



THE BEST PRACTICE
COMMUNITY

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Renewal



How can ITIL® help your organization out of the recession?

Mark Flynn

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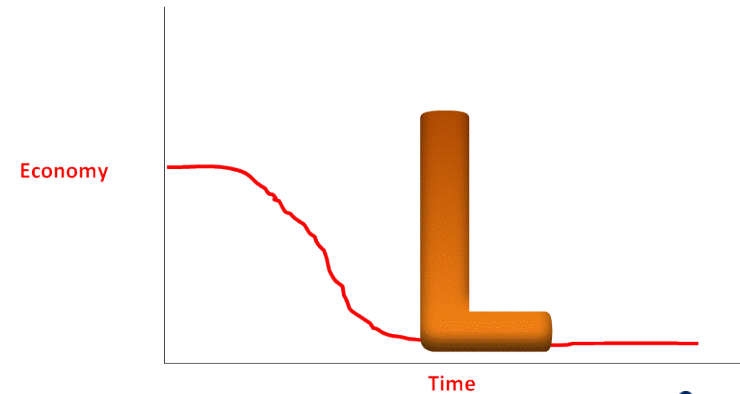
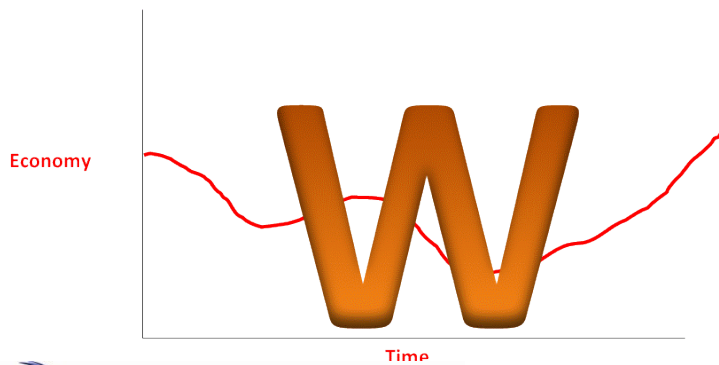
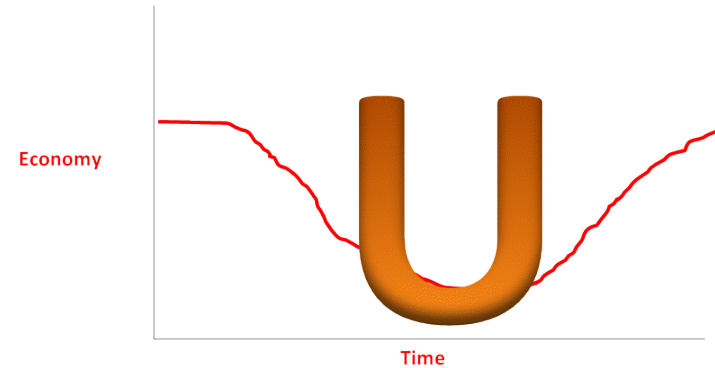
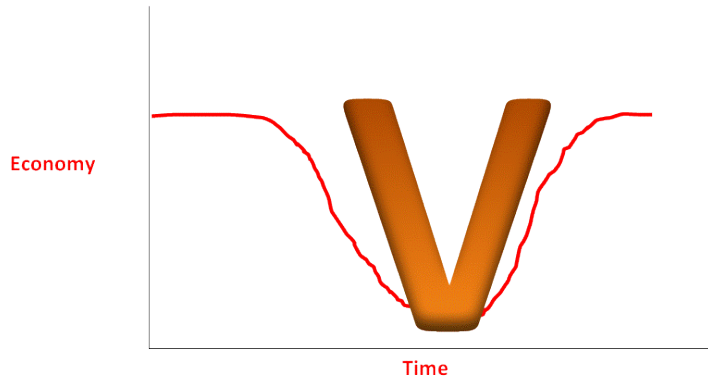
Presentation Objectives

- Look at the challenges facing the organization and the service provider in the context of a recession
- Suggest some areas of ITIL that are particularly relevant to the current situation
- Set the scene for the discussion to follow
- Not to teach you ITIL!

Mark Flynn

- Gained ITIL V1 Manager's in 1993
- ITIL Practitioner, trainer and consultant ever since
- Established Felix Maldo in January 2007
- APMG Service Management Product Set Manager
 - ITIL / OBASHI / S. Cat Assessor
- ISO 20000 Consultant

Which recession are we experiencing?



We live in uncertain times



Spend, spend,
spend!

Cut, cut, cut

- The world has changed
- Consumer habits have changed ...
 - its going to get worse before it gets better
- All businesses will be affected as demand changes

They're playing our tune

Organisations must be able to:

- Anticipate and respond to changing customer desires and patterns
- Pursue a clear and articulated vision with all of the resources available to them
- Dynamically test & adjust their strategies
- Get Value For Money (VFM) for every penny they spends

This is not unique to the business!

Is this a good time to invest in ITIL?

- Budgets under scrutiny
- Emphasis on short terms wins
- A time of uncertainty and lack of confidence
- Unreasonable expectations?

How can ITIL help?



- Customer centric outlook
- Service Lifecycle approach
- Culture of continual improvements
- Focus on maximizing Portfolio value

This is not unique to IT!

Customer centric outlook

“a means of delivering value to customers by facilitating outcomes they want to achieve...”

- ITIL is **NOT** about :
 - Maximising IT profitability
 - Minimising IT costs
 - Technology
- ITIL is **ALL** about everyone in IT understanding their role in the delivery of quality service

Service Operation

Poor quality service can not be a reason why our customers lose customers

- Develop the capabilities to :
 - Deliver agreed service levels
 - Balance competing demands & pressures
 - Efficient and effective use of resources
- Fruitful area?

Service Transition

If you have budget for only one ITIL manager – appoint a Service Transition manager :

- This is a period of huge opportunity and risk
- Businesses must have confidence in IT's ability to handle change projects successfully
- IT must be able to resist pressure to cut-corners
- Transition Management can impose control across the lifecycle



Service Design

Recession focus:

- Portfolio Design
 - Modular, reusable services
 - Reuse of assets
 - Sourcing options
 - New technologies

Service Strategy

Recession focus

- Service Portfolio Management
 - Relationship Manager
 - Product Manager
-
- Anticipate (and influence) customer requirements
 - Align IT's strategy to business strategy
 - Deliver real VFM to its customers

Key Roles

Business Relationship Manager

- Deep business insight
- Identifies customers emerging needs
- Understands customer outcomes
- Opens up possibilities

Product Manager

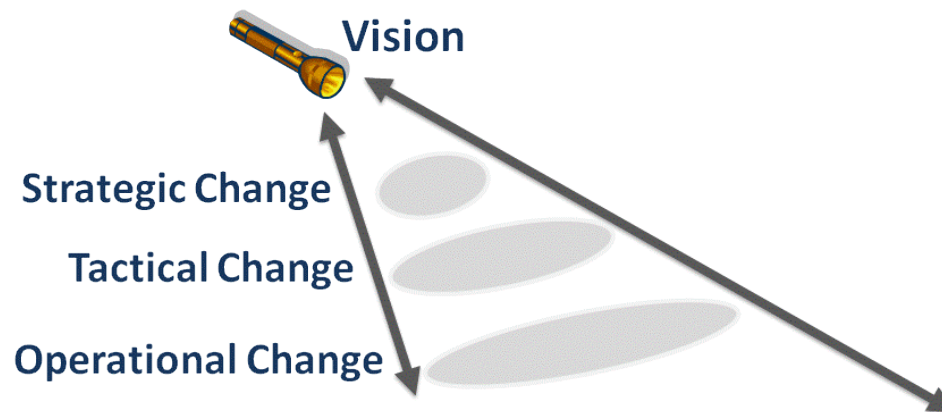
- Ownership of Lines of Service (LOS)
- Evaluates service opportunities
- Combines LOS and Service Level Packages to meet customer outcome needs

Service Portfolio Management

- Service Portfolio Management is a dynamic method for governing investments ... and managing them for value
- Each service consumes valuable resources
- Each service (new or existing) has a business case
- As demand changes, the cost model changes
- It is essential to be able to classify & visualize services & service assets with business outcomes

Continual Service Improvement

- A recession can be a time of uncertainty and anxiety for many people
- Work place changes also create uncertainty & stress
- CSI and ST contain much useful guidance about how to manage communication and commitment during times of significant change



CSI Fig 8.3

Conclusion

- Time of huge change
- Budgets and resources are stretched
- An ITIL implementation must be supported by a business case with clearly articulated vision and benefits
- A selective and thoughtful implementation of ITIL can bring major benefits
- None of this is unique to a recession – just more so!



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