Welcome!

**ITSM Academy**
- Full service provider of IT Service Management (ITSM) education and advice
- Accredited and sustainable education and training
  - ITIL®
  - Process Design (CPDE)
  - DevOps
  - Agile Service Management
  - ISO/IEC 20000
  - VeriSM™ (coming soon)

**Donna Knapp**
- Author
- Curriculum Development Manager
- Certified Process Design Engineer
- ITIL Expert, ITIL Practitioner
- DevOps Foundation certified
- Certified Scrum Master
- Certified Agile Process Owner
- Certified Agile Service Manager
- VeriSM Foundation
- Certified in Knowledge-Centered Support (KCS) Principles
- Certified ISO/IEC 2000 Consultant/Manager
Transformations are Underway

- Digital transformation
- Technology transformation
- Agile transformation
- DevOps transformation
- Service management transformation
- Cultural transformation

“A process of profound and radical change that orients an organization in a new direction and takes it to an entirely different level of effectiveness.”

Business Dictionary
The Business Wants it All

Speed – Agility – Productivity – Stability – Quality
“With the shift to digital transformation, CIOs and IT leadership must transform their organizations and increase the balance between quality and speed by changing their mindset and operating principles.”

Stephen Elliot IDC
The Role of IT Service Management
ITSM and Digital Transformation

- IT service management is an important part of digital transformation
- The increasing reliance of businesses on technology means a smarter approach is needed

A majority of executives, 57%, state that ITSM is “extremely important” or close to it as an essential element of digital transformation. (Forbes Insights: The State of IT Service Management, 2017)

Only 24% of respondents think that existing ITSM best practice has kept up with the changing IT and business landscapes. (The Future of ITSM, itsmtools.com 2017)
Accelerating ITSM

- The ‘what’ and ‘why’ of ITSM hasn’t changed
- It’s the ‘how’ that MUST change
- Agile, Lean and DevOps represents new ways of thinking and working
- ITSM can use these same new ways of thinking and working to adapt

We’ve got to...
- Speed up
- Streamline
- Integrate
- Automate
ITIL is Evolving
ITIL Update is Underway

- 18 months of research, 32 workshops and research sessions, more than 1500 members participating in the research program
- An introduction was released in 2016
  - ITIL® Practitioner Guidance
- White papers are being used to test content (e.g., ITIL and DevOps: Getting started)
- Drafts of new guidance will be released throughout 2018
- Pilot phase to begin late Q3/Q4 2018
- Get privileged access by signing up for the Global Research Program
  - www.axelos.com/global-itsm-research-programme

The update will focus on the core of good service management and provide practical guidance and examples of using ITIL with e.g., Agile, Lean, DevOps.
ITIL Update/Impact on Certifications

- Core elements will remain intact
- Content will be backwards compatible
- Current certifications retain their value
  - ✔ No need to bridge (at this time)
  - ✔ No need to recertify

- Coming early Q2/2018
  - ✔ New certification scheme
  - ✔ Equivalencies

- Continue on your journey
  - ✔ Existing certifications will have equivalencies in the new scheme
  - ✔ ITIL Practitioner concepts play an important role
  - ✔ ITIL Expert will be an advantage
VeriSM™ has Emerged
VeriSM™ is a service management approach for the digital age that helps service providers to create a flexible operating model to meet desired business outcomes.

www.verism.global

VeriSM was developed by the International Foundation of Digital Competences (IFDC), in cooperation with an international team of experts led by Claire Agutter (Winner ITSMF UK Thought Leadership Award 2017).
VeriSM helps organizations transition from this...
To this...
VeriSM™ helps organizations

- Elevate service management to an organizational level
- Define their service management principles
- Develop a responsive operating model based on an integrated selection of management practices
VeriSM™ Key Concepts

Value-driven, involving, responsive, integrated service management.
VeriSM™ is not a process framework.

It’s not replacing anything.

It’s about creating the operating model that best fits your organization.
The VeriSM™ Certification Scheme

Based on...

- VeriSM™ Essentials: 8 hours
- VeriSM™ Foundation: 16 hours
- VeriSM™ Leader: 8 hours
- VeriSM™ Professional: 16 hours
- VeriSM™ Plus: 8 hours

Expected in Q4 2018
Available in Q3 2018
VeriSM Routes

Based on...

ROUTE 1
New Service Management Professionals.

ROUTE 2
Alternative route for New Service Management Professionals.

ROUTE 3
Existing (certified) Service Management Professionals.
## Course Contents

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Conferences Coming in 2018

- HDI18 – Las Vegas – April 10-13
- Knowledge18 (ServiceNow) – Las Vegas – May 7-10
- itSMF Fusion18 – St. Louis - September 30 - October 3, 2018
- NEW – Service Management World – Orlando – October 15-17
  ✓ Focus is on enterprise service management and digital transformation
- DevOps Enterprise Summit (DOES18) – San Francisco – Nov 13-15
DevOps is a cultural and professional movement that stresses communication, collaboration and integration between software developers and IT operations professionals while automating the process of software delivery and infrastructure changes.

It aims at establishing a culture and environment where building, testing, and releasing software, can happen rapidly, frequently, and more reliably.

Improving the ability of IT to produce software faster improves the ability of the business to deliver value to customers faster.
DevOps Adoption

DevOps is no longer just for startups and 'unicorns.'

- Forrester predicts that 2018 will be the year of enterprise DevOps
- RightScale 2017 State of the Cloud study found the ratio of enterprises that have adopted some aspect of DevOps principles reached 84% in 2017
- International Data Corporation (IDC) believes that DevOps will be adopted by 80% of Global 1000 organizations by 2019
DevOps is Increasing Agility and Stability


- High-performing organizations are more agile
  - Code is deployed 46 times more frequently
  - Deployments are completed 440 times faster

- Services are more stable
  - There are 5 times fewer deployment failures
  - Mean time to recover (MTTR) is 96 times faster

High performing organizations understand the don’t have to trade speed for stability. By building quality in the get both.

Source: 2017 State of DevOps Report
DevOps Barriers and Trends

**Barriers**
1. Culture
2. Testing automation
3. Tackling legacy
4. Managing environments
5. No DevOps plan
6. Application complexity
7. Skillsets
8. Budget allocation
9. Fragmented toolchain
10. Executive buy-In

**Trends**
- DevOps begins to scale
- DevSecOps gains acceptance
- Manual testing becomes obsolete
- Site reliability engineer (SRE) role emerges
- KPI metrics balance speed and stability
- DevOps shifts how organizations think about experimentation and risk
- ITSM evolves in support of DevOps

Forbes: 10 Top DevOps Barriers And Trends Forecasted For 2018
An important point...

- The need for DevOps arose from the increasing success of Agile software development and from applying Lean principles to the IT value stream.
- Service management plays a crucial role and the “lack of a service management approach is hurting competitiveness”*

*Source: Delivering Value to Today’s Digital Enterprise: The State of IT Service Management, 2017
The **Real** Reality of DevOps

- DevOps practitioners are ‘doing’ ITSM
- They’re just not calling it that
- DevOps represents new ways of thinking and working
- ITSM can use these same new ways of thinking and working to adapt
- Using Agile with ITSM (agile service management) enables continuous, iterative, incremental improvement

*Agile service management brings Agile values and practices to ITSM process design and improvement.*
Technology is Changing the Game
Emerging technologies can be applied to ITSM in a variety of ways
These technologies rely heavily on and contribute to the organization’s historical data and knowledge bases

Through 2020, 99% of artificial intelligence initiatives in IT service management will fail due to a lack of an established knowledge management foundation. (Gartner)
The use of virtual customer assistants (VCAs) will jump by 1,000% by 2020 (Gartner).
Automation, AI and machine learning will free service desk analysts to focus on higher-level tasks and on personalized, specialized support services.
"Many significant innovations in the past have been associated with a transition period of temporary job loss, followed by recovery, then business transformation and AI will likely follow this route. AI will improve the productivity of many jobs, eliminating millions of middle- and low-level positions, but also creating millions more new positions of highly skilled, management and even the entry-level and low-skilled variety."

Svetlana Sicular, Gartner
The Future is Here...
...And It Needs Leaders

A transformational leader's influence is seen in their support of their teams' work, both in technical practices and in the teams' product management capabilities.

The positive (or negative) influence of leadership flows all the way through to IT performance and organizational performance.

Source: 2017 State of DevOps Report
https://puppet.com/resources/whitepaper/state-of-devops-report
Great leaders develop through a never-ending process of self-assessment, self-study, education, training and experience.
Leading the Way

Embrace guiding principles

- Start now
- Start where you are
- Progress iteratively
- Continuously experiment, learn and improve

Learn from high performers

- Put the business first
- Master technology
- Invest in speed
- Make customers a priority
- Be proactive

Figure out how progressive practices and emerging technologies (e.g., AI, machine learning) can augment your work to increase efficiency, improve productivity and free you up to innovate.

Source: Atlassian/HDI Research – 5 Qualities of High-performing IT Teams
New to Our Portfolio

- **ITSM for DevOps – March 22-23, 2018**
  - ✔ 16-hour, non-certification workshop
  - ✔ How to accelerate and modernize your IT service management (ITSM) processes in support of DevOps
  - ✔ Change management, release management, configuration management, event management, incident management, problem management, knowledge management

- **Value Stream Mapping for DevOps – great onsite workshop**
  - ✔ 16-hour, non-certification workshop

- **VeriSM Plus – coming soon**
  - ✔ 8-hour certification course
  - ✔ Pre-requisites must be met to sit for exam

- **VeriSM Foundation – coming soon**
  - ✔ 16-hour certification course
  - ✔ Combines VeriSM Essentials and Plus
DevOps Campus

Prerequisite

Coming 2018  Coming 2018  Coming 2018
ITSM-related Frameworks and Standards

What to do

CPDE
Certified Process Design Engineer

How to do it
(Process Design and Improvement)

CASM
Certified Agile Service Manager

How to do it using Agile (Scrum) practices

CAPO
Certified Agile Process Owner

How to manage it using Agile (Scrum) practices

ITIL® and DevOps FND

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Thank You for Attending!