

THE **BREAKTHROUGH** SERIES

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Thought Rock Live Presentation



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ITIL 2011 REFRESH:

Is Design Coordination Really Needed?

This presentation explains and discusses the new ITIL 2011 Refresh process of Design Coordination and explores its reason for being.

Key Learning Nuggets:

1. The purpose of Design Coordination
2. The scope of activities within the Service Lifecycle
3. Key interfaces
4. Discussion of process activities
5. Discussion of key concept

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ITIL 2011 REFRESH: Is Design Coordination Really Needed?

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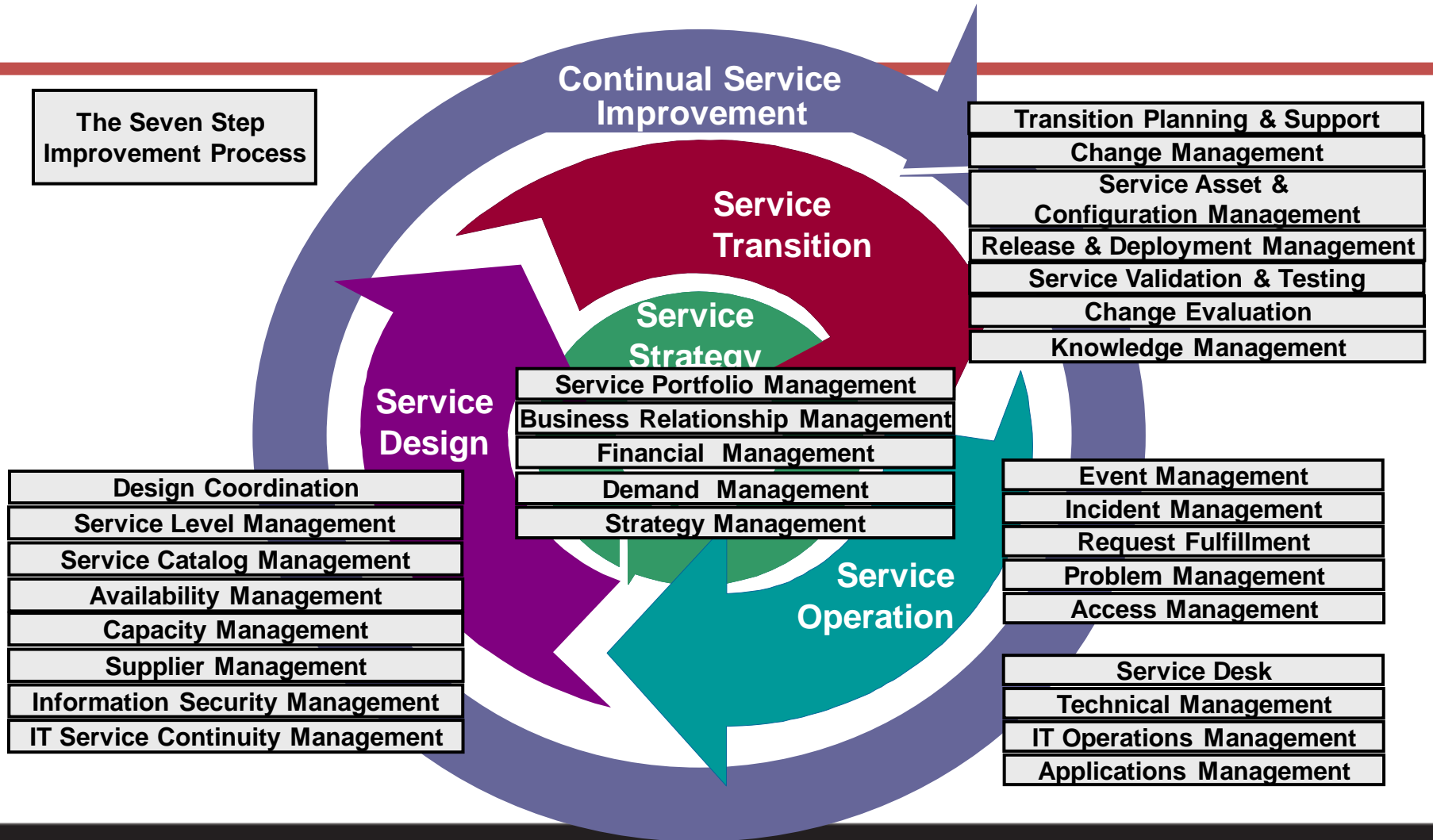
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Agenda

- The purpose of Design Coordination
- The scope of activities within the Service Lifecycle
- Key interfaces
- Discussion of process activities
- Discussion of key concept

- Summary and questions

Overview: Design Coordination



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Overview: Design Coordination

Design Coordination

Justification

The activities of the service design stage are detailed and complex. Only through well-coordinated action can a service provider hope to create comprehensive and appropriate designs that will support the achievement of the required business outcomes.

Service Level Management
Service Catalog Management
Availability Management
Capacity Management
Supplier Management
Information Security Management
IT Service Continuity Management

Purpose

Provide and maintain a single point of coordination and control for all activities and processes within the design stage of the service lifecycle.

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Overview: Design Coordination

Scope of Activities

- Limited to the Service Design stage only
- Provides a high level view for Service Design
 - Maintaining policies, guidelines, standards, budgets, models, resources and capabilities for service design activities and processes
- Coordinates, prioritizes and schedules all Service Design resources to satisfy conflicting demands from projects and changes
- Assists **projects or changes** through all the service design activities and processes
- Ensures all requirements are appropriately addressed in service designs, particularly **utility and warranty** requirements
- Ensuring the **Service Design Package** is produced and is passed along to Service Transition for building, testing and implementing.

Design Coordination

Service Level Management

Service Catalog Management

Availability Management

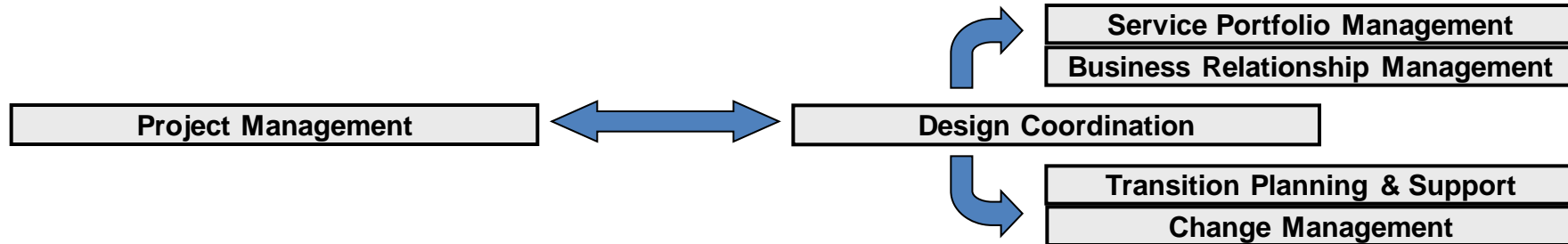
Capacity Management

Supplier Management

Information Security Management

IT Service Continuity Management

Interfaces: Design Coordination

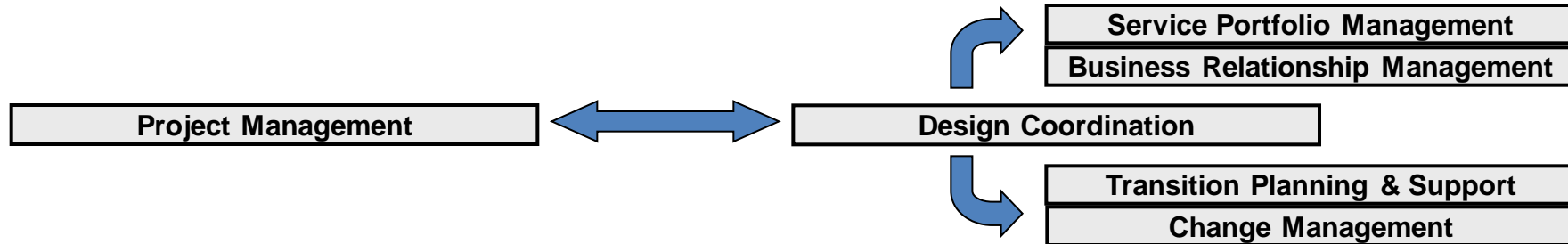


Key Interfaces through the Lifecycle

- Project Management
- Strategy: Service Portfolio Management
- Strategy: Business Relationship Management
- Transition: Transition Planning and Support
- Transition: Change Management

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Discussion: Design Coordination



Project Management

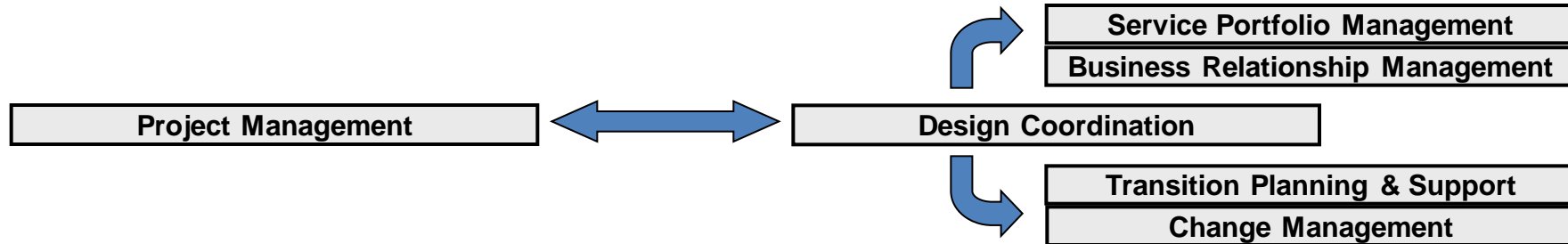
- Determines project Charter, Goals and Objectives
- Determines project scope and constraints
- Prioritizes projects across the organization
- Assembles project resources and schedules
- Assembles and follow policies, models, and guidelines



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Discussion: Design Coordination



Change Management

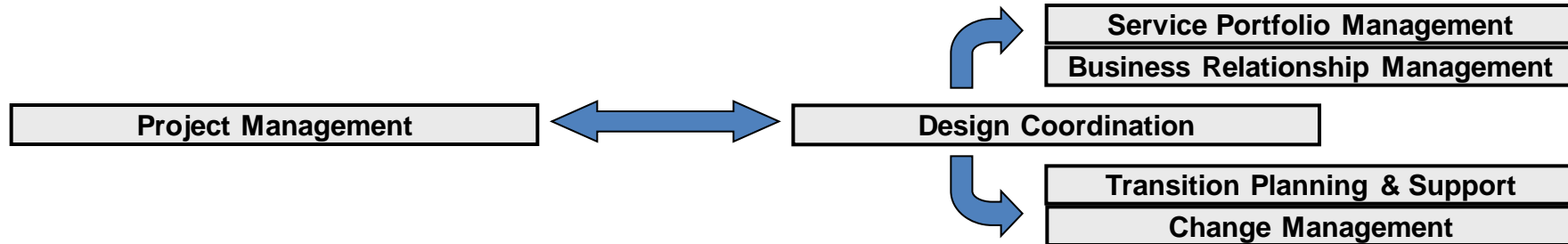
- Ensures all stages of plan, design, build, test, implement are followed correctly in relation to the change assessment
- Change scope is appropriate to the change and can be lifecycle wide or just operational in nature
- Change Models should be applied to each change



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Discussion: Design Coordination



Transition Planning and Support

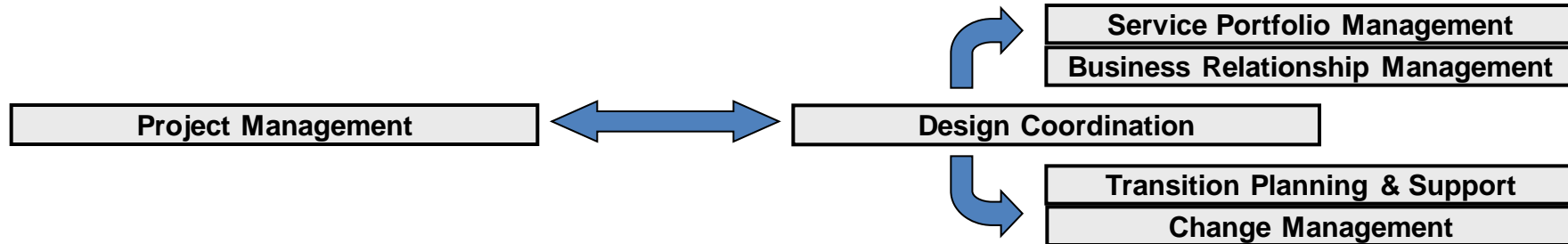
- Maintains policies, standards and models for service transition activities and processes
- Plans, prioritizes and coordinates Transition resources to enable multiple transitions to be managed at the same time
- Coordinates Transition activities across projects, suppliers and service teams where required



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Discussion: Design Coordination



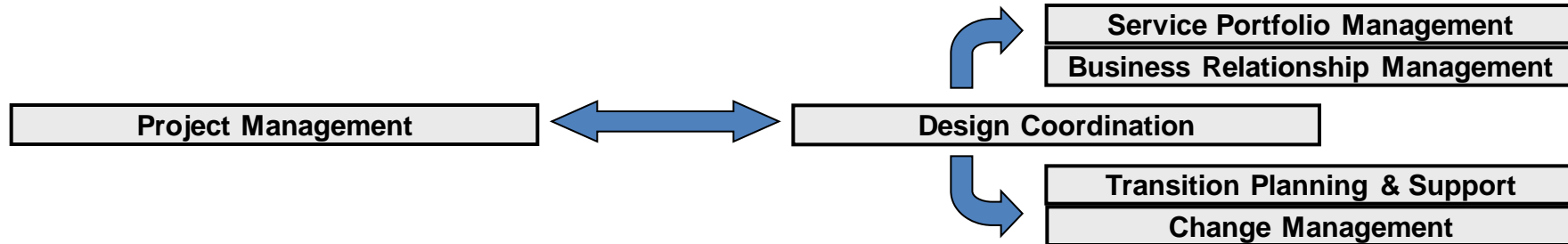
Business Relationship Management

- Establishes a business relationship between the service provider and the customer based on understanding the customer and its business needs.
- Establishes and articulates business requirements for new services or changes to existing services, specifically around utility and warranty requirements
- Assesses the effectiveness of past and current designs on IT Services and the business



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Discussion: Design Coordination



Service Portfolio Management

- Tracks the investment in services throughout their lifecycle and works with other service management processes to ensure that the appropriate returns are being achieved.
- Ensures that services are clearly defined and linked to the achievement of business outcomes, thus ensuring that all design, transition and operation activities are aligned to the value of the services and the desired level of investment
- Determines the Service Charter and business requirements including utility and warranty



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Key Concept: Design Coordination

Critical Activity and Policy

- Not every design activity requires the same level of rigor to ensure success.
- The more significant the project or change, the more rigorous the design activities.
- Therefore, a significant number of design efforts will require little or no individual attention from Design Coordination.

- The **Design Model and Policy** is a critical success factor that determines the business rules applied to each project or change and the resulting scope of design activity required.
- Seeks to achieve a balance between:
 - Effectiveness of design activities with minimal bureaucracy
 - Utility, Warranty, and lifecycle considerations



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Conclusion

- The activity of Design Coordination is critical
- The high level view and planning is critical
- The activity can be a separate process or embedded within another process

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