IBM ITSM Conference 2009

Exploiting New Opportunities with Service Management

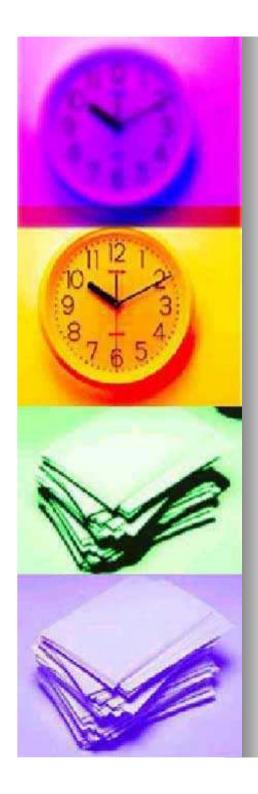
Customer Slides



Actor's Background

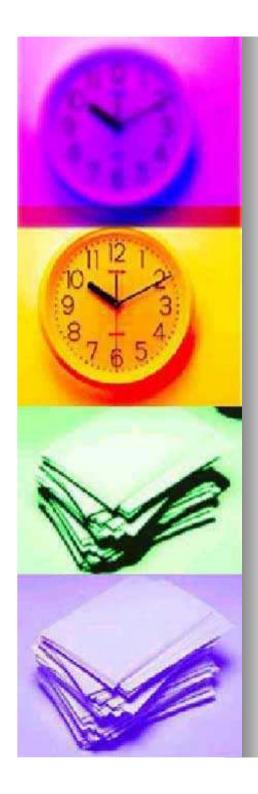
 Paul is the CTO of a fast growing, competitive – Hotel & Entertainment business in Hong Kong and Macau

 Derek is working for IBM GTS as ITSM consultant who is good friend with Paul since highschool ...



IT Services Domain

- Paul have to supports his business with 60+ IT services including:
 - Hotel systems
 - Guest relationship management
 - Restaurants and shops systems
 - Back office analytic systems
 - Telephony, video on demand, communication systems



IT Challenges

- Lack of available resources
 - People,
 - Process,
 - Technologies
 - Information
- Projection of economic upturn which business demand better service level from IT organization



How to apply ITSM Strategy

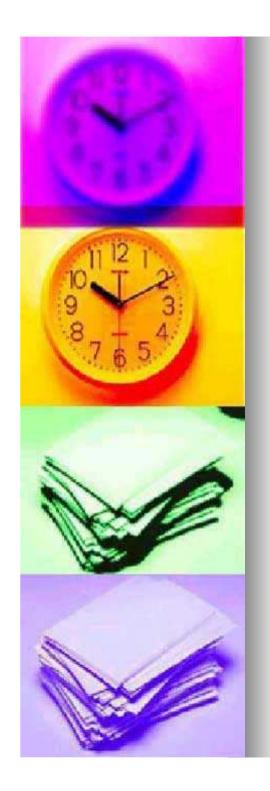
Agreed with ITIL can helps, but how to start and what will be the best approach for us?

How others in the similar industry walk though this journey?



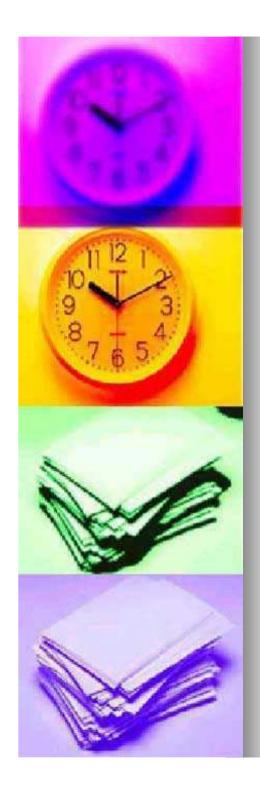
How Could We Implement ITSM

What tools should I use to make this journey easier?



Business Objectives

- Service Level Management
- Quality Control
- Financial Management
- Asset Management



Looking Forward To:

- Manageable IT Services
- Relief resource pressure
- Better manage OPEX

Delighted users and customers

Thank You









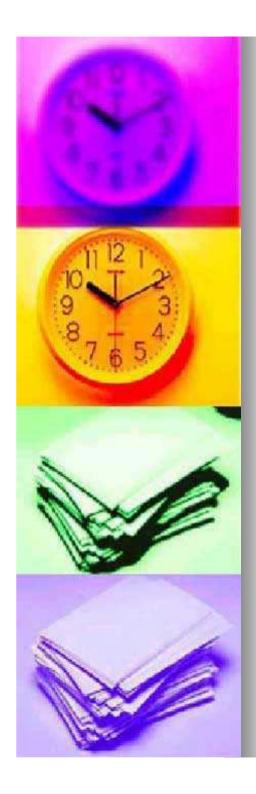












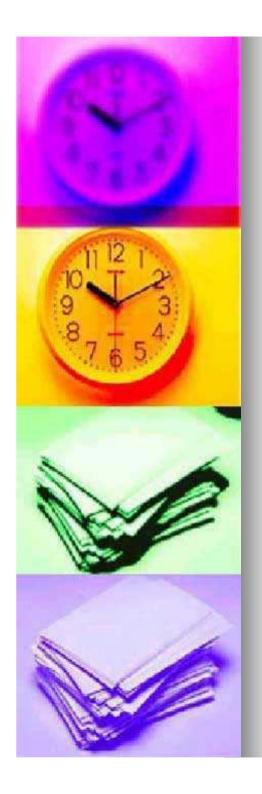
Concur with Paul's comment

People

- Industry with high staff turn over rate and retain skilled people
- Extensive and time consume training period in order to become productive

Process

- With recent new and acquired hotels in the region, lack of common processes and strategy
- Various method to perform the same tasks (historical reasons)



Pattern 1 – Service Support

- Establish Service Desk function as Single-Point-of-Contact (SPoC) for my business
 - Benefits
 - Reduce "Transfer calls"
 - Clear ownership and status
 - Better service level quality