



Cut the ITIL Anchor – Raise the ITIL Sail

Why Fast IT organizations WIN!

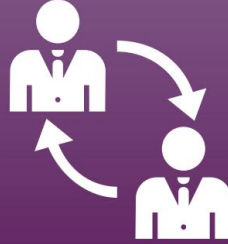
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SUPPORT BUSINESS
OUTCOMES



ENABLE BUSINESS
CHANGE



MANAGE RISK IN LINE
WITH BUSINESS NEEDS



OPTIMIZE CUSTOMER
EXPERIENCE



#LUVDI ❤️
SHOW VALUE
FOR MONEY
\$

SHOW VALUE
FOR MONEY



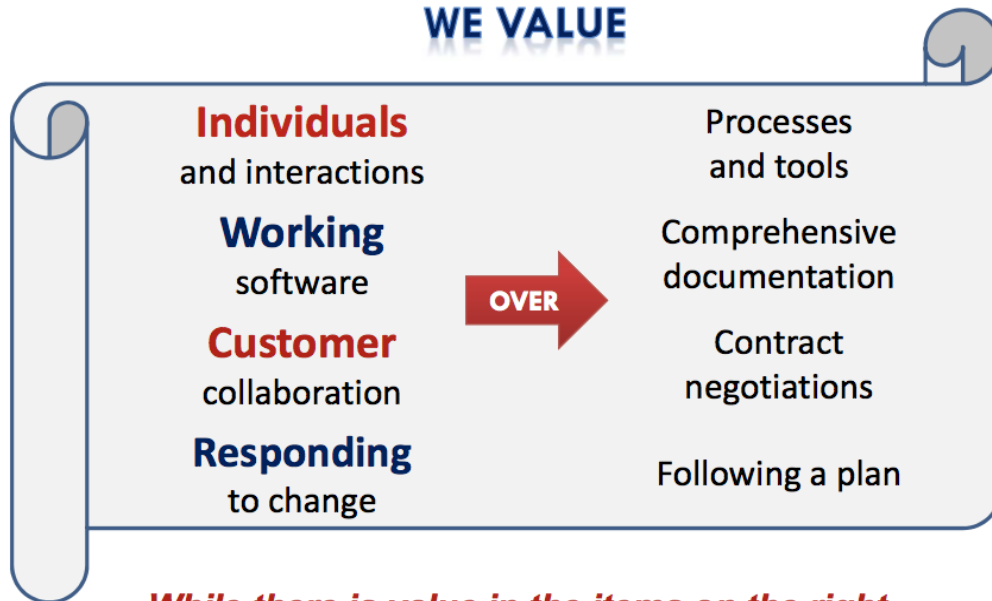
CONTINUALLY
IMPROVE



The Agile Manifesto

The underlying concepts of agile software development were first laid out in the Agile Manifesto.

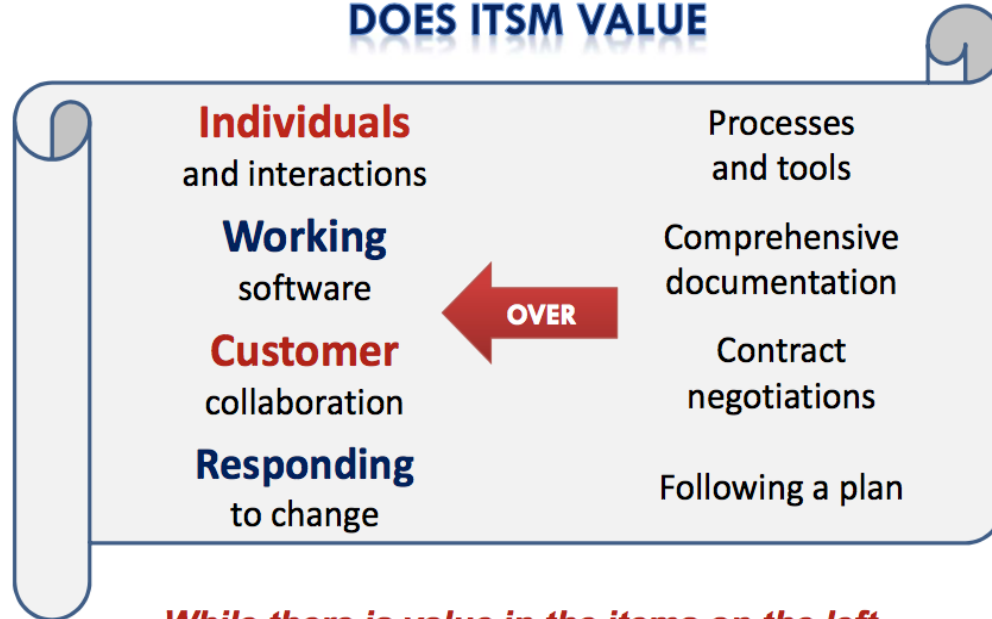
WE VALUE



*While there is value in the items on the right,
we value the items on the left more.*

Are these contrary to ITSM values?

DOES ITSM VALUE



*While there is value in the items on the left,
do we really value the items on the left more?*



“ITSM professionals are dedicated to making the provision of service highly effective and highly efficient.”

ITIL® Practitioner Guide 1.2 Understanding a Service



DISRUPTION

“Most managers think the key to growth is developing new technologies and products. But often this is not so. To unlock the next wave of growth, companies must embed these innovations in disruptive new business models.”

Clayton Christensen Harvard Professor and Author of
Innovators Dilemma

So who is

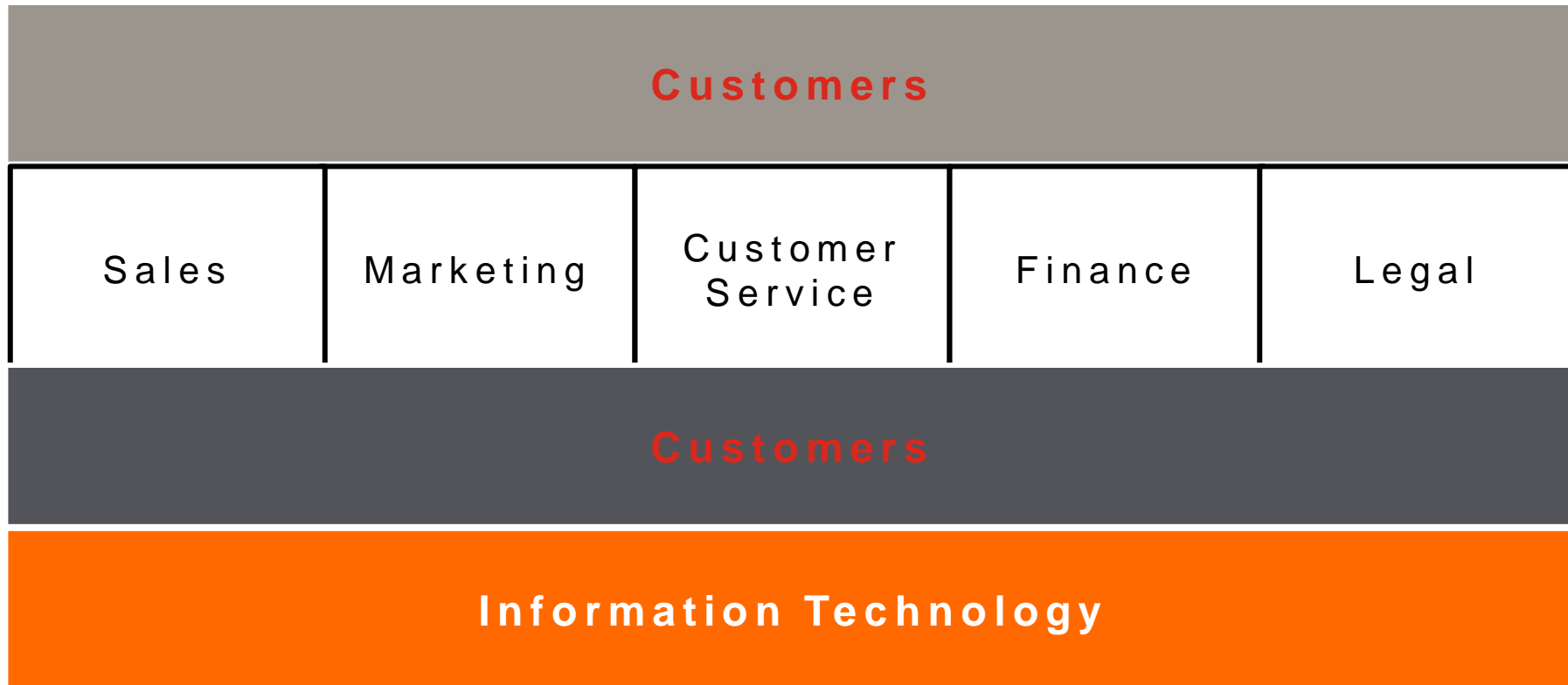
IT

anyway?

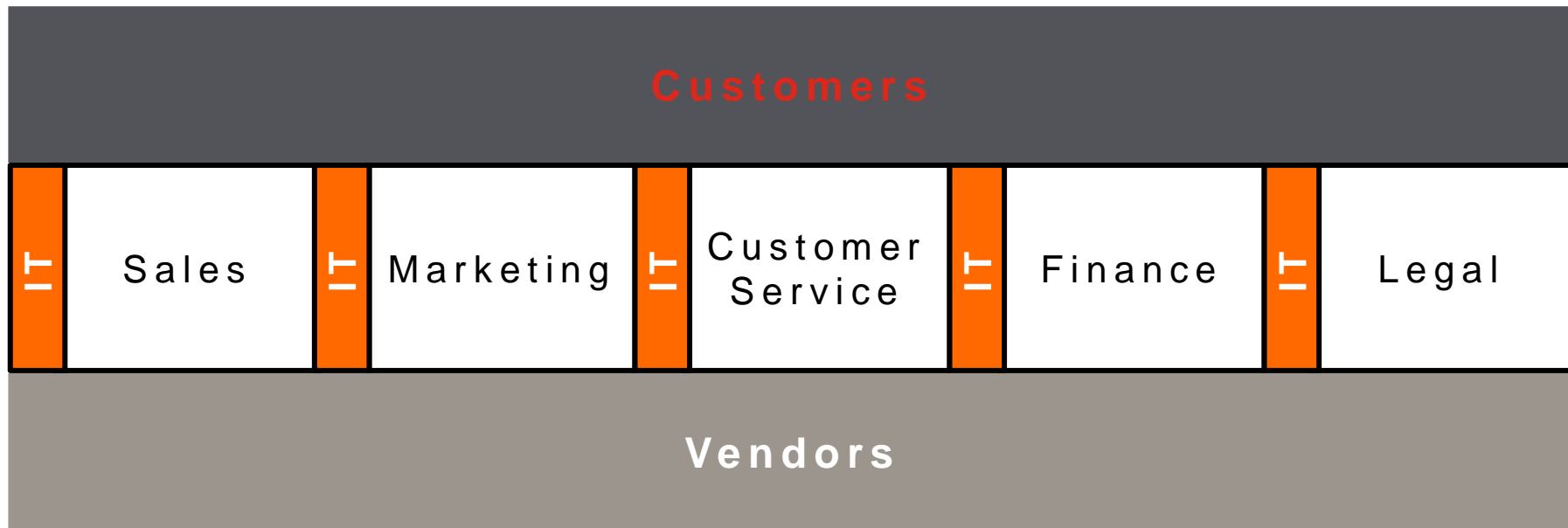
“The Service Provider must, therefore, determine who the Customer is in each situation.”

ITIL® Practitioner Guide 2.1 Focus on Value

How IT sees IT?



How the Business sees IT?



IT is not a Department

IT is a Competency

Business Shadow

A background image of a business meeting. Several people are seated around a table, looking at documents and laptops. One person is holding a smartphone. The scene is dimly lit, with a warm, orange glow. The text 'DIGITAL ECONOMY where IT IS THE BUSINESS' is overlaid in large white letters.

DIGITAL ECONOMY where IT IS THE BUSINESS

Strategy, not Technology, Drives Digital Transformation

“The ability to digitally reimagine the business is determined in large part by a clear digital strategy supported by leaders who foster a culture able to change and invent the new.”

MIT SLOAN Management Review
<http://sloanreview.mit.edu/digital2015>

THE BUSINESS OF IT HAS CHANGED



Technology

Systems

Services

Experience

1980s

1990s

2000s

2010s

“When a resource becomes essential to competition but inconsequential to strategy, the risks it creates become more important than the advantages it provides.”

Nicholas Carr
Harvard Review Editor The Digital Enterprise
<https://hbr.org/2003/05/it-doesnt-matter>

ITIL Anchors

Customer – anyone not in IT

PMO, Development, Ops – 3
different groups

IT & the Business

IT Projects

IT is a Service Provider

Identity of IT Service Provider or Partner

Agile ITSM

Company has 1 customer and they
don't work here

IT not a department but a capability

IT is the business

Only business projects

IT enables the Digital Strategy of the
organization



ITIL Anchor

Heavy focus on human reviews of process:

- Change – CAB
- Request Forms
- Asset Tracking
- Manual code builds
- Manual testing
- Manual deployment

Process or Tools

Fool with a Tool is better than a Fool with a Pen

Agile ITSM

Heavy focus on framework of automation:

- Risk Automation
- Request Automation
- Supplier Automation
- Automated build package / test / release
- Real-time monitoring



ITIL Anchors

Use teams to reduce risk

Use meetings to improve quality

Use reports to determine success

Use email to communicate outages

Use Excel for audits

Decision Support

Discussion vs. Data

ITIL Sail

Use data to reduce risk

Use monitoring to improve quality

Use feedback to determine success

Use collaboration tools to communicate outages

Use automated tracking in ITSM suite for audits



Traditional ITSM

Highly structured relationship management

Based on defined Agreements

Heavily defined through CSF & KPI's

Elicited through surveys & Meetings

Meet Business Requirement

Business Need Requirement vs. Experiment

Agile ITSM

Unstructured and collaborative

Based on targets

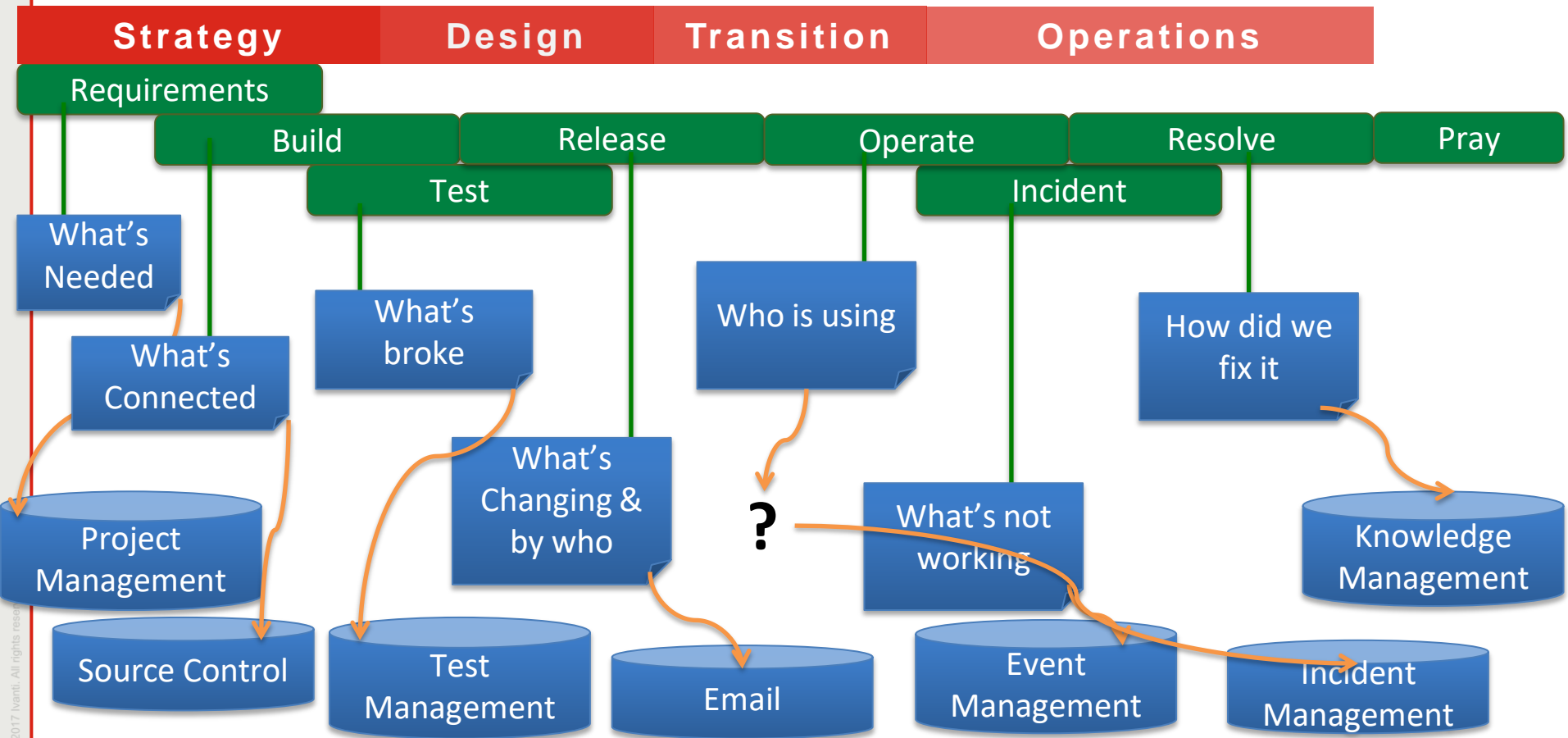
Defined through testing and trial

Measured through analytics and real-time quality scores

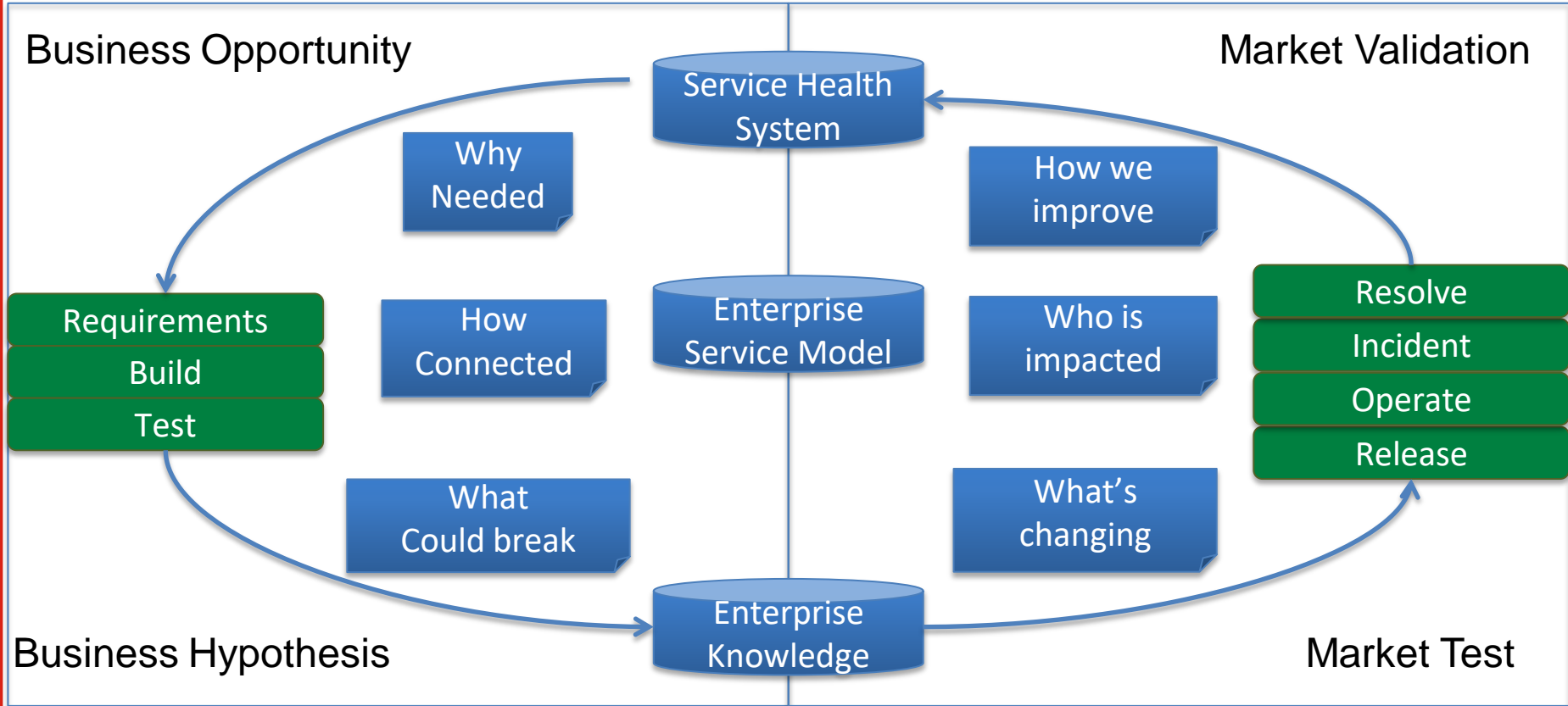
Business Requirement a myth –
Test & Learn



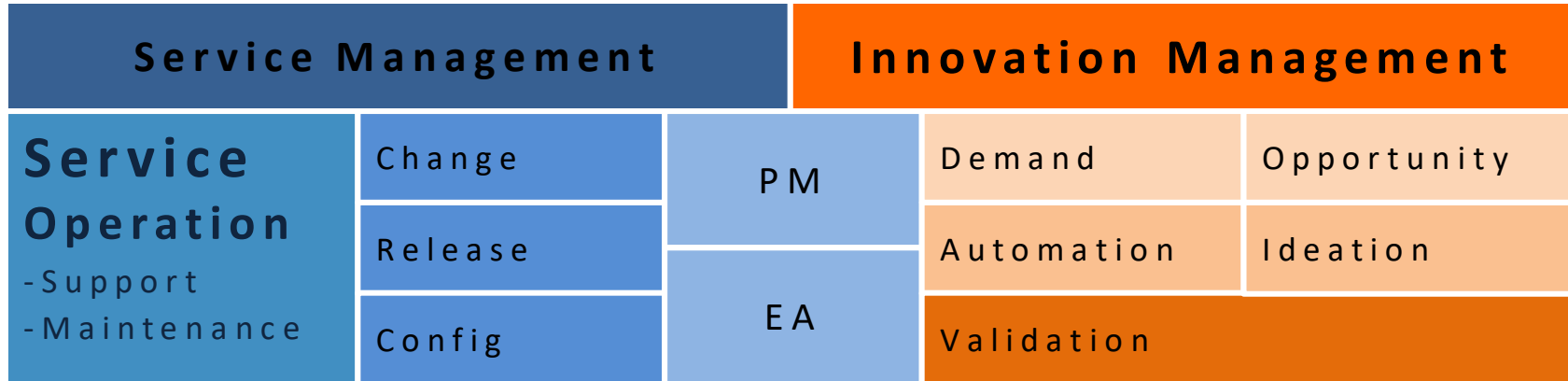
WATERFAIL Methodology



Enterprise Service Model for ITSM & DevOps



Service Management & Innovation Management



“Sponsorship is critical to the success of an improvement initiative. “

“...regardless of how much thought has gone into an improvement initiative, some people.. are likely to be wary of change.”

-ITIL Practitioner Guide Chapter 6



Thank you



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