# 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"

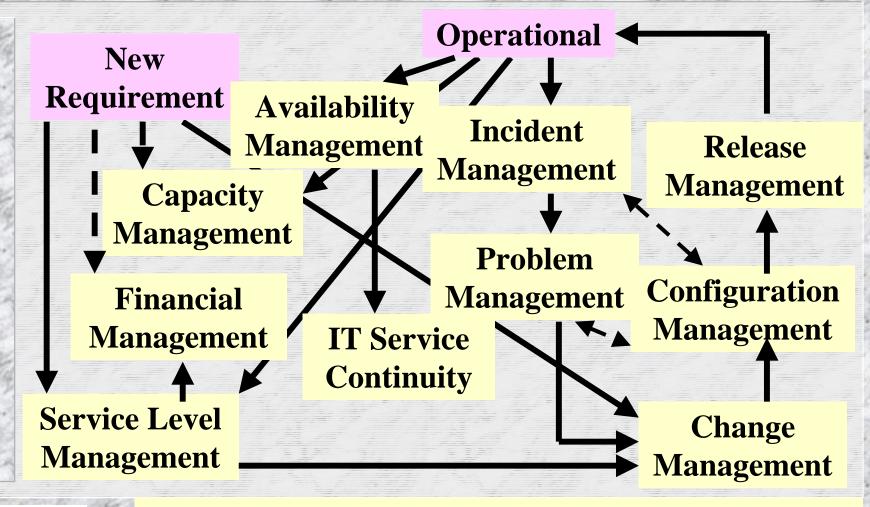
but

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.

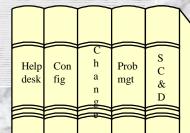


# **"Best Practice" in ITSM**

### 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



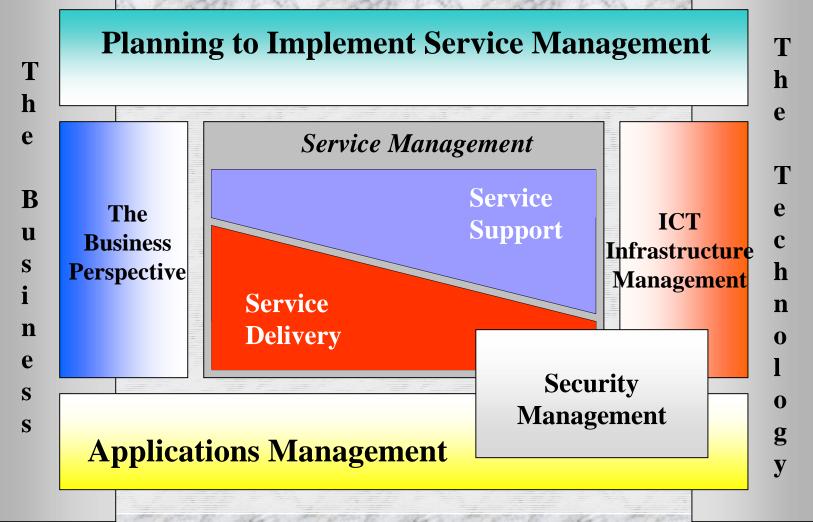
## **Drivers for refreshment**

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** 

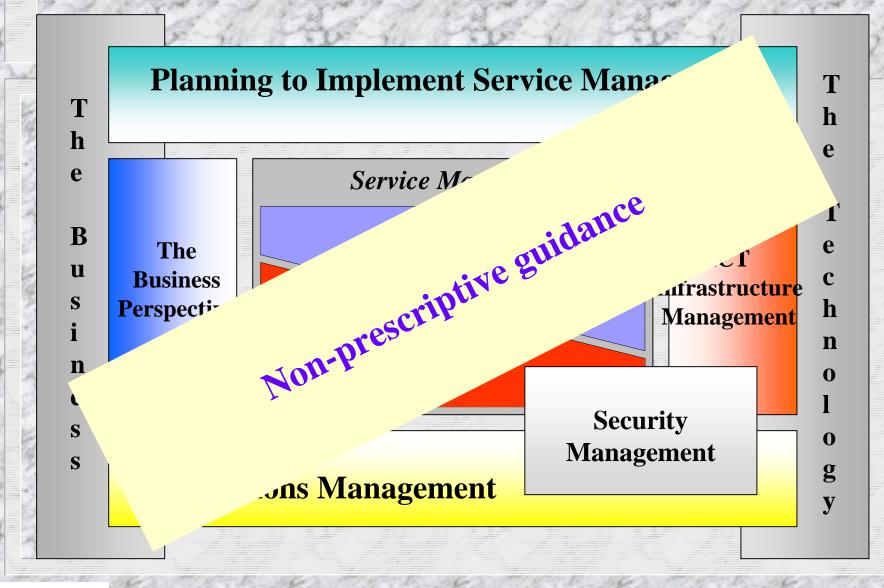
# itSMF role

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

IT Service Management



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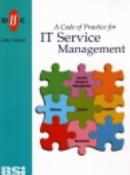


#### *it*SMF

## **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**

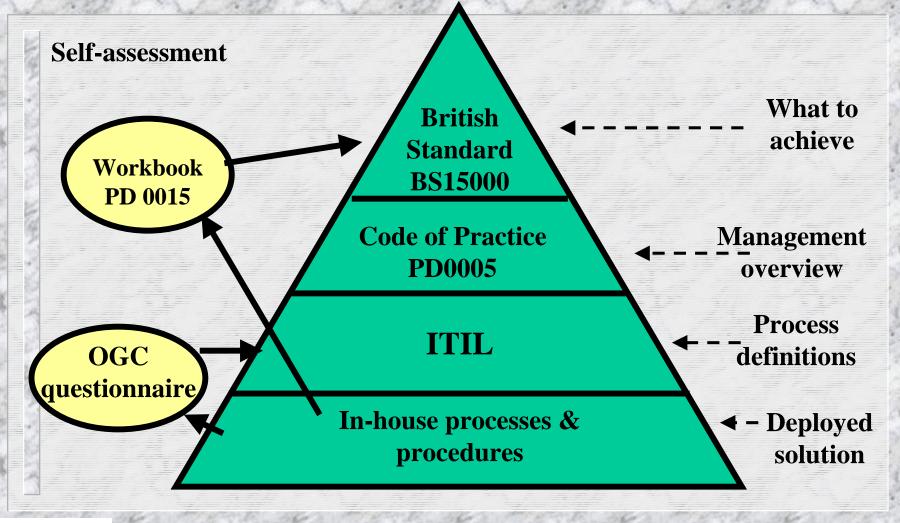
**Objective** e.g. Audit evidence: To provide evidence of service management operations

#### 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**

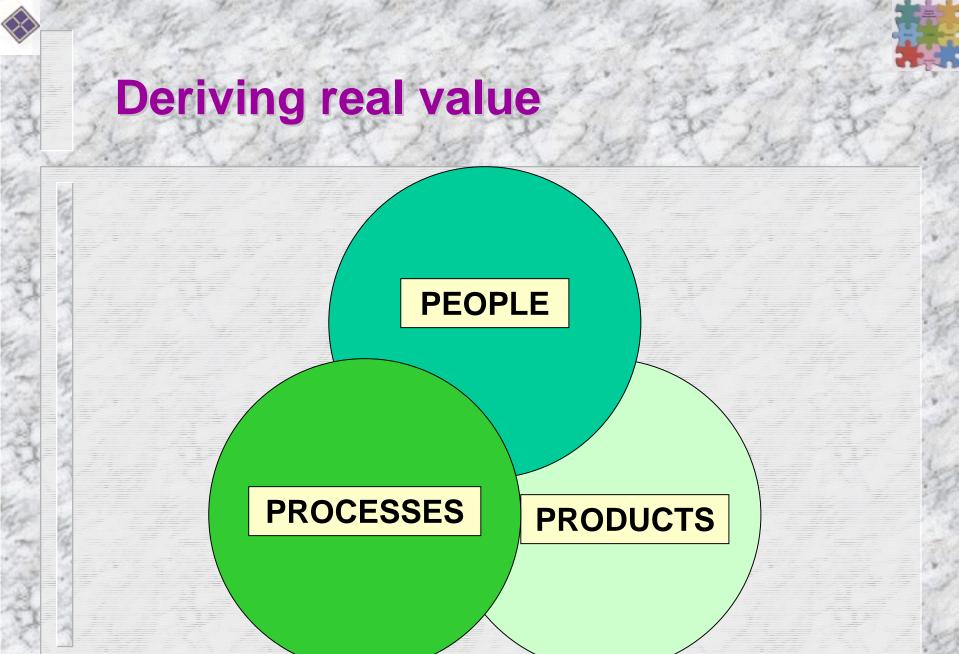
- Increased question pool
- Localisation
- Canada (Loyalist College Agent)
- Australia (ACS); US (various Universities)

#### **More qualifications**

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

**Professional registration** 







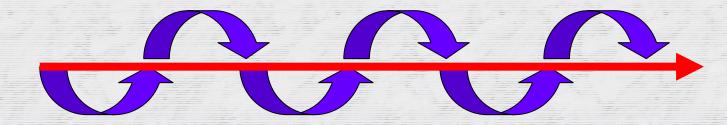
# **Best Practice benefits**

- 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

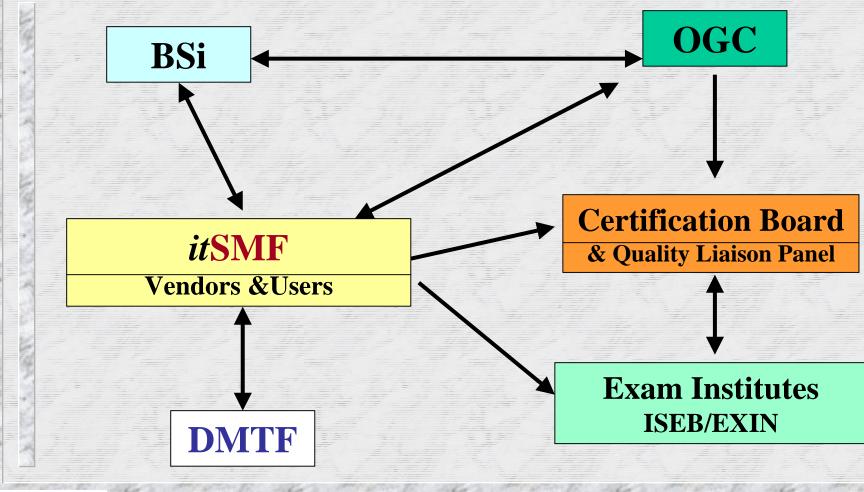


**Evolutionary spiral: Get better; Stay good; Improve** 



**Remember:** 

# The World of Best Practice in IT Service Management





## What services does itSMF provide?<sup>\*</sup>

- 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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