

# MarsLander®



GamingWorks.nl

**Is this the End of ITIL?  
No. It is the End-to-End of ITIL!**

**Next Generation ITSM simulation!**

*By GamingWorks*

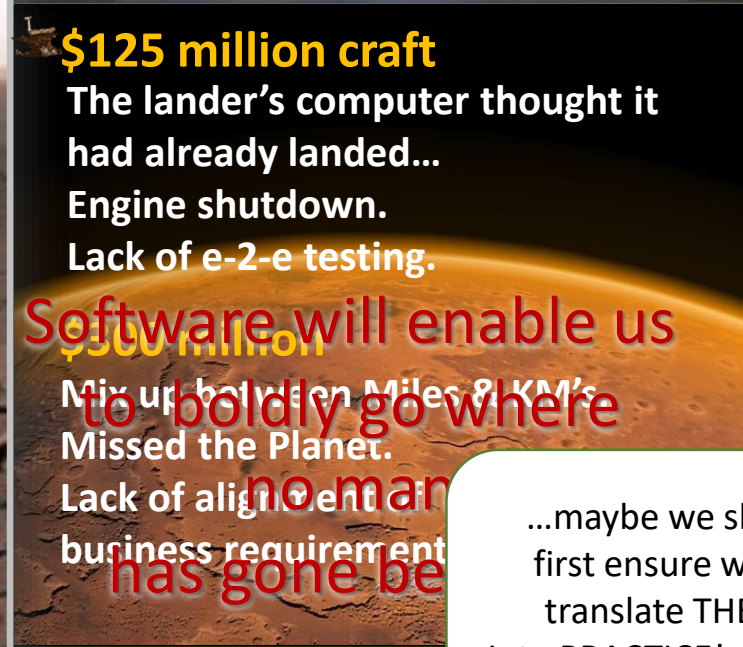
*Version 2.0 UK*



# MarsLander®



...We have invested in  
COBIT, BRM, DevOps,  
ITIL....  
**We're ALL SYSTEMS GO!**



**COBIT**

**ITIL4**

**ITSM  
TOOLS**

ITIL Certification? Yeah, Cause That'll Solve Everything



# IT AND the Business behavior change



A means of enabling **VALUE** **co-creation** by facilitating **OUTCOMES** that customers want to achieve, without the customer having to manage specific **COSTS** and **RISKS**.

**AXELOS**  
GLOBAL BEST PRACTICE

What has the business got to do with ITIL 4?

By Paul Wilkinson - GamingWorks | 13 August 2019  
Behaviour, Collaboration, Governance, IT service management (ITSM), ITIL 4, Value





# Co-creation?

**Joker**

"....I was told we have to break down the SILOs...so I just took your WALL out!..."

**DevOps.com**

Click here

**DevOps and Collaboration: Fraternizing with the Enemy?**

The SILO mentality

**DevOps INSTITUTE**

**DevOps Skills Report**

**8** ♠

Our improvement focus stops dead as soon as the project finishes or the sponsor goes

In our survey of more that 2000 IT organizations  
Only **20%** were doing formal CSI.....

Continuous Improvement

**29%**

**5** ♦

"You have my full commitment. Apart from time, money, effort & just so long as I don't have to be involved!"

**ITSM TOOLS**

Knock, Knock – Who's There? ITIL 4 ... ITIL for Who?

**ITIL4!**





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## MISSION CONTROL CENTER

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C3+ 00:00:00  
T0 00:00:00



- ✓ Agile Transformation
  - doing 'Agile', 'DevOps' complaints about ITIL relevance!
- ✓ How do I make ITSM more Agile!
- ✓ ITIL Foundation too abstract, not going to send all - everybody needs awareness though!
- ✓ How do we get e-2-e teams to 'collaborate' (SILO's)!
- ✓ Conflicting business demands – resource issues
- ✓ Constant change! CI needs to be a core skill!
- ✓ IT needs to be more business/customer focused

America, Belgium,  
China, Denmark,  
Germany, England,  
Hungary, Poland,  
Switzerland...

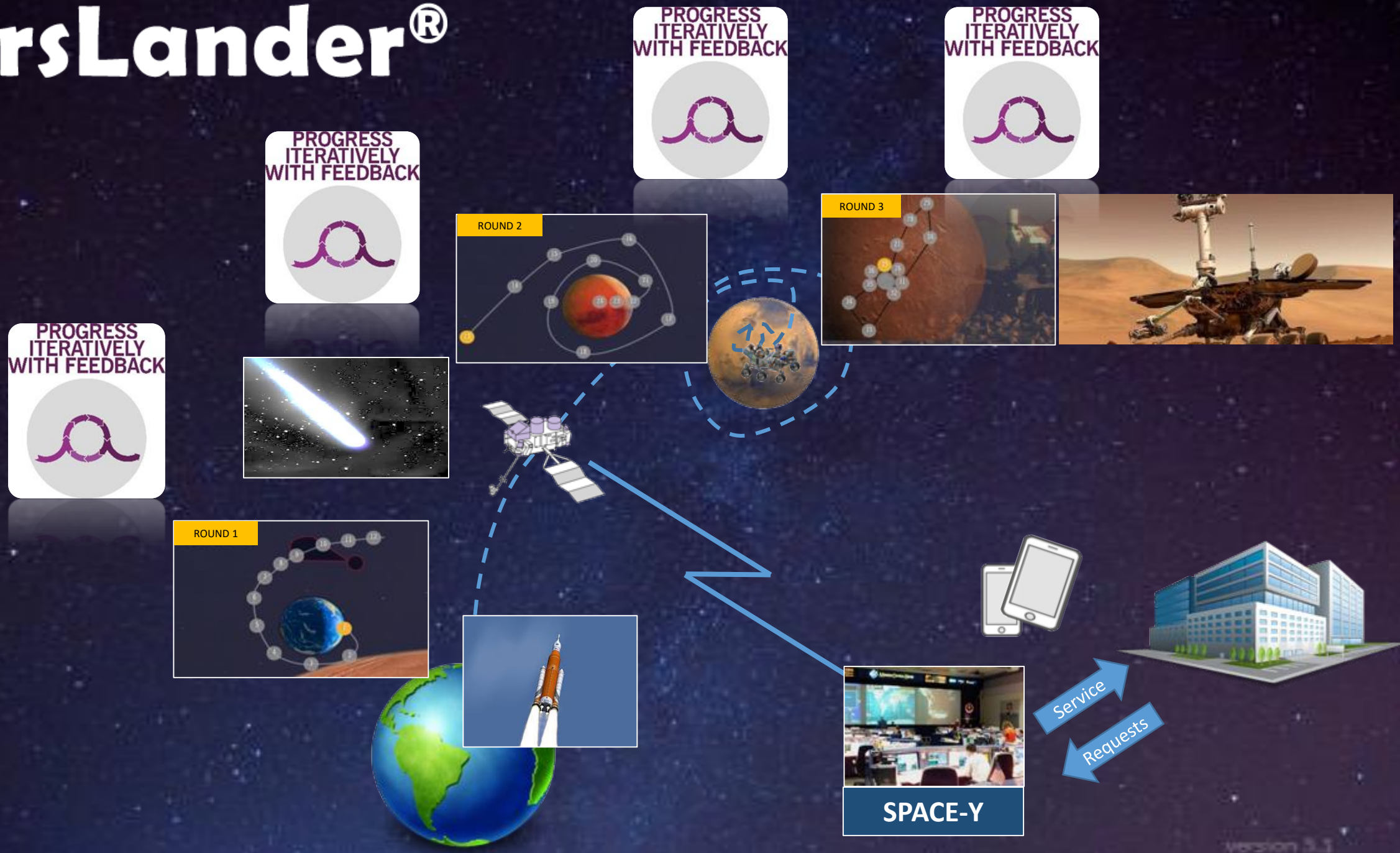
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Relevance is something you have to claim

itSMF UK



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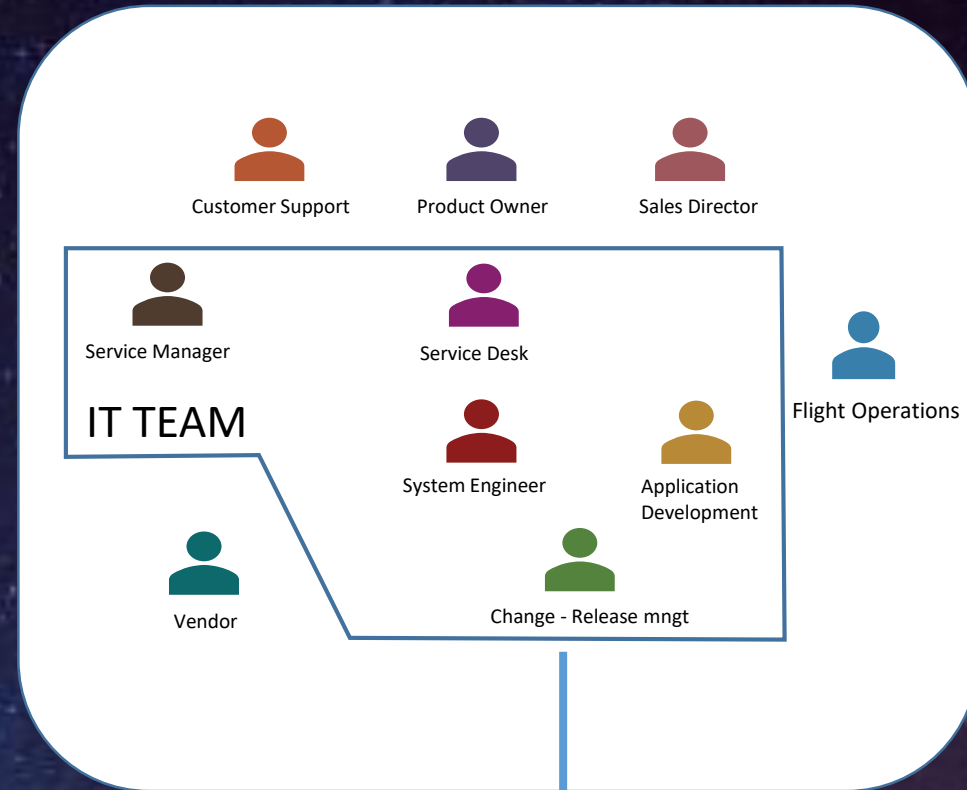
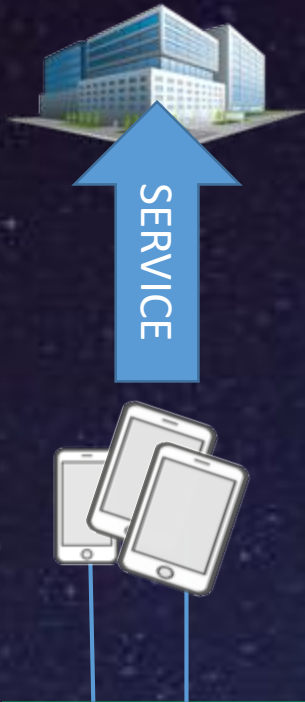
# MarsLander®

- ✓ Business
- ✓ Product owner
- ✓ Service management
- ✓ App (dev) & Operations
- ✓ Vendor
- ✓ End-to-end teams to discover value of ITIL4

ITIL®  
Foundation  
ITIL 4 Edition

AXELOS  
GLOBAL BEST PRACTICE

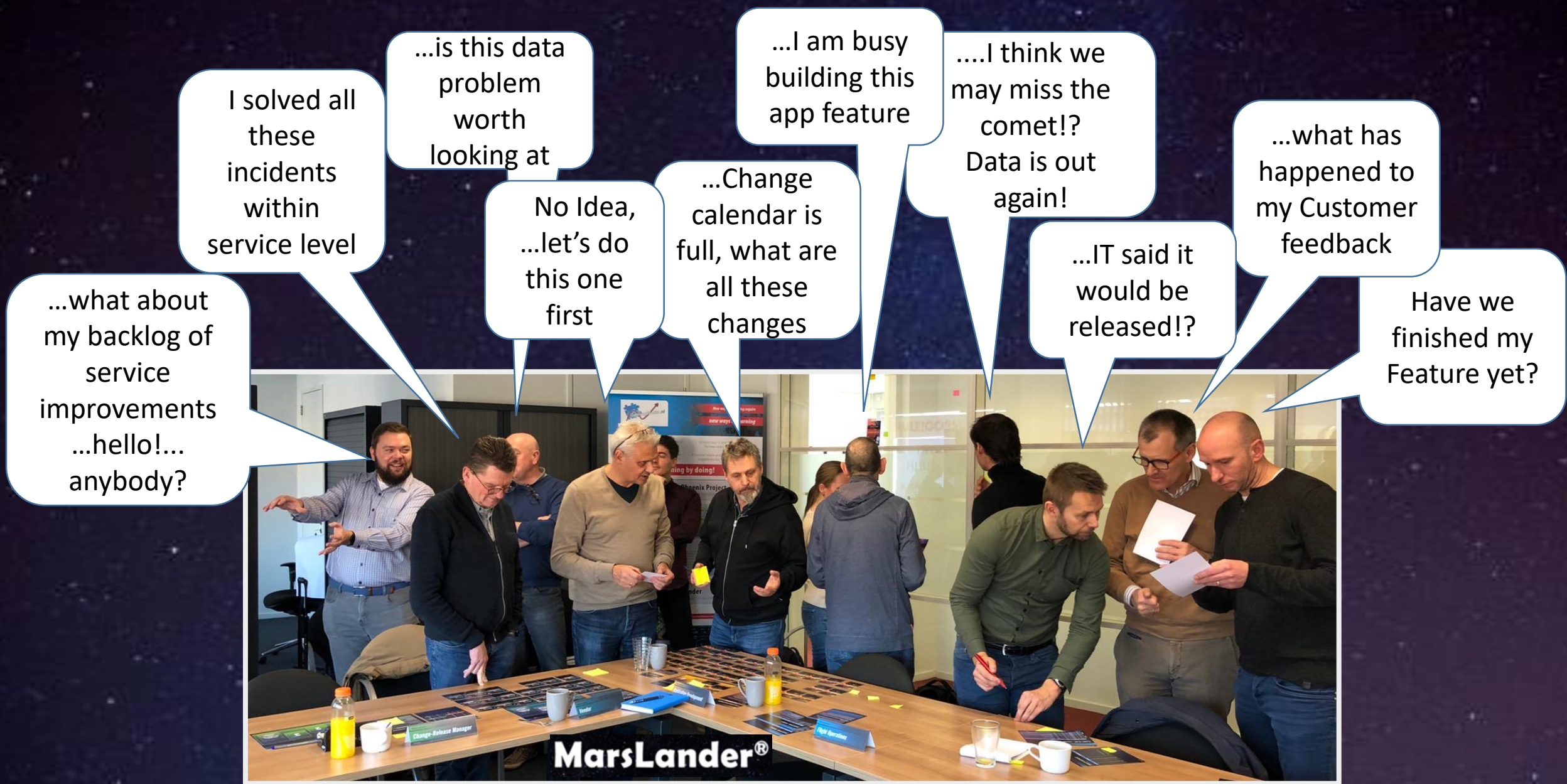
ITIL®  
OFFICIAL  
PUBLISHER



DELTA20







...what about my backlog of service improvements ...hello!... anybody?

I solved all these incidents within service level

...is this data problem worth looking at

No Idea, ...let's do this one first

...Change calendar is full, what are all these changes

...I am busy building this app feature

....I think we may miss the comet!? Data is out again!

...IT said it would be released!?

...what has happened to my Customer feedback

Have we finished my Feature yet?

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version 3.1





**MarsLander®**

**CEO**

version 3.1





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## MISSION CONTROL CENTER

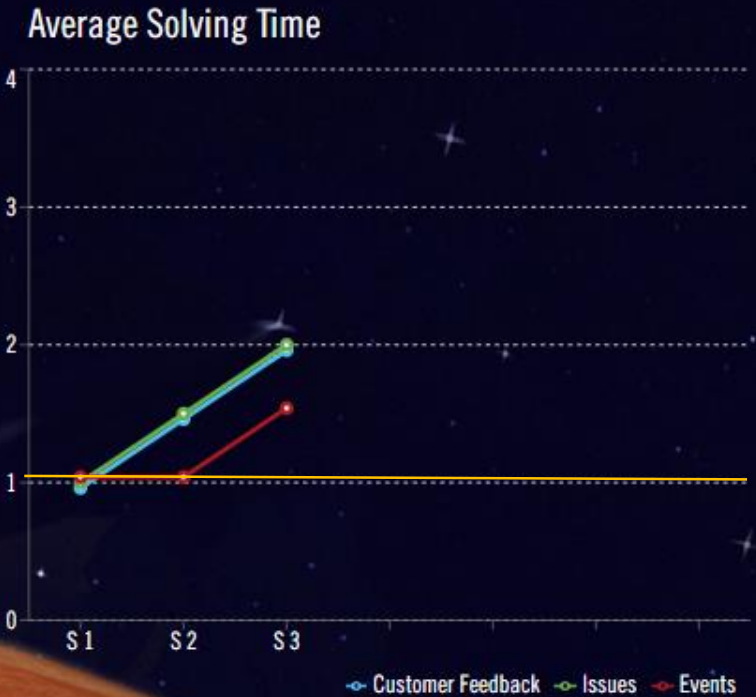
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TEAM: MARSLANDER

# DASHBOARD SPRINT 3



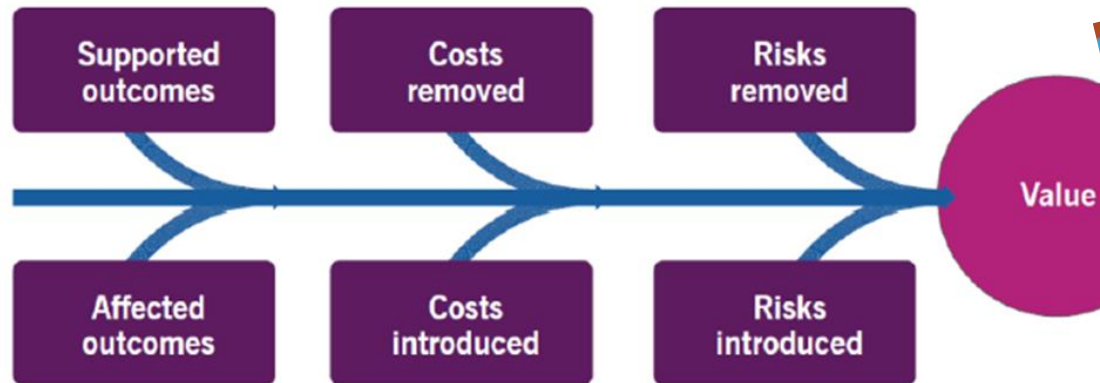




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## MISSION CONTROL CENTER

$$V = VC - VL + VI$$



Negative effects  
of the service

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**7 REQUEST**  
Sales Director

APPLICATION TO EDIT MOVIES FROM THE SURFACE OF MARS

**4 FEATURE**  
Customer Support

WE WANT A FEATURE TO NOTIFY US IF NEW DATA IS AVAILABLE

This is a great feature to send e-mails or SMS to alert customers that new info is available.

**03 ISSUE**  
Flight Operations

**1 EVENT**  
Service Desk

AMPS \$

We need to shutdown some systems. Use the AMP Workaround card, which systems to shut down, and Flight Operations.

**3 PROBLEM**  
System Engineer

ERRORS IN COMMUNICATION WITH MARSLANDER

If not solved before landing on Mars, we will have to abort the mission.

**CUSTOMER FEEDBACK**  
Customer Support

ERROR 71 WHEN CHANGING DOWN SCREEN DESIGN

is not working very well.

-\$10,000  
-3

**1 IMPROVEMENT**

DRAW AND DISCUSS THE PROCESS OF HOW TO SOLVE ISSUES

**WHY**  
It's important to have common understanding of how Issues will be solved.

**RESULT**  
Having a clear understanding of this will increase speed and reduce waste.

**HOW**  
Plan time with Service Desk and System Engineer. Putting the related Improvement Actions on Progress boards of both roles, draw the steps on a flip chart and discuss key actions with the team.

**3 EMERGING TECHNOLOGY**  
Application Development

CONTINUOUS INTEGRATION AND DEPLOYMENT

With this new technology you can develop your application and integrate it directly into a release package. You don't need to build releases manually anymore. Check with the Service Manager how to implement this new technology.





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## MISSION CONTROL CENTER

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E3+ 00:00:00  
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## Guiding Principles?

OPTIMIZE AND  
AUTOMATE



FOCUS ON  
VALUE

THINK  
AND WORK  
HOLISTICALLY

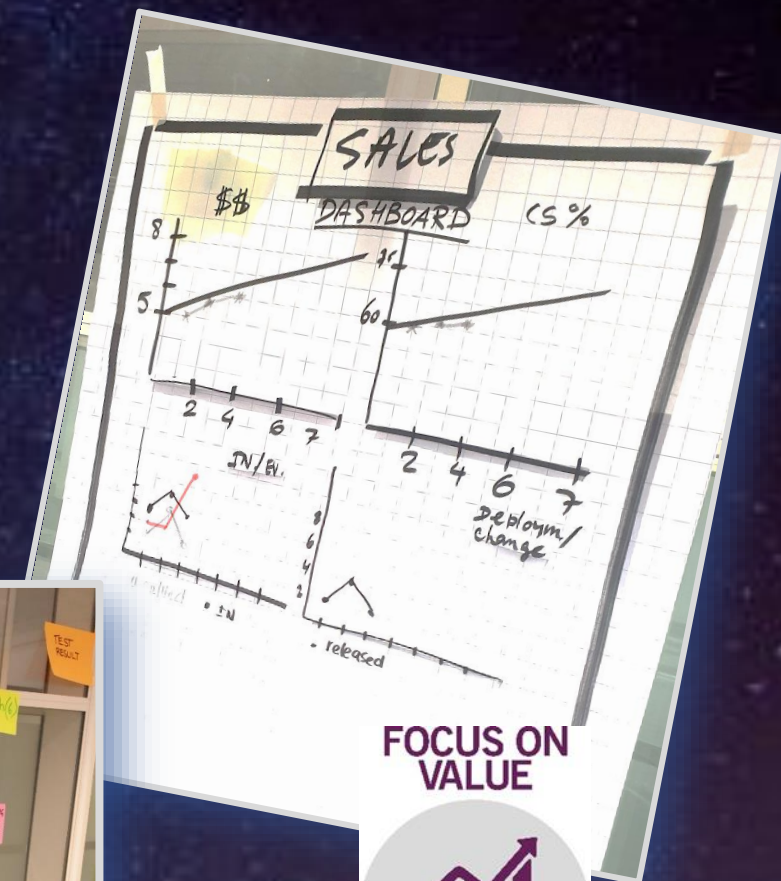
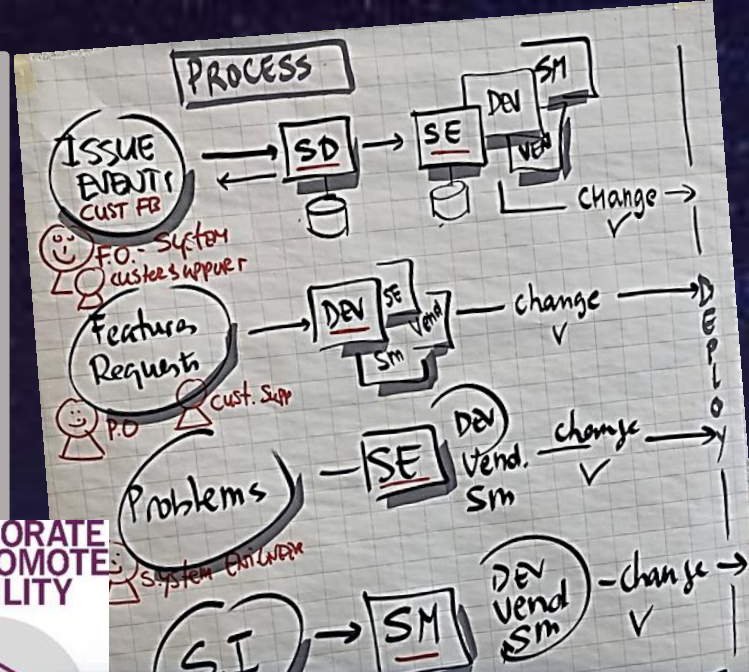
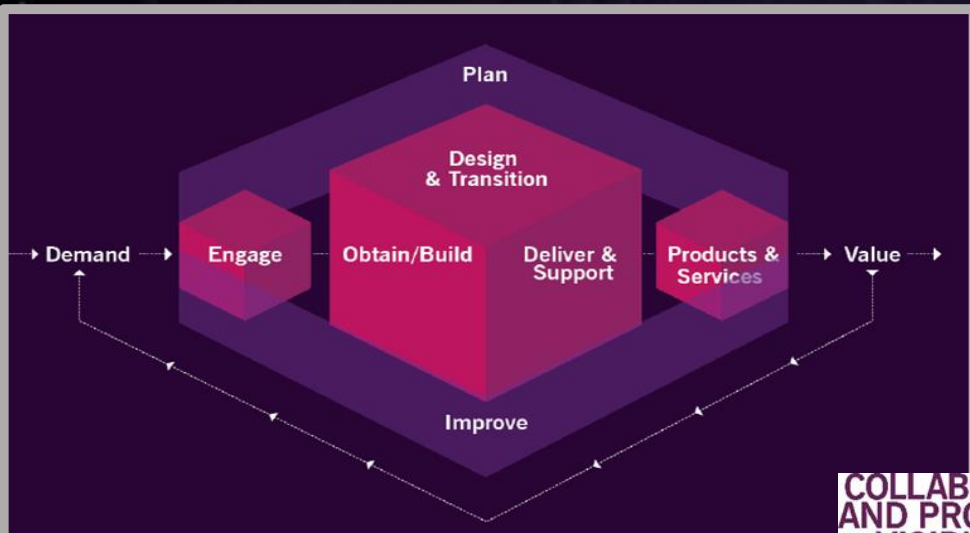


COLLABORATE  
AND PROMOTE  
VISIBILITY



- Two-way communication – provide and ask for feedback, active listening, summarise agreed goals, ask questions to clarify understanding.
- Say yes more often than no, yes as default. Where necessary say ‘no, unless...(risks)’, ‘yes, if...’ (does our business want us to say yes to all ‘wants’ or clarify ‘needs’ and commit when we say ‘yes’?)
- Encourage open and transparent communication.
- Aim for a no-blame culture, foster a safe working environment.
- Find a common language. Are we talking about the same things? (Later in the simulation the business goals became the common language: how does what we do and what we talk about in IT relate to business goals?)
- Encourage ideas. (Later in the simulation, we considered how to recognize them, respond to them, show respect for them. If you ignore them good ideas dry up).
- Identify the appropriate level of involvement: what are the right skills, the right decision-making authorities?





COLLABORATE  
AND PROMOTE  
VISIBILITY



PROGRESS  
ITERATIVELY  
WITH FEEDBACK



FOCUS ON  
VALUE





TEAM: GAMINGWORKS

## DASHBOARD SPRINT 3



- No Status updates, Not taken seriously
- Unable to track status
- Promises unfilled, unable to escalate business impact
- *'IT wants your NEW innovation and lock-in but doesn't care about supporting you'*
- Twitter stream, word of mouth complaints
- Switch providers, influence others



SLA

VS

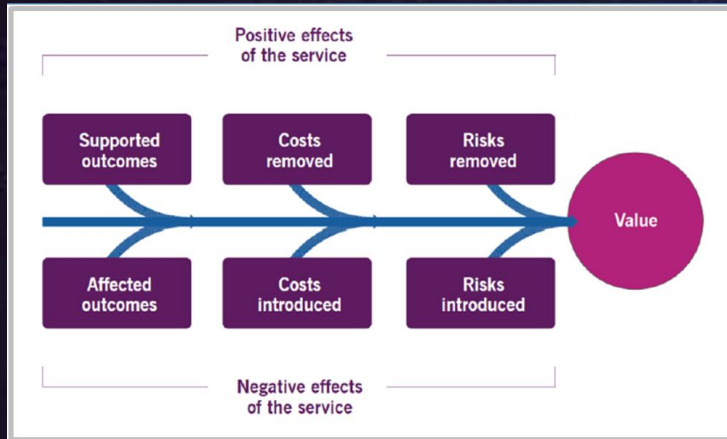
XLA







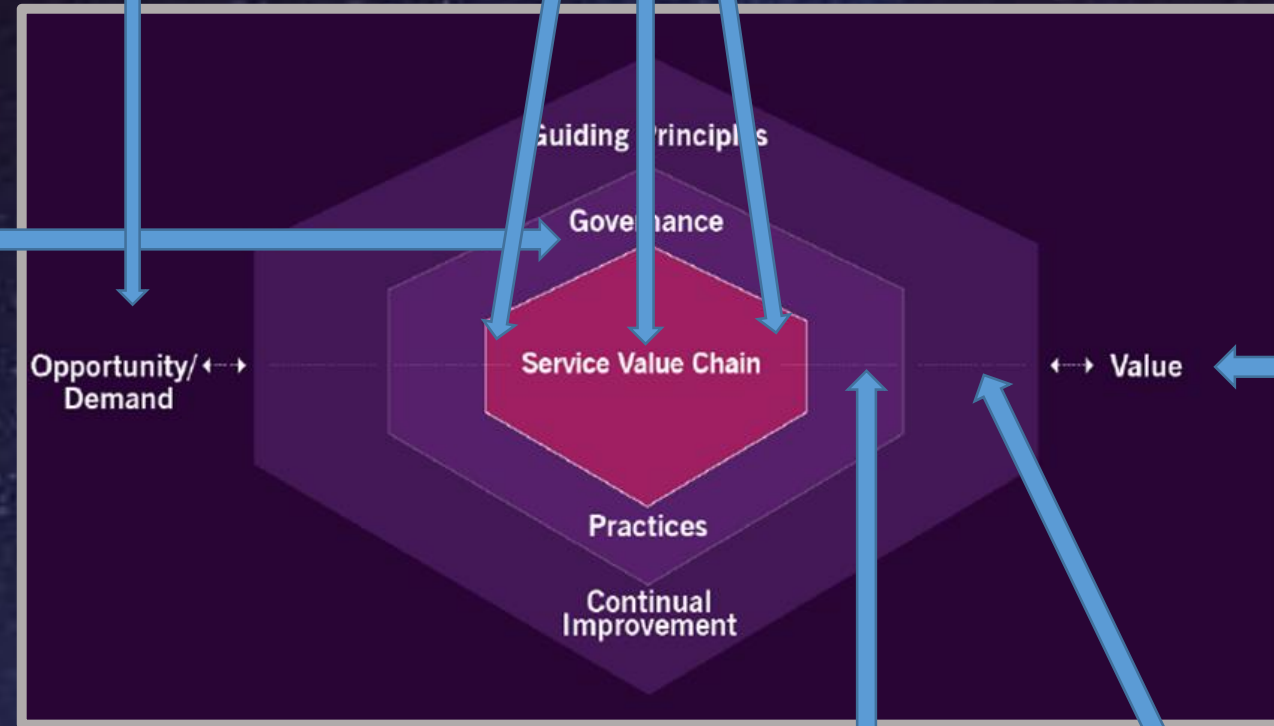
**Prioritize  
Value creation  
vs  
Value leakage**



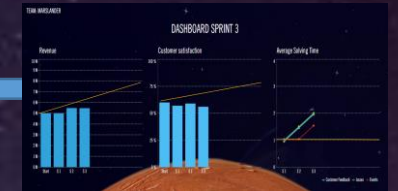
**Visualize  
Types of  
Demand  
& flow**



**Key Take-aways  
'Start TOMORROW'!**

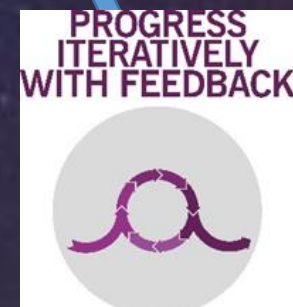


**Measure  
Business  
Value**



**Measure  
Improvement  
Value**

**Look at  
Waste  
&  
Toil**







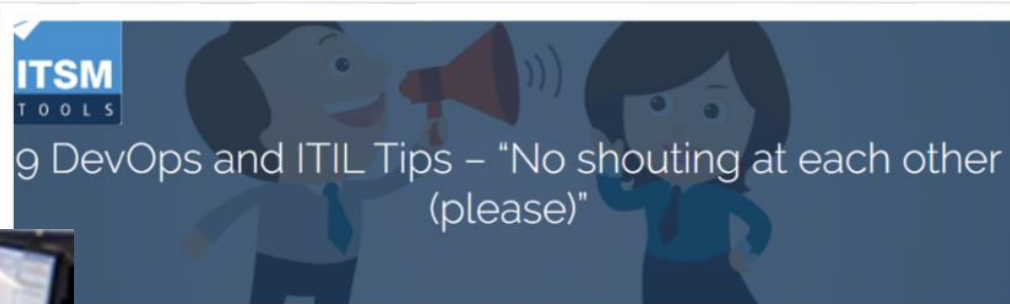
# MarsLander® MISSION CONTROL CENTER

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“..We are **seriously bringing the learning points to life**... The day we spent with you was **a game changer** for us genuinely... The concepts of co-ownership, alignment and value creation/value leakage/value improvement have **gained real traction** on the ground and **we are seeing sizeable benefits** from that alone....’

**Rob Fletcher, Head of ICT, GreenSquare group**



## What has the business got to do with ITIL 4?

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### ITIL®4?

**...It's not Rocket science!  
It makes sense, we can  
start using this tomorrow**

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CAPCOM