Pink Perspective 2008

News, Trends & Concerns In Our Industry – IT Service Management

Singapore
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Pink Perspective 2008

News, trends and concerns in our industry – IT Service Management

George Spalding
Vice President
Pink Elephant

Troy DuMoulin
Director, Product Strategy
Pink Elephant
Today’s Program

- IT Service Management Town Hall
  
  Refreshment break: 10:40am to 11:00am

- The Seven Enablers & Constraints to IT Service Management
  
  Lunch: 12:30pm to 1:30pm

- Tool Time With Troy: Four Critical Things You Need To Know About Integrating Tools With Your IT Service Management Program
Session Agenda

1. The Survey
2. Top trends in IT
3. Pink’s recommendations
4. Pink’s “big three” predictions
The Survey

- Lets complete it together!
- Today’s results will be discussed in a later session
- All worldwide results will be published on our web site in 3 weeks – we’ll email you a link at that time

NB: The questions from the survey sheet are highlighted on the next slide
Are you currently engaged in an IT Service Management project?  

Yes [ ]  No [ ]

What element of the IT Service Management Lifecycle are you currently focused on?  

Please check √ your top 2 focus areas for 2008

<table>
<thead>
<tr>
<th>Service Strategy</th>
<th>Service Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Transition</td>
<td>Service Operation</td>
</tr>
<tr>
<td>Continual Service Improvement</td>
<td></td>
</tr>
</tbody>
</table>

What do you see as your major ITSM challenge in 2008?  

Rank each challenge on a scale from 1 – 5 where 5 is the most difficult

<table>
<thead>
<tr>
<th></th>
<th>Challenge</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executive and senior level support and sponsorship</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Ready access to necessary project &amp; process resources (time, people, funding)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Our level of information, knowledge and skill related to ITSM</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Availability of integrated IT Service Management tools to support process workflow and automation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>The organizational and political capability/opportunity to deploy new policies, processes and tools across internal IT groups and external service suppliers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Changing organizational behavior/culture and ensuring compliance to new practices over the long term</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Maintaining ITSM program priority, momentum and funding</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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Other:  

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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Trend #1 – Green IT

- Early years – screensavers
- Then “Energy Star” monitors
- Then Windows power save settings
- Laptop “standby” mode
- Now we are thinking about the total carbon footprint
- IT purchasing decisions will be increasingly driven by environmental concerns, this will include the environmental record of managed service providers
- “By 2010, 75% of organizations will use full life cycle energy and carbon footprint as mandatory PC hardware buying criteria.”

Source: Gartner
Trend #2 – Going, Going, Going

- Notebook PC
- Cell phone
- PDA
- Blackberry
- “Dick Tracey Wrist-TV”
- Star-Trek Universal Communicator
- i-Phone
- Ultra-mobile PC (UMPC)

Increasing numbers of knowledge workers are finding enough functionality in new mobile devices to leave their standard notebooks at home.

Applications and websites must accommodate “ubiquitous access” by mobile devices.
Trend #3 – Rise Of Enterprise Architecture

- **Enterprise Architecture is all about achieving a strategic focus and delivering in accordance with that focus**
- **Increasing credibility with project teams:**
  - Strategic approach not only saves time and money over the long term but can also actually save time and money within their current projects
- **Increasing credibility with business users:**
  - Business users have seen time-to-market and solution quality improve, their own projects benefit from the work of others, and schedules met alongside strategic objectives
- **Increasing credibility with senior management:**
  - This kind of credibility has been built through hard-won success: Senior management has seen EA deliver cost and time-to-market savings, so it supports further such investments
- **EA Frameworks becoming more visible:**
  - The Open Group Architecture Framework (TOGAF)
  - The Zachman Framework

Source: Forrester
Four Stages Of Architecture Maturity

Phase 1: Business Silo Architecture
Where companies look to maximize individual business unit needs of functional silo needs.

Phase 2: Standardized Technology Architecture
Providing IT efficiencies though technology standardization and, in most cases, increased centralization.

Phase 3: Optimized Core Architecture
Company-wide data and process standardization as appropriate for the operating model.

Phase 4: Business Modularity Architecture
Reuse loosely coupled IT enabled business process components (services) to preserve global standards while enabling local differences.

Source: HBS Enterprise Architecture as Strategy
Trend #4 – Services Gain On Technology

- HP buys EDS, a hardware company buys a services company.
- HP bought Compaq a few years back, not for their PC market share (as most people thought) but for the infrastructure services that Compaq had previously acquired from DEC.
- Today, contracting for services mitigates the risk of committing to a new technology – less capital at risk.
- Increasing numbers of enterprises will replace parts of their core infrastructure with services from third-party providers.
- Services now presented to the business in an actionable “Service Catalog”. ITIL® V3 created a discrete process for managing Service Catalogs.
Trend #5 – Vendor/Supplier Management

1-1 “Does your firm have a centralized vendor management office?”

- European enterprises: 51%
- North American enterprises: 47%

Base: 1,007 technology decision-makers at North American and European enterprises
Source: Business Technographics® July 2006 North American And European Enterprise IT Governance And Sourcing Survey

1-2 Vendor management is a top training initiative

“Please describe your primary approach for each of the following technology and business skill sets based on your needs in 2007.”

Train existing employees to possess this skill set:

- Change management: 60%
- Project management: 59%
- Service management: 58%
- Business process skills: 58%
- Vendor and sourcing management: 56%
- Risk management: 51%
- Enterprise architecture and design skills: 51%

Base: 281 IT decision-makers
Source: November 2006 Global IT Skills Online Survey
Source: Forrester Research, Inc.
Trend #6 – Best Practice Frameworks
Gaining Ground

- 71% of organizations surveyed are implementing ITIL. Six Sigma (22%) is being implemented at a much lower rate.
- 78% of respondents have seen tangible benefits from ITIL. The primary benefit: “Efficiency” (88%).
- The primary problems IT organizations are trying to solve:
  - Standardize processes (82%)
  - Become more efficient (68%)
  - Better align IT to the business (66%)
- The IT Service Support department remains the primary driver of ITIL implementation (50%). The ITIL process respondents adopted first was Incident Management (31%), followed closely by Change Management (25%) and Service Desk (23%).

Source: Pink Elephant/BMC Survey 2007
Pink’s Recommendations

- Make sure your procurement department is “green”
- Make sure your enterprise is making environmentally conscious decisions
- Make sure IT is contributing to a reduced carbon footprint
- Demand that updates to new/existing vendor products include access from smaller mobile devices
- Develop in-house expertise on mobile devices both from an infrastructure and development standpoint
- Assume that the business will be using these devices before you are ready to fully support them
Pink’s Recommendations

- Recognize the need for a wider strategic view of IT in the enterprise
- Consider learning more about the existing architecture frameworks, i.e.: TOGAF, Zachman
- Work with existing areas like the PMO to gain a foothold for Enterprise Architecture
- Recognize that no one provides IT alone. Third-party services are a way of life today. The challenge is choosing the right source for each service
- Transform your own IT organization into a service organization. Once IT is defined by services the sourcing decisions will be clearer
Pink’s Recommendations

- Managing vendors effectively is the most important new skill your IT organization can develop this year.
- The business will demand higher service levels and increased accountability from IT. Suppliers can either enhance our capabilities or hinder our ability.
- Supplier Management is a separate process in ITIL V3. We must focus on this area now.
- The ITIL core operational processes must be implemented to a CMM maturity level of 4. Every consulting and research organization agrees with this basic assessment.
- ITIL supplies the most practical guidance for the management of IT.
SPEAK OUT!
ITSM Town Hall:
Tell Us Your Experiences & Concerns So We Can Take Them Up With The Governing Bodies On Your Behalf
ITSM Town Hall

- OGC
- TSO
- APM Group
- itSMF
- ISACA
- Pink Elephant

- What do you like, and why?
- What do you dislike, and why?
- Suggestions?
ITIL V3 Library

Service Strategy
Service Design
Service Transition
Service Operation
Continual Service Improvement

The Official Introduction To The ITIL Service Lifecycle – Published 8/07

5 Core Books

All core volumes published 5/07

+ Complementary Guidance (Key Element Guides – Published 4/08)
The ITIL Qualifications Board

OGC

APMG(UK)

TSO(UK)

www.itSMF.com

itSMF International

Chief Examiner

Examination Institutes

Publisher

Accreditor

APMG (UK)
ISEB (UK)
EXIN (NL)
Loyalist (CA)
Dansk IT (DK)

Sharon Taylor (CA)
ITIL V3 Professional Certification Scheme

ITIL Master

ITIL Expert

22 credits required

Managing Across the Lifecycle (5)

3 credits each

ITIL Foundation for Service Management (2)

4 credits each

V3 Manager Bridge (5)

V3 Manager Bridge (5)

V2 Practitioners

(12 Credits +)

V2 Practitioners:
Single Process – 2 credits each
Clusters – 3.5 credits each

V2 Foundation Certificate 1.5

V3 Foundation Bridge .5

ITIL Service Lifecycle Modules

SS SD ST SO CSI

Service Capability Modules

PP & O OS & A RC & V SO & A

ITIL V3 Professional Certification Scheme

V2 Practitioners:
Single Process – 2 credits each
Clusters – 3.5 credits each

V2 Practitioners:
(12 Credits +)

V2 Practitioners

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Education Update

- V3 Foundation Certificate
  - 5,000 trained to date – 88% average pass rate (Pink = 94%)
- V2-V3 Foundations Bridging (1 day)
  - Launched September 2007
  - Pink no longer offers an off-the-shelf version of this course
- V2-V3 Service Manager Bridging (5 days)
  - Launched February 2008 by Pink
- Managing Across The Lifecycle (5 days)
  - Currently awaiting final approval (exam available Jan. 1, 2009)
- ITIL Master
  - In development (late 2009)
Education Update

- ITIL Service Capability and Service Lifecycle
  - Syllabi in final review phase (avail. to ATO 6/16/08)
  - Complex, gradient, scenario MC-based exam
  - 90 minute exam – need 65% to pass
  - Results in an “Intermediate Certificate”
- Capability clusters (5 days)
- Lifecycle modules (4 days)
Pink’s “Big Three” Predictions For The Next 12 Months

1. Significant increase in business for Managed Service Providers.

2. The Service Catalog will be the focus of 60% of ITIL projects.

3. ITIL V2 certification is going away.
The Seven Enablers & Constraints To Service Management
The Survey: Q1 – Are You Currently Engaged in an IT Service Management Project?
The Survey: Q2 – What Element of IT Service Management Are You Focused On?

- Strategy: 30%
- Design: 23%
- Transition: 21%
- Operations: 17%
- CSI: 9%
The Survey: Q3 – What Do You See As Your Major IT Service Management Challenge in 2008?

See slide #7 for definitions of 1 through 7 (the “Constraints”)
Key Building Blocks Of ITSM

Drivers

Targeted ITSM Improvement Objectives

Requirements?

Building Blocks Of ITSM

Enablers
- Governance
- People
- Processes
- System Tools

ITSM Transformation Projects

Drivers

Requirements?

Feasibility

Planning

Build

Test / Deploy

Operate

Measure

Improve
Seven Potential Constraints For ITSM

Sufficient Quantity and Quality?

1. Vision & Leadership
2. Resources
3. Knowledge & Skills
4. Integrated Tools
5. Deployment Capability
6. Behavioral Change
7. Loss of Momentum
C1: Limited Vision & Leadership

ITSM Enablers / CSFs:

- Executive commitment
- Program and Process Governance
- Technology vs. Service Mgmt. (Cultural Climate)
- IT Operating Models
- Service-Enabling Organizational Design
- Baseline assessments
- ITSM funding model
- Program Risk Management
- Sustained support

Case Study

A global organization in the oil and gas industry had a requirement to create a robust process governance structure for both their ITSM program and the ongoing process ownership. The following elements were critical to their success:

1) Process Ownership (scaled)
2) Global process governance
3) A Change process
4) Common process controls
Program Management

Use the documents in this section to rapidly deploy your process specific initiatives. You can customize them to reflect your organization’s plans.

Note: M4A files require Quicktime media player, all other files can be played with either Windows Media Player or Quicktime.

<table>
<thead>
<tr>
<th>Program Management Models and Whitepapers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
</tr>
<tr>
<td><strong>ITIL / ITSM Project Planning and Management</strong></td>
</tr>
<tr>
<td>An ITIL Road Map</td>
</tr>
<tr>
<td>Company XYZ Project Plan</td>
</tr>
<tr>
<td>Detailed Project Roles</td>
</tr>
<tr>
<td><strong>Organizational Guidance</strong></td>
</tr>
<tr>
<td>Cultural Change - The Kotter Approach</td>
</tr>
<tr>
<td>Global Process Organizations</td>
</tr>
<tr>
<td>Process Ownership: The Key to Process Success</td>
</tr>
<tr>
<td><strong>Process Governance Guidance</strong></td>
</tr>
<tr>
<td>Common Program Elements</td>
</tr>
<tr>
<td>Employee Compliance</td>
</tr>
</tbody>
</table>
C2: Limited Resources

- ITSM Enablers / CSFs:
  - Project funding / budgets
  - Business case and benefit realization
  - Targeted improvements
  - Identify quick wins
  - Capability assessments
  - Formal ITSM project roles
  - Dedicated resources for project and ongoing process management
  - High Senior Manager involvement

- Case Study
  A pharmaceutical supplier had limited funds and resources for their ITIL program. They needed a way to identify quickly where to best invest their limited funds and to focus on quick wins. They used a process assessment to gain this information, to build their business case and identify their most urgent improvement areas.


Process Maturity Score Compared to Importance

The graph below compares the survey process maturity score against three things: Target Maturity (a score identified by your organization); Benchmark Maturity (the industry benchmark comprised of survey results validated by Pink Elephant. Note: Self assessment scores are not included in the benchmark data); and Perceived Importance (feedback from participants about process importance in your organization).

This data should be utilized, with other internal input and known requirements, to assist in determining which processes require investment.

- CHG: Change Management
- IM: Incident Management
- PM: Problem Management
- SACM: Service Asset and Configuration Management
- SLM: Service Level Management

![Process Maturity Score Compared to Importance Graph](image-url)
C3: Limited Knowledge & Skills

- ITSM Enablers / CSFs:
  - Meaningful management reports
  - ITSM roadmap planning
  - ITSM roles job descriptions
  - ITIL knowledge, skills and certification
  - COBIT® knowledge
  - Portfolio, Program and Project Management skills

- Case Study
  A government agency needed to improve reporting and inter-departmental operational level agreements. This organization required a common:
  - Priority model
  - Categorization structure
  - Agreed metrics
  - Documented support OLAs

They leverage these enablers to improve their Incident Management process and to define specific and relevant Key Performance Indicators.
## Incident Management

Use the documents in this section to rapidly deploy your process specific initiatives. You can customize them to reflect your organization’s plans.

**Note:** M4A files require Quicktime media player, all other files can be played with either Windows Media Player or Quicktime.

### Project Templates

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation Plan</td>
<td>DOC</td>
<td>Guidance for process design and adoption.</td>
</tr>
<tr>
<td>Process Development Kick Off</td>
<td>PPT</td>
<td>This presentation provides a high level overview of the process.</td>
</tr>
<tr>
<td>Project Charter</td>
<td>DOC</td>
<td>Summarizes the business, management and financial aspects of a project including but not limited to scope, objectives, benefits and risks.</td>
</tr>
<tr>
<td>Sample Project Work Breakdown Structure</td>
<td>MPP</td>
<td>Provides the work breakdown structure for the process implementation in Microsoft MPP.</td>
</tr>
</tbody>
</table>

### Supporting Best Practices

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categorization Model</td>
<td>DOC</td>
<td>Provides information to formally identify and group logical records and configuration items by type, in order to map the process to the technology infrastructure.</td>
</tr>
<tr>
<td>Escalation Model</td>
<td>DOC</td>
<td>Covers the escalation and notification as it applies to Incident Management.</td>
</tr>
<tr>
<td>First Call Resolution Metric Bogosity?</td>
<td>MP3 5MB</td>
<td>Why First Call Resolution can be a false indicator of success (Audio)</td>
</tr>
<tr>
<td>Multi-Factor Priority Model</td>
<td>XLS</td>
<td>Multi-dimension method for determining the priority of outstanding work.</td>
</tr>
<tr>
<td>PinkVerify Incident Management Tool Requirements</td>
<td>PDF</td>
<td>Contains a questionnaire on the tool requirements as they pertain to the process.</td>
</tr>
<tr>
<td>Prioritization Model</td>
<td>DOC</td>
<td>Provides a means of determining priority based on impact and urgency.</td>
</tr>
<tr>
<td>Service Desk Staffing Levels</td>
<td>MP3 5MB</td>
<td>Answers to many Service Desk Staffing questions. (Audio)</td>
</tr>
</tbody>
</table>
C4: Integrated Tools

- ITSM Enablers / CSFs:
  - IT management tool architecture
  - Tool selection criteria
  - Process automation requirements
  - Data requirements
  - Federated Configuration Management Systems
  - Process CSF and KPI status reporting

- Case Study
  A telecommunications provider had to develop a service-oriented CMDB for its customer facing services. This requirement was driven both by legislation as well as business criticality. They needed to fast-track their design timelines based on concrete industry examples. To do this, they leveraged Pink’s templates to slash the design time, gain organizational acceptance and develop tool requirements.
## Service Asset And Configuration Management

Use the documents in this section to rapidly deploy your process specific initiatives. You can customize them to reflect your organization’s plans.

**Note:** M4A files require Quicktime media player, all other files can be played with either Windows Media Player or Quicktime.

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<tbody>
<tr>
<td>Implementation Plan</td>
<td>DOC</td>
<td>Guidance for process design and adoption.</td>
</tr>
<tr>
<td>Communication Plan</td>
<td>DOC</td>
<td>Describes the communication structure, which supports the operational activities of Configuration Management on a day-to-day basis. These communications involve staff from any area within the IT organization that is part of, or interfaces to the Configuration Management Team.</td>
</tr>
<tr>
<td>Project Charter</td>
<td>DOC</td>
<td>Summarizes the business, management and financial aspects of a project including but not limited to scope, objectives, benefits and risks.</td>
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<tbody>
<tr>
<td>Configuration Coordinator</td>
<td>DOC</td>
<td>Defines the role and responsibilities of the Configuration Coordinator.</td>
</tr>
<tr>
<td>Configuration Item Relationships</td>
<td>DOC</td>
<td>Describes how Configuration Items (CI) relate to each other in various relationship types. This information is used to facilitate component impact analysis and end-to-end service modeling.</td>
</tr>
<tr>
<td>Configuration Management Database - Defining The Configuration Management Database Scope</td>
<td>DOC</td>
<td>Provides information as it relates to the scope of the Configuration Management Database and what to consider. It is important to establish upfront with the stakeholders that the scope of the project is only a subset of what the process is targeted to control.</td>
</tr>
<tr>
<td>Configuration Management Database CI Attributes</td>
<td>DOC</td>
<td>Defines and provides examples of the Configuration Item attributes.</td>
</tr>
<tr>
<td>Configuration Management Database Logic Model</td>
<td>DOC</td>
<td>Defines the CMDB structure as it is based around groupings of related Configuration Items, which may stand alone in the CMDB as a single item, or can be combined to form another Configuration Item, though at a higher level.</td>
</tr>
<tr>
<td>Configuration Management Database Object And Data Modeling</td>
<td>DOC</td>
<td>Describes the relative position of Configuration Items (CI) and their inter-relationships (hierarchical and peer to peer).</td>
</tr>
</tbody>
</table>
C5: Deployment Capability

- ITSM Enablers / CSFs:
  - Awareness and communication plan development
  - Deployment workshops
  - Organizational Change Readiness
  - Process deployment strategy
  - Tool deployment strategy
  - Process coaching

- Case Study
  A state utility had a need to deploy Incident and Change Management to both internal and supplier IT staff. The decision was made to conduct a staged deployment of process and tool training over a fixed period of time. This organization developed a formal communication and awareness plan to support their chosen deployment strategy.
Program Management
Use the documents in this section to rapidly deploy your process specific initiatives. You can customize them to reflect your organization’s plans.

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</tr>
<tr>
<td>An ITIL Road Map</td>
<td>PDF</td>
<td>Guidance about how to approach an ITIL implementation project (a white paper).</td>
</tr>
<tr>
<td>Company XYZ Project Plan</td>
<td>MPP</td>
<td>Detailed plan that covers typical steps in an implementation project.</td>
</tr>
<tr>
<td>Detailed Project Roles</td>
<td>DOC</td>
<td>Provides an overview of the roles and activities for an implementation project.</td>
</tr>
<tr>
<td>Feasibility Study Procedure Guideline</td>
<td>DOC</td>
<td>Describes the key elements for conducting a feasibility study.</td>
</tr>
<tr>
<td>ITIL Communication Template</td>
<td>XLS</td>
<td>A template that can be used for tracking communication activities.</td>
</tr>
<tr>
<td>Process Implementation Strategy Whitepaper</td>
<td>DOC</td>
<td>Key considerations for an implementation project.</td>
</tr>
<tr>
<td>Program Implementation Template</td>
<td>MPP</td>
<td>Detailed plan that covers typical steps in an implementation project.</td>
</tr>
<tr>
<td>Risk Management Template</td>
<td>XLS</td>
<td>A chart to track risks, mitigation approach, source of risk etc.</td>
</tr>
<tr>
<td>Sample Communication Plan</td>
<td>DOC</td>
<td>A sample plan for a Service Desk that can also be modified for other areas.</td>
</tr>
</tbody>
</table>

### General ITIL Guidance

<table>
<thead>
<tr>
<th>Title</th>
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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits Of ITIL</td>
<td>PDF</td>
<td>Contains example ROI and other information that can be used to help sell the idea of ITIL and its benefits (a white paper).</td>
</tr>
<tr>
<td>Implementing ITIL</td>
<td>PPT</td>
<td>A presentation about making an ITIL implementation real.</td>
</tr>
</tbody>
</table>
C6: Behavioral Change Management

- ITSM Enablers / CSFs:
  - Organizational Change Readiness assessment
  - Cultural climate
  - Education plan development
  - ITSM status dashboards
  - Individual performance measurement (KRA, KPIs)
  - Employee Compliance strategy
  - Service and process oriented performance and reward systems?

- Case Study
  A shared services group with operations in several different countries recognized they had a wide diversity of cultures and levels of acceptance for IT Service Management. They used cultural and change readiness assessment to target cultural hot spots. This knowledge enabled them to direct specific actions for their communication and behavioral change strategies.
Organization Climate Graph - Management

UPG - Information Technology Services (February, 2008)

Flexibility

Supportive

Innovative

Focus On Individual

Focus On Organization

Respect For Rules

Information Flow

Control

UPG - Information Technology Services  Reference

Click here add in comments. They will be printed on the PDF report.
C7: Loss Of Momentum

- ITSM Enablers / CSFs:
  - Showing business value of IT improvement efforts
  - Loss of program priority
  - The need to show proof of benefits and return on Investment
  - Mitigate the risk of management and staff turnover
  - Dealing with competing initiatives

- Case Study
  A financial management organization had an audit and senior management requirement to show proof of concrete process improvements. To accomplish this goal, they planned for an ongoing series of re-assessments every 6 to 8 months using both internal and external resources. This focus on continual service improvement provided IT executives with a regular program status as well as a focus on measurement that ensured organizational compliance to the processes already deployed.
PinkSCAN Report

When each survey is closed you can view a report that summarizes the results. It includes several charts and graphs, such as:

- Process Maturity Rosette
- Process Maturity Score Compared To Importance
- Process Integration Matrix
- Industry Benchmarking Score For Process Maturity
- Average Scores By Question, By Process
- Cultural Survey Results

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<th>End Date (Y-M-D)</th>
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Industry Benchmark Score For Process Maturity
UPG - Information Technology Services (February, 2008)

<table>
<thead>
<tr>
<th>Process</th>
<th>All Benchmark Maturity Scores as of April 24, 2008</th>
<th>Your Maturity Score (x100) in February, 2008</th>
<th>Utilities &amp; Chemicals Benchmark Maturity Score as of April 24, 2008</th>
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<tr>
<td>Change Management</td>
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<td>179</td>
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<td>Incident Management</td>
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<tr>
<td>Service Level Management</td>
<td>183</td>
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Tool Time With Troy: Four Critical Things You Need To Know About Integrating Tools With Your ITSM Program
Session Agenda

The 4 Critical Things:

1. Tool trends and strategies
2. Industry update
3. Configuring tools for integration
4. Selection and implementation considerations

Open dialogue!
IT Tool Architecture Strategy

- Workflow Management
  - Incident Management
  - Problem Management
  - Change Management
  - Release & Deployment Management

- Configuration Management (CMS)
  - Federated Data Sources

- Billing & Financial Management

- Resource & Portfolio Management
  - Monitoring & Event Mgmt.
  - Code & Doc. Mgmt. (DML)
  - Provisioning

- Customer Web Portal
  - Service Catalog
  - Requests Fulfillment
  - Service level Management
  - KPI Dash Boards

- Reporting
  - Technology Integration
  - Financial return
    - Maintenance
    - Licenses
    - Infrastructure
    - Capacity
    - Support

- Federated Data Sources

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## Industry Update Discussion

### Traditional Suites
- Peregrine / HP
- Remedy / BMC
- CA
- HP
- IBM Tivoli

### Systems Mgmt.
- Microsoft
- Troux
- Compuware
- Altiris / Symantec
- Cendura / CA
- Marimba / BMC
- Relicore / Symantec
- Mercury / HP
- Blade Logic / BMC
- Opsware / HP
- Enteo / FrontRange

### ITIL “OOTB”
- Marval
- Assyst (Axios)
- IET Solutions
- FrontRange ITSM
- Infra / EMC
- Service-Now

### SD Tools
- FrontRange Heat
- BMC Magic
- Touchpaper
- Numara
- MRO / IBM

### Catalog
- Digital Fuel
- NewScale
- Oblicore

### S/W Release
- StackSafe
- CA Harvest/Endeavor
- Serena
- IBM Rational ClearCase

### ERP\CRM
- SAP
- PeopleSoft / Oracle
- Siebel / Oracle
- AMDOCS

### Portfolio
- Compuware
- Centennial / FrontRange
- Mercury / HP
- Niku Clarity / CA

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PinkVERIFY provides an objective high level assessment of a service management tool’s ability to underpin specific ITIL service lifecycle processes.

- White paper
- Questionnaires
- Vendor links
Configuring Tools For Integration

Common Classification Models

- Priority
- Assignment / escalation
- Service levels
- Rapid record population
- Knowledge Management
- Change Authorization
- Problem/Known Error association
- Configuration Item association
## Tool Selection Criteria – PinkSELECT™

### Overall Scoring Matrix

<table>
<thead>
<tr>
<th>Tool</th>
<th>Technical Requirements 26%</th>
<th>Functional Requirements 40%</th>
<th>Workflow / Ease of Use 16%</th>
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<tr>
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</table>

**Technical Requirements:**
- Integration
- Scalability
- Functionality

**Functional Requirements:**
- Demo / Use Case
- Weighted Score
- Usability
- Interface Appeal

**Workflow / Ease of Use:**
- 26%
- 40%
- 16%

**RFP Driven Categories:**
- Business Requirements 36%
- Cost 15%

**Strategic Direction:**
- References
- Development
- Stability
- Average

**Weighted Score:**
- Implementation
- Training
- Maintenance
- Support / Operational
- Average

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Important – Function Or Design?
Pink Perspective 2008

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