DELIVERING HIGH QUALITY SERVICE

AIDAN LAWES CHIEF EXECUTIVE OFFICER *it* Service Management Forum



What is the *it*SMF?

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.

It was formed in the UK in 1991 & now has national 'chapters' in Australia, Belgium, Canada, Germany, the Netherlands, South Africa, Switzerland/Austria and USA.



Agenda

What is IT Service Management? Why do we need it & What does it involve?
"Best Practice" in ITSM What is involved, what benefits will it bring & what's *it*SMF's role



Why do we need ITSM?

IT/IS only exists to support the business
So it has to deliver the goods
Organisations are increasingly dependent upon IT/IS
It has to do so efficiently & effectively
Technology is the front-line
Attributes like availability, security & performance

Attributes like availability, security & performance are crucial



Meaning?

The <u>BUSINESS</u> demands CONSISTENT & ACCURATE solutions, that are AVAILABLE, USABLE, SECURE, ADAPTABLE and PERFORM.

So can we deliver?

All the time?

Yes

You're either a liar or about to become very rich & famous!

<u>No</u>

Welcome to the club -it's large and friendly!

Why is it so difficult?

Technology Budget dispersal Lost disciplines **User demands** Focus **Monetary pressures**

Client-server Inter/Intranet Linux/2000/XP **More complexity** WAP **Hidden work Hidden costs!** Systems mgmt **More applications Faster development Changes!** I'm a techie You don't understand! Value for money **Cost reduction** Outsource

The 'traditional' lifecycle (1)

Idea

Feasibility study

Design

Commission

Decommission

Test

Operate

Develop



The 'traditional' lifecycle (2)

Idea

80% FOCUS

80% COST

Operate

Feasibility study

Decommission

Commission

*it*SMF

Design



Test

100% VALUE!

What is IT Service Management?

A set of disciplines, embracing



organisational structure





that together allow us to develop & deliver high quality IT services.

What does ITSM cover?

EVERYTHING!

Not just about managing technology - though we need Systems/Network Management Not just about managing "live services"

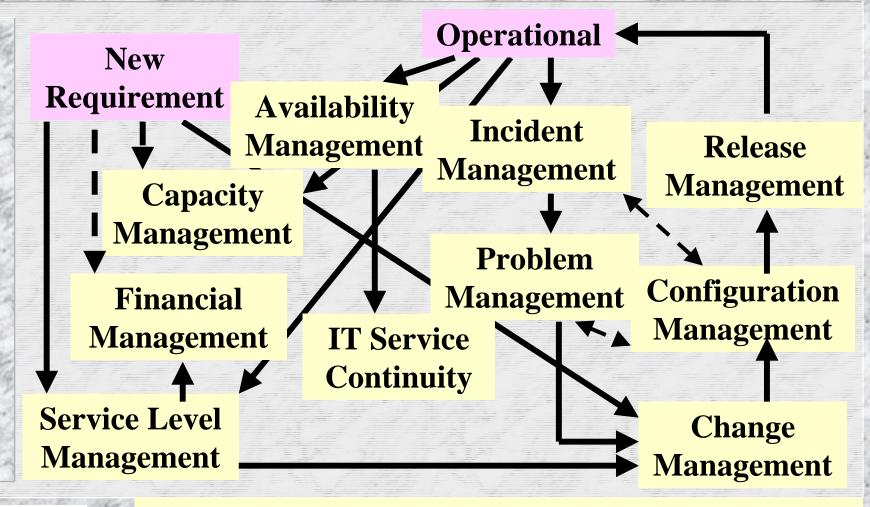
but

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



The ITSM Lifecycle

Service Desk



Security Management; Relationship Management

What is "Best Practice"?

A simple definition:

A defined, practical and Industry-accepted way of doing something which works.

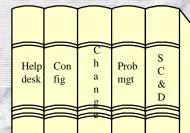


"Best Practice" in ITSM

THE IT INFRASTRUCTURE LIBRARY (ITIL)

- produced by CCTA (now OGC)
- started late '80s
- distilled best practice
- over 40 titles







Original ITIL

Service support - Help desk; Problem Management; Change Management; Configuration Management; Software Control & Distribution

Service delivery - Service Level Management; Capacity Management; Availability Management; Costing for IT Services; Contingency Planning

Operations - Operations Management, Unattended Operations

Software Support - S/w Lifecycle support, Testing an IT Service for Op'l Use

Managers - Customer Liaison, IT Services Organisation, Planning & Control for IT Services

Office Environment; Environmental Management

Security Management; Business Continuity; Network Services Management; Business & Management Skills; Case Studies, etc



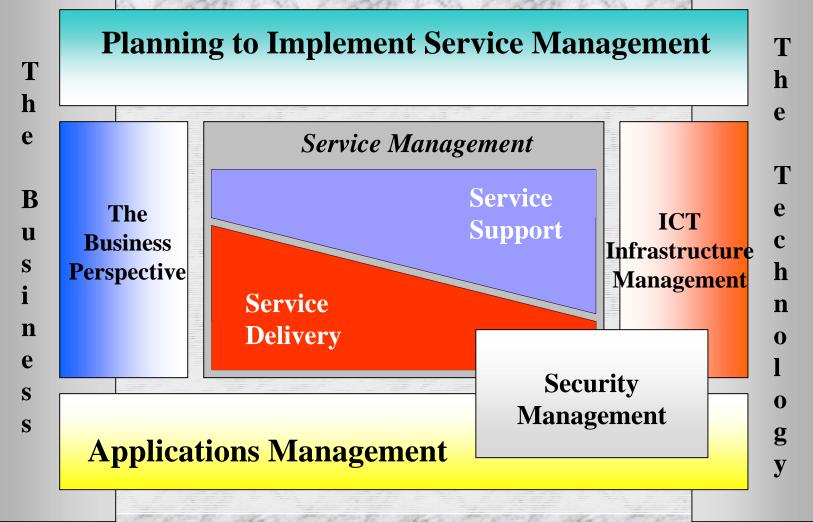
Drivers for refreshment

Language - UK Civil Service jargon, Colloquialisms Remove overlap & repetition Strengthen relationships between processes Modernise - examples & technology references Reduce cost

Alternative media



ITIL Refreshed (Publications map)



ITIL Refreshed (Core sets)



- ♦ Service Desk
- ♦ Incident Management
- ♦ Problem Management
- ♦ Change Management
- ♦ Configuration Management

£65

each

- ♦ Release Management
- ♦ Service Level Management
 ♦ Capacity Management
 ♦ Availability Management
 ♦ Financial Management
 ♦ IT Service Continuity

HTML versions on CD-ROM

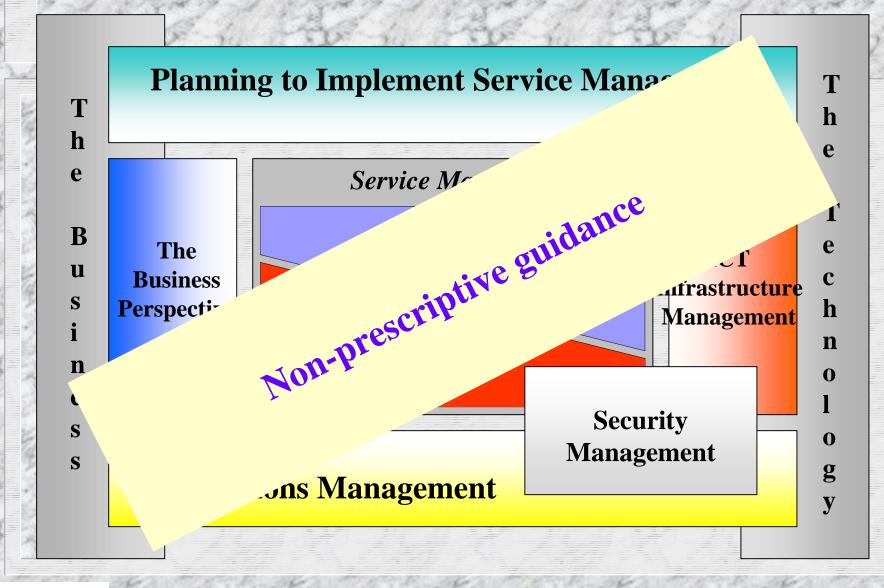
itSMF role

- Authors predominantly members
 - **International QA**
 - **Future developments**
 - Feedback & Input
 - "Ownership"
- **Pocket Guide & Dictionary of Terms**

IT Service Management



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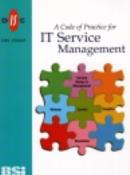


*it*SMF

Towards a Standard

British Standards Institution (BSi)

- * 1998
 - **Code of Practice PD0005**



- * 7/2000 Self-assessment Workbook PD0015
 * 11/2000 Specification BS15000
 * ?? ISO Standard
- *it*SMF

BS15000 processes

Service Design & Management Processes

Security Management

Availability & Contingency Management Service Level Management

Service Reporting

Control Processes

Asset & Configuration Management

Change Management

Resolution Processes

Incident Management

Problem Management

Capacity Management

Financial Management

Relationship Processes

> Business Relationship Management

Supplier Management

Release Processes

Release Management



Each section

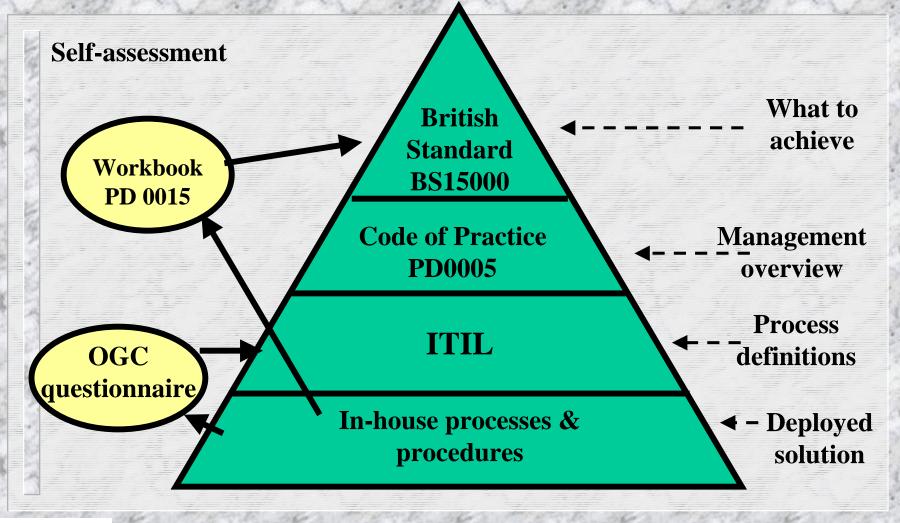
Objective e.g. Audit evidence: To provide evidence of service management operations

Set of statements

e.g. All service management plans <u>shall</u> be documented. Procedures Records



Best Practice Alignment





itSMF role

- BDD/3 Committee producing standard, *it*SMF seat + members
 - BRD/6 Committee producing the certification scheme, chaired by *it*SMF, scheme to be "owned" by *it*SMF



Certification

Organisational - through BS15000 certification

Product - thorny area, perhaps through DMTF work

Personal

- recognised qualifications



Qualifications scheme

Objective

- Common, global qualifications

Certification Board - OGC, *it*SMF, Exam Institutes - "Syllabus" - Crown Copyright - EI certification

Exam Institutes

- Write & mark exams
- Accredit training companies & trainers
- may accredit Agents



Qualifications - now

2 Examination Institutes - ISEB & EXIN 3 levels based on Service Support & Delivery - Foundation - Practitioner

- Manager

Also Network Services Management, Business Management Skills Information Security



Qualifications - future

More Exam Institutes

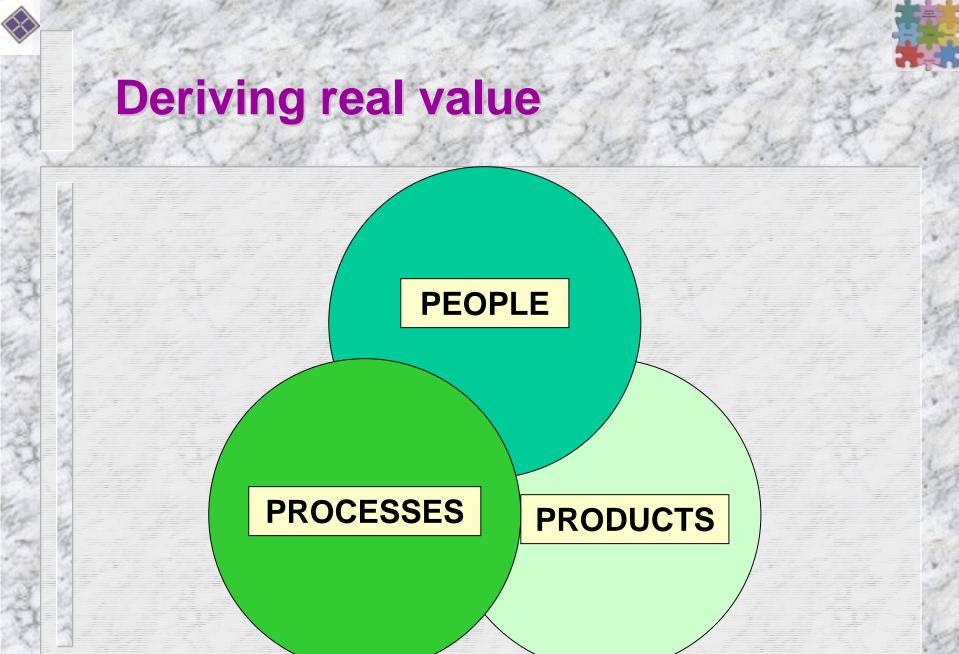
- Increased question pool
- Localisation
- Canada (Loyalist College Agent)
- Australia (ACS); US (various Universities)

More qualifications

- By role eg Auditors, Testers
- By technology (Microsoft MOF)

Professional registration







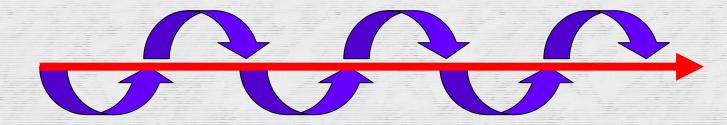
Best Practice benefits

- More focus and alignment with business
- Higher quality services
- Reduced costs
- More responsive to business needs
- Better utilised & motivated staff



Utopia is always out of reach

It is not about Perfection but Continuous Improvement

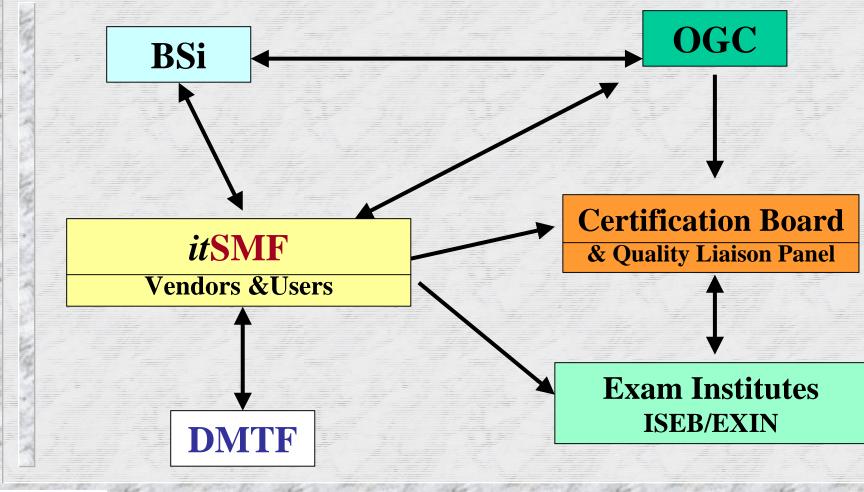


Evolutionary spiral: Get better; Stay good; Improve



Remember:

The World of Best Practice in IT Service Management





What services does itSMF provide?^{*}

- Booksales
- Magazine ServiceTalk
- Seminars, Regional Groups, Conference
- Award scheme
- Web-site whitepapers, downloads, chat boards, online sales, jobs, catalogues

Discounts on services plus participation in best practice development



Thank you

Any questions?

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