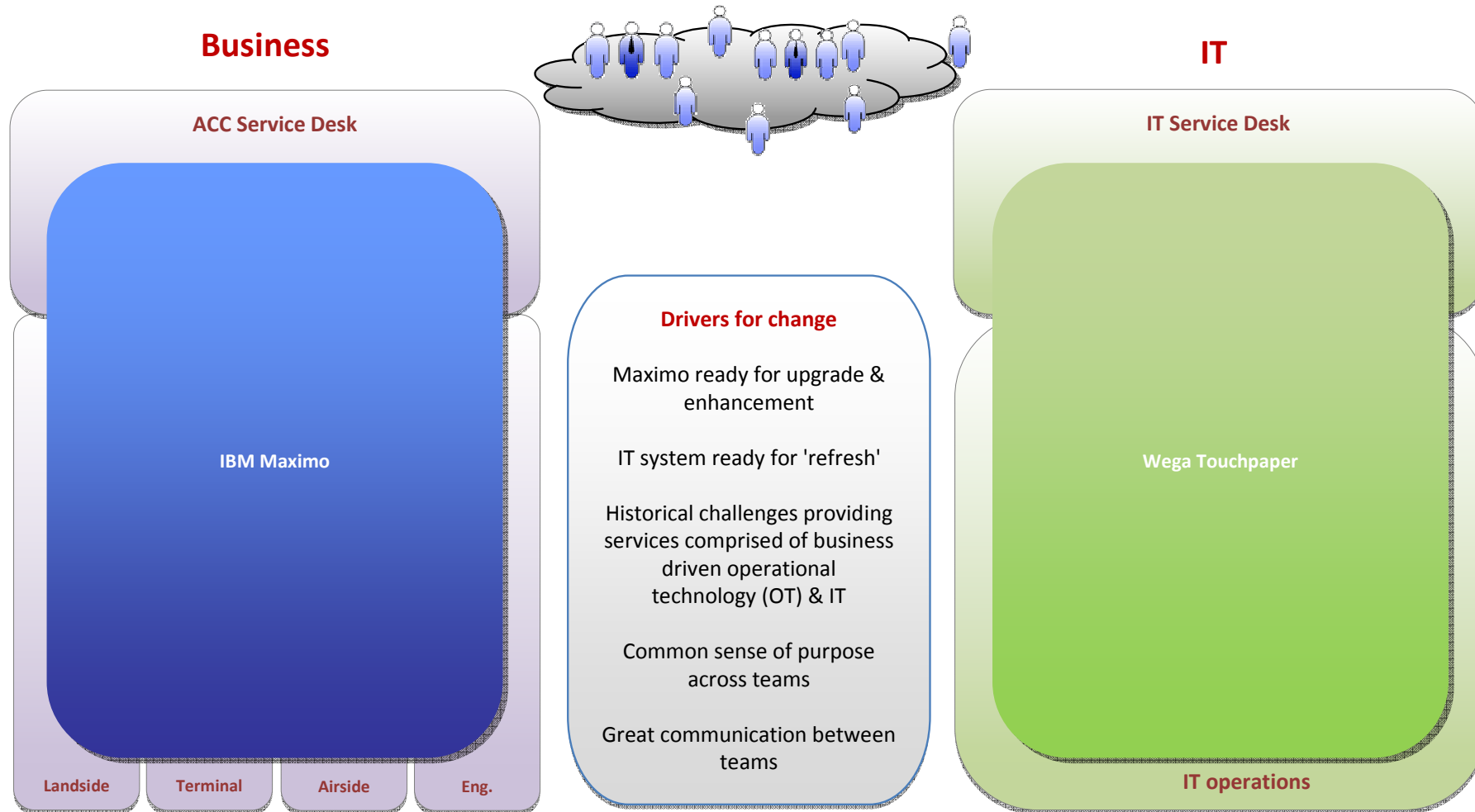
Example of what can be done

- Not everything
- Compromises and reality
- But real – and measured - benefit

Departures 1				Departures 2		
Due	Destination	Plat	Expected	Due	Destination	Plat Expected
12:27	Newcastle	15B	On time	13:02	Ilkley	2C On time
12:29	Poppleton	1C	On time	13:04	Knottingley	17A On time
12:32	Ilkley	3B	On time	13:05	London KX	8 On time
12:34	Sheffield	17B	On time	13:05	Edinburgh	9D On time
12:37	Manchester Vic.	12D	On time	13:08	Manchester Vic.	12D On time
12:38	Hull	15B	On time	13:08	Liverpool Lime St.	16A On time
12:40	Bradford F. Sq.	2C	On time	13:10	Bradford F. Sq.	3B On time
12:40	London KX	6	On time	13:10	Plymouth	11A On time
12:40	Manchester Pic.	16A	On time	13:12	Scarborough	15B On time
12:41	York	9D	On time	13:15	Selby	9D On time
12:43	Huddersfield	13A	On time	13:16	Sheffield	17B On time
12:48	Sheffield	10B	On time	13:19	Doncaster	12A On time
12:49	Carlisle	5C	On time	13:22	Brighouse	12C On time
12:51	Blackpool North	12C	On time	13:25	Manchester Air.	16A On time
12:55	Middlesbrough	15B	On time	13:26	Skipton	4B On time
12:55	Manchester Air.	16A	On time	13:27	Newcastle	15B On time
12:56	Skipton	4B	On time			
12:59	Knaresborough	1C	On time			

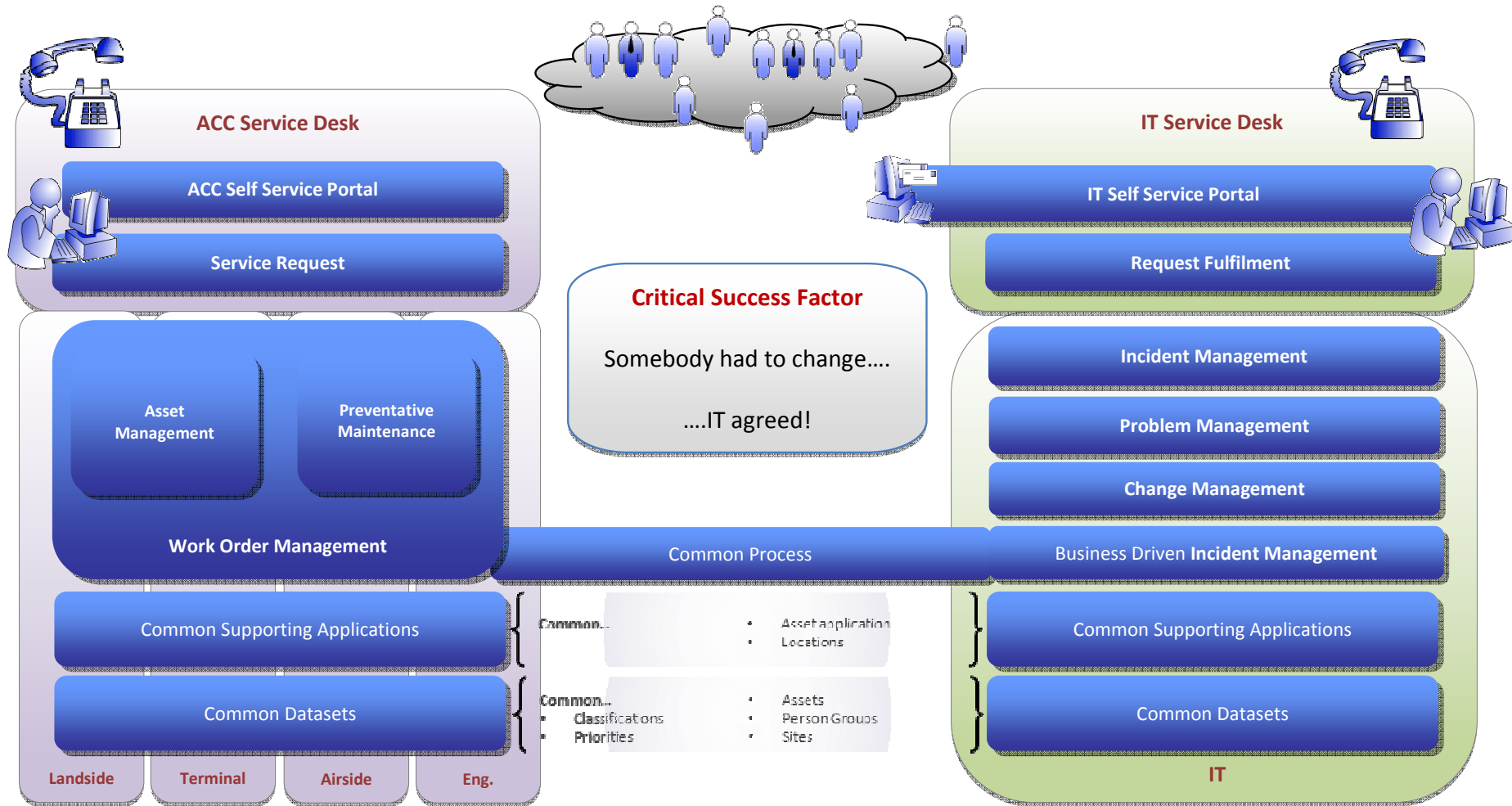


Melbourne Airport's operation is **asset intensive** with **core business processes & systems** falling into **two broad categories, Business & IT**



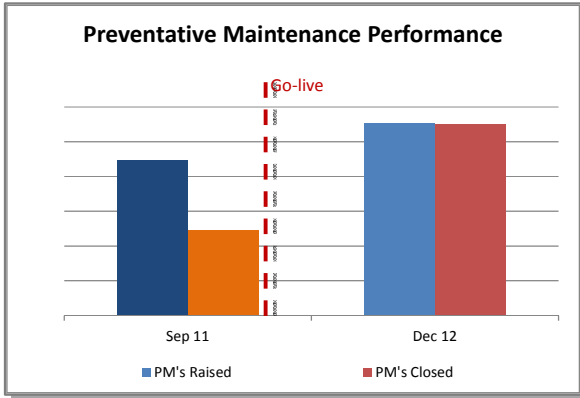


IT adopted and extended the business system – to provide seamless, quality service to the client... employees, tenants, travellers



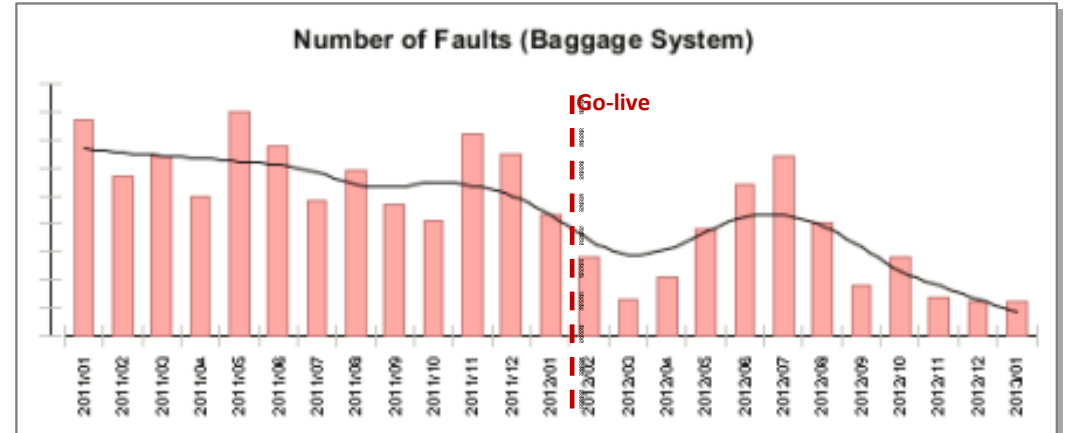


Result? Reactive work is completed faster... more time is spent on proactive management... leading to fewer faults



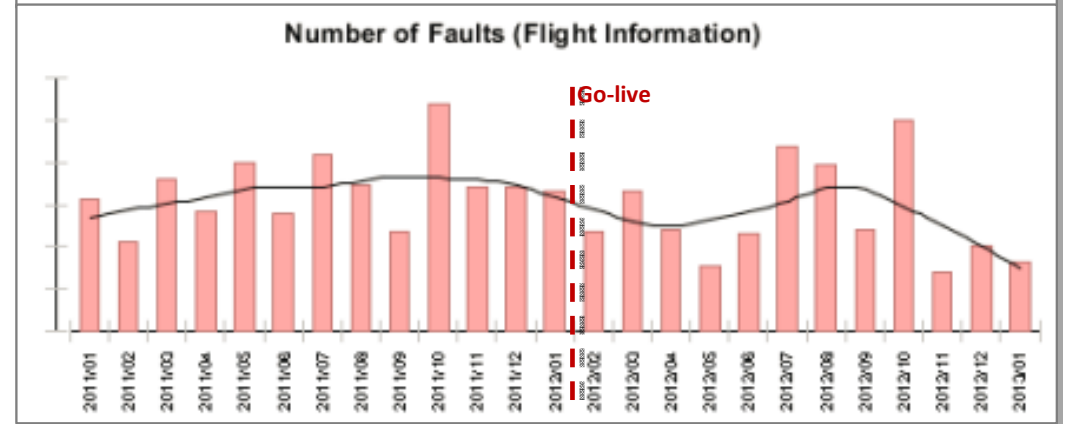
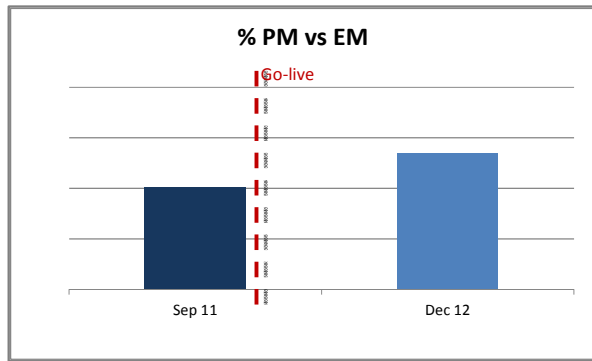
↑81%

Preventive Maintenance Strike rate



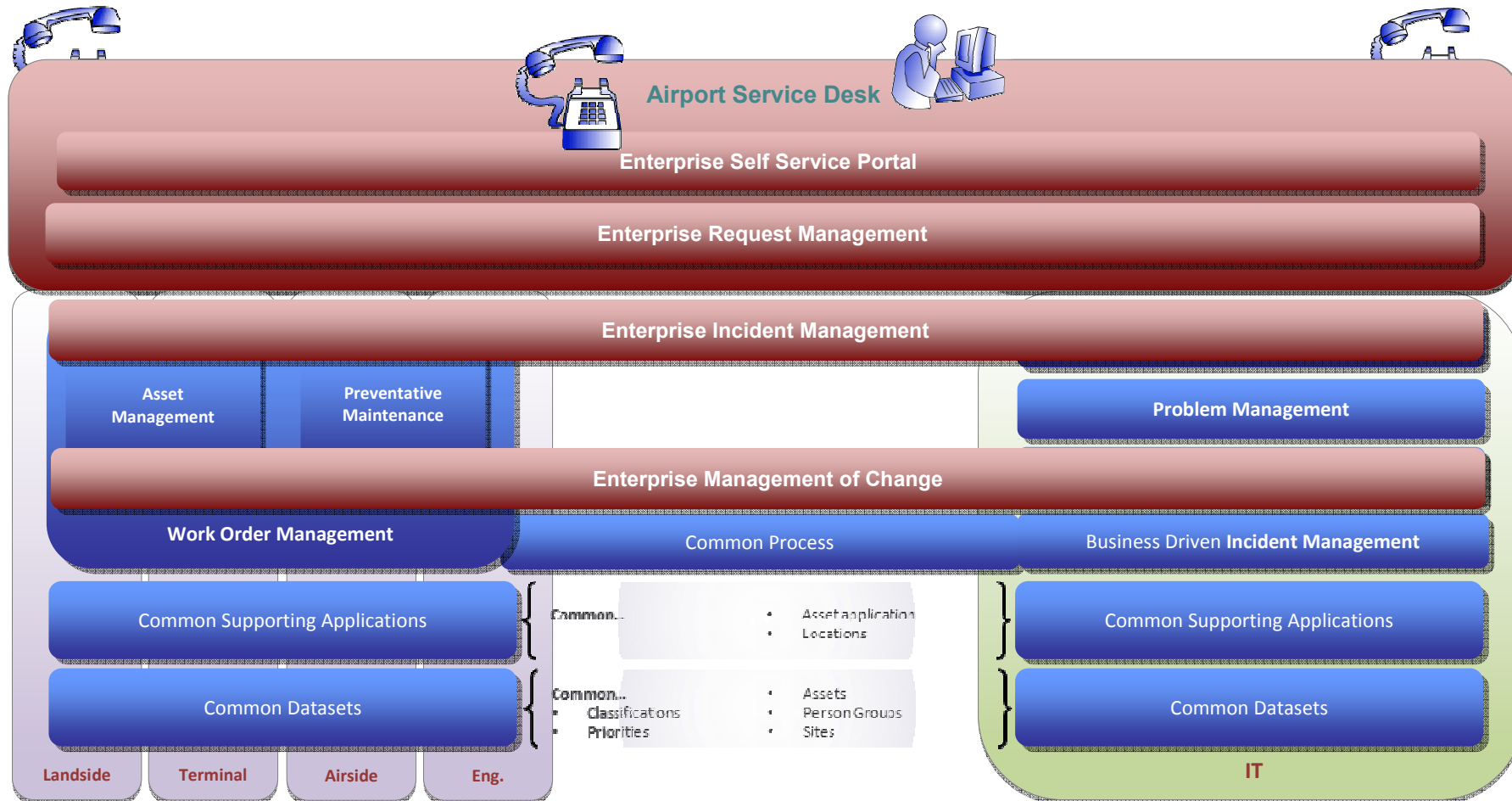
↑33%

Proactive PM to reactive EM ratio





The building blocks are in place for extending the 'virtual' integration between the Business & IT





What next?

- Think
 - Things that might make your life better
 - Save things that need saving: time, money, the planet etc
- Talk
 - Now or later
 - Find me around Pulse (Kalibrate stand or bar are likely options)
 - Discuss ideas with any IBM or Kalibrate guys you like the look of
 - ivormacf@uk.ibm.com
- Watch
 - Demo of SCCD and IEM SaaS at Kalibrate Stand