



“We Don’t Like Our Service Management Tool”

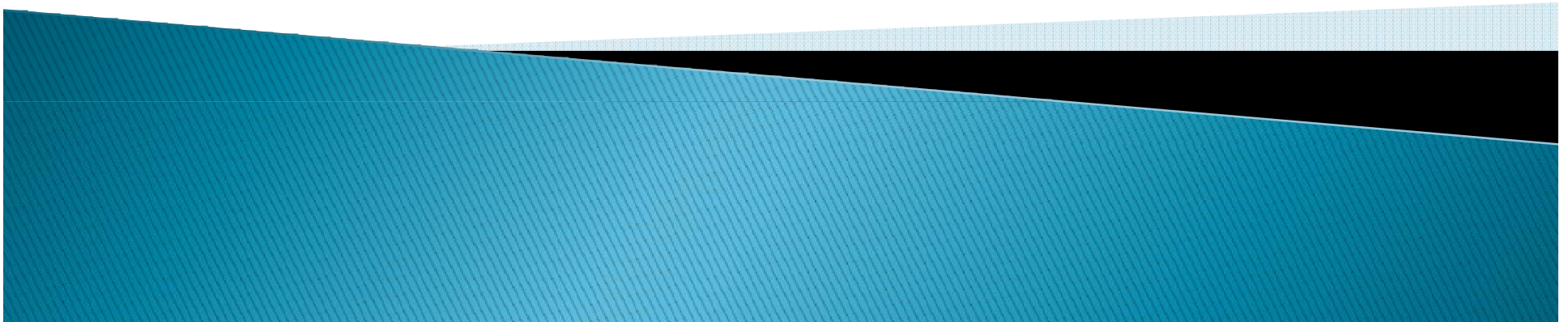
ITSM Academy Webinar Series

Presented by

Keith D. Sutherland

Service Management Dynamix, LLC

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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
 - ✓ 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!

About 'us'

- ▶ Service Management Dynamix™, LLC, is a South Carolina based organization, with offices in Rock Hill, SC and Peoria, IL. SMDx is dedicated to delivering high-quality IT Service Management training, specialized workshops, and consulting services - all based on the IT Infrastructure Library.
- ▶ ITIL® is a registered trademark of the Office of Government Commerce (OGC). The Swirl logo™ is a Trade Mark of the Office of Government Commerce

Today's trek

- ▶ The open
- ▶ The big picture
- ▶ Processes and control loops
- ▶ ITSM Enterprise Tool selection
- ▶ Retro-fitting (Continual Service Improvement)
- ▶ Organizational Change Management
- ▶ The close



Sound Familiar?

- ▶ “it’s not fair that we held to the same targets for service requests that we are for incidents”
- ▶ “we have short term people making long term decisions”
- ▶ “I liked our previous tool much better – wish we were still on it”
- ▶ “the area to record knowledge has been grayed out in the tool”
- ▶ “our tool sucks”
- ▶ “our strategy! ...what’s that?”

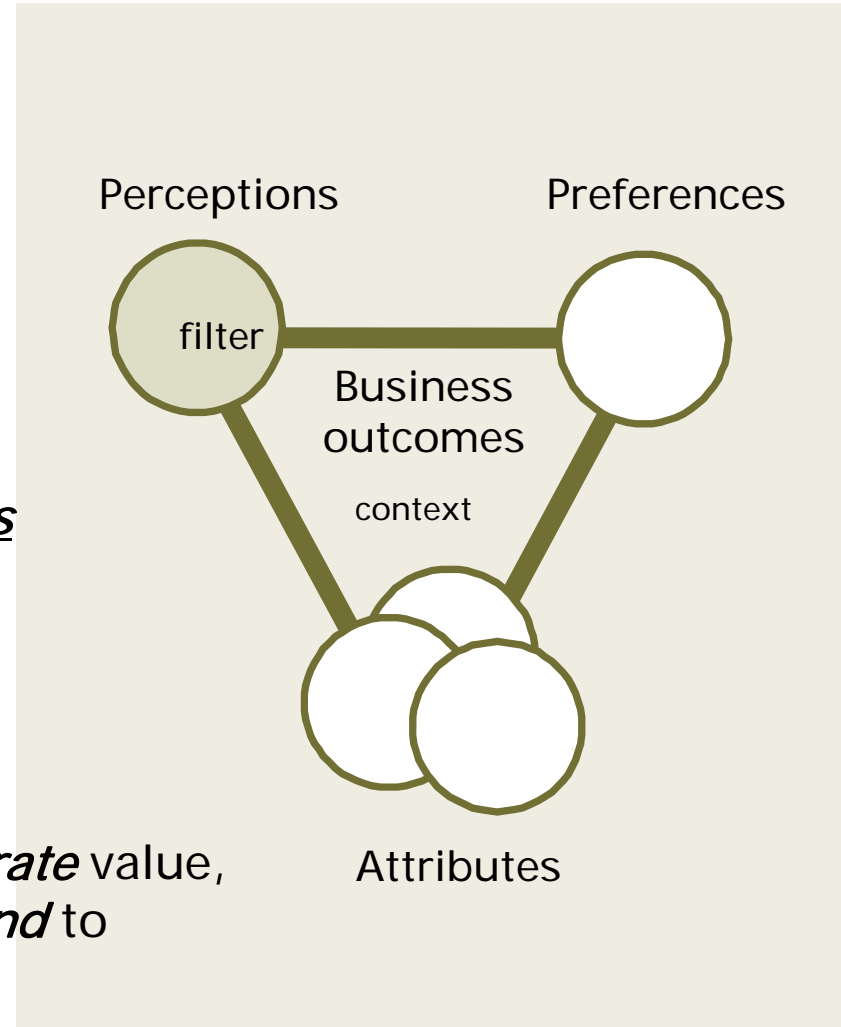
Value Creation

Value is defined by both *business outcomes* and *perceptions*

Perceptions are influenced by *service attributes* and *customer's self image*

The *customer* defines and differentiates value

Service providers must *demonstrate* value, *Influence* perceptions and *respond* to preferences

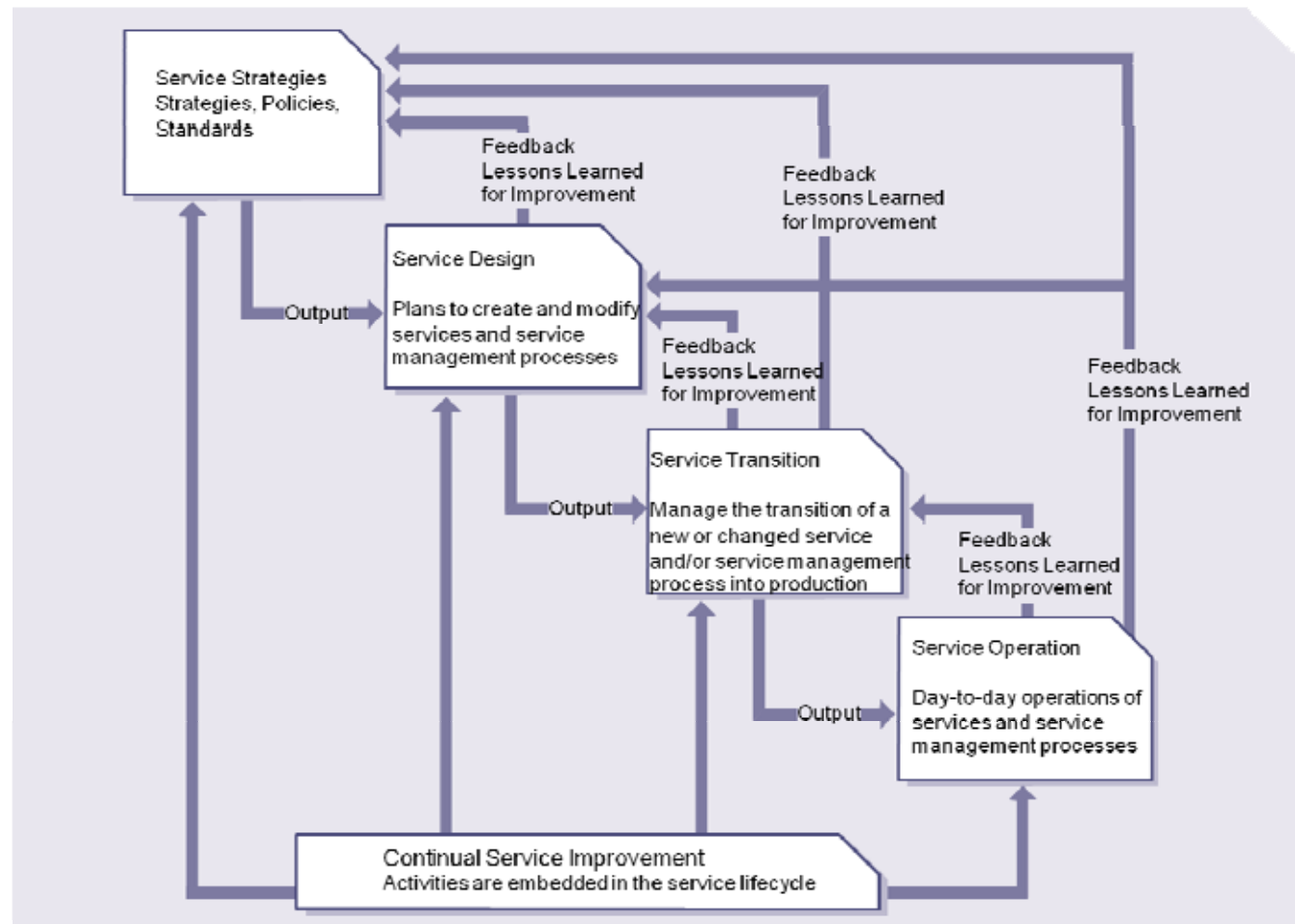


What customers value is frequently different from what the Service Provider believes it delivers.

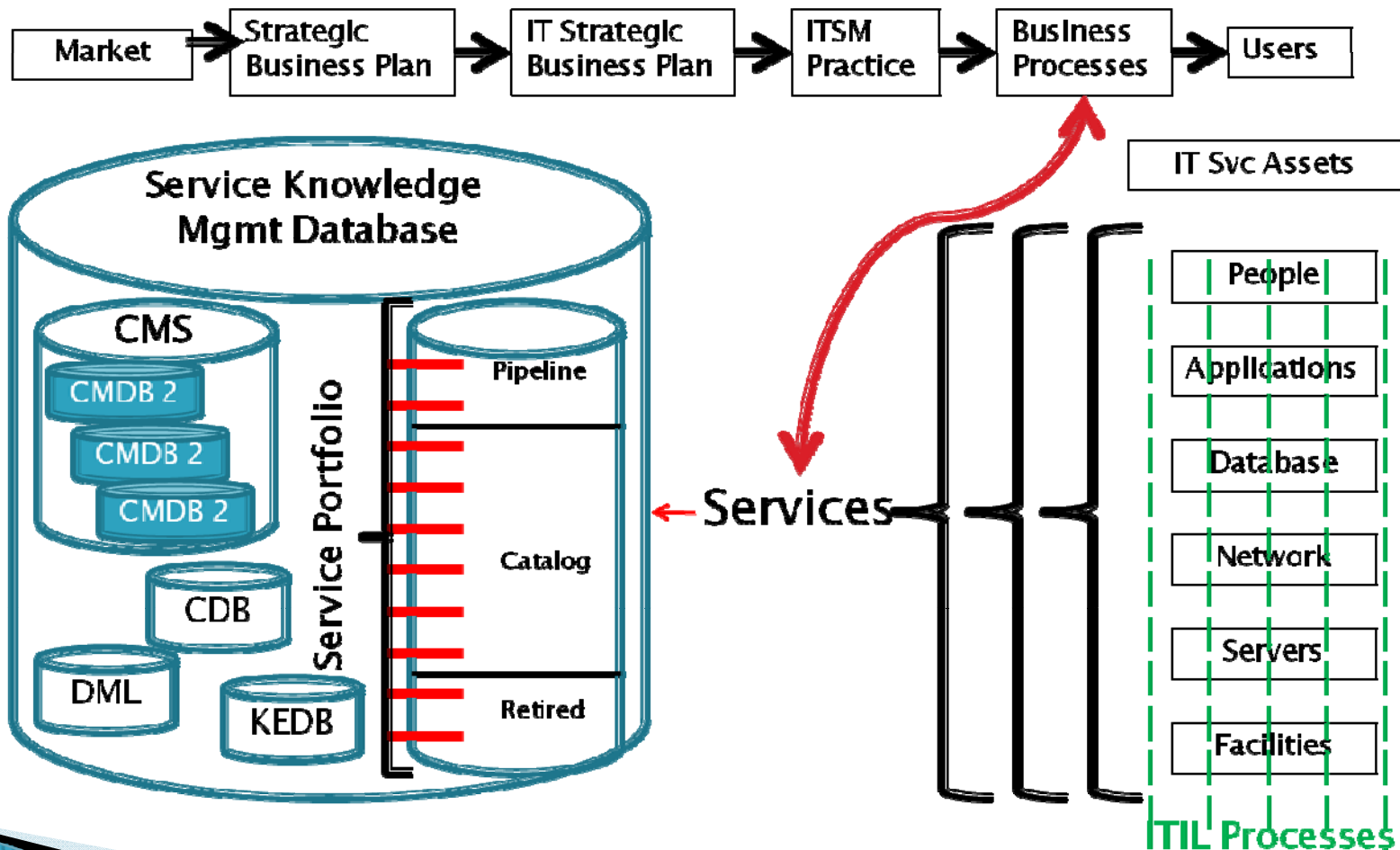
Challenges for Tool 'Lifecycle'

- ▶ the importance of understanding your process requirements and selecting tools that can fulfill the majority of your requirements.
- ▶ review the current tools to ensure that all of the functionality and capability of those tools are being realized before investing in additional tools.
- ▶ there is a significant dependence on the success of any tool/process deployment on how effective the communication is, and how effective that communication addresses cultural and organizational issues.

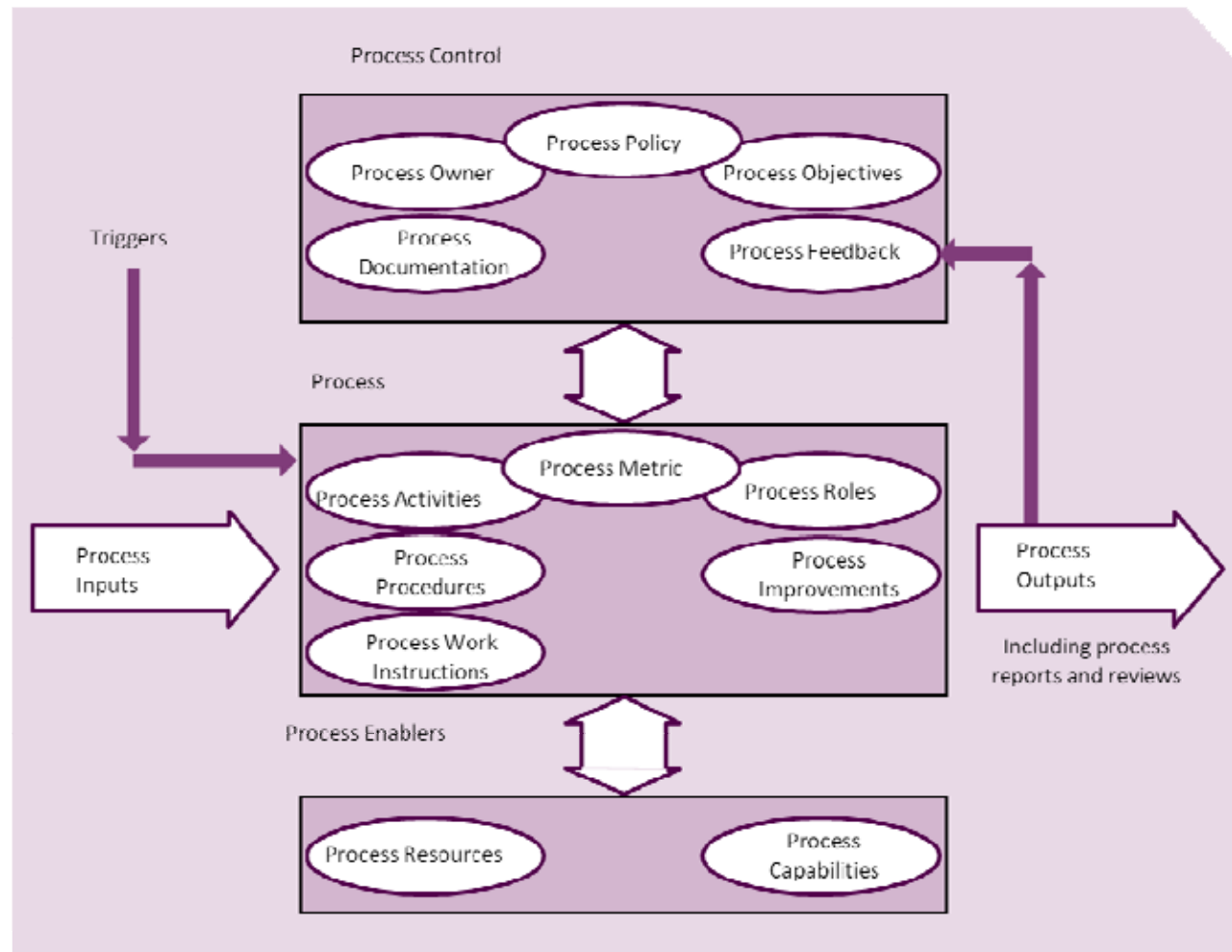
The ITSM Lifecycle



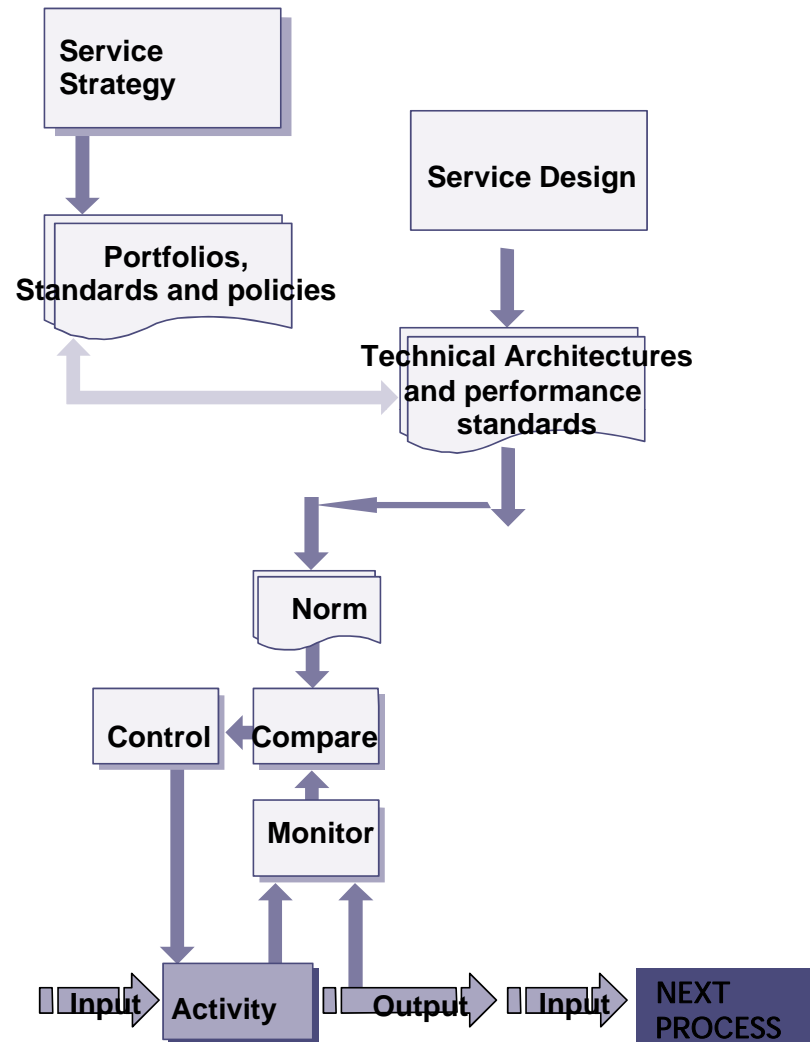
Business Strategy > ITSM



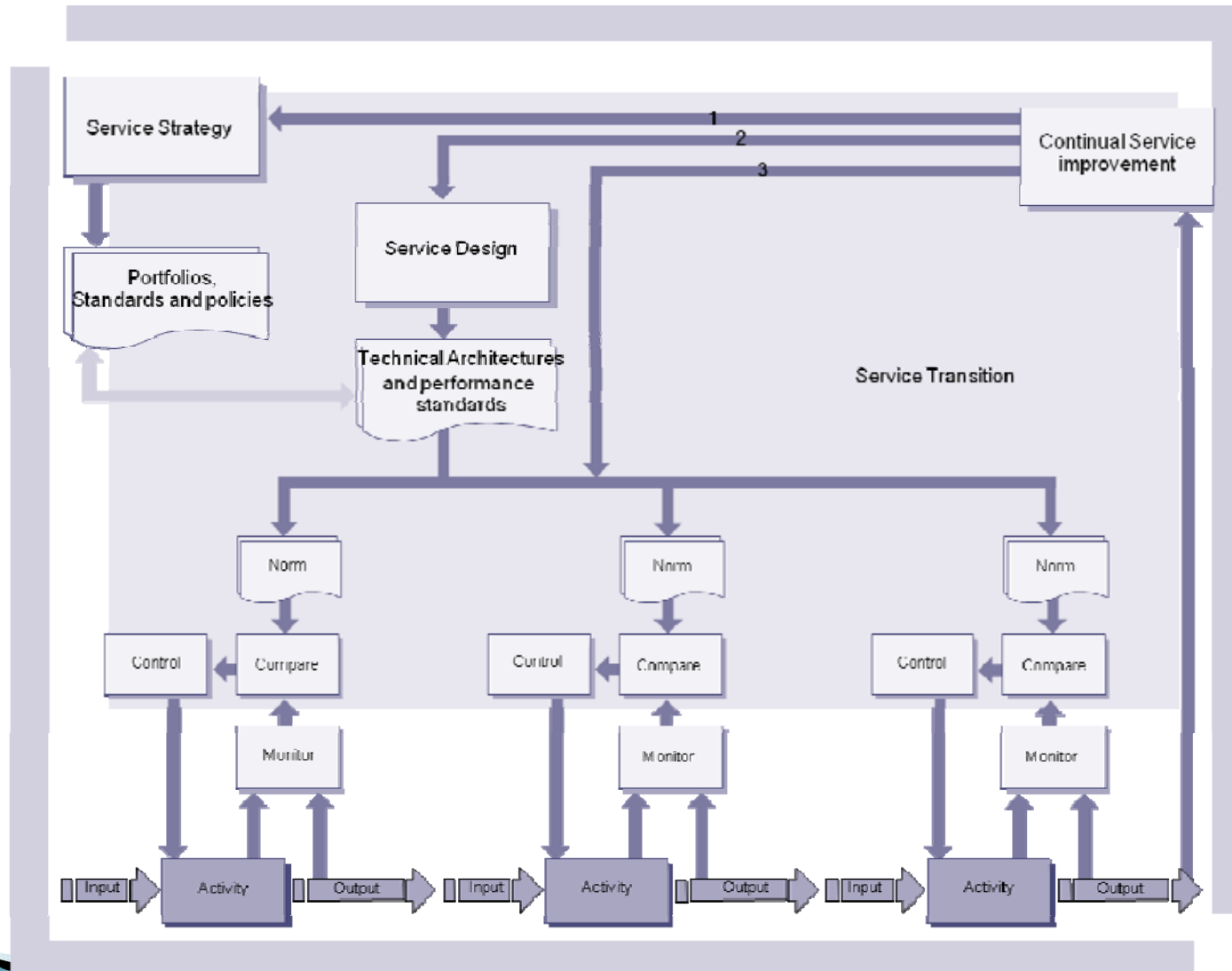
The Process Model



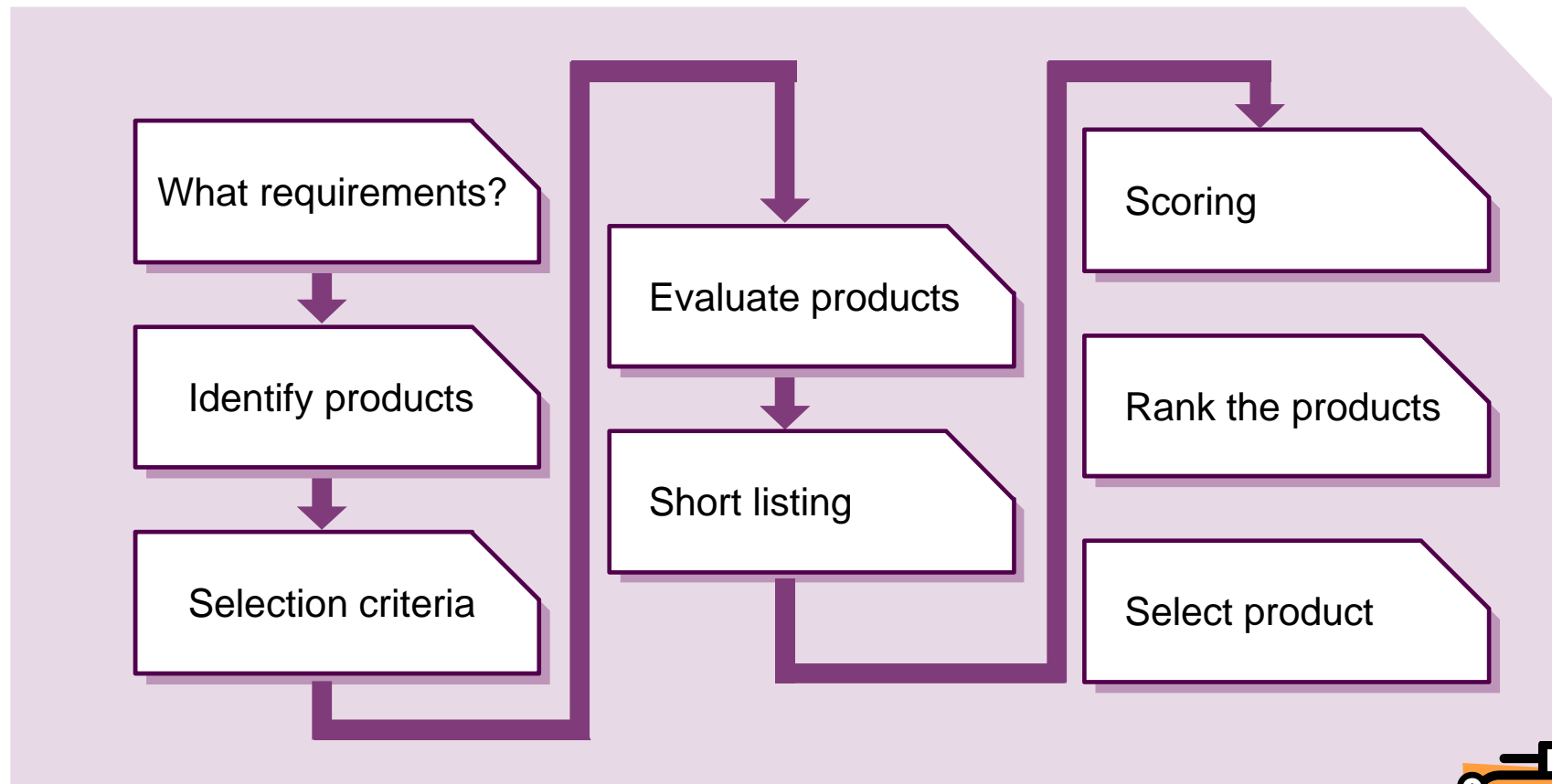
ITIL® Processes Are 'Closed Loop' Systems



The ITSM 'Closed' Loop



Tool Selection – the ‘front door’ approach

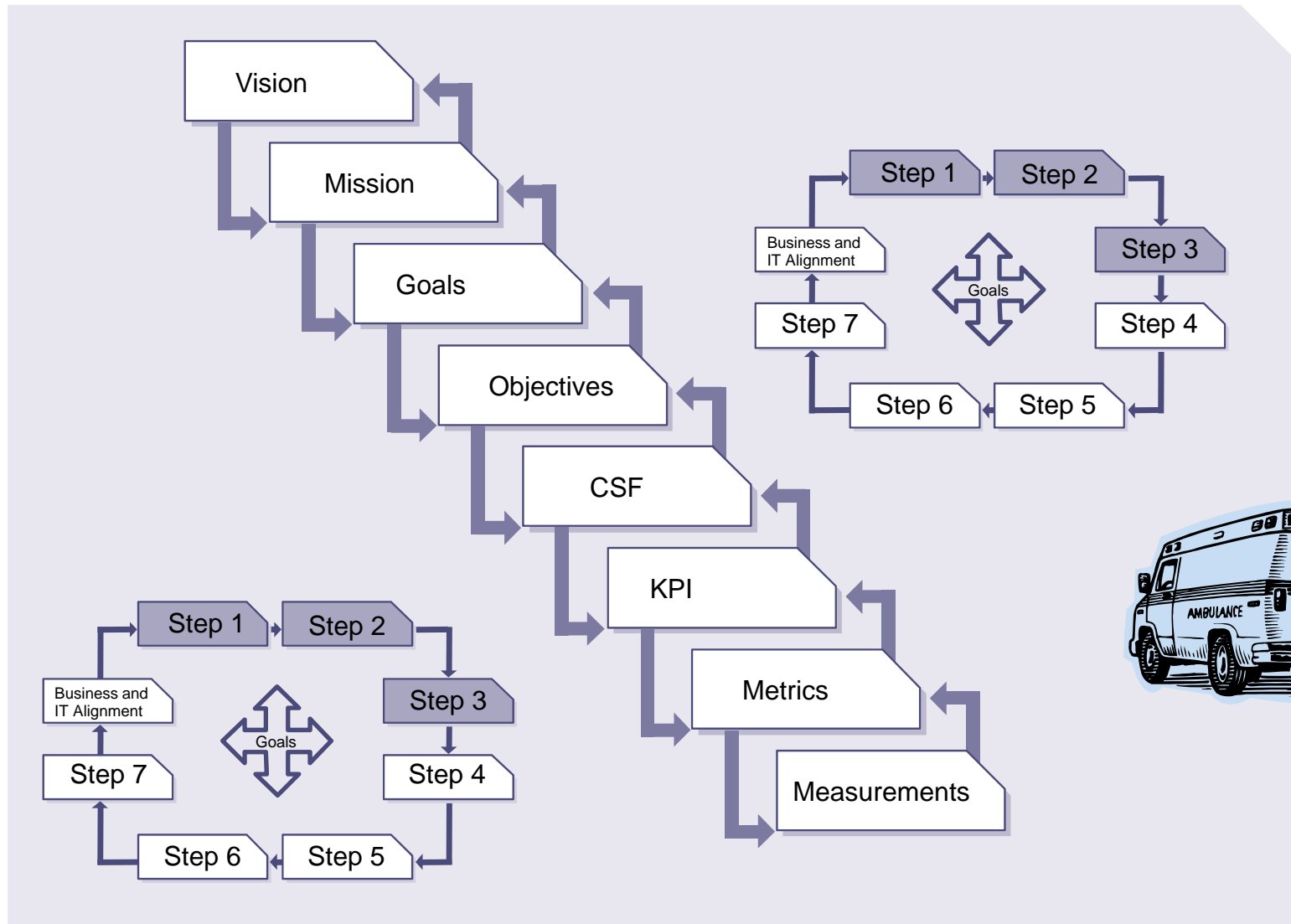


How much of the 'out-of-the-box' functionality of your tool is currently deployed?

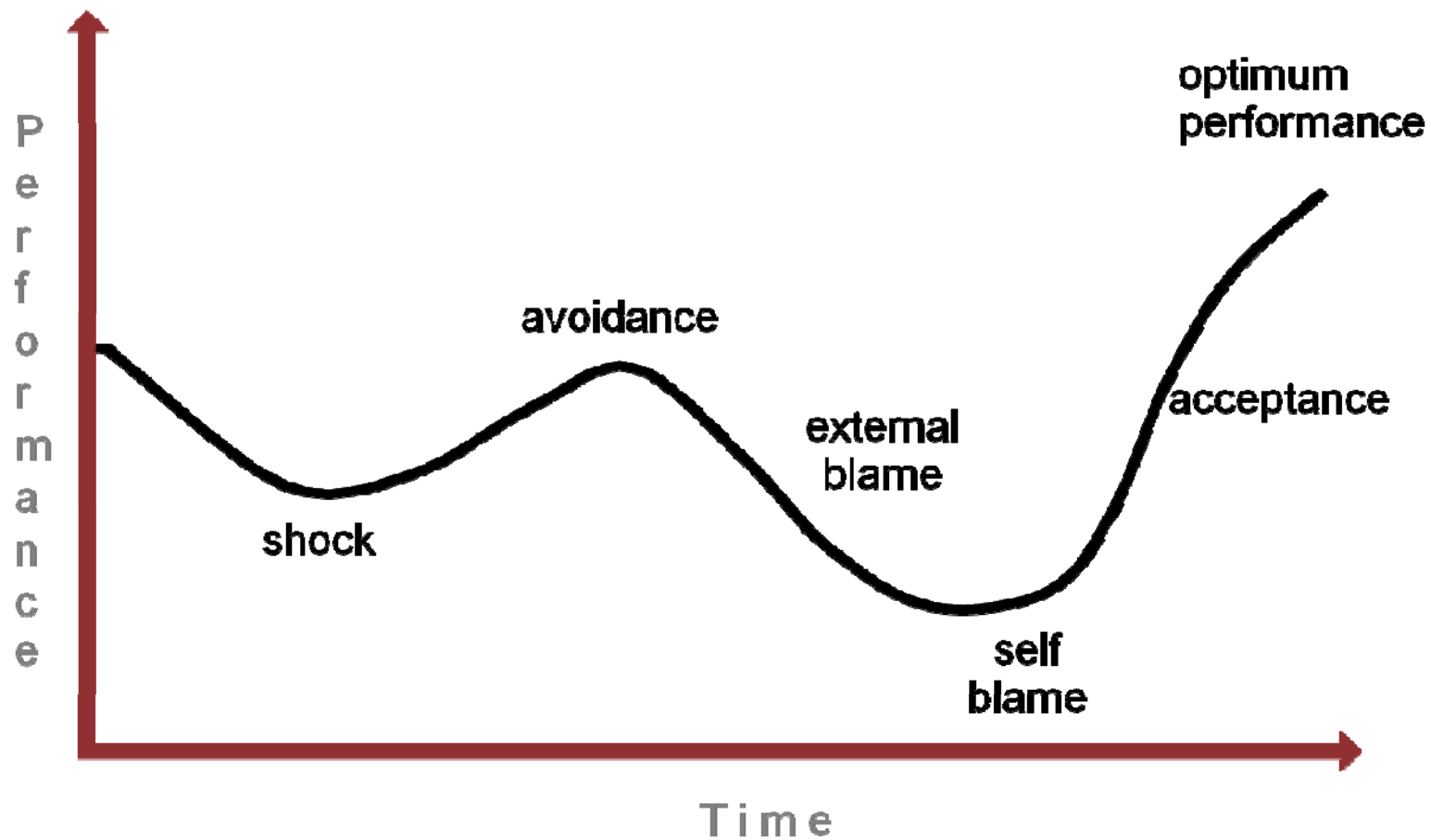




Tool Utilization – ‘front door’ or ‘retro-fit’



The 'Valley' of Despair



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The Path to Optimal Acceptance

- ▶ Involve the stakeholders (in the beginning and throughout)
- ▶ “It’s not practice that makes perfect ...it’s perfect practice that makes perfect” – Vince Lombardi
 - (Target your communications)
- ▶ Vendor involvement does not end at deployment!
 - This tool is strategic to your ITSM practice!
- ▶ Think Customer!

Things we must remember

- ▶ It is okay to manage request fulfillment as part of the incident management module of your tool ...as long as you respect SLA targets differently
- ▶ Silos (across functions/processes) are not intended
- ▶ “No tools without the rules”
- ▶ Know your organization strategy (business & IT)
- ▶ Synchronization of closed loops
- ▶ Culture ...CULTURE ...CULTURE!

Thank you for your time!
Questions?

