Global Technology Services

Tivoli. software

IBM SERVICE MANAGEMENT CONFERENCE
ENTER A NEW WORLD OF SERVICE MANAGEMENT

09

Exploiting New Opportunities with Service Management

Business Issues: IT organizations are under pressure to manage costs, ensure reliability and provide customer satisfaction

Many clients have reached a "pain threshold" and recognize the need for IT service management. They are addressing issues such as:

- **Service management quality and cost problems**

- **Lack of integrated service management design**

- **Lack of internal expertise in improving service management**

Cost Containment
- Reduce IT spending and redirect spending on innovation and the creation of new products

Reliability
- Provide reliable, effective, and efficient services across IT
- Align IT Services with current and future business needs

Provide Service Excellence
- Provide better support to the business
- Provide customers with quality and value add services

Increasingly, executives require the adoption of service management best practices to solve critical issues

Service management is an integrated set of management processes, tactics and best practices that help control the cost and quality of IT services

People
- Roles, teams and functions
- Skill requirements
- Job descriptions
- Performance indicators
- Staffing levels
- Resource acquisition
- Training curriculum
- Staff training

Process
- Technology and information requirements
- Policies and governance
- Process design
- Detailed workflows
- Workflow implementation
- Procedures

Technology
- ISM architecture
- Tool requirements
- Tool evaluation and selection
- Tool installation
- Development environments
- Customization and integration
- Testing
- Deployment

Information
- Information requirements
- Data model
- Information flows
- Interfaces and integration
- Measurements
- Reports

Governance

ITIL plays an important role in promoting the adoption of service management best practices

What else do you need to "make ITIL work?

- **Implementation methods, assets and skills (Assess, Plan, Design, Implement)**

- **Governance model**

- **Prioritizing & diagnostic techniques**

- **Capability maturity improvement approach**

- **Design & Implementation methods to enable project management disciplines**

- **Project management**

- **Tool Vendor Relationships and "one throat to choke" if possible**

- **Accelerator IC if possible**

OBJECTIVES

- **Align IT with business objectives**

- **Lower the long term cost of service delivery**

- **Improve the quality of IT services**

IBM Service Management Conference 09 — Enter a New World of Service Management

IBM Service Management Implementation approach covers four phases on ITSM journey

Lead with…   **or…**   **to drive…**

Strategy and Plan	Design	Implement	Run
IBM IT Management Consulting Services – service management strategy and planning • Workshop • Readiness • Full **IBM IT Management Consulting Services – business of IT executive workshop**	**IBM IT Management Consulting Services – service management design** **IT Service Management Implementation Services – accelerators for service and asset management** **IT Business Service Management Services – business of IT dashboard**	**IBM IT Lifecycle Management and Governance Services – service management implementation**	**Managed services**

Develop a strategic implementation roadmap

Complete design of the future environment and define a comprehensive implementation and management solution

Accelerate implementation of IT service management disciplines and the realization of business value
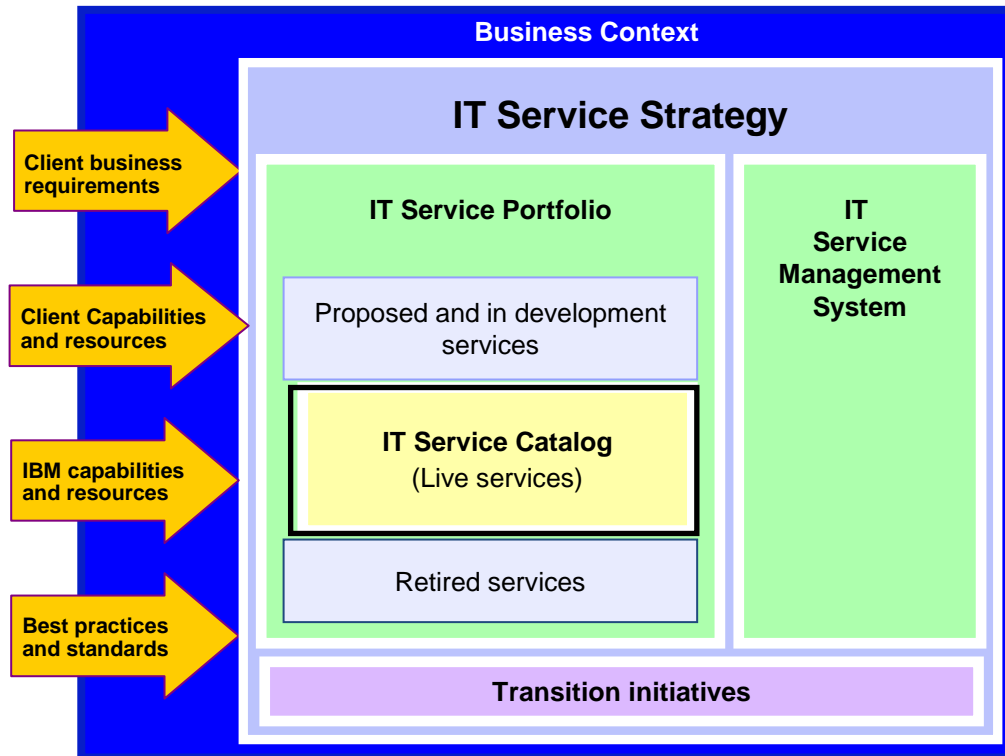
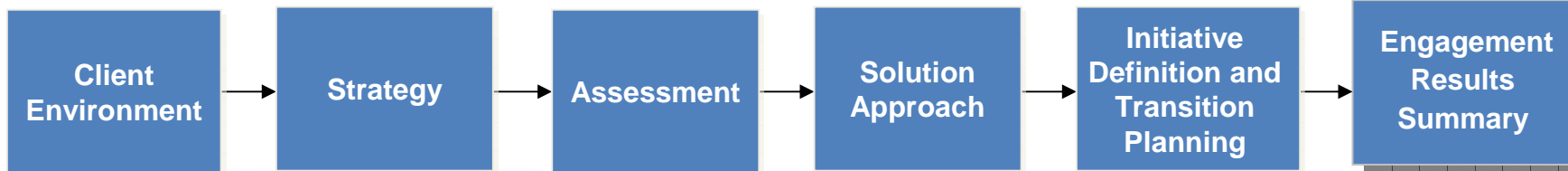Rely on skilled professionals to help run and manage your services

2

A structured approach to develop IT service strategy and transition roadmap

Business Context

IT Service Strategy

Client business requirements →

IT Service Portfolio

IT Service Management System

Client Capabilities and resources →

Proposed and in development services

IBM capabilities and resources →

IT Service Catalog
(Live services)

Retired services

Best practices and standards →
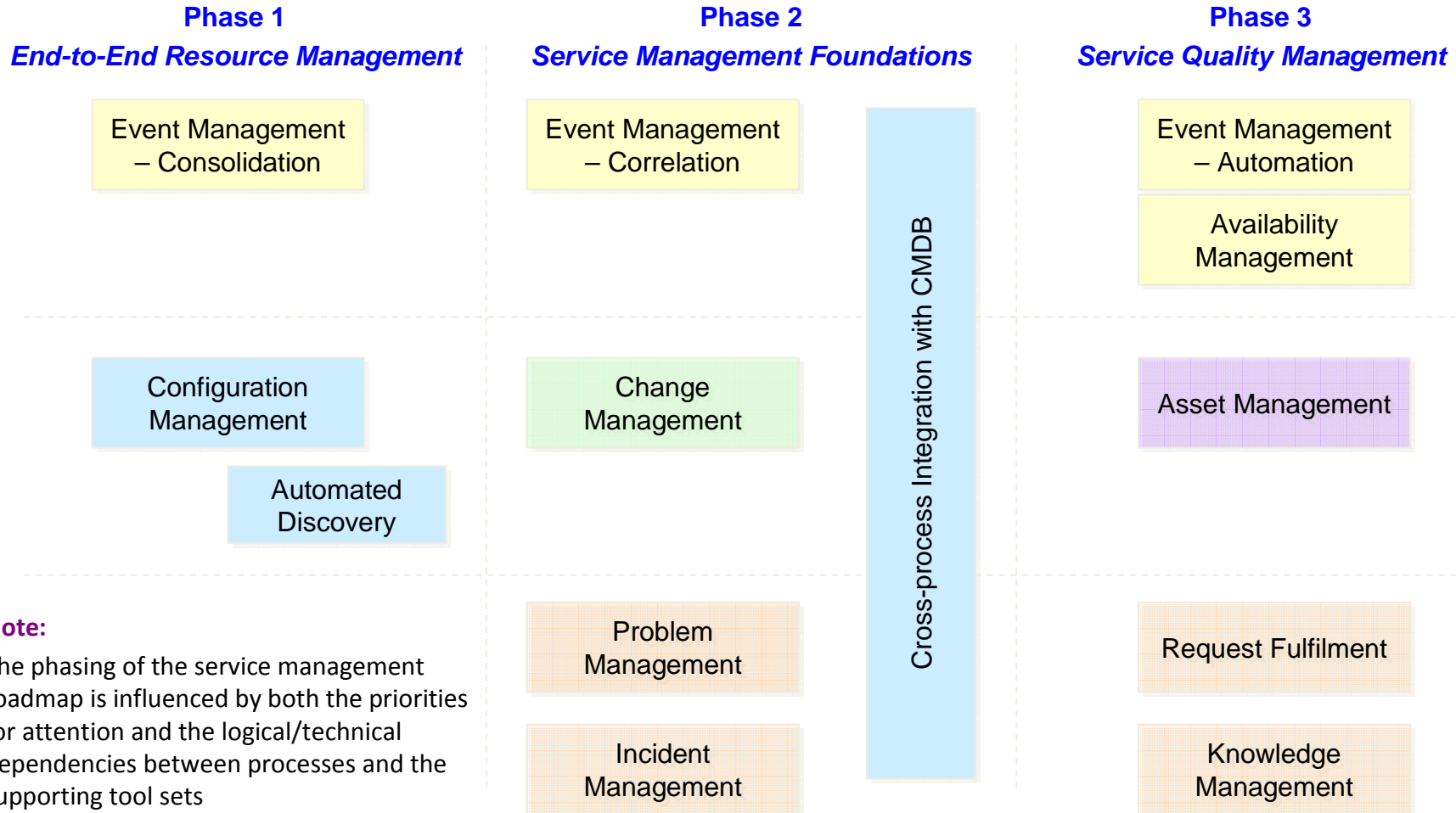
Transition initiatives

- **IT Service Strategy.** The set of plans and activities that identify
  how IT services and service management will be optimized to create measurable value.

- **IT Service Portfolio.** A complete
  set of IT services that provide business value (covering the full services lifecycle, from proposed and in development services to retired services).

- **IT Service Catalog.** A subset of
  the IT Service Portfolio, lists the services that are currently available (live services) along with associated service requests.

- **IT Service Management System.** Governance, standards, processes, service life cycle and best practices.

- **Transition Initiatives.** A roadmap with the approach required for you
  implement and manage the IT service strategy.

Engagement Management

| Client Environment | → | Strategy | → | Assessment | → | Solution Approach | → | Initiative Definition and Transition Planning | → | Engagement Results Summary |

The priorities of attention and technical dependencies defines the transition roadmap

	Phase 1 *End-to-End Resource Management*	**Phase 2** *Service Management Foundations*		**Phase 3** *Service Quality Management*
	Event Management – Consolidation	Event Management – Correlation		Event Management – Automation
				Availability Management
	Configuration Management	Change Management		Asset Management
	Automated Discovery			
		Problem Management	Cross-process Integration with CMDB	Request Fulfilment
		Incident Management		Knowledge Management

Note:

The phasing of the service management roadmap is influenced by both the priorities for attention and the logical/technical dependencies between processes and the supporting tool sets
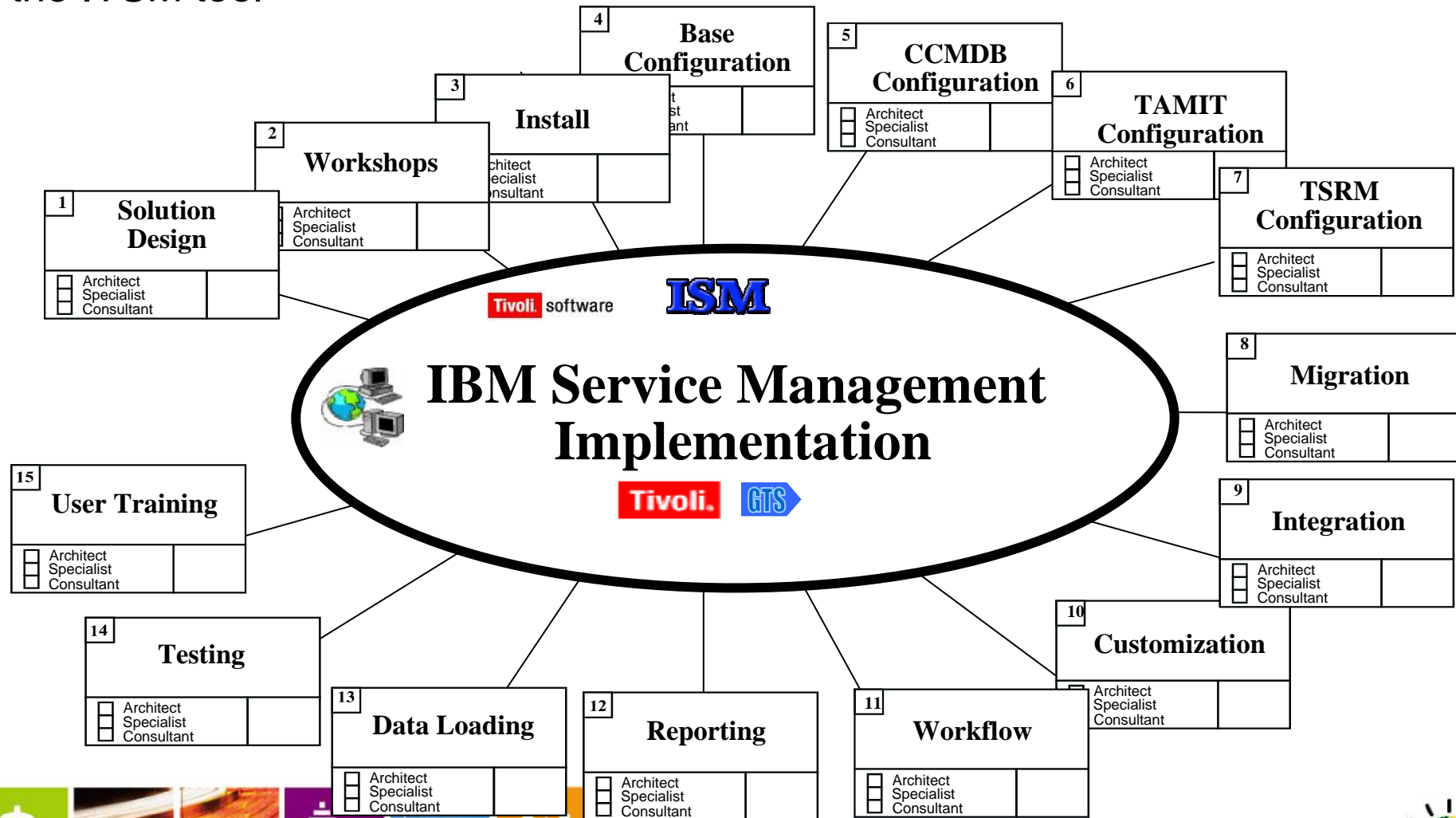
There is no single right way to go about adopting ITIL – but there are some common patterns

Common Stages in the Adoption of ITIL

- There is no single right way to adopt ITIL nor an ideal sequence to go through

- The right way for you will always depend on your starting point and the goals you are trying to achieve

- However we do see common patterns in the stages that many organisations go through:
  - **Pattern 1: Service Support**
  - **Pattern 2: Service Delivery**
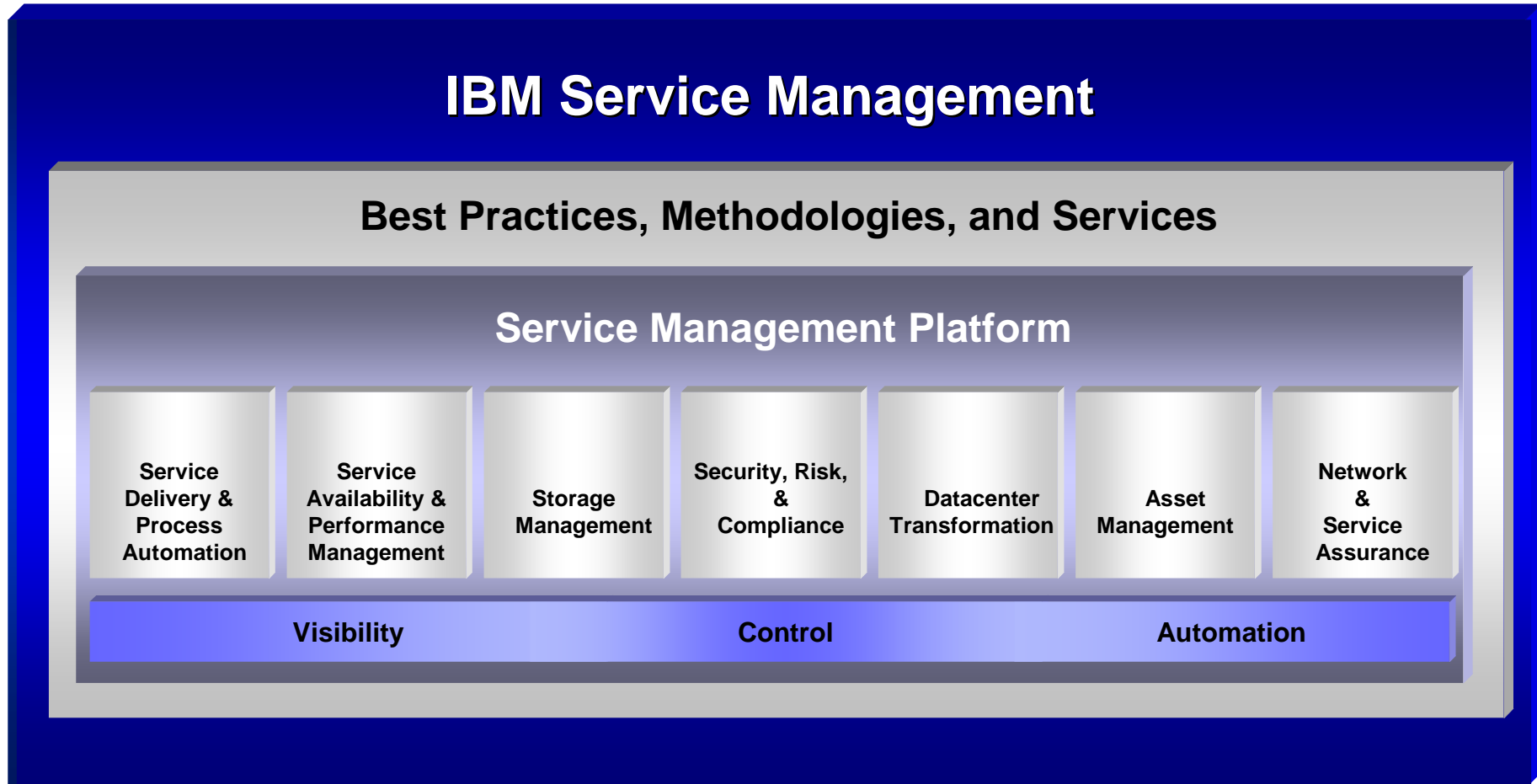 - **Pattern 3: Service Design and Business Integration**

IT service management design phase helps to define both the IT services and the enabling IT service management processes

Design of IT services

Service catalog

Service definitions

Service workflows

Design of IT service management capabilities

Process and procedure design

Roles, functions and skills

Service management architecture

Policies, controls, measurements and reports

Based on the design specification, the implementation phase quickly deploys the ITSM tool

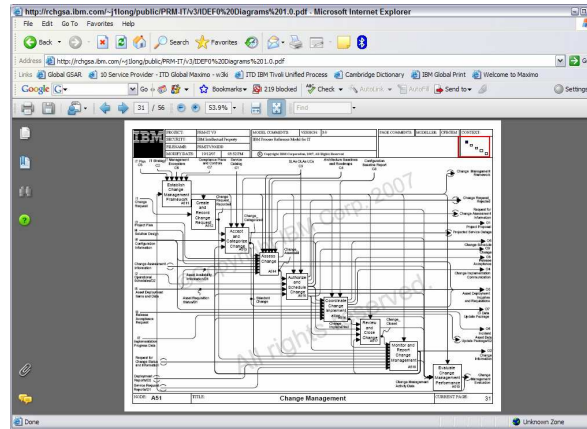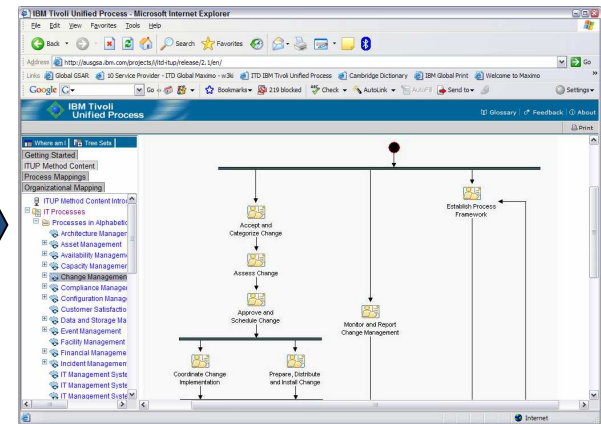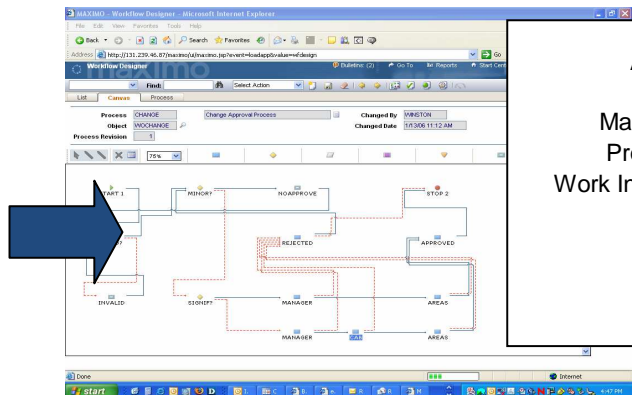# The overall ITSM journey now……

ITIL Specifies Best Practise Guidelines for Change Management

Process Standard for Change Management

Specific Delivery Organisation Change Process is defined in with drill downs and process roles for each step of the Process

Change Workflow and Manual Work Instruction

Account X Change Management Procedure & Work Instructions
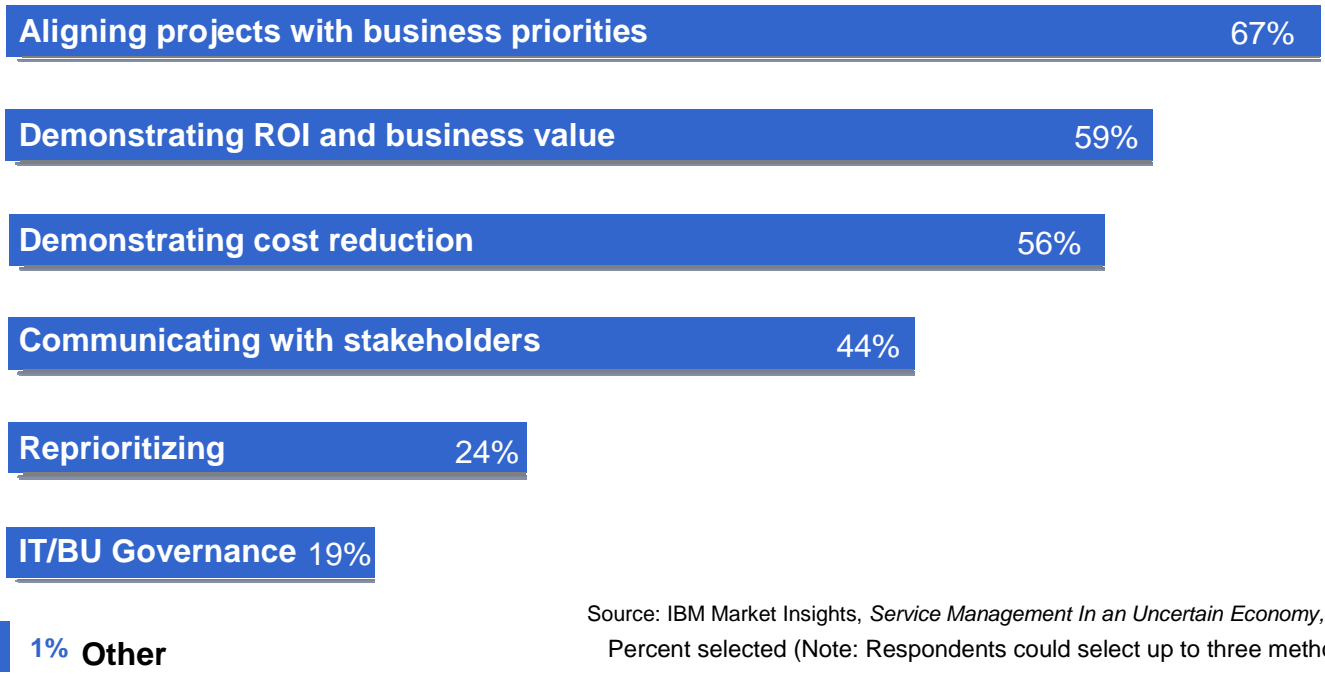
Change Management Team and Approvers

Change Management Tool

3

Demonstrating alignment with business priorities was the most effective method for gaining sponsorship …

What are the most effective methods your IT organization/department employs in order to obtain executive sponsorship/buy-in for continued/expanded projects?

Top means to obtain executive sponsorship or buy-in:

Aligning projects with business priorities	67%
Demonstrating ROI and business value	59%
Demonstrating cost reduction	56%
Communicating with stakeholders	44%
Reprioritizing	24%
IT/BU Governance	19%
Other	1%

Source: IBM Market Insights, *Service Management In an Uncertain Economy, January 2009.*
Percent selected (Note: Respondents could select up to three methods.)

0%   20%   40%   60%   80%