Information Services
Business Relationship Management
IS Winning with the Business

About ITSM Academy

Accredited Education
- Certified Process Design Engineer (CPDE)â
- ITIL® Foundation
- ITIL Capability (OSAIPPOIRCVISOA)
- ITIL Lifecycle (SSISDISTISOICSI)
- ITIL Managing Across the Lifecycle (MALC)
- ITIL Service Manager Bridge
- ISO/IEC 20000 Foundation
- MOF Foundation

Practical, Value-Add Workshops
- ITSM Leadership
- ITIL, MOF, ISO 20K Overviews
- Apollo 13, Visible Ops: The Class
- And more!

Since 2003 - *Tens of Thousands Trained and Certified*

ITSM Professional Diplomas
- Change/Support/SLM

Public Classes throughout U.S.

Corporate On-Site Classes

Virtual Classes

Courseware Licensing
- Corporate & Partner (GEM)

Alumni Program

PMI Global Education Provider

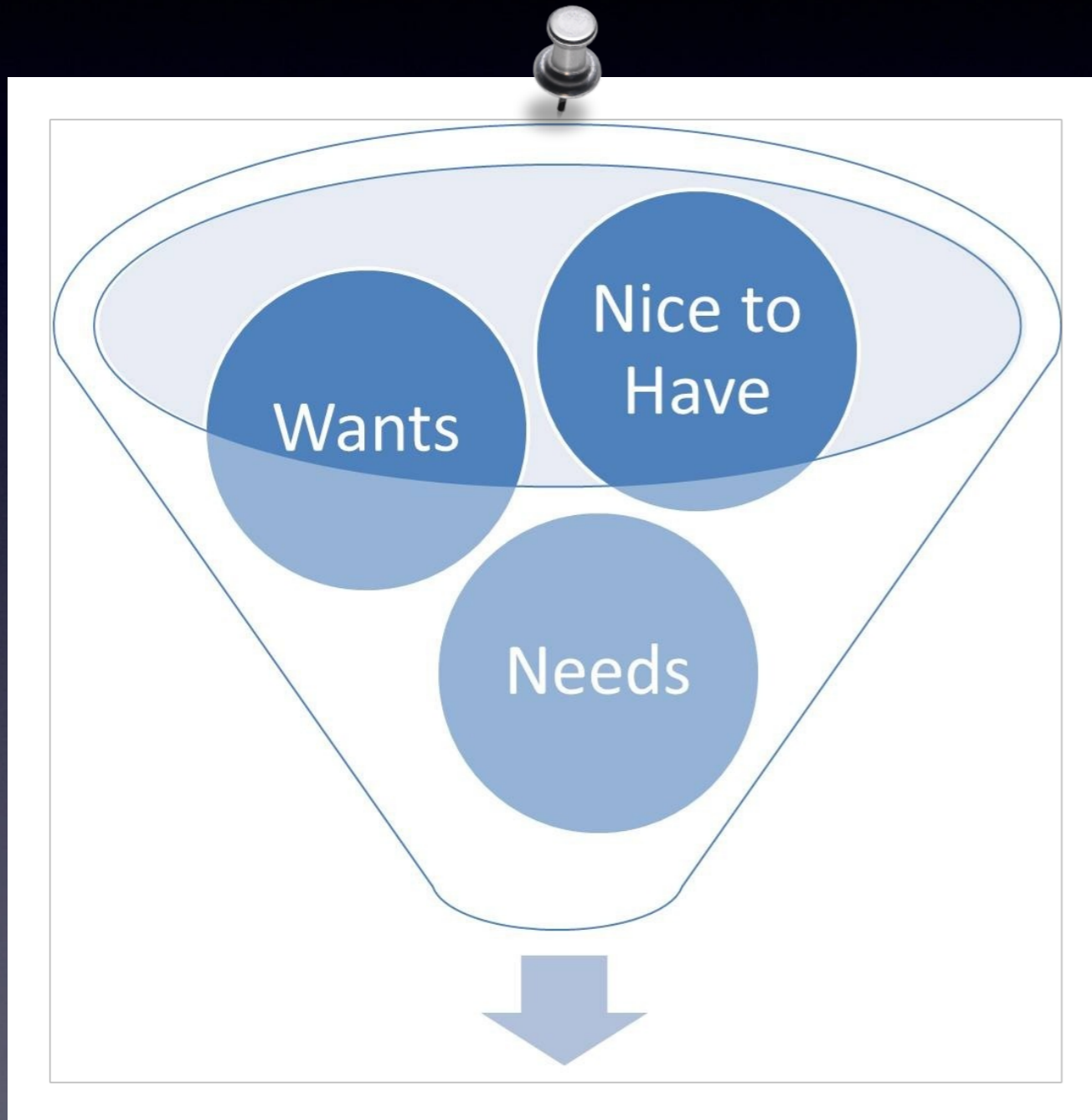Federal Government (GSA) Contractor

Certified Woman-Owned

Welcome!

Business Relationship Management Overview

- Drivers

- Historically

- Descriptions

- Positives & Negatives

Represent the Business to Information Services (IS)

- Demand Management

- Strategy Convergence

- Consumerization

- Digital

Wants

Nice to Have

Needs

Represent Information Services (IS) to the Business

- Communication & Collaboration

- Educate and Reinforce Process

- Service Catalog and Application Portfolio

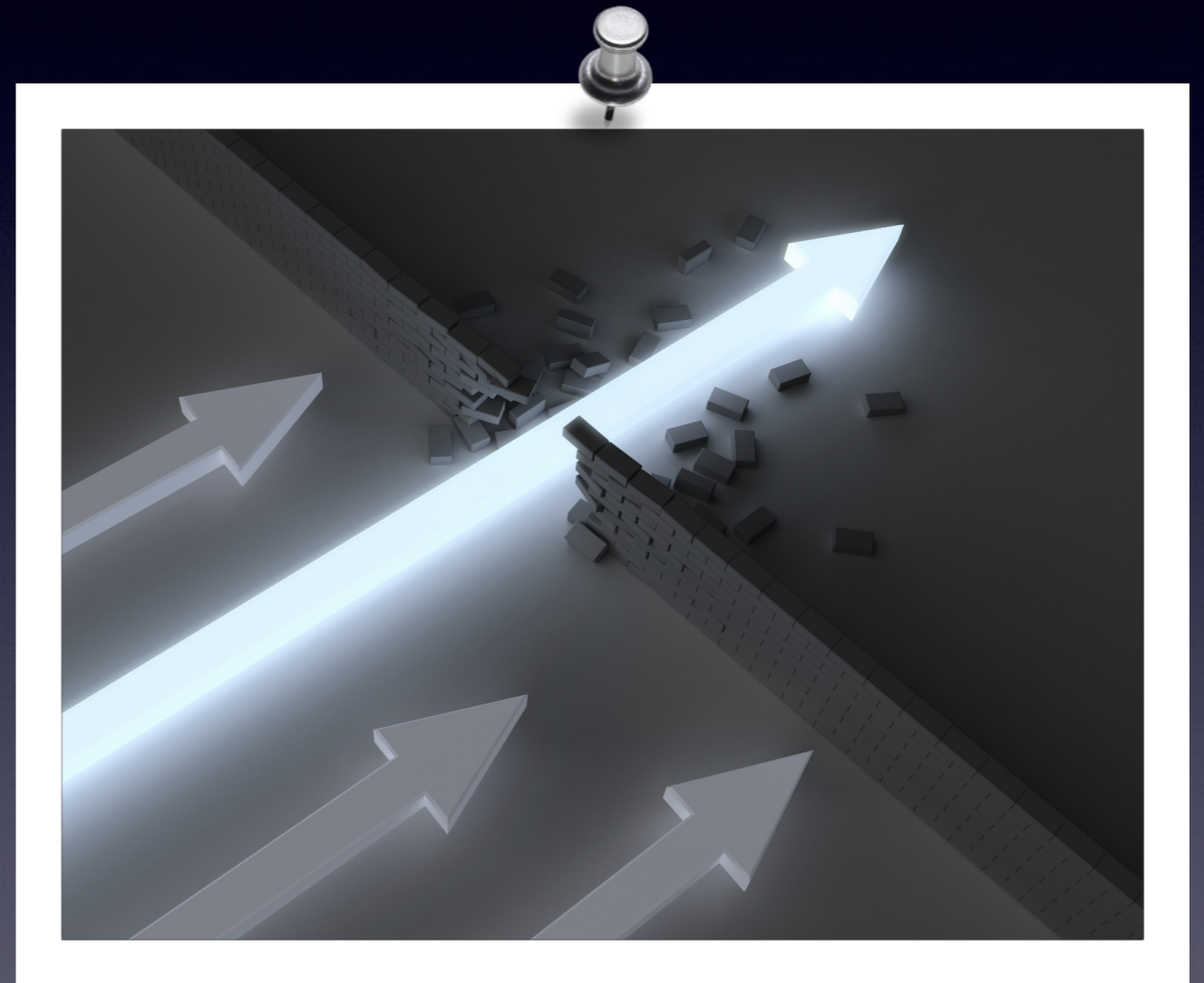- Project / Portfolio Management

What's In IT For Me?

98.6 WIIFM

- Technology Foresight

- Competitive Insight

- Financial Transparency

- Governance

- Security

Expanding Capabilities

- 3rd Party Suppliers

- Qualifying Solution Providers
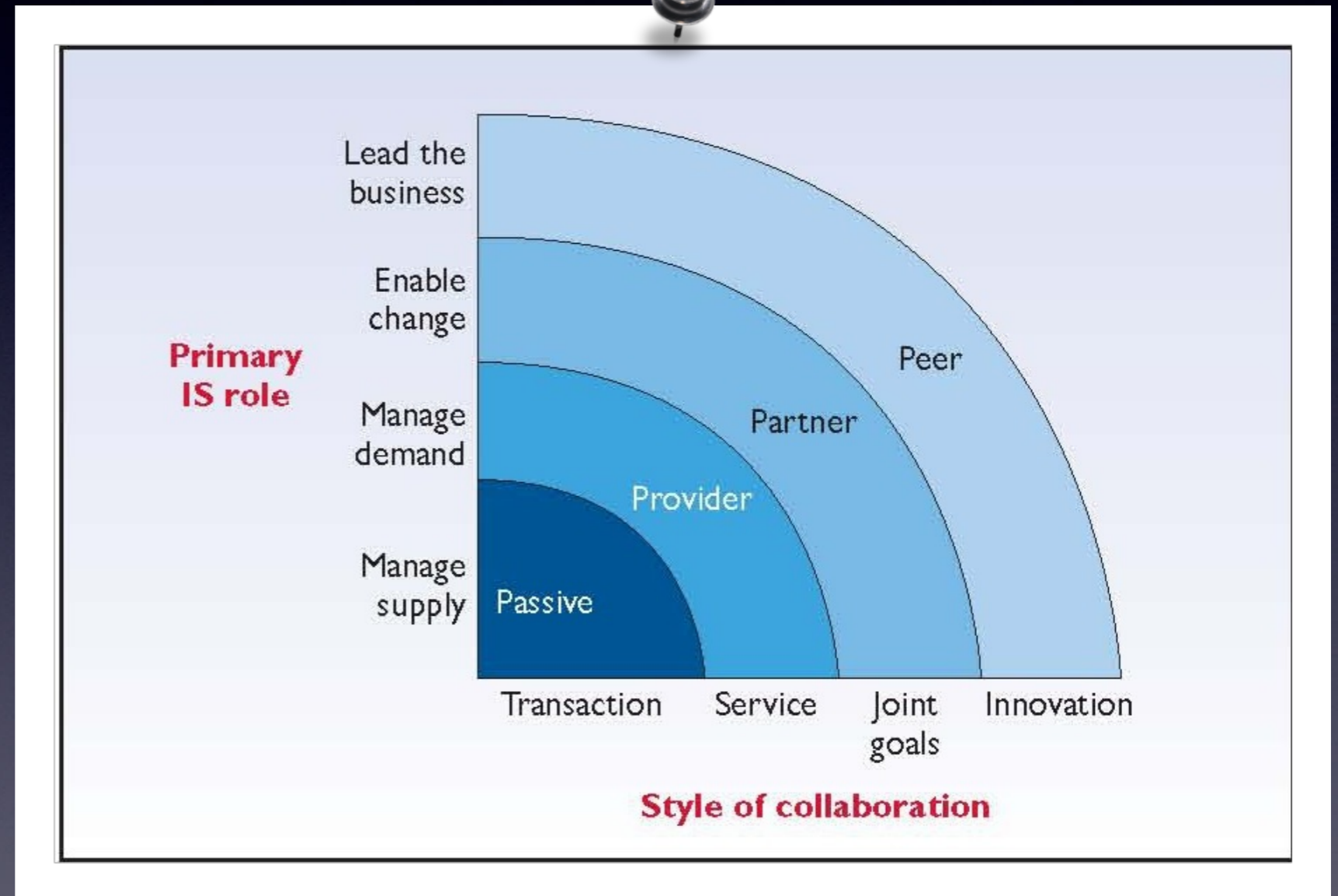
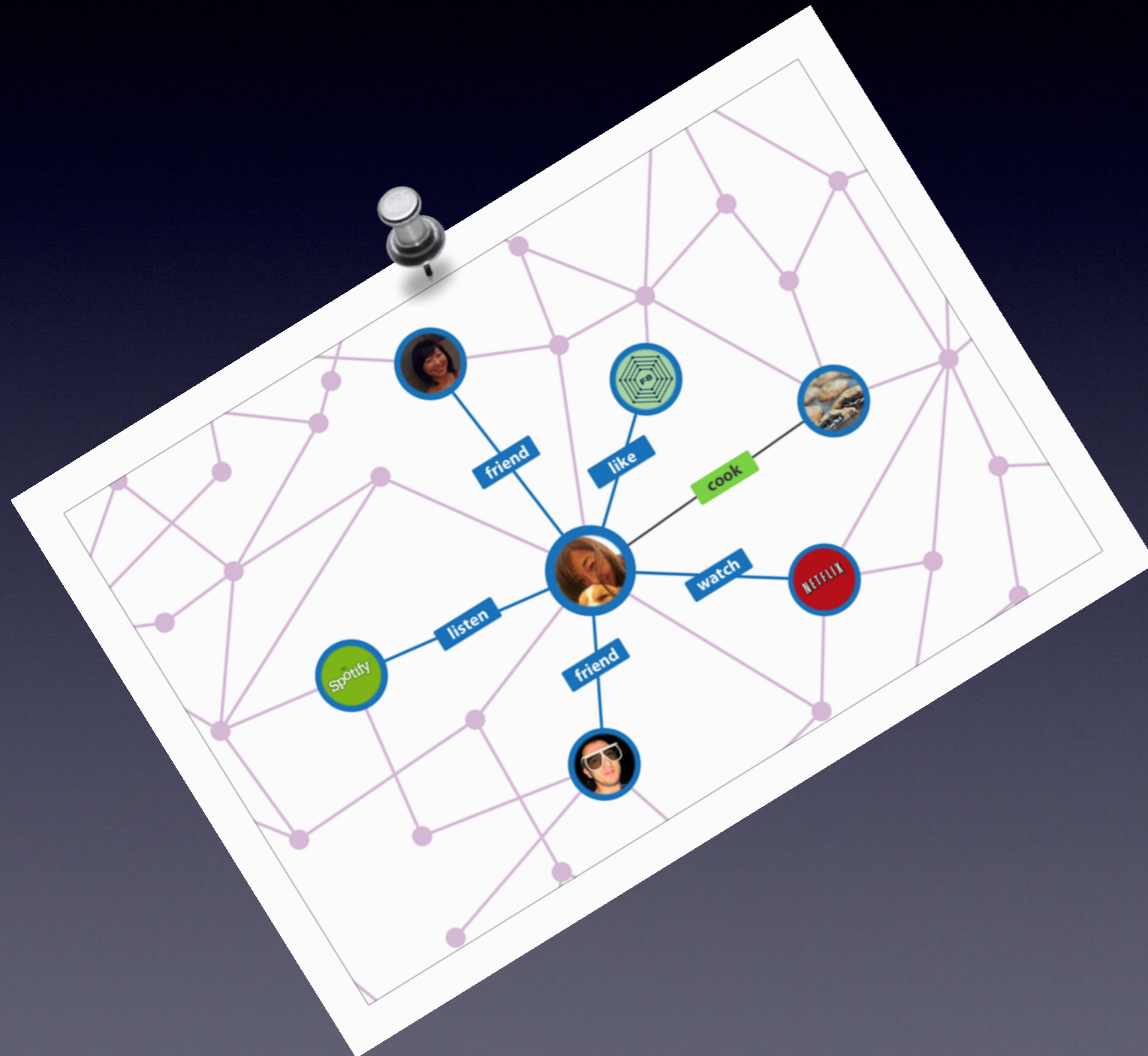- Bridging All Stakeholders

Success Metrics

- Strategy Alignment

- Responsiveness

- Reliability

- Inclusion

- Valued Opinion

BRM Maturity

- Passive

- Provider

- Partner

- Peer

Mead, K. (2012). Why is Business Relationship Management (BRM) so Important in Today's Rapidly-Evolving IT World?. Retrieved from CSC: Leading Edge Forum website: http://lef.csc.com/blog/post/2012/10/why-is-business-relationship-management-brm-so-important-in-todays-rapidly-evolving-it-world
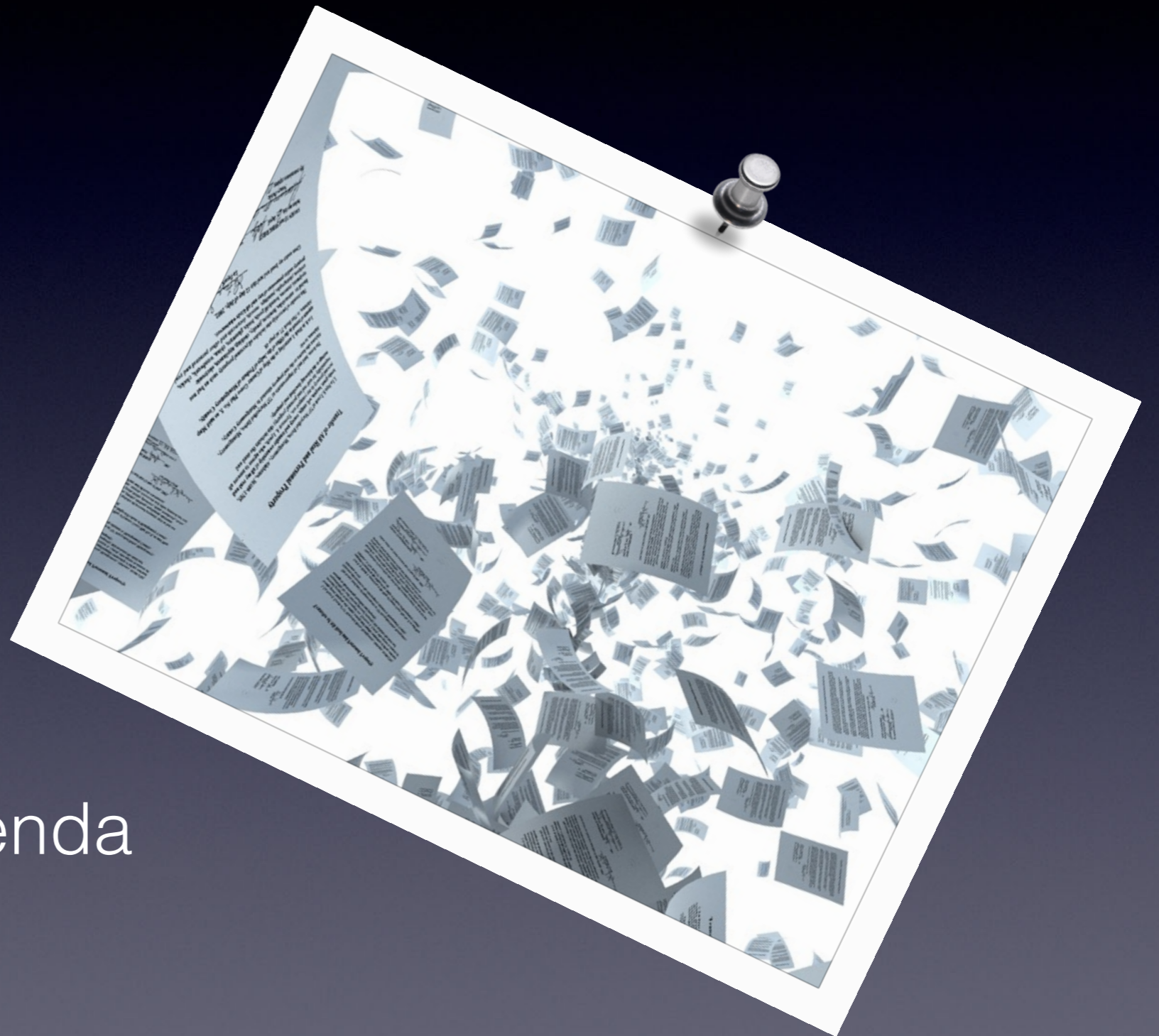
Networking

- Business Teams

- Conferences

- Trade Shows

- Training Centers

- Social Media

Pitfalls

- Acronyms

- Disconnected

- Face Time

- Slow Results

- Lack of an Agenda

Innovation

- What's missing?

- How is it different?

- How does it become tangible?

- What is success?

- What was taught?

Express Yourself

*How May I Help You or
Your Team's Success Journey?*

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