Knowledge is Power



Moving Data to Wisdom Using a Service Knowledge Management System





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, ^{Context} 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



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



The SKMS Enables Informed Decisions

Service Knowledge Management System

Tools and databases used to manage <u>service</u> knowledge and information including the CMS, Service Portfolio, AMIS, CMIS, SCD, Known Error Database, "Soft knowledge"

Decisions

Configuration Management System

Tools and databases used to manage <u>configuration</u> data and related information including incidents, problems, known errors, changes, releases and people

Configuration Management Database(s)

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





First Steps Toward Building an SKMS

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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?



Knowledge Management Activities



Leverage Social Networking

- Consider adding social networking techniques such as
 - Wikis
 - Twitter
 - Blogs
 - Intranets



Blog

- 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

All submitted knowledge must be filtered and controlled for accuracy and appropriateness.

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

Questions and Answers

Thank you for attending





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