

THE BREAKTHROUGH SERIES



The Presentation Will Begin At 12PM EST

ITIL® Goes Strategic! Marrying Program and Service MGMT



Service Operations processes are fairly easy to implement as they stand on their own, but the remaining four process areas require business engagement, making them more challenging. Establishing a Program Management Office that works directly with an IT Steering Committee made up of business executives can provide the answer and make it possible to create the strategic alignment we desire and our businesses need to stay competitive.

Phyllis Drucker
President, EZ2BGR8 Service Management

Phyllis Drucker



- ▶ ITSM Consultant & Trainer
 - Industry leader with significant corporate IT experience
 - More than ten of these in Service Management
 - Implemented service level management for Blockbuster
 - Implemented ITIL® for the largest US Automotive Dealership Group (and kept it growing for ten years)
 - Former Operations Director & Board Member for itSMF USA

Contact Information:
drucker.phyllis@gmail.com
website: www.ez2bgr8.com



Service Management
A SoDoIT .pro Provider



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro

How does IT “go strategic”?



IT= business enabler or
business risk!

When we enable our business, we create a competitive advantage, but when we get in the way of the new initiatives with bureaucracy & red tape, we put the business at risk.



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



how does IT “go strategic”?

- ▶ Think about the business you’re in...
- ▶ What is it?
- ▶ If you answered, supplying IT services, you may be putting your business at risk.
- ▶ You are in the business your business is in...
 - What are the goods and services you provide?
 - How can technology provide them more effectively?
 - How can technology put the business ahead of the completion?



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



Overview

This presentation offers perspectives that will assist in creating partnership between IT and the business

- × Assess where you are
- × Look for ways to engage the business
- × Develop a service-oriented approach
- × Mind the Gap: Continuous Improvement is the key



© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro



Assess your current state

- ▶ *Critical factors to consider*
 - *How stable is your infrastructure?*
 - *How well do you manage change today?*
 - *Can you assess the value of the services IT provides? (in terms of cost vs. revenue)*
 - *Do you know which services provide the greatest value?*



© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro



Assess your current state

Q. What is a “Service”*?

A. A means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.

*According to ITIL® v3



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



Assess your current state

Q. What is “Service Management*”?

A. A set of specialized organizational capabilities for providing value to customers in the form of services.

*According to ITIL® v3



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



Assess your current state

- × Work with the business to define your services
 - +What services are the most important?
 - +How do they perform for the business?
 - +Do any require stabilization, increased capacity...
 - +Are any of them costing too much to operate due to age of technology?
 - +What new services would help the business be more competitive?



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



Phase I: stabilize your infrastructure

- × Start with Service Operations:
 - + Change Management
 - + Service Desk
 - + Incident, Request and Access Management
 - + Problem Management

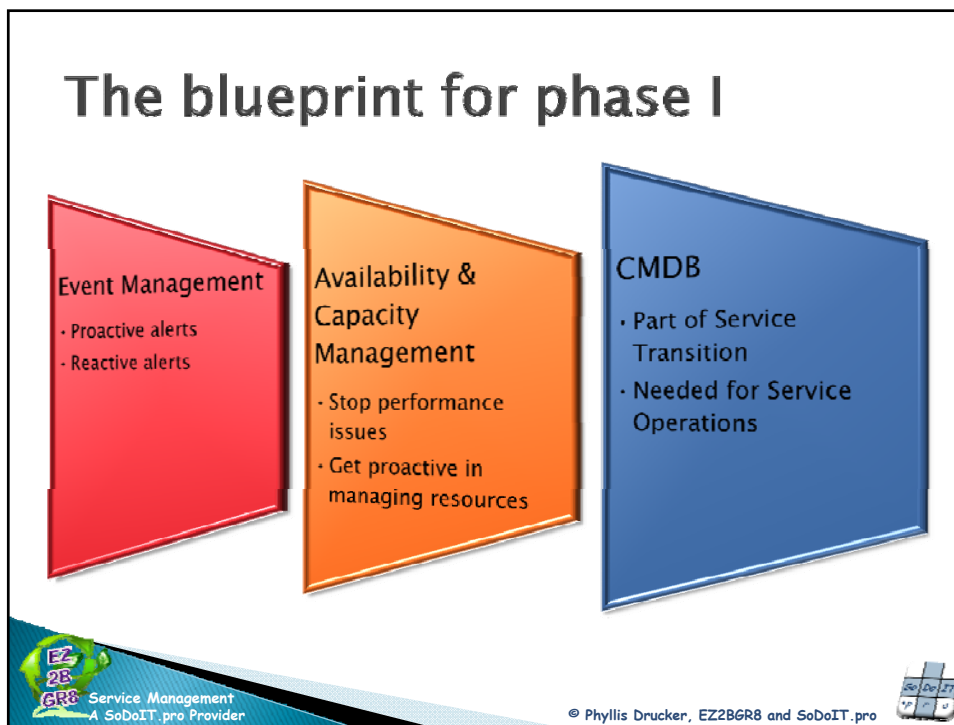
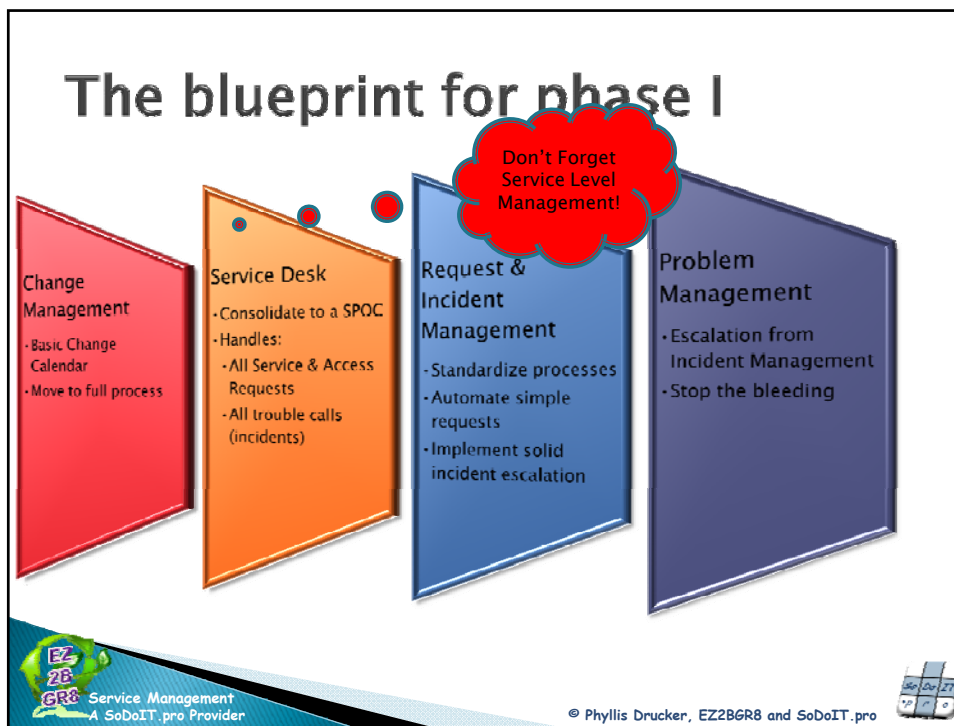


- ▶ Supporting Processes:
 - Event Management
 - Availability Management
 - CMDB/CMS



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro





The blueprint for phase I

- ▶ Implement service based metrics
 - Begin with basic service availability
- ▶ Meet with the business owners and define Critical Success Factors for their services
 - Baseline these measures
 - Begin reporting monthly
- ▶ Use reports to indicate areas that need work



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



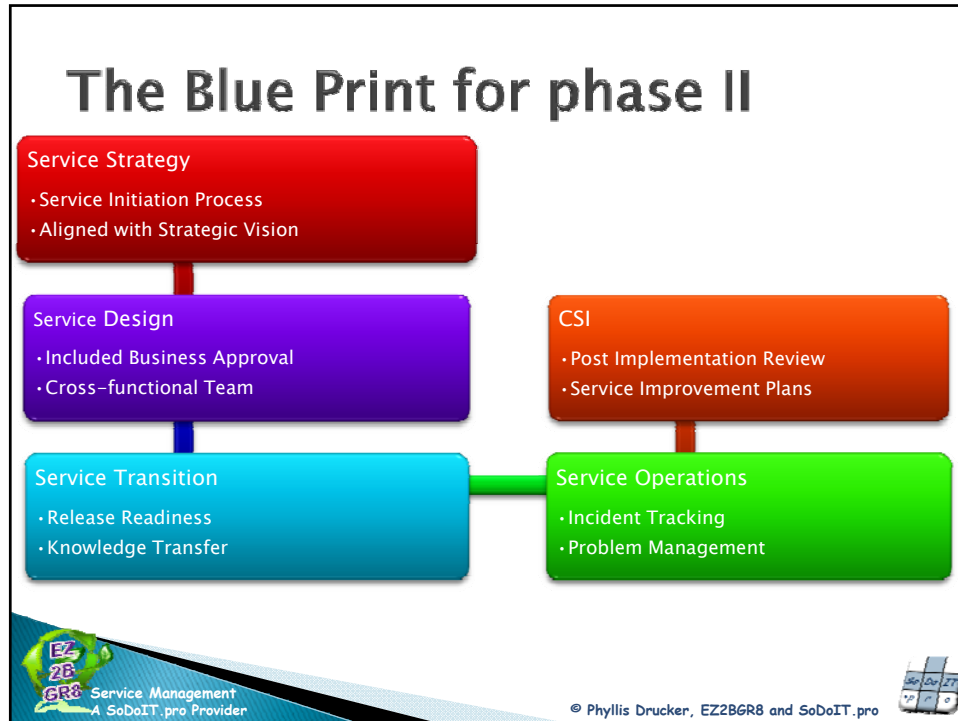
Phase II: create a Service Strategy

- × Engage the business through a Program Management Office (PMO)
- × Projects for new services go through the PMO:
 - +New, significant development projects
 - +Construction with IT involvement
 - +New, externally purchased products
- × Steering Committee approval required
 - × Ensures IT works only on approved projects!



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro





Service Strategy

- IT/Business Steering Committee Approval
- All projects must demonstrate
 - Alignment with mission/vision
 - Benefit to the business in terms of:
 - Operational Efficiency
 - Cost Reduction
 - Revenue Production



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro




Service Design

- Functional, technical and service level requirements written
- Cross-functional team involvement
 - Service technical design and architecture created by IT
 - Budget developed after all IT teams provided input




© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro






Service Design

- **PROJECT DELIVERABLES:**
 - High Level Project Scope
 - Detailed functional requirements
 - Technical Requirements
 - Service Level Requirements
 - Budget (Capital Expenditure Request)
 - Steering Committee Approval Documents
 - Development began only after approval




Service Management
A SoDoIT .pro Provider




© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro

Service Transition


- Release readiness
 - Final functionality documented
 - Final technical documentation
 - Release execution plan
- Knowledge Transfer
 - Service desk training/sign off
- Documentation, Service Asset Configuration Management, SLA's



Service Management
A SoDoIT .pro Provider




© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro




Service Transition

- **PROJECT DELIVERABLES:**
 - Q/A results
 - Risk Assessment & Mitigation Plan
 - Revised & final Technical Requirements
 - Release execution plan
 - Signoff from Service Desk on knowledge transfer
 - Change approval




Service Management
A SoDoIT .pro Provider




© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro

Service Operations

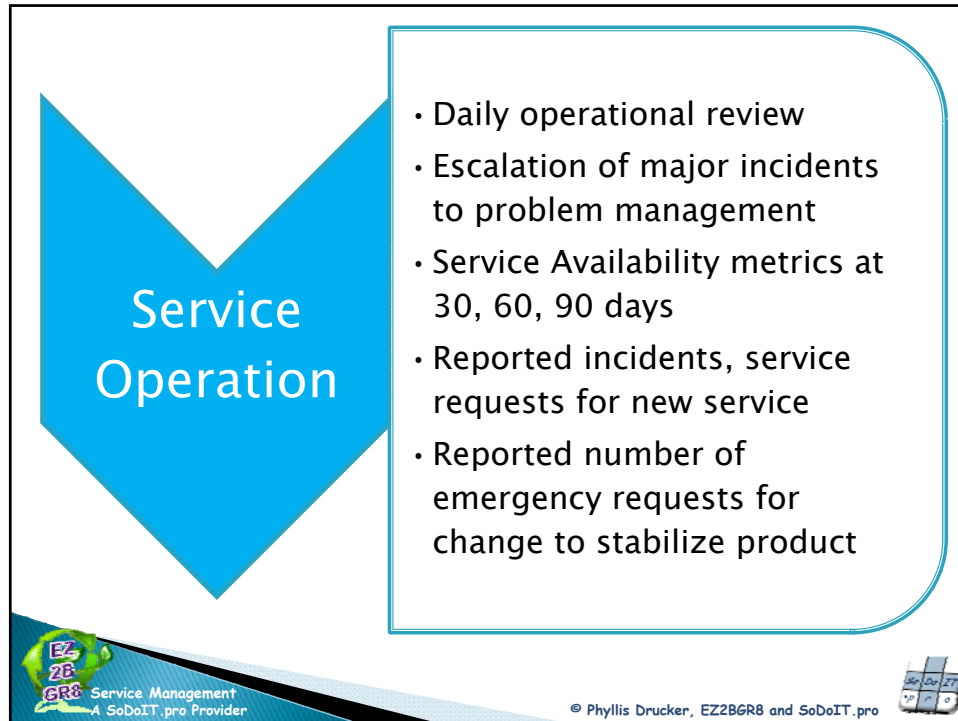
- Incident Tracking
 - All incidents tracked
 - Included tracking of emergency changes
- Problem Management
 - Incidents promoted to problem management
 - Included any problems on shared infrastructure
- Metrics and Reports



Service Management
A SoDoIT .pro Provider





© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro

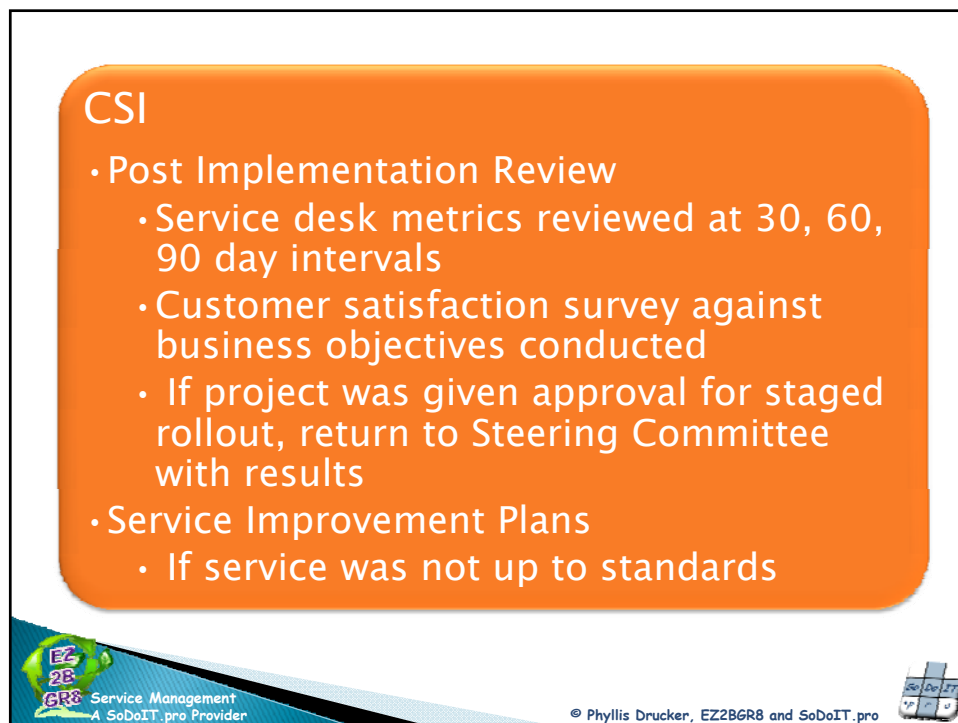


Service Operation

- Daily operational review
- Escalation of major incidents to problem management
- Service Availability metrics at 30, 60, 90 days
- Reported incidents, service requests for new service
- Reported number of emergency requests for change to stabilize product


 Service Management
A SoDoIT .pro Provider


© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro 

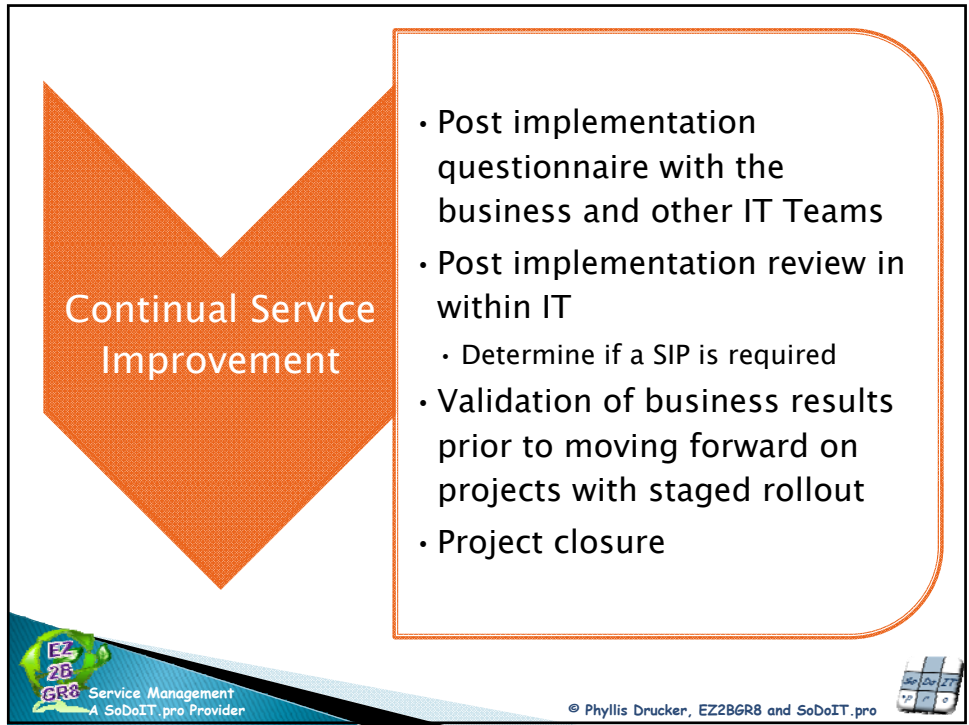


CSI

- Post Implementation Review
 - Service desk metrics reviewed at 30, 60, 90 day intervals
 - Customer satisfaction survey against business objectives conducted
 - If project was given approval for staged rollout, return to Steering Committee with results
- Service Improvement Plans
 - If service was not up to standards

 Service Management
A SoDoIT .pro Provider

© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro 

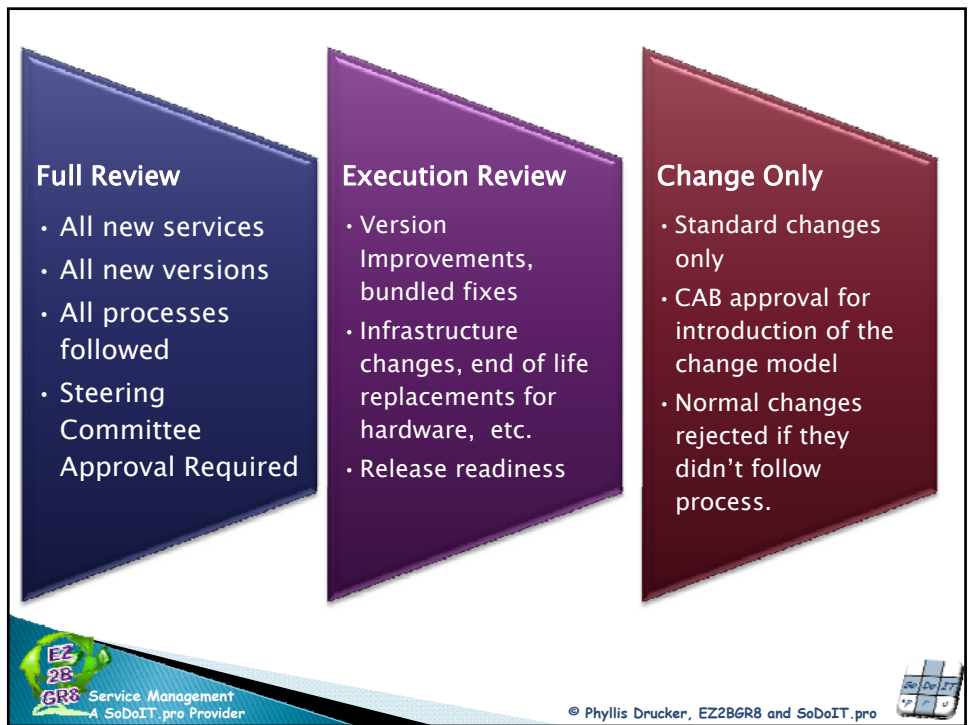


The slide features a large orange downward-pointing arrow on the left containing the text "Continual Service Improvement". To the right, a rounded rectangular box contains a bulleted list of four items. The bottom of the slide includes a logo for "EZ 2B GR8 Service Management A SoDoIT.pro Provider" on the left, a copyright notice "© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro" in the center, and a small keyboard icon on the right.

Continual Service Improvement

- Post implementation questionnaire with the business and other IT Teams
- Post implementation review in within IT
 - Determine if a SIP is required
- Validation of business results prior to moving forward on projects with staged rollout
- Project closure

© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro



The slide displays three vertical, downward-pointing arrows of different colors (blue, purple, and red) containing text. The blue arrow is titled "Full Review" and lists four bullet points. The purple arrow is titled "Execution Review" and lists three bullet points. The red arrow is titled "Change Only" and lists three bullet points. The bottom of the slide includes a logo for "EZ 2B GR8 Service Management A SoDoIT.pro Provider" on the left, a copyright notice "© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro" in the center, and a small keyboard icon on the right.

Full Review

- All new services
- All new versions
- All processes followed
- Steering Committee Approval Required

Execution Review

- Version Improvements, bundled fixes
- Infrastructure changes, end of life replacements for hardware, etc.
- Release readiness

Change Only

- Standard changes only
- CAB approval for introduction of the change model
- Normal changes rejected if they didn't follow process.

© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro

Phase III: continual improvement

- × *Phases I and II will get you started. A mature implementation takes years, but CSI and an annual action plan will get you there and keep you growing!*



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro



Phase III: Continual improvement

- ▶ Ask the questions:
 - Where do we want our business to be?
 - Where are we now, what have we achieved?
 - Where do we want to be next year?
 - What improvements are needed to get there?
 - How do we keep the momentum going?

**DON'T FORGET:
MEASUREMENT IS THE KEY!**



© Phyllis Drucker, EZ2BGR8 and SoDoIT .pro





Thank You

Phyllis Drucker

drucker.phyllis@gmail.com
website: www.ez2bgr8.com



© Phyllis Drucker, EZ2BGR8 and SoDoIT.pro



THE BREAKTHROUGH SERIES

from **Thought Rock**

Join Us For Lunch Every Tuesday At 12PM!

Phone: 1.877.581.3942
Email: Info@ThoughtRock.net
Twitter: @ThoughtRockers



www.ThoughtRock.net