

# Knowledge is Power

Moving Data to Wisdom Using a  
Service Knowledge Management System



# About ITSM Academy



- Accredited Education
  - ✓ Certified Process Design Engineer (CPDE)®
  - ✓ ITIL® Foundation
  - ✓ ITIL Capability (OSA | PPO | RCV | SOA)
  - ✓ ITIL Lifecycle (SS | SD | ST | SO | CSI)
  - ✓ ITIL Managing Across the Lifecycle (MALC)
  - ✓ ITIL Service Manager Bridge
  - ✓ ISO/IEC 20000 Foundation
  - ✓ MOF Foundation
- Practical, Value-Add Workshops
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  - ✓ ITIL, MOF, ISO 20K Overviews
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***Welcome!***

# Agenda



To Do:

- Basic Knowledge Management concepts
- The Service Knowledge Management System
- First steps towards sustainable Knowledge Management
- Social media and Knowledge Management

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



# The Basics of Knowledge Management

# What is Knowledge Management?

*Knowledge Management (KM) ensures the right information is delivered to the right place or person at the right time to enable an informed decision*

- Well-managed knowledge can
  - ✓ Increase a service provider's efficiency
  - ✓ Improve service quality and customer satisfaction
  - ✓ Reduce the cost of service provision



# Why is Knowledge So Hard to Manage?

**knowl·edge:** acquaintance or familiarity gained by sight, experience, or report ~ *source: dictionary.com*

- We have lots of data but less information or knowledge
- We are not sure which knowledge is valuable
- “Tribal knowledge” and experience is difficult to document
- Pockets of data reside in many sources and tools
- Databases can be too linear for meaningful queries
- Controlling accuracy and currency is challenging
- Proprietary knowledge = job security?

# Knowledge Types (DIKW)

## ■ Data

- ✓ Discrete facts
- ✓ Captured in databases

## ■ Information

(Who, What, When, Where?)

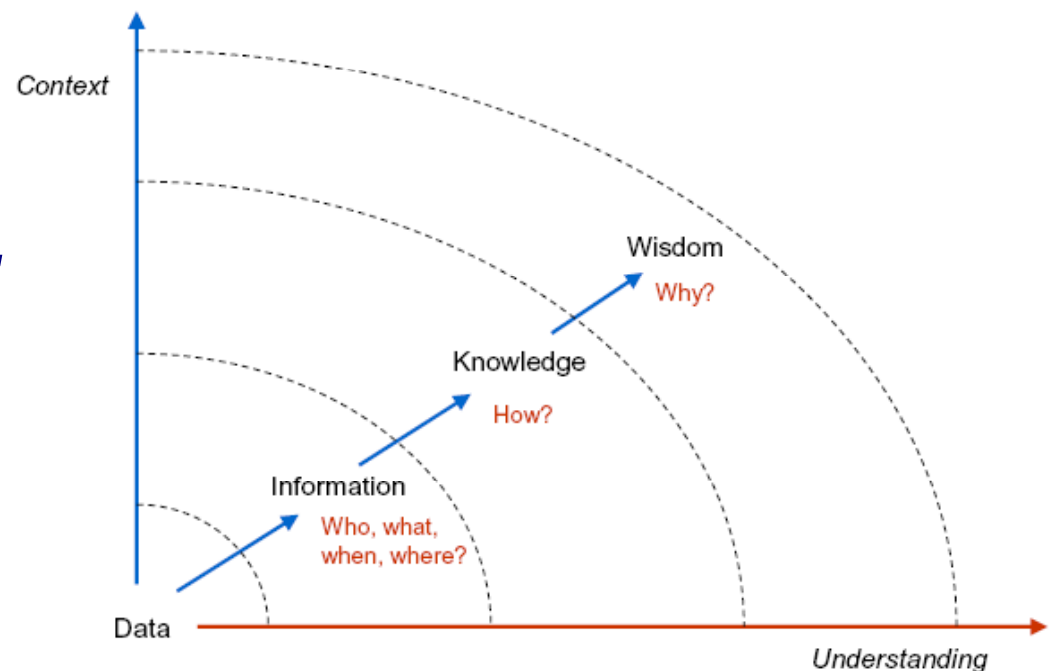
- ✓ Provides context to data
- ✓ Stored in documents, reports, email, multimedia

## ■ Knowledge (How?)

- ✓ Includes experiences, ideas, insights, values
- ✓ Facilitates decision making

## ■ Wisdom (Why?)

- ✓ Applies knowledge and puts it in context
- ✓ Provides strong common sense judgment



# KM Relies on Systems Thinking

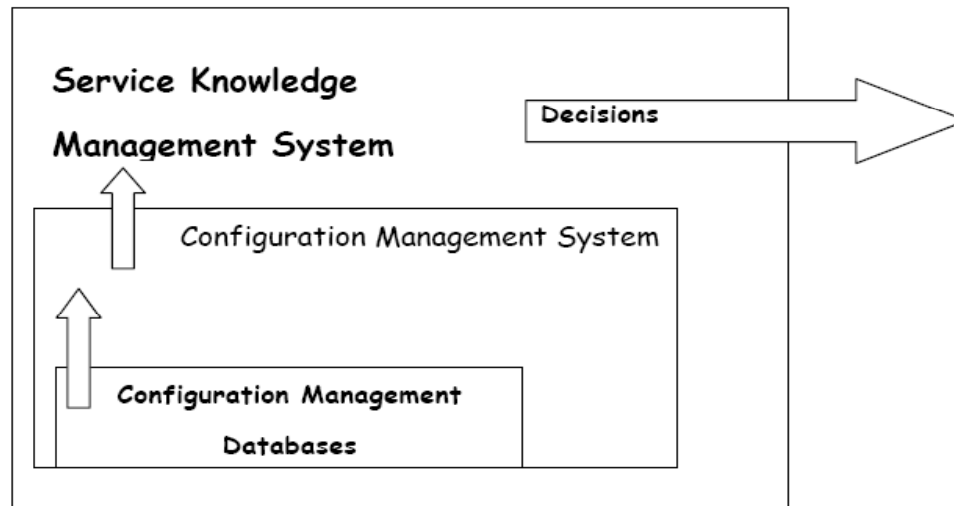
Knowledge



Information



Data



## ■ A system

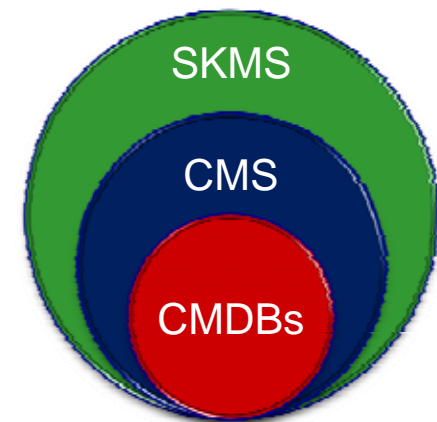
- ✓ Relates things to work together towards a common goal
- ✓ Is usually built from a set of tools and databases
- ✓ Forms a virtual repository
- ✓ Provides a big picture view



# What is a Service Knowledge Management System (SKMS)?

A set of tools and databases that are used to manage knowledge and information. The SKMS includes the Configuration Management System, as well as other tools and databases. The SKMS stores, manages, updates and presents all information that an IT Service Provider needs to manage the full Lifecycle of IT Services.

*Source: Official ITIL® v3 Glossary*



# Related Elements Within a SKMS



- Service Management Systems and Tools
  - ✓ Configuration Management Databases
  - ✓ Configuration Management System
  - ✓ Incident, Problem, Change and Release data
  - ✓ Human Resource or People data
  - ✓ Availability Management Information System
  - ✓ Capacity Management Information System
  - ✓ Known Error Database
  - ✓ Service Portfolio
  - ✓ Supplier and Contracts Database

# Service Knowledge Management System

Tools and databases used to manage knowledge and information; includes the CMS and other tools and databases (e.g., AMIS, CMIS, SCD, Known Error Database)

Decisions

## Configuration Management System

Tools and databases used to manage configuration data and related information (e.g., incidents, problems, known errors, changes, releases and people)

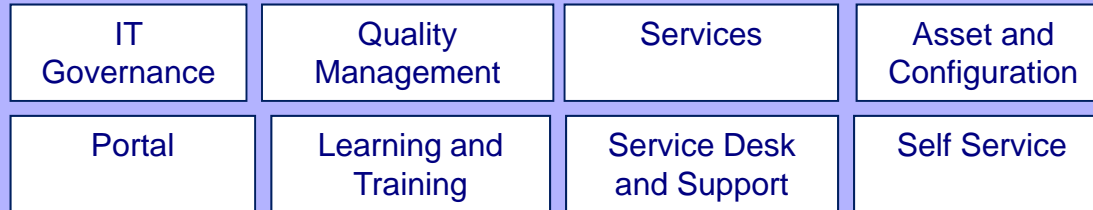
## Configuration Management Database(s)

Database(s) used to store configuration records throughout their lifecycle. Configuration records store attributes of CIs and relationships with other CIs

***Data is gathered within CMDB(s), feeds through the CMS into the SKMS and supports the informed decision-making process.***

# The SKMS Has Several Layers

Presentation  
Layer  
(views)

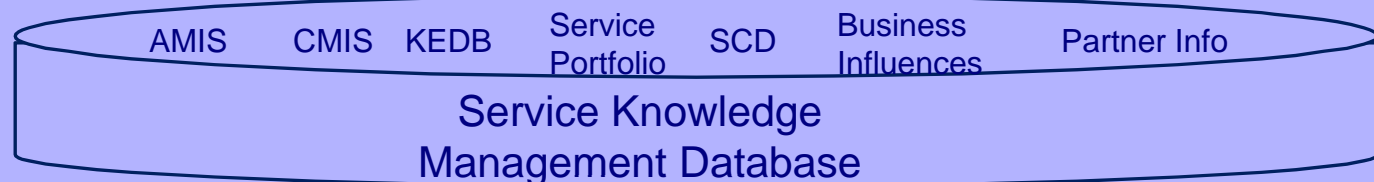


Search, Browse, Store, Retrieve, Update, Publish, Subscribe, Collaborate

Knowledge  
Processing  
Layer

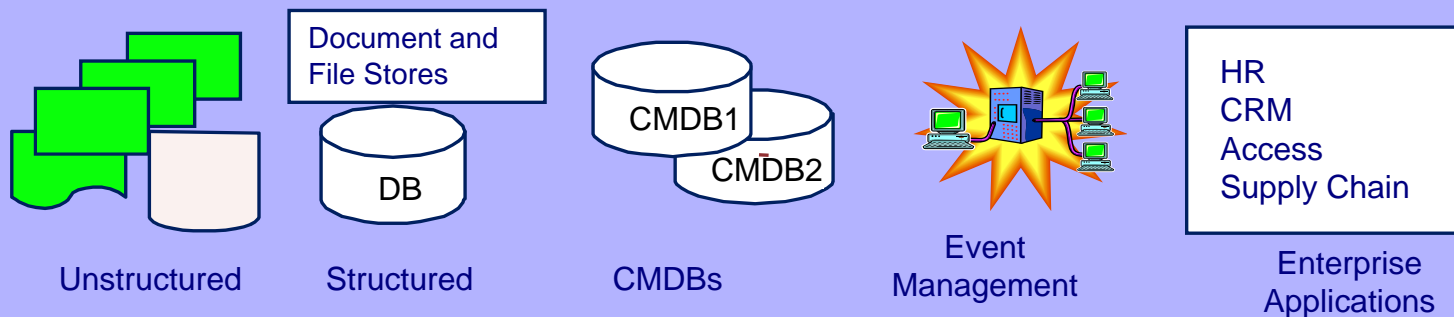


Information  
Integration  
Layer



Data Integration Layer – Configuration Management System

Data  
sources  
and Tools





# First Steps

# Let's Start with the Basics

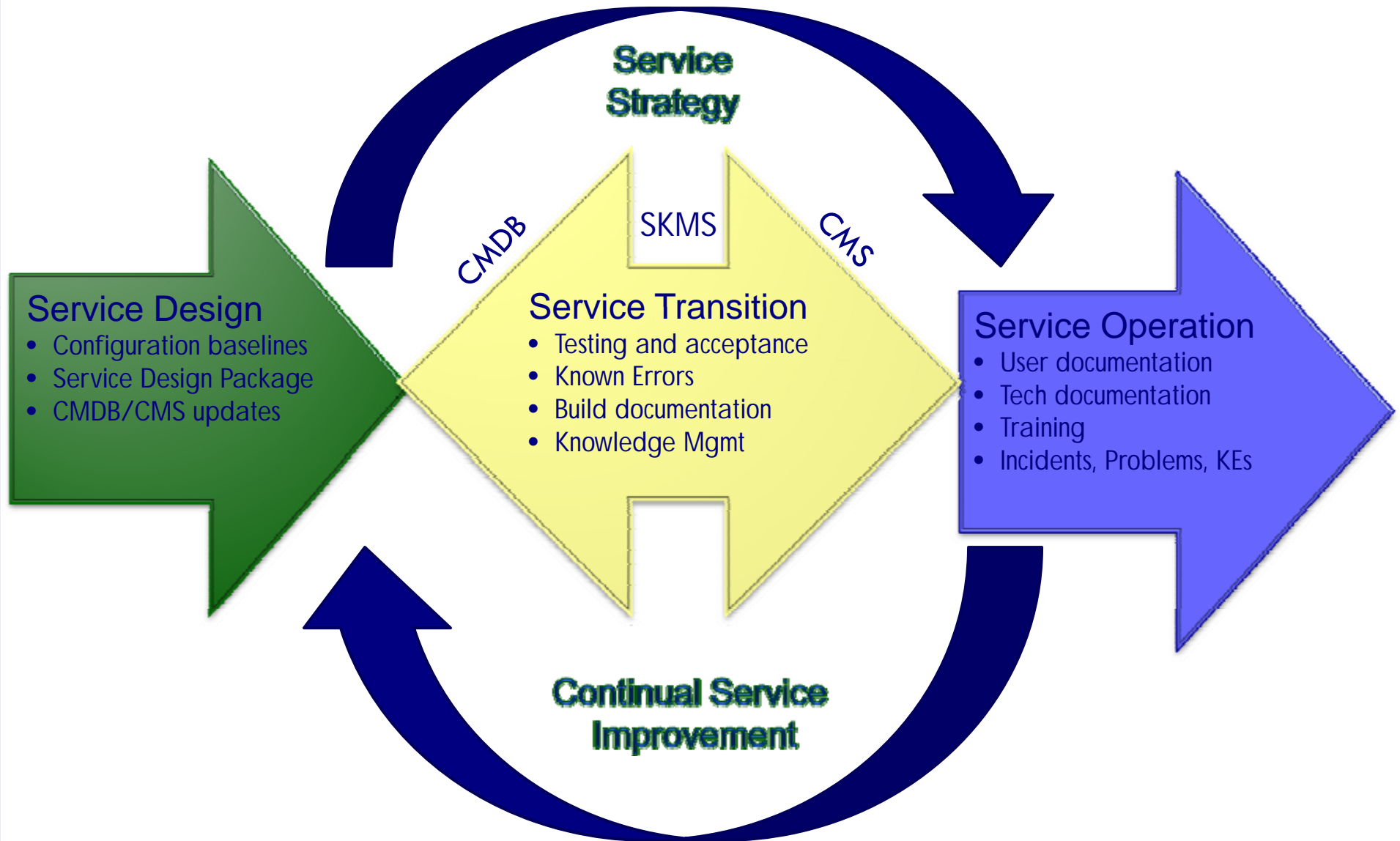


For information to be  
valuable, it must be  
meaningful and  
manageable

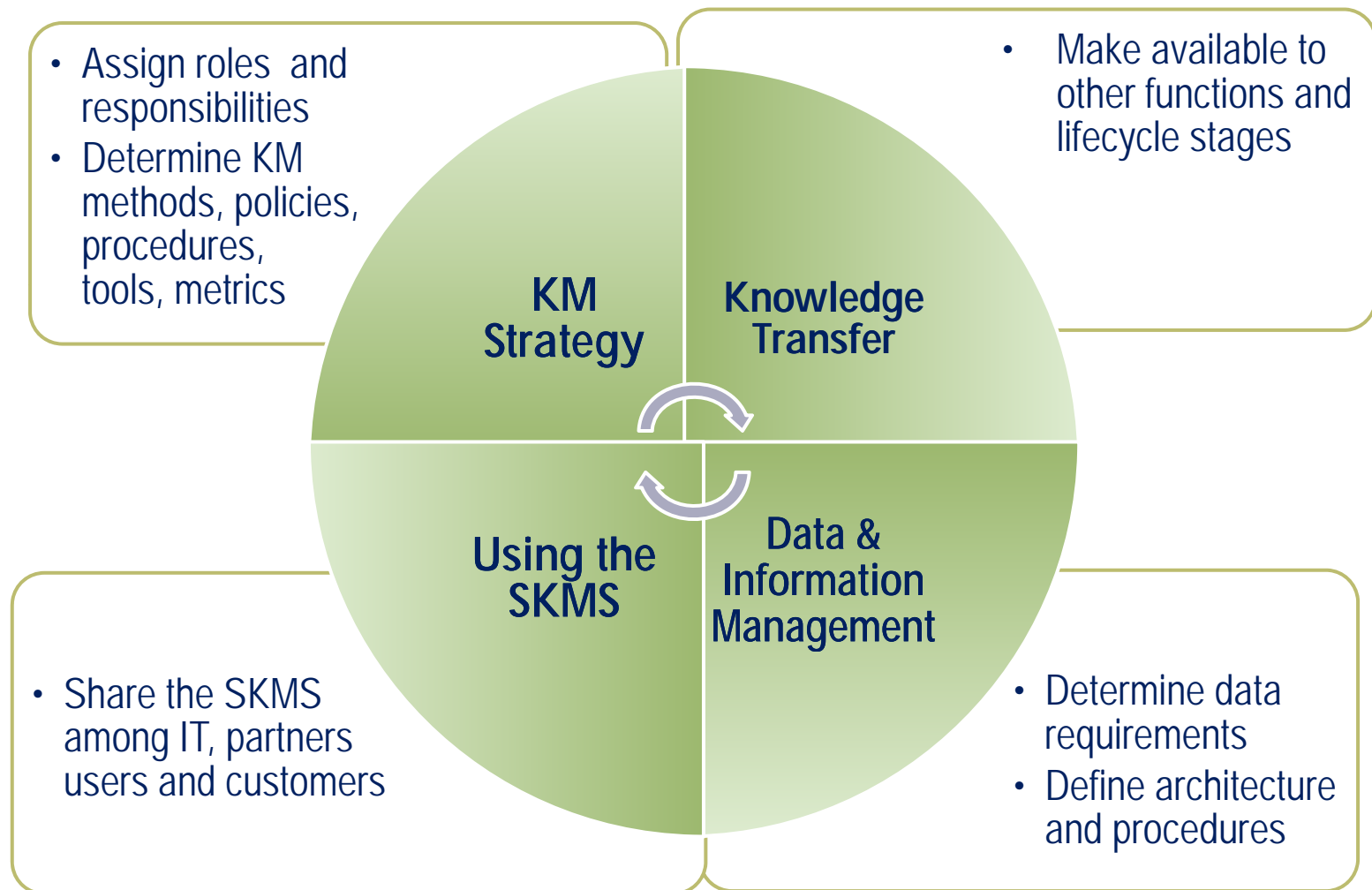
## ■ Do You Know?

- What knowledge is necessary?
- Who will use the knowledge? How?
- What conditions need to be monitored?
- What data is available and where it is stored? What tools are being used?
- What is the cost of capturing and maintaining data?
- What policies, legislation, standards or requirements apply?
- Are there any intellectual property or copyright issues?

# Service Transition is the Knowledge Gateway



# Knowledge Management Activities





# Leverage Social Networking

- Leverage social networking techniques such as

- ✓ Wikis
- ✓ Twitter
- ✓ Blogs
- ✓ Intranets
- ✓ Videos



twitter



- Social networking may

- ✓ Capture intuitive knowledge that does not “fit” into field
- ✓ Be less intimidating or restrictive than a database format
- ✓ Be used to front-end or supplement the SKMS presentation layer
- ✓ Encourage staff and supplier participation

***Social networking must be filtered and controlled. Many organizations are replicating social networking capabilities internally to capture knowledge.***

# Tips for Getting Started



- Pilot with a project for a new or changed service
- Build from the top (presentation layer) down
- Avoid terms that are too technical or difficult to understand
- Assign clear roles and responsibilities
- Have controls for contributing and verifying knowledge
- Interview staff, users and partners for “tribal knowledge”
- Build a friendly front-end (portal, wiki, query tool)
- You do not have to consolidate tools unless it makes sense

Knowledge is only valuable if it is easy to retrieve

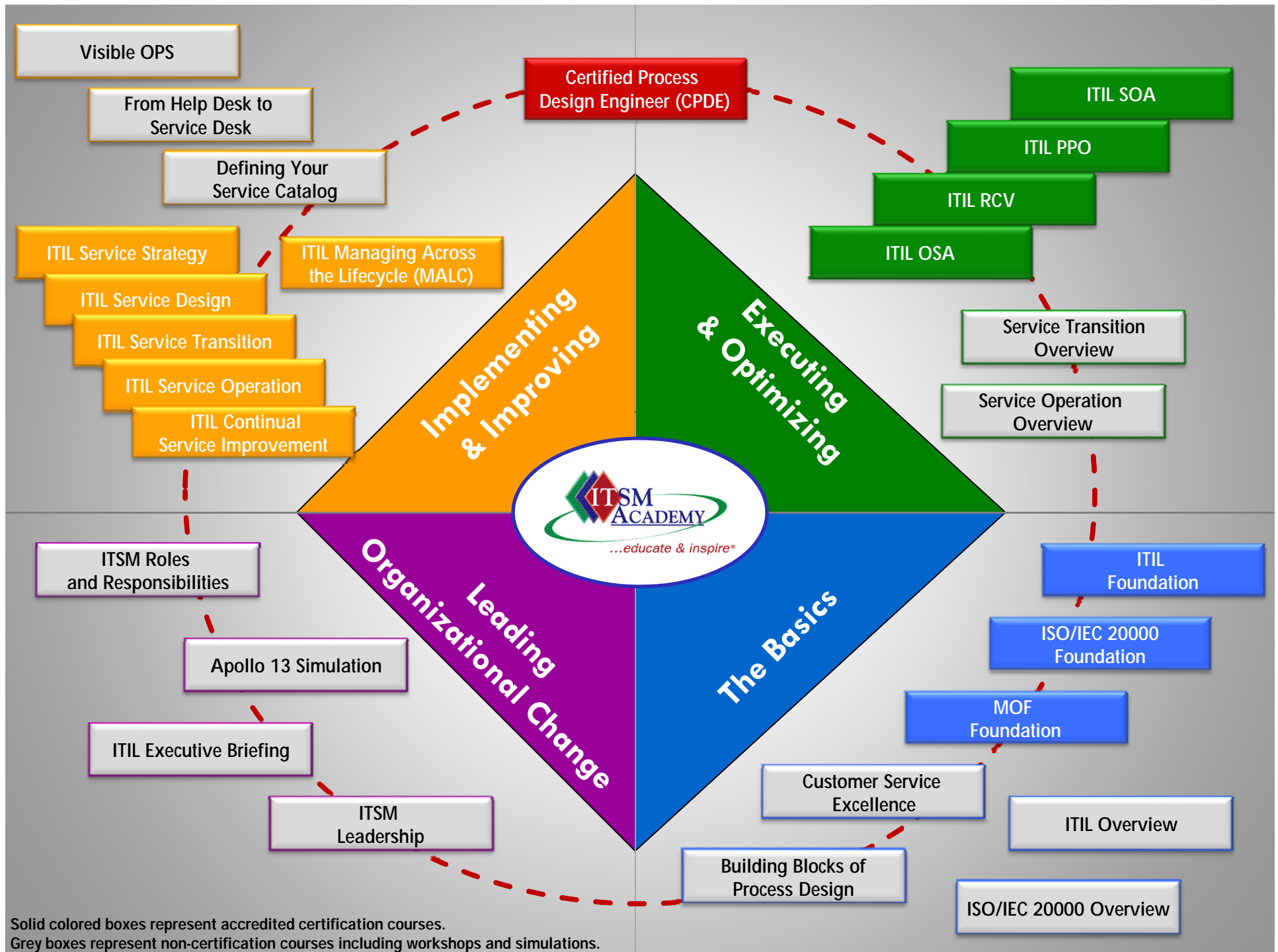


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# IT Service Management Professional (ITSMP)<sup>®</sup> Diplomas

ITSM Academy is Licensed by the Commission for Independent Education, Florida Department of Education, offering occupational ITSMP<sup>®</sup> Diplomas.

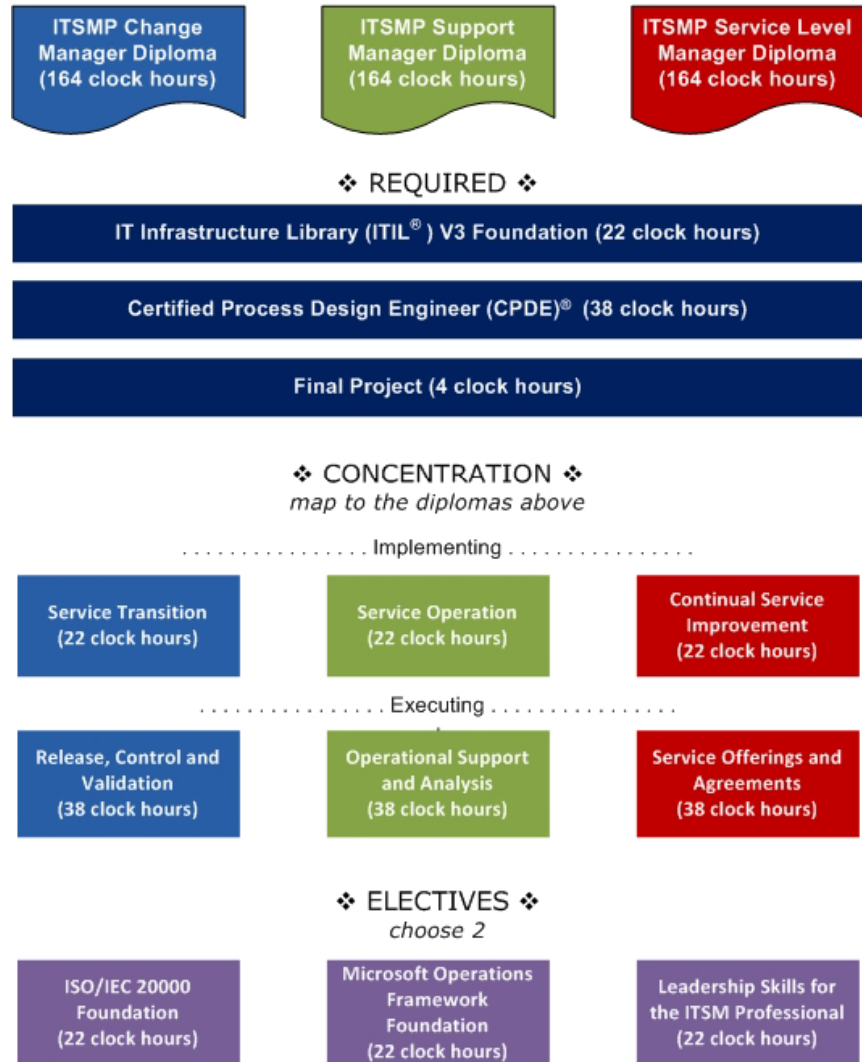
On our website, this symbol



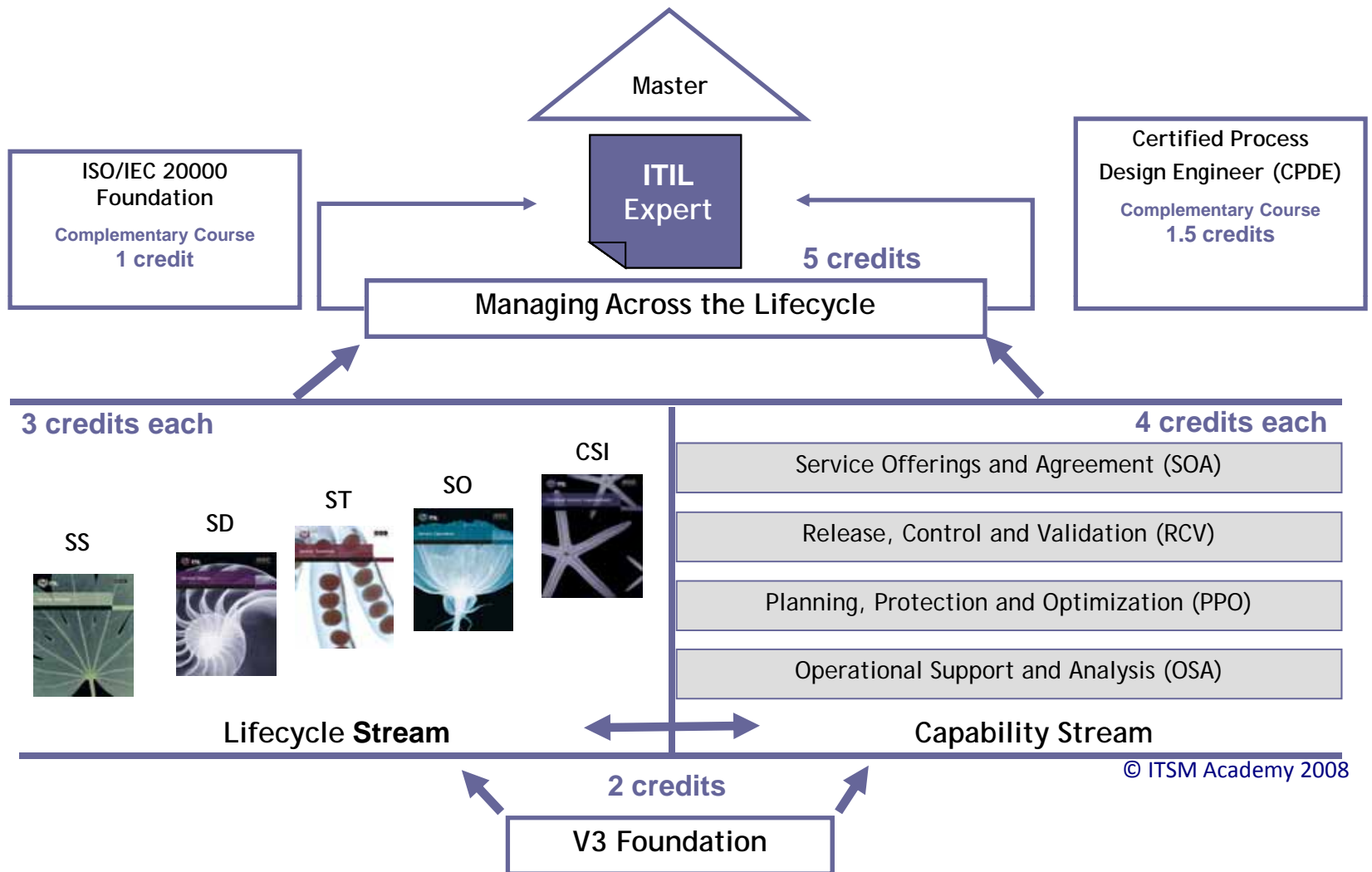
indicates courses which accrue clock hours toward a Diploma as:

- Change Manager •
- Support Manager •
- Service Level Manager •

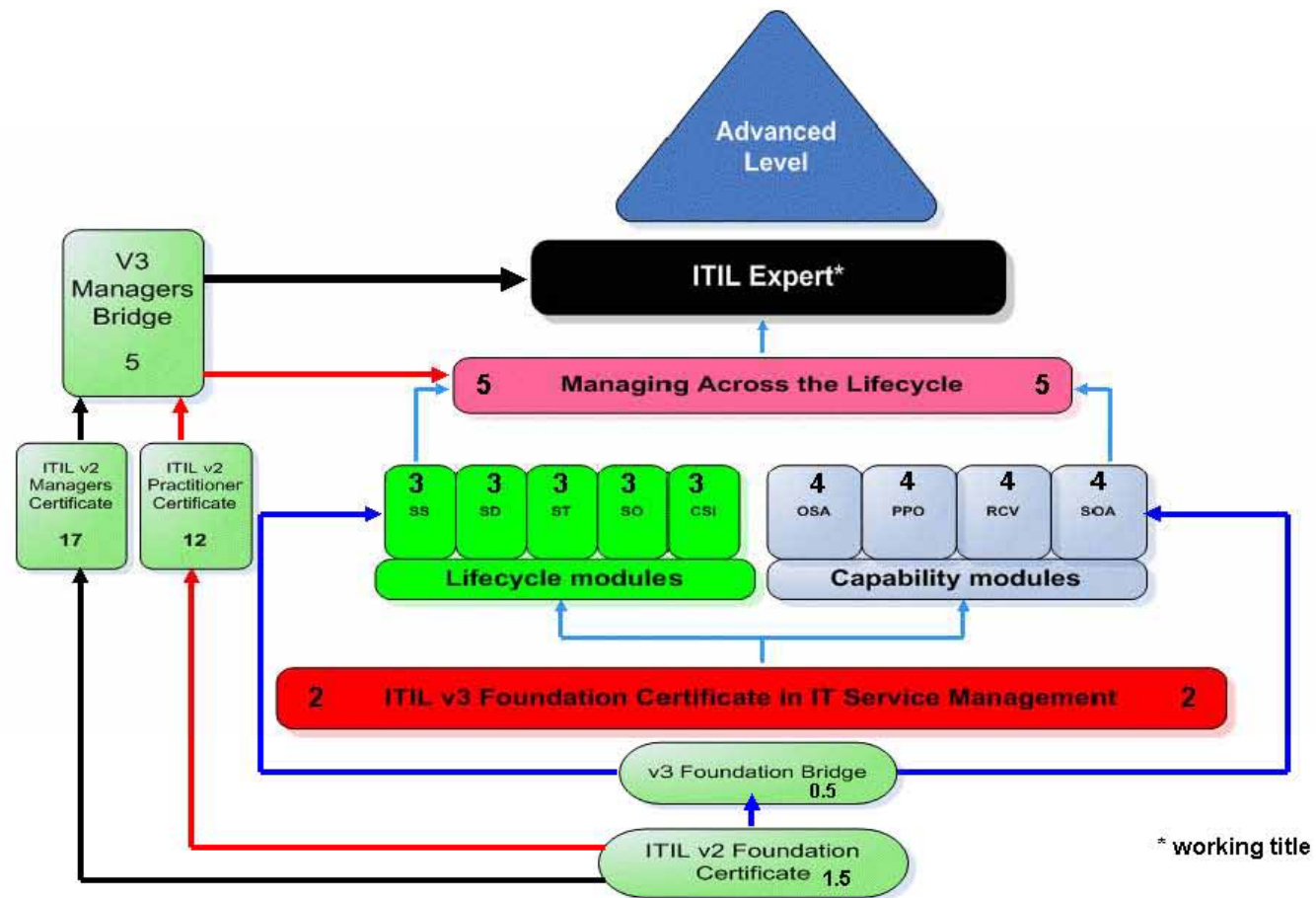
Achieved by earning 168 or more clock hours by completing  
2 Required Courses, 2 Concentration Courses, 2 Electives and 1 Final Project



# ITIL Qualification Scheme (1)



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