



# The Metrics Monster

Achieving VOI and ROI through Effective Metrics

#askitsm

@ITSMAcademy

@ITSM\_Lisa

# About ITSM Academy



- ◆ Certified Woman Owned Business
- ◆ Accredited ITSM Education Provider
  - ◆ ITIL® Foundation / V3 Bridge
  - ◆ ITIL® V2 Practitioner, V3 Capability
  - ◆ ITIL® Service Manager / V3 Bridge
  - ◆ ISO/IEC 20000
  - ◆ Certified Process Design Engineer (CPDE)
  - ◆ Practical Workshops – including Visible Ops and Apollo 13
- ◆ PMI Global Registered Education Provider
- ◆ Public Training in Fort Lauderdale, Dallas & DC
- ◆ Corporate on-site classes
- ◆ Courseware licensing
- ◆ Over 15,000 learners trained since 2003

**2007 - Awarded Federal Government Schedule Contract (GSA)**

# Agenda

To DO:

- The Metrics Monster
- Using the 7-Step Improvement Process to Achieve VOI and ROI



Thanks for joining us today.  
Please use the chat feature to send in your questions.

# The Metrics Monster



*The issues that arise when we use measurements and metrics to drive behavior instead of using metrics to achieve VOI and ROI*

- ◆ Letting only financial goals drive our desire for VOI and ROI, instead of seeing the results of ITSM

***VOI = Value on Investment = warm fuzzies***

***ROI = Return on Investment = cold facts***

# The Metrics Monster

***The disconnect that results from reverse engineering IT Services from a set of measurements and metrics***

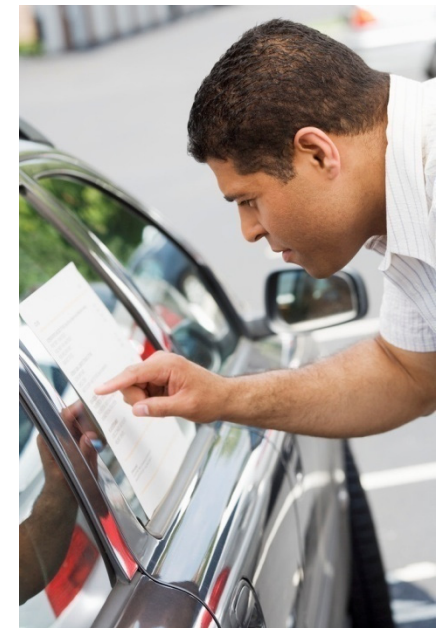


- ◆ Building from the bottom up, without top down design
- ◆ Identifying processes and technologies as services
  - ◆ You cannot deliver “Change Management” like a product

# What should you measure?

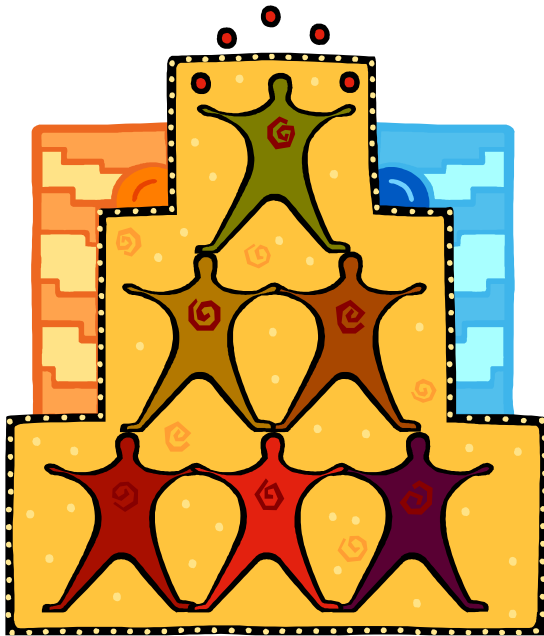
***Focus first on the customer and their needs (i.e. IT Services)***

- ◆ Identify your customer or market segments
- ◆ Gather customer requirements for services they desire
- ◆ Identify quantifiable aspects of the requirements by breaking down the requirements into more granular pieces.



# What should you measure?

*Gather requirements like you would for any other needs*



- ◆ Build measurements and metrics based on the most granular pieces
- ◆ Aggregate together to find meaningful points to baseline

# What can you measure?

*Validate the measurements and the metrics*

- ◆ What will they do with the information and knowledge you will provide to them?
- ◆ How will they use the information to see VOI and ROI?





# Gather the data

*Using various outputs, gather only the data needed to fulfill the measurements*



- ◆ Look in all your Service Management tools
- ◆ Differentiate between data and information

***Do not waste time collecting unusable or unimportant information***

# Process the data



*Identify the “currency” that your customers use*

- ◆ Translate dollars into hours or hours into dollars
  - ◆  $40 \text{ FTE Hours} * \$100 = \$4000$
- ◆ Slice and dice
  - ◆ Excel is your friend
  - ◆ Pivot tables
  - ◆ Histograms
  - ◆ Statistical tools



# Sample

Sample





# List Diagram



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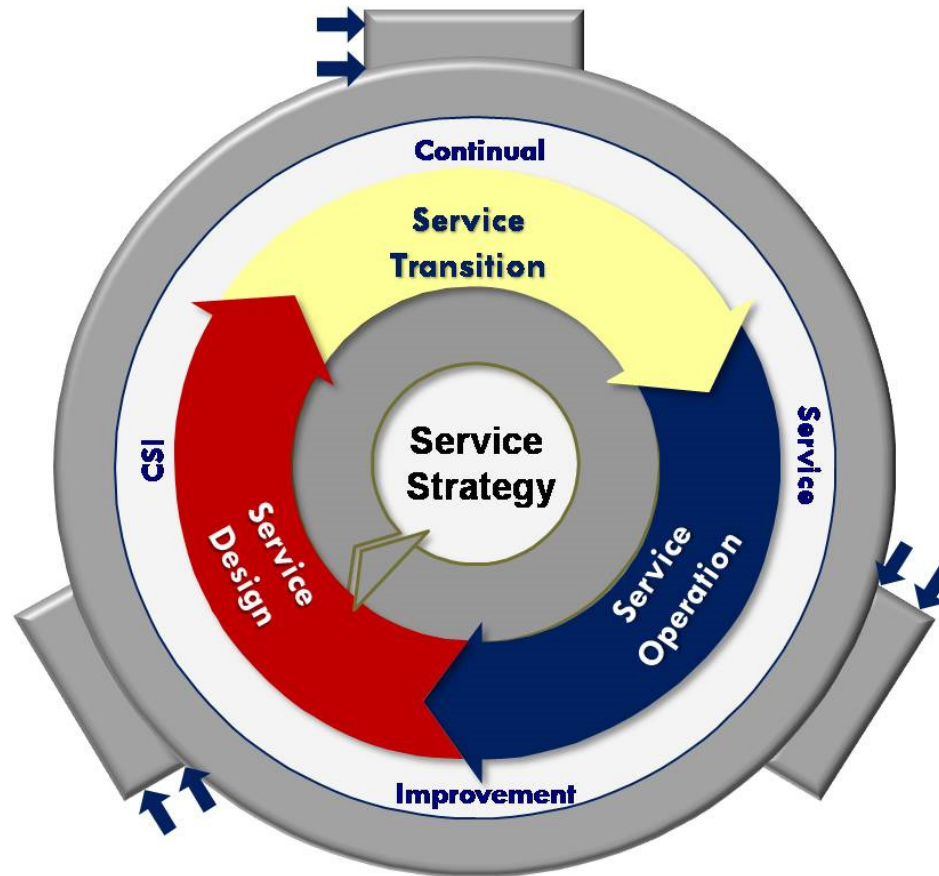


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# Sample Call Out Box

## MoSCoW

- **M** – MUST have
- **S** – SHOULD have
- **C** – COULD have
- **W** – WON'T have but  
WOULD like

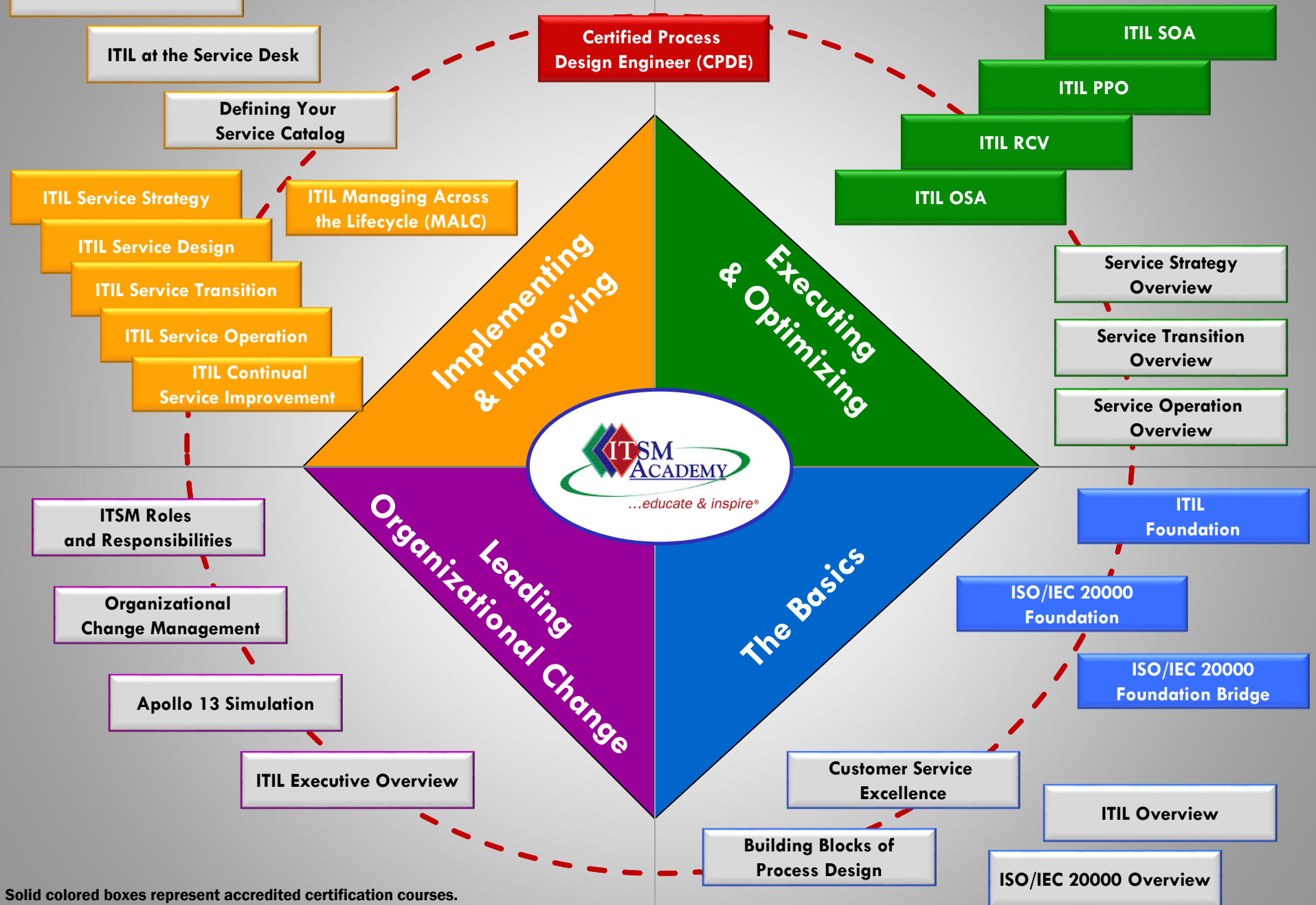
*Sample call out box.*



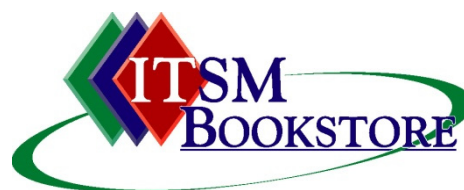
# Questions?



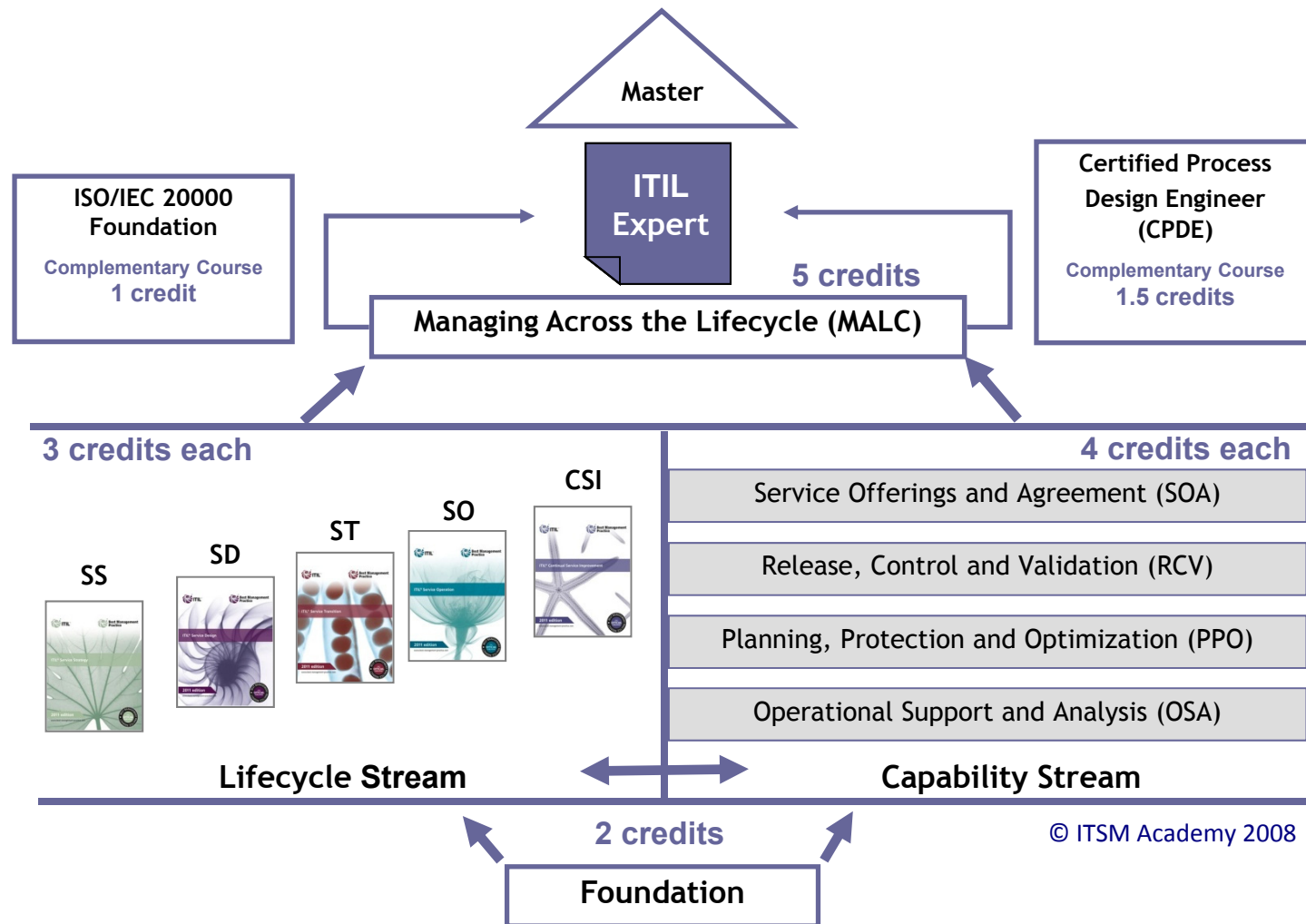
# NextGen ITSM<sup>SM</sup> Educational Framework



# ITSM Academy Affiliates

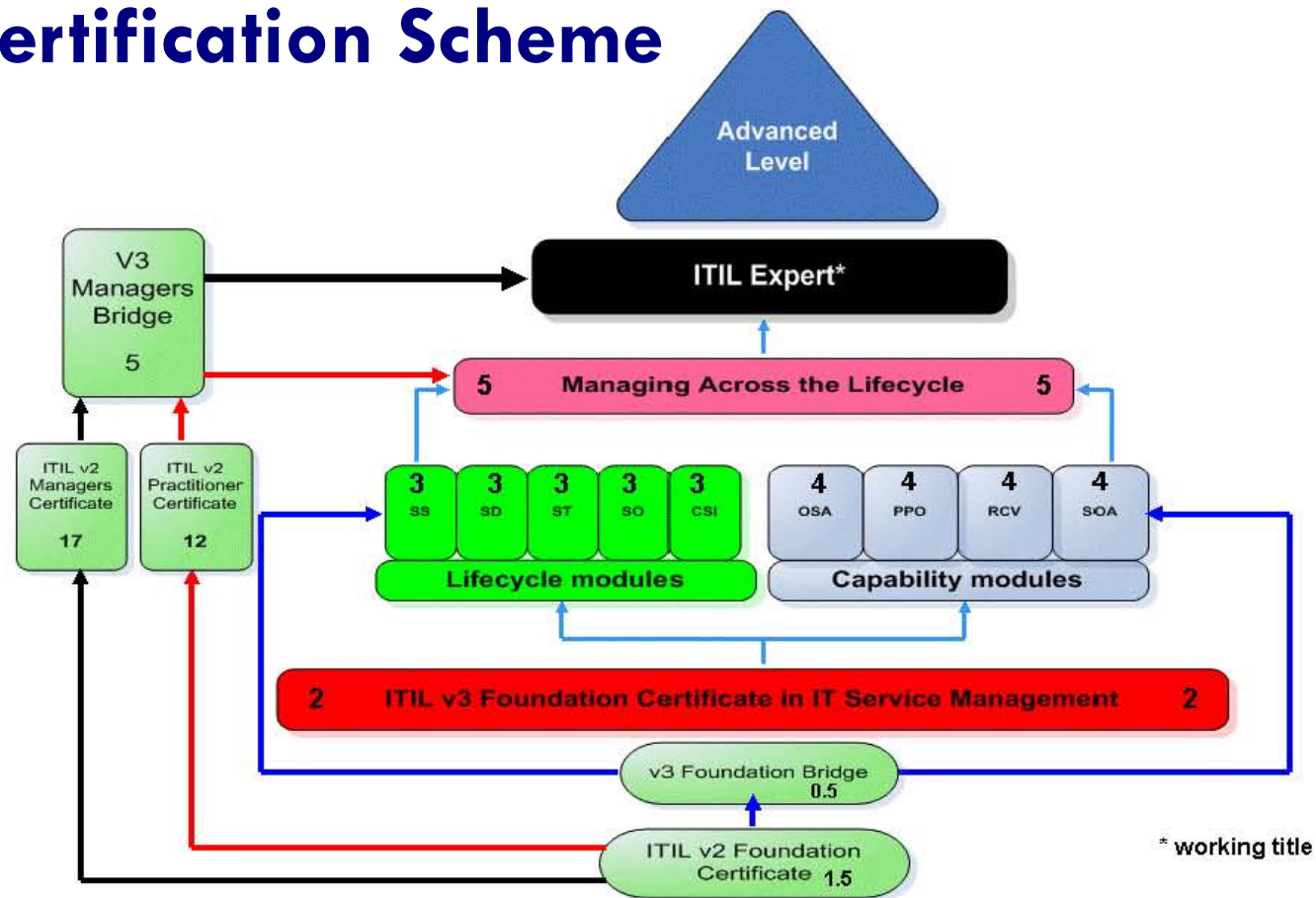


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