Business Related Aspects of IT

IT Service Management

A Service Provisioning Model

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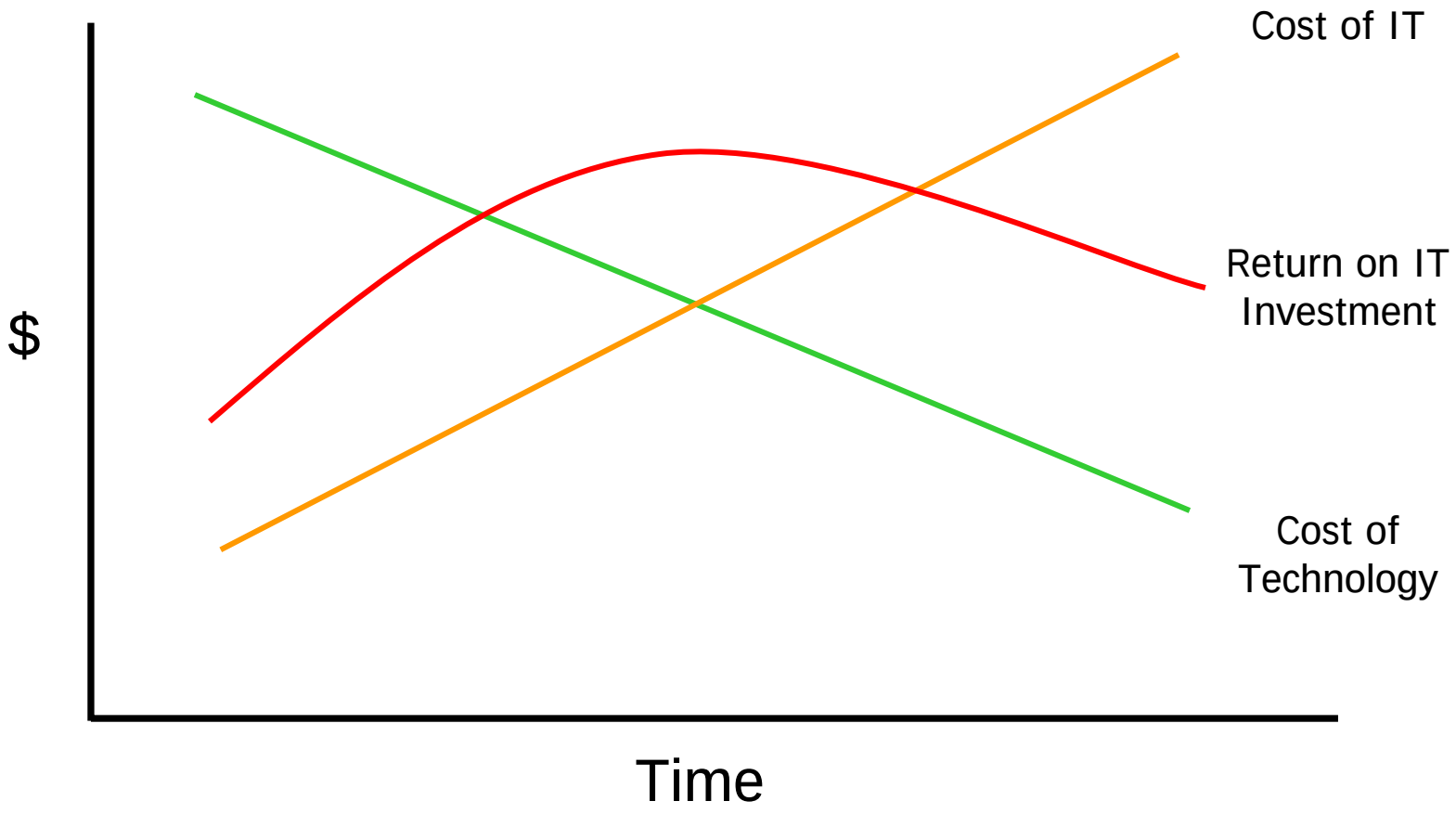
5/23/2006

Agenda

- Business and IT Problem Areas
- What is ITIL?
- What is IT Service Management?
- How do you Achieve Business – IT Alignment?
- Business – IT Aligned Service Management Model
- Why IT Service Management?
- IT Service Management Structure, Framework and Perspectives
- What Does Effective IT Service Management Enable?
- IT Service Management Benefits

Problem Definition



Problem Scope

- Increasing $ Spent on IT
  - Expertise, Processes, Technology, Integration
- Results Do Not Meet Expectations
  - Measurable Metrics Undefined
  - User Needs Oftentimes Not Met
  - IT Project Scope Changeable
  - Loose Alignment of IT to Business Requirement
- IT Project Commitment, Responsibility, and Accountability Unclear

Problem Impact

- What is the Impact to the Business?
- What is the Cost to the Business?
- What is the Value to the Business?

Fundamentally

A Business Problem

Problem Challenges

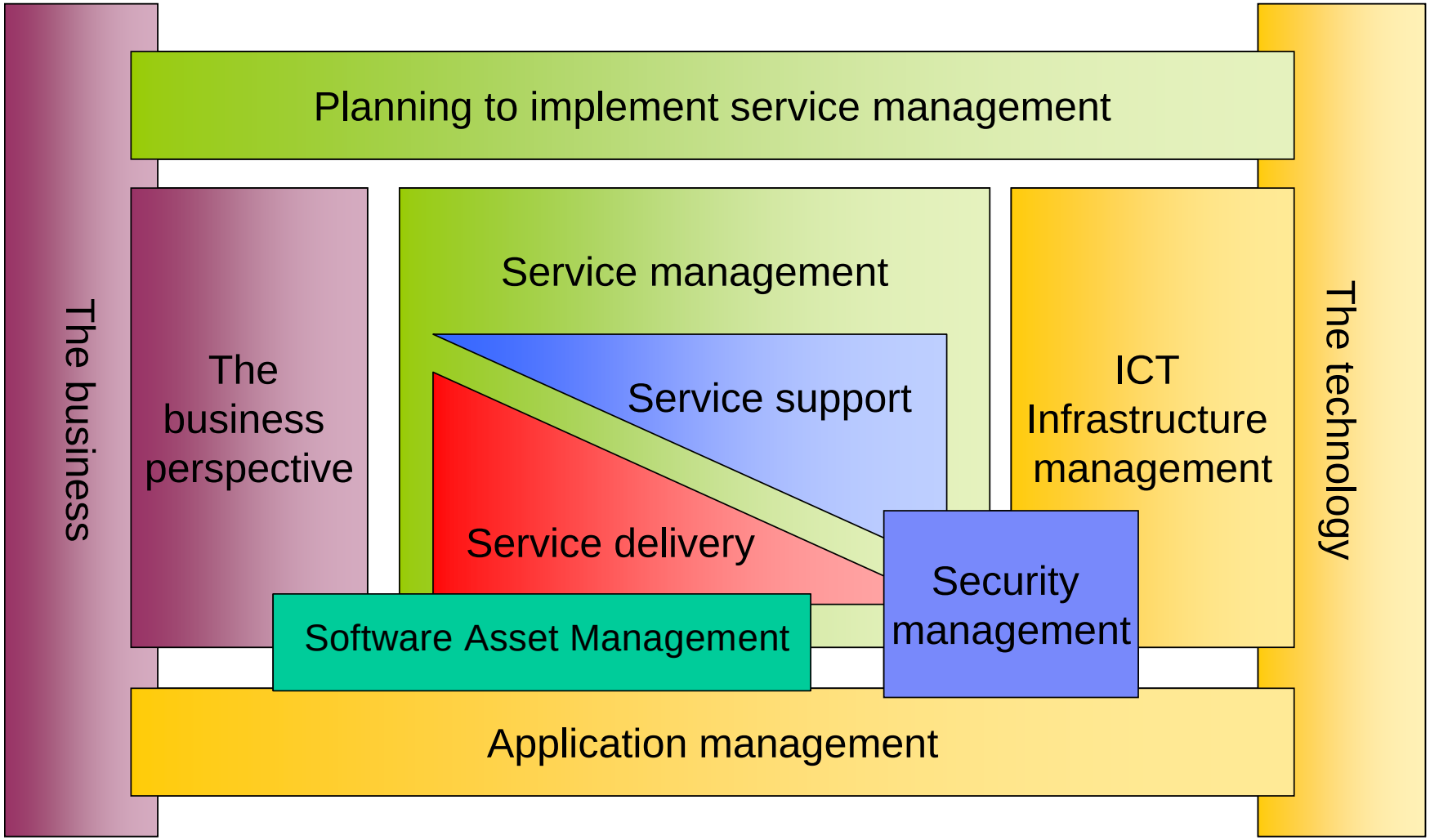
- IT Project Priorities
- Measure/Manage IT Projects
- Ensure Value to Business
- Align IT Project Scope/Deliverables To Meet Business and Customer Expectations
- Maximize Successes and Minimize Failures
- Lower Cost and Increase Effectiveness

For IT and Business

What Could Be Done?

- Better Corporate and IT Governance
- Enhanced Communications and Commitment
- Enhanced Knowledge, Risk and Quality Management
- Employ Project/Program/Portfolio Management
- Increased ROI Efforts
- Better Hardware/Software Technologies
- More Effective Alignment of Business to IT
- Better IT Service Management utilizing Industry Leading Best Practices

IT Service Management is Articulated by ITIL® Framework - a Series of Books that Document Industry Best Practices in IT



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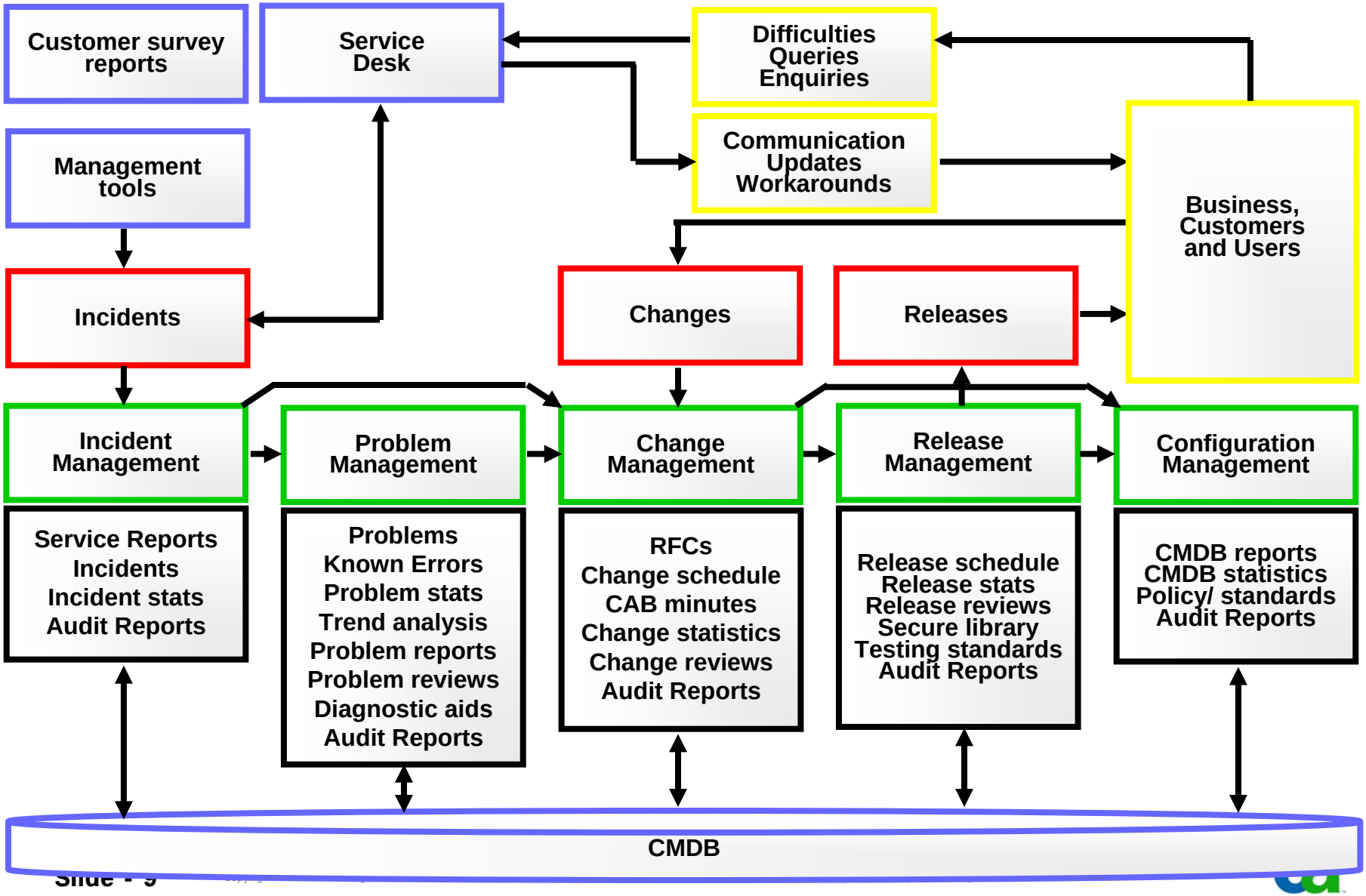
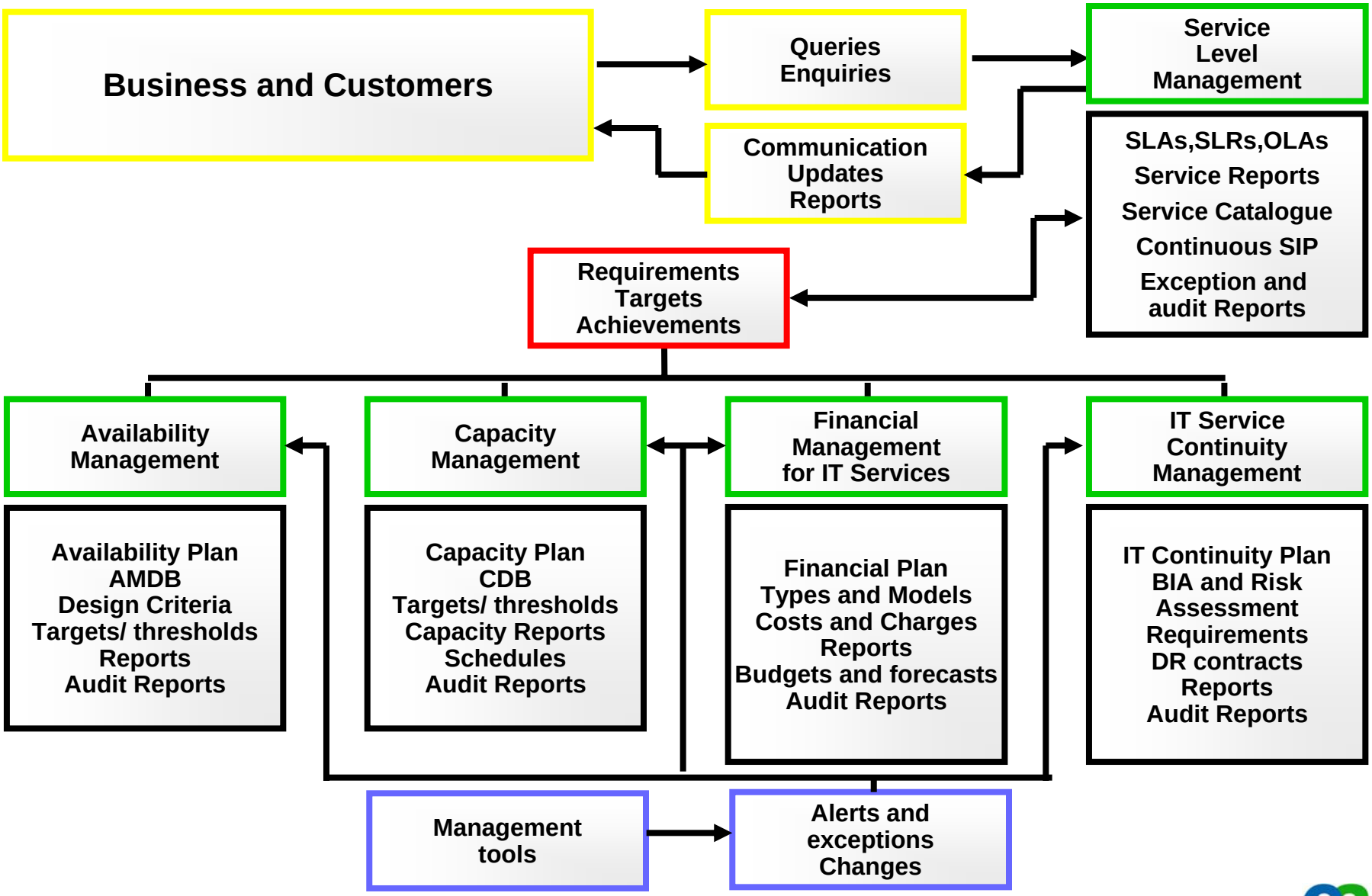
Service management is divided between Service Support …



...and Service Delivery



What is IT Service Management?

IT Service Management (ITSM) is a strategy for managing the IT infrastructure through a customer focused, service driven methodology, enabled and supported by best practice based IT disciplines (ITIL®).

A primary focus of ITSM is to enable IT to be a more effective service provider across the enterprise in support of the business functions.

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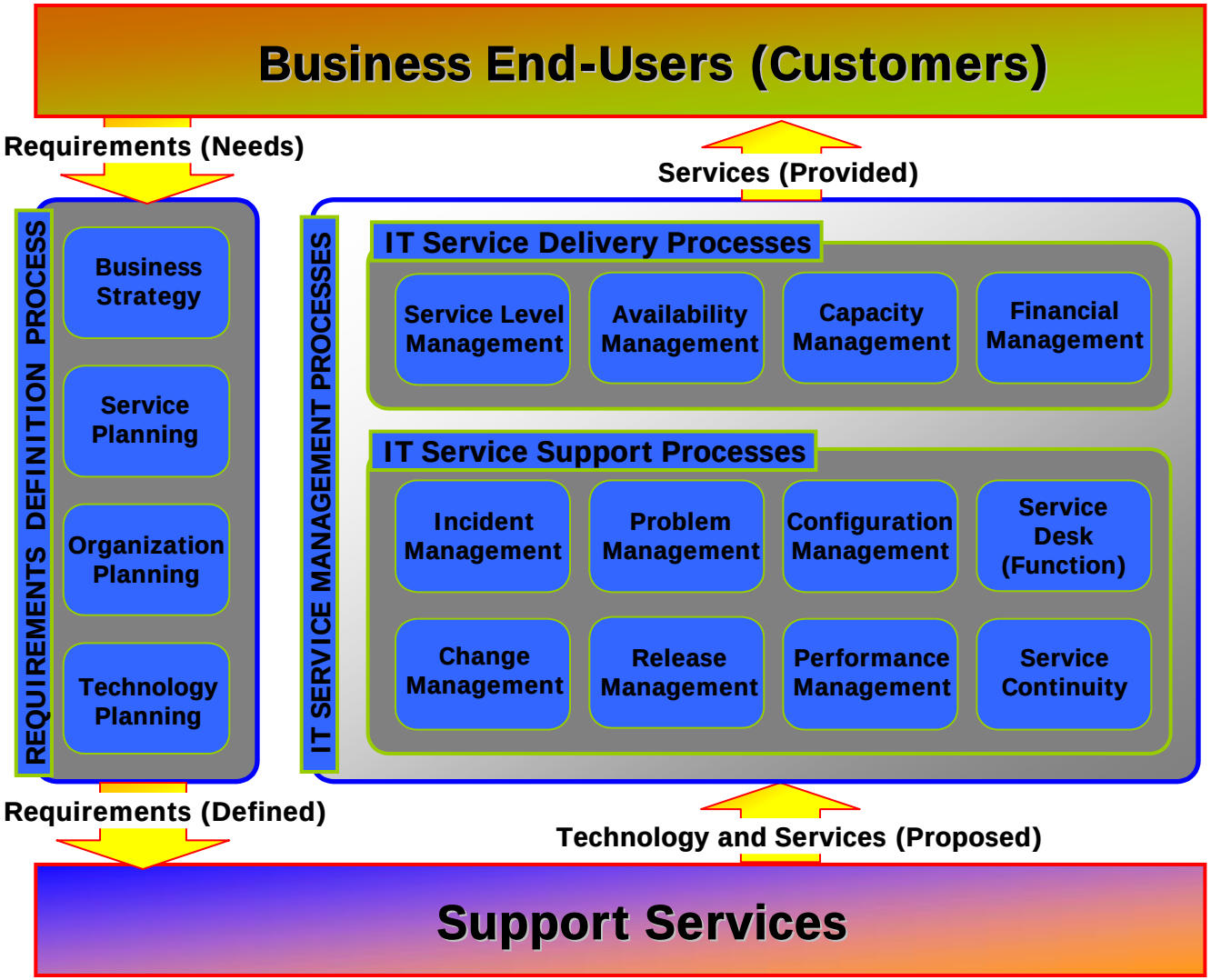
Effective IT Service Management Requires a Perspective Re-focus from IT to Business to achieve Business - IT Alignment

Traditional I/T	*becomes*	ITSM Process
Technology focus	➔	Process focus
"Fire-fighting"	➔	Preventative
Reactive	➔	Proactive
Users	➔	Customers
Centralized, done in-house	➔	Distributed, sourced
Isolated, silos	➔	Integrated, enterprise-wide
"One off", adhoc	➔	Repeatable, accountable
Informal processes	➔	Formal best practices
IT internal perspective	➔	Business perspective
Operational specific	➔	Service orientation

Business – IT Aligned Service Management Model



Why IT Service Management?

- An Architectural Approach to Enable:
  - IT to Provide Quality Services to Their Customers
  - Businesses to Maximize Their Investment in IT Technology
  - Cost Effective IT Support and Delivery Services
  - IT Infrastructure Best Practices to Satisfy Business Requirements
- Evolution of the Business into:
  - An ***Adaptive*** Enterprise that can change quickly
  - That is ***Aware*** of their Operational Business Climate
  - That is Sufficiently ***Agile*** to Maximize the Effectiveness, Efficiency, and Alignment of IT to Business
- Facilitate IT as a Service Provider to the Organization:
  - Identify Necessary Management Processes and the Linkages between Them
  - Highlight the Direct Relationship between Business Problems and Key IT Processes

IT Service Management Implementation Structure

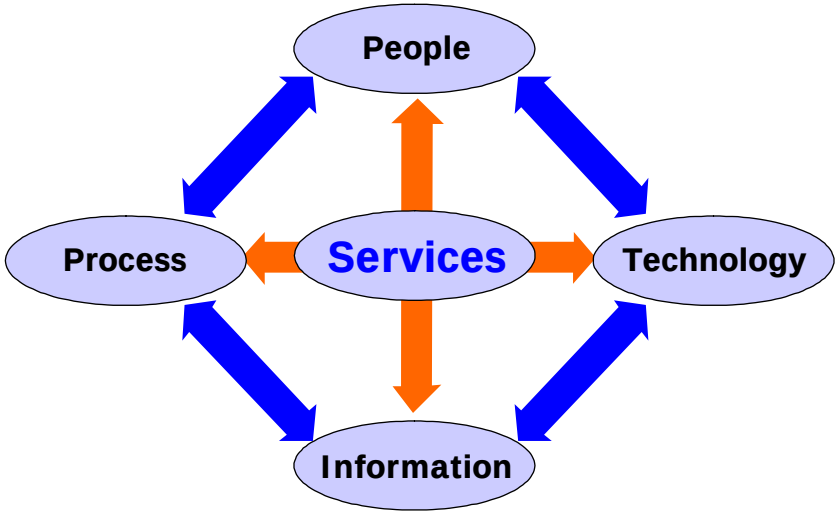
- A typical high level overview of an ITSM implementation ***structure*** encompasses the following:
  1) Determine the current, existing IT infrastructure, processes, and services
  2) Develop some desired future state of IT and the services that it needs to provide
  3) Architect a "roadmap" that depicts how to get to the desired state from the current state
  4) Determine the steps needed to execute the "roadmap"

IT Service Management Implementation Framework

- The ITSM implementation ***framework*** for each of the IT Service Delivery and Service Management areas listed above is a 5 phase model:
  1) **Assessment** - determine the current state and begin to collect and understand the metrics for the future desired state
  2) **Architect and Design** - develop a mature design for the future desired state
  3) **Planning** - develop those plans necessary to achieve the future desired state in a phased evolutionary fashion
  4) **Implementation** - implement and deploy the plans within IT and across the enterprise to achieve the future desired state
  5) **Support** - manage, maintain, and improve the future desired state being able to adaptively integrate enhancements as needed or required

IT Service Management Perspectives

- Within this ***framework***, effectively managing IT as an enterprise wide, service oriented entity typically comprises one or more of the following separate and distinct ***perspectives***:
  - **People** - quantity and quality of expertise and knowledge
  - **Process** - IT and organization specific practices, procedures, guidelines, etc. and the level of complexity and sophistication of them
  - **Technology** - total logical and physical technology infrastructure and the technologies used to support the processes
  - **Information** – the necessary measurements, metrics, and reporting information



People with the appropriate subject matter expertise, using the right information, executing technology enabled processes that are well defined in order to deliver high quality services that satisfy business requirements

Effective IT Service Management Enables a Proactive Business Model

- Adaptive, Awareness and Agility Provides for:
  - Decreased Costs
  - Increased and more Stabile Service Levels
  - Decreased Time to Recover and Refocus
  - Increased Ability to Re-Engineer or Re-Invent
- A Focus on Knowledge for Decision Support:
  - Data is NOT Information, Information is NOT Knowledge
- The Use of Knowledge Proactively:
  - Determine Business Drivers
  - Monitor, Track, Collect Business Driver Trends and Analyze for Predictive Outcomes
  - Employ Subject Matter Expert Knowledge Dependent on Area of Focus
  - Use Trends to Proactively Indicate Business Requirements
- Employ Requirements to Proactive Business Model – New Knowledge, New Approach

Effective IT Service Management Enables Business – IT Alignment and IT Service Provisioning

- Focuses on enabling a business requirement driven, IT service provider paradigm that aligns Business to IT
- Provides a process driven, multiple entry point model with inter-relationships and integration between various IT processes
- Results in a more effective synergy to enable IT service provisioning within an enterprise

IT Service Management and Business Benefits

- Provides for an Enterprise Wide set of Best Practices based on ITIL framework, Tailored to Specific and Unique Business and IT Infrastructure Requirements
- Maximizes the Ability of IT to Provide Services that meet Business Requirements
- More Effectively Focuses on Best Practices to Provide Higher Quality of Service at Lowest Cost
- Enhanced Ability to Measure/Manage IT Projects and Priorities
- Ensures Value to Business
- Aligns IT Project Scope/Deliverables To Meet Business and Customer Expectations
- Maximizes Successes and Minimizes Failures