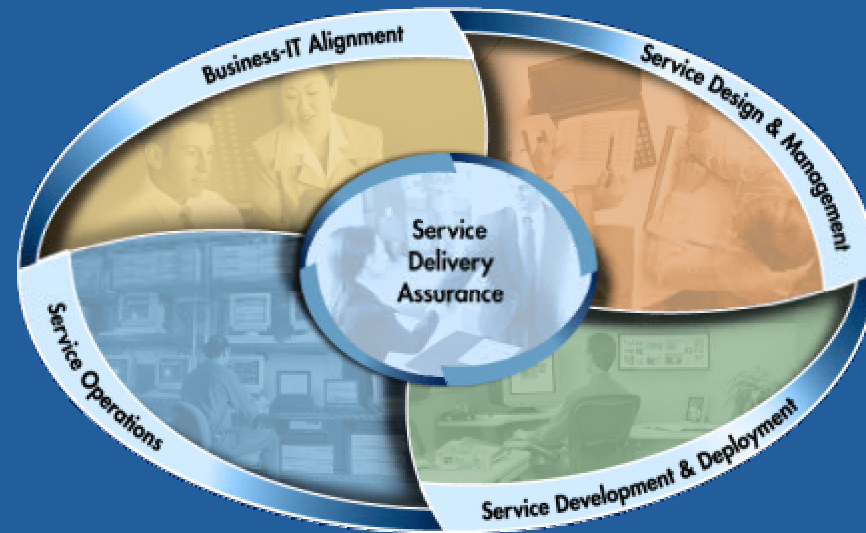


ITSM Road Map



Christian Kelbrick – ITSM Program
April 2003

Road Map to ITSM



- The IT Service Challenge
- ITSM and ITIL = Business Value Creation
- HP ITSM Service Offerings
- Typical ITSM Road Map
 - People Process and Technology

Challenges and Complications



The Industry:

- Increasing competition
- Increasing support costs
- Outsourcing

Business Demands:

- Services instead of applications
- No more “best efforts” – SLA’s
- Low cost flexibility and speed
- NO Service Outages

IT Transitions:

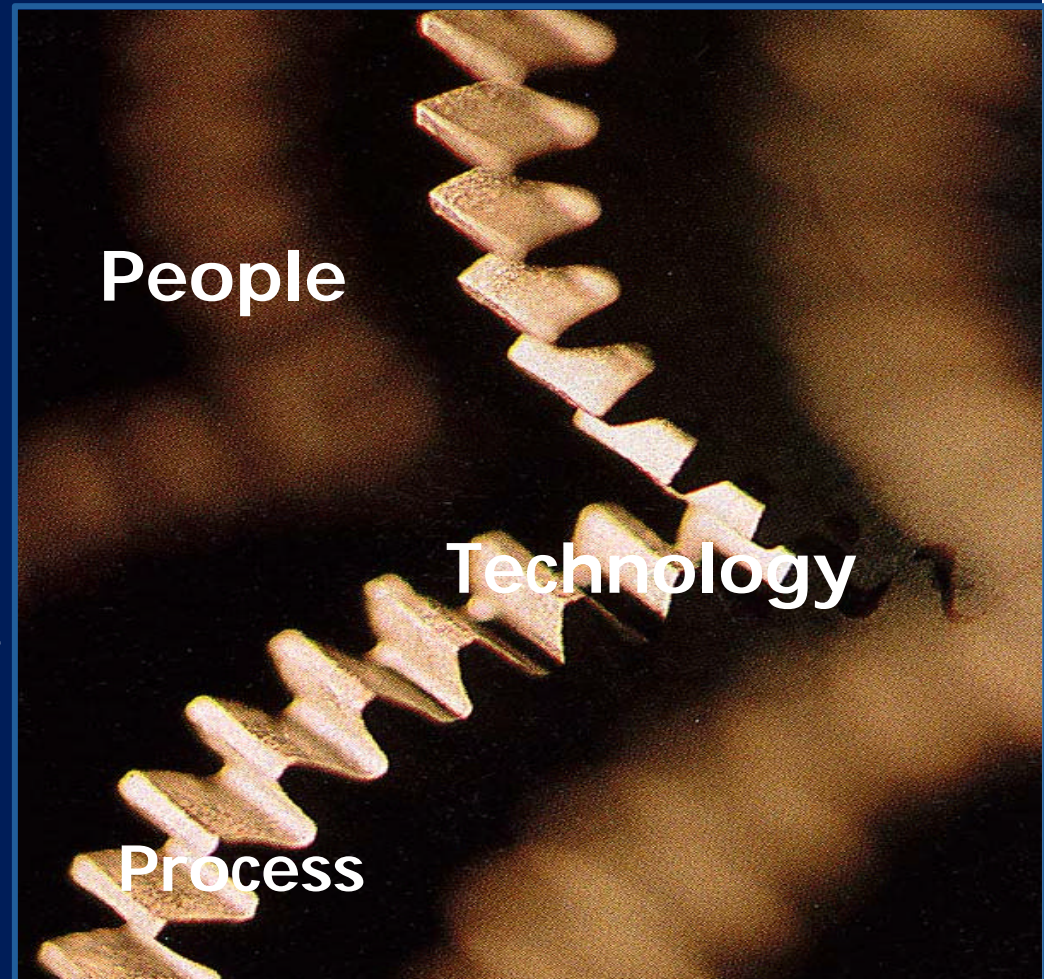
- From “technology-oriented” to “business-oriented”
- From functional organizations to process-driven organizations



IT needs to...



- Align service offerings to the needs of the business
- Eliminate organizational "silos"
- Transform IT from "managers of technology" to providers of end-to-end services



IT Value Creation Roadmap



techno-centric

business view of IT

.. a problem

**IT back in
CONTROL**

needs to control
costs and
infrastructure
assets

point solutions

service-centric

.. a solution

**IT SERVICE
culture**

needs to
understand the
business,
infrastructure
optimization,
service
management,
IT process and org.
optimization

**business-
centric**

.. a partnership

**IT
BUSINESS
culture**

needs to completely
aligned with the
business,
optimize
applications,
information,
processes,
utility computing
business innovation
through IT

**customer-
centric**

.. an opportunity

**business
LEADERSHIP
culture**

IT starts driving the
business
IT as revenue and
profit generator

integrated solutions

ITIL - IT Infrastructure Library



- ITSM builds upon ITIL
 - ITIL suggests what to do
 - ITSM suggests how to do it

- library embodies defacto standards for best practice IT processes

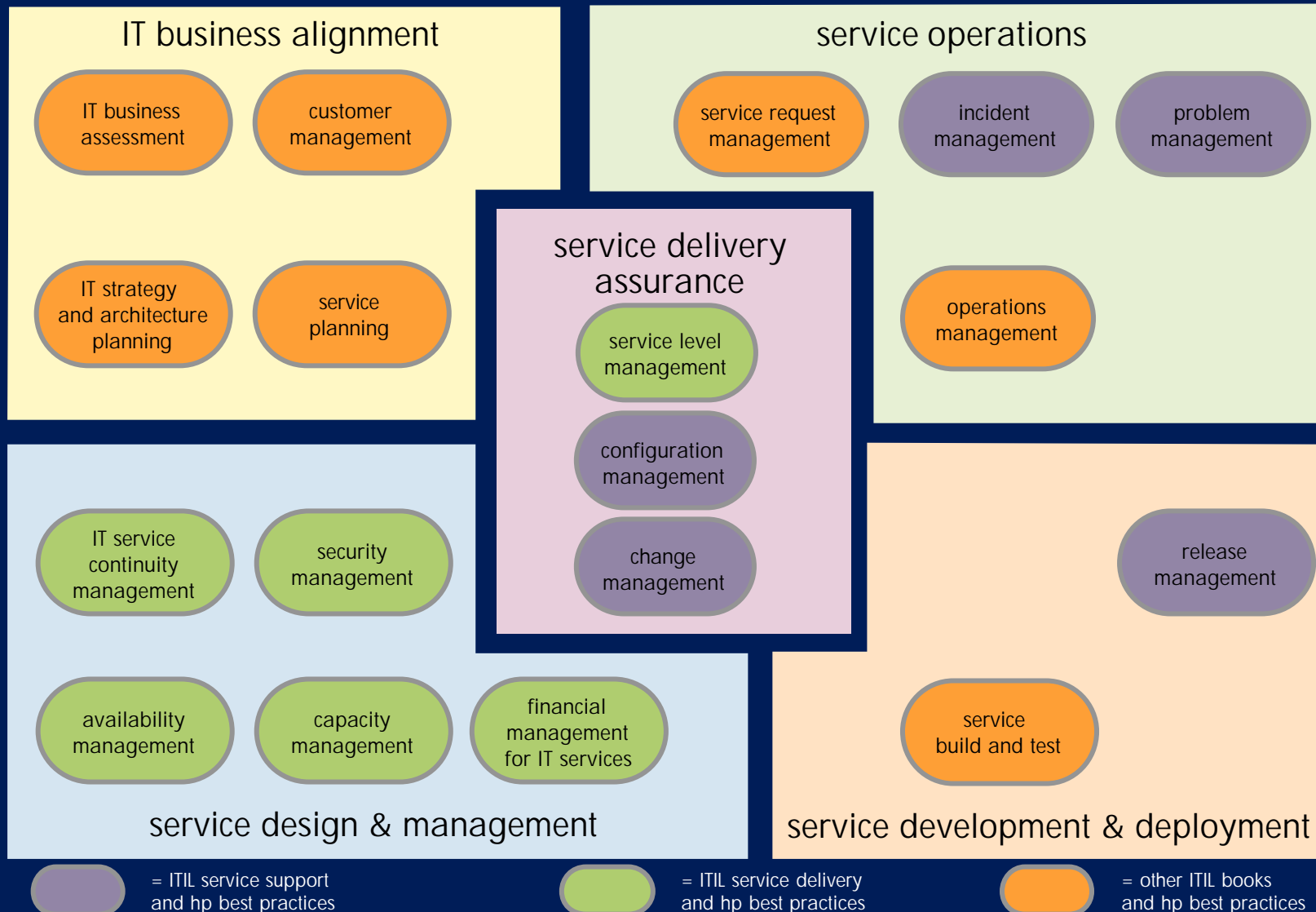
- Created by the UK government - Office of Government

- independently managed by the IT Service Management Forum (itSMF)

- foundation for hp's ITSM Reference Model (8+ years ago)



HP ITSM reference model and the IT Infrastructure Library (ITIL)



ITSM Business Benefits



- reduced costs
 - best practices are the key to cost reduction, with potential savings of up to 48% (source: Gartner)
- increased IT customer satisfaction
 - customers and their problems don't "fall through the cracks,"
 - expectations are clear throughout the value chain
- built-in quality improvements

ITSM – Service Improvement Program



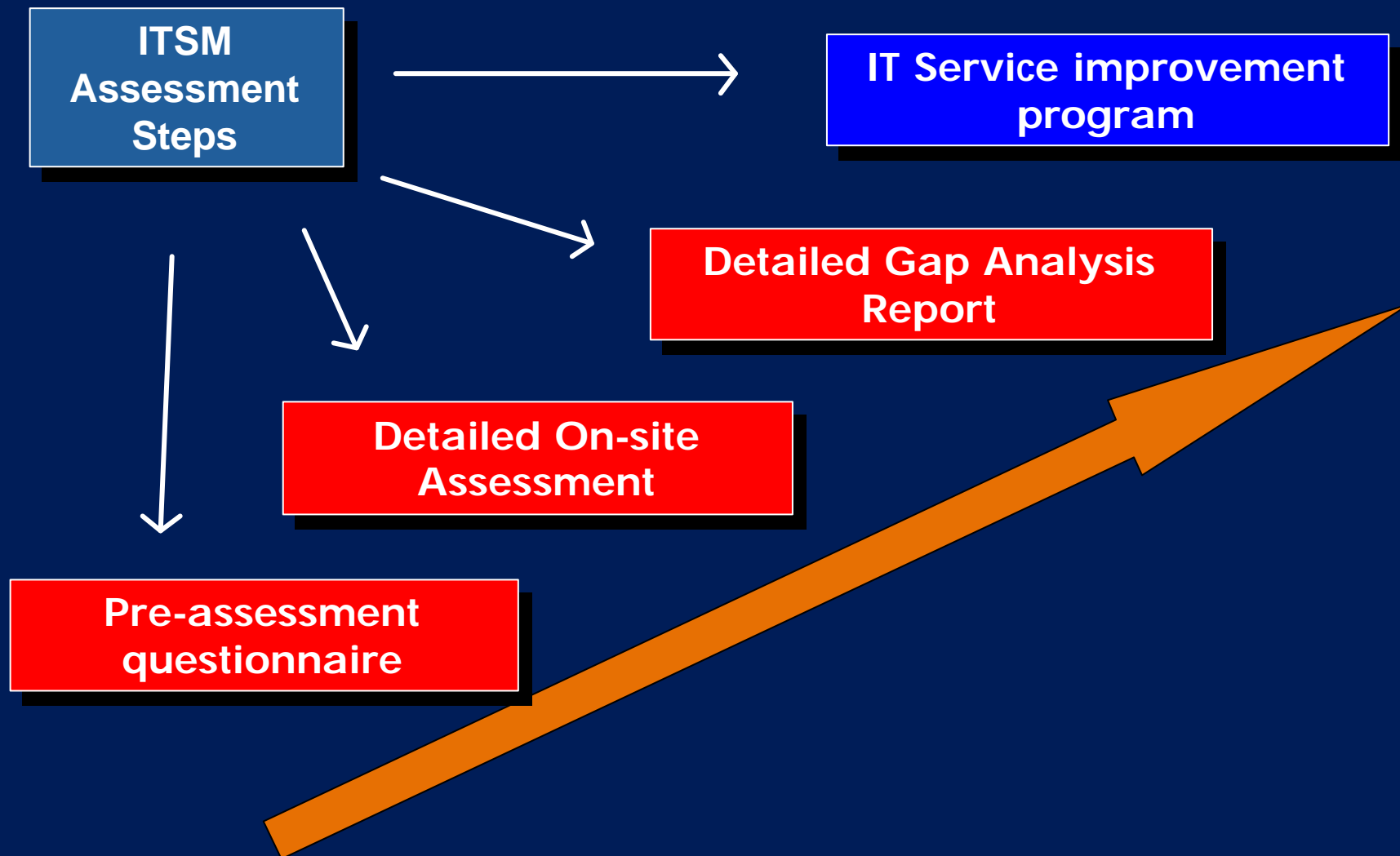
1. IT Assessment and Baseline

2. Define IT Service Management Priorities



3. Engage Service Management Project

ITSM Assessment Methodology

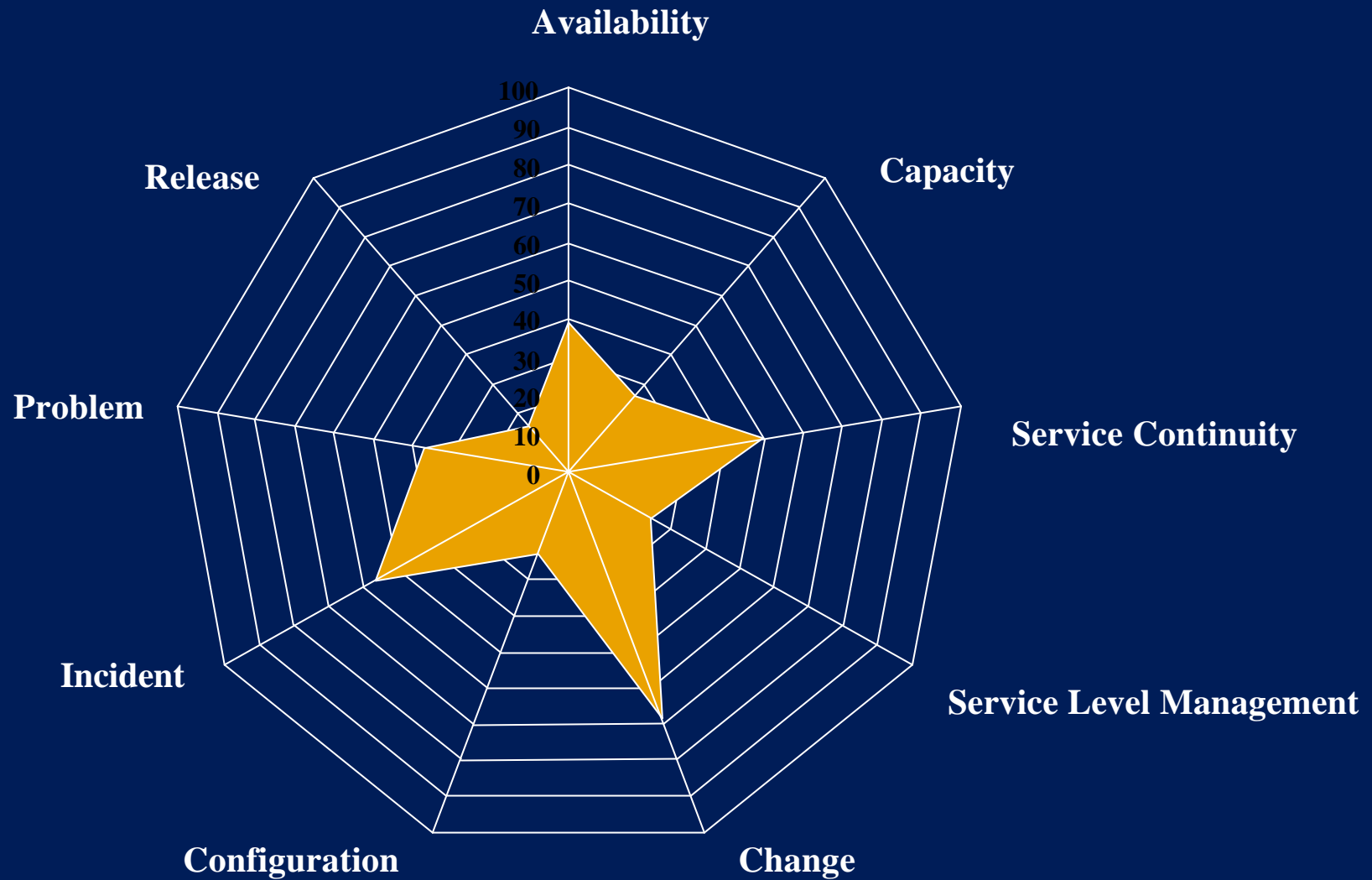


ITSM Assessment Questionnaire

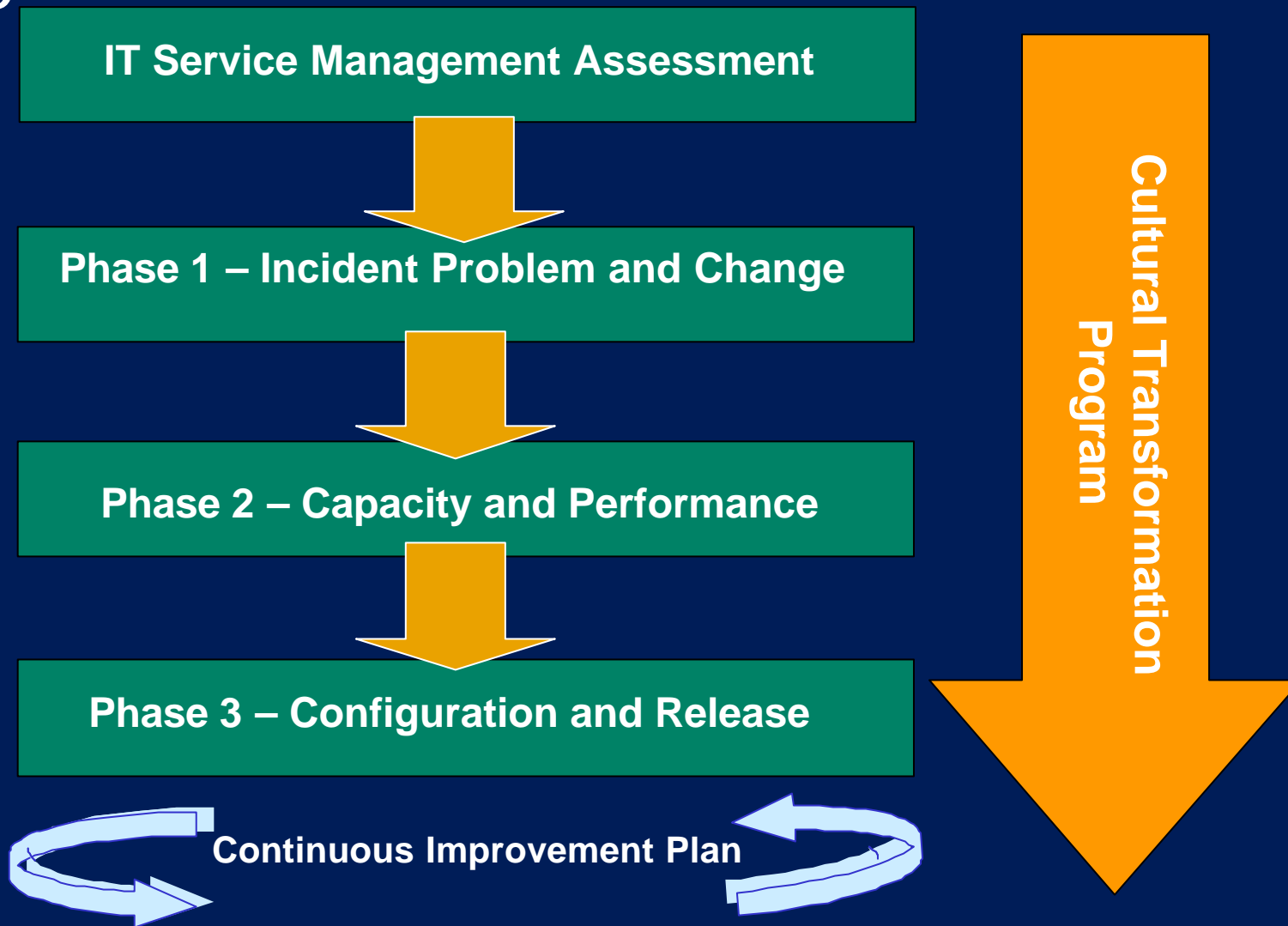


Incident Management Criterion		Service Provider Response	Comments
1	A documented Incident Management process is in place	Yes	
2	There is a manager responsible for Incident Management	Yes	
3	All incidents are logged and managed until they have been closed	Yes	
4	A single Incident Management tool is used for the logging and management of all incidents		
11	Incident records are logged with sufficient and accurate information to enable the incident to be managed	<div style="border: 1px solid black; padding: 2px;"> Yes No Partial/Planned </div>	
12	Incidents are appropriately prioritised, categorised and classified		
13	Appropriate tools and help desk scripts exist to clearly identify the symptoms		
14	Tools or processes exist to match incidents to known errors		
16	Escalation procedures are well defined and are adhered to.		
25	Incident Management makes use of data supplied by configuration management to assist with logging, diagnosis and resolution of incidents		
26	Regular reports are produced which allow Incident Management performance to be assessed against agreed service levels.		

Assessment Sample



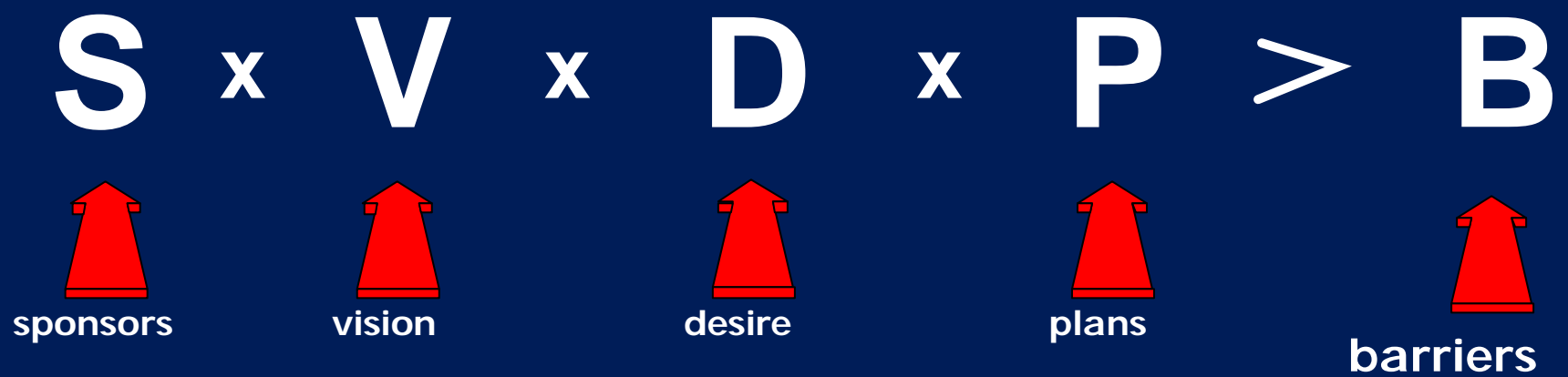
Typical IT Service Management Program





- people are not integrated and engaged in the change process
- leaders do not “walk the talk” – MBWA
- people fear the impact of new processes and technologies on their current jobs

hp IT service management necessary conditions for change to occur



new technologies and applications only create
the required impact on your business results
when accepted by people

People - Management of change



- communications plan - program web site
- monthly info sessions to IT department with (top-) management presence
- regular feedback – weekly
- management coaching

hp IT service and infrastructure management solutions



Based On

- people, process and management technology
- hp IT service management reference model
- market leading services & hp OpenView technology

Benefits

- can increase IT productivity by 50% within 12 months
- manage the value that IT provides across the enterprise

Building Block Approach



1. IT Assessment and Baseline

2. Define IT Service Management Priorities



3. Engage Service Management Project

hp IT service management

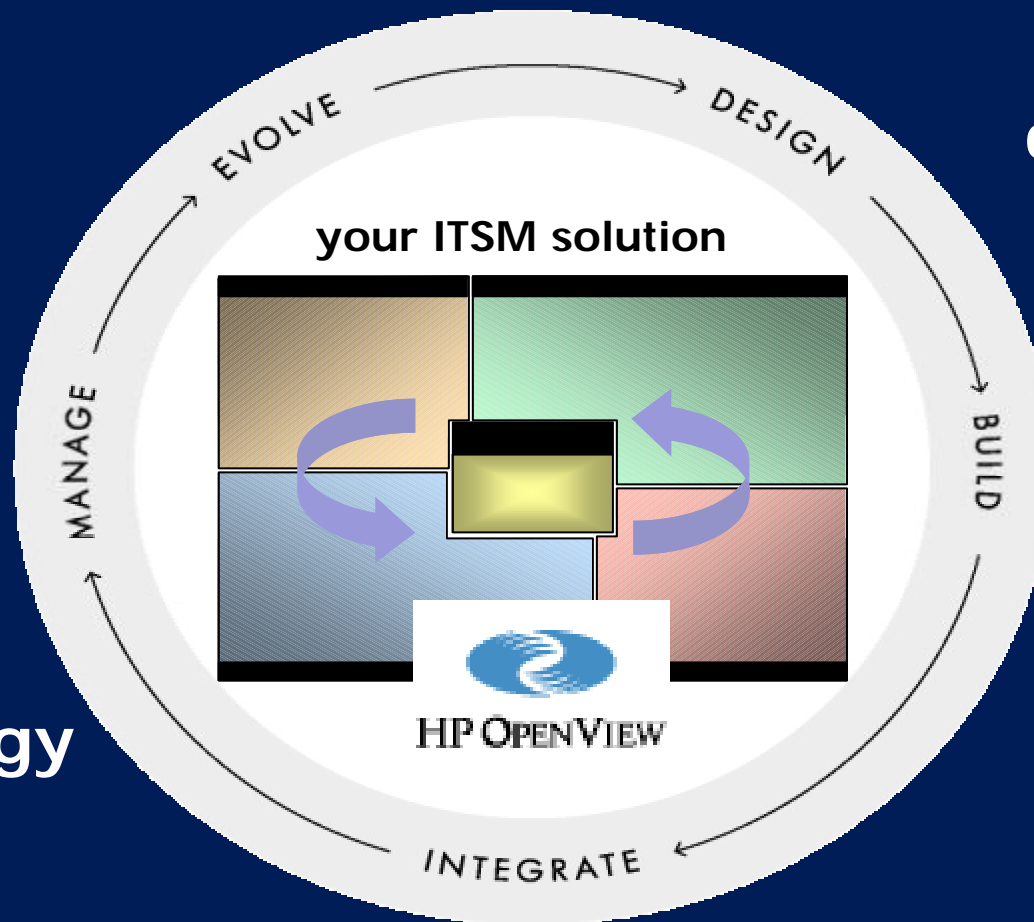


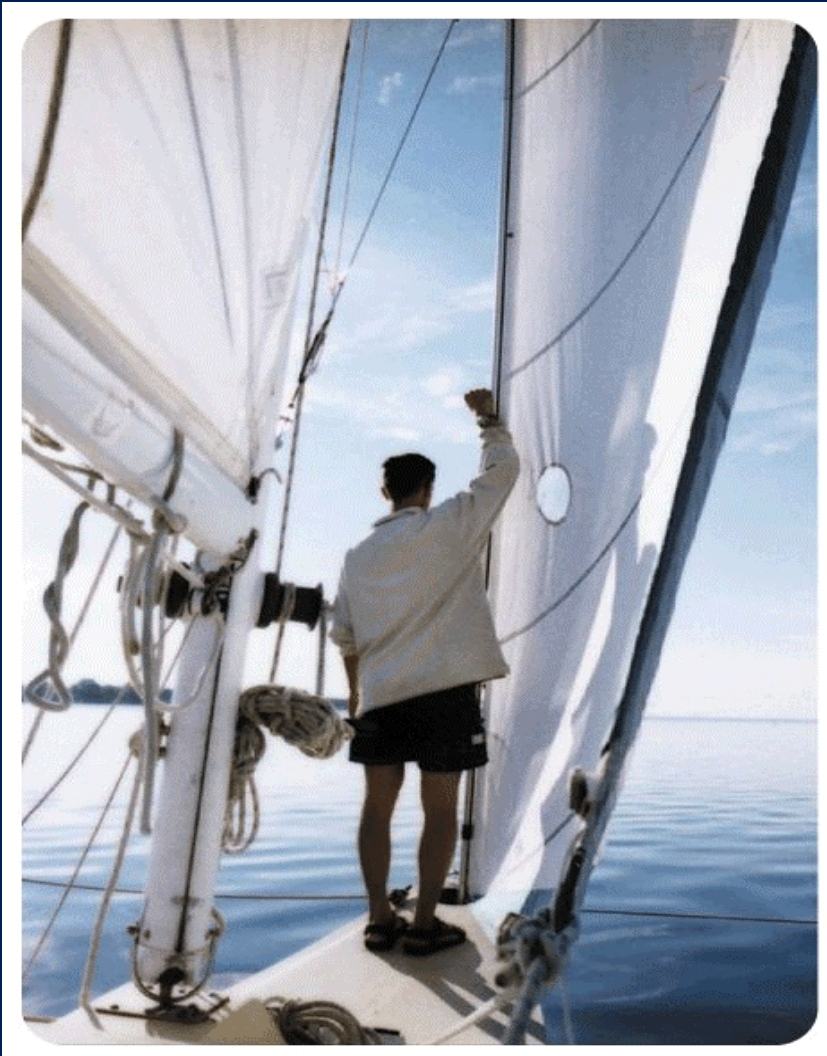
support services

consulting & integration

Tools & Technology

education





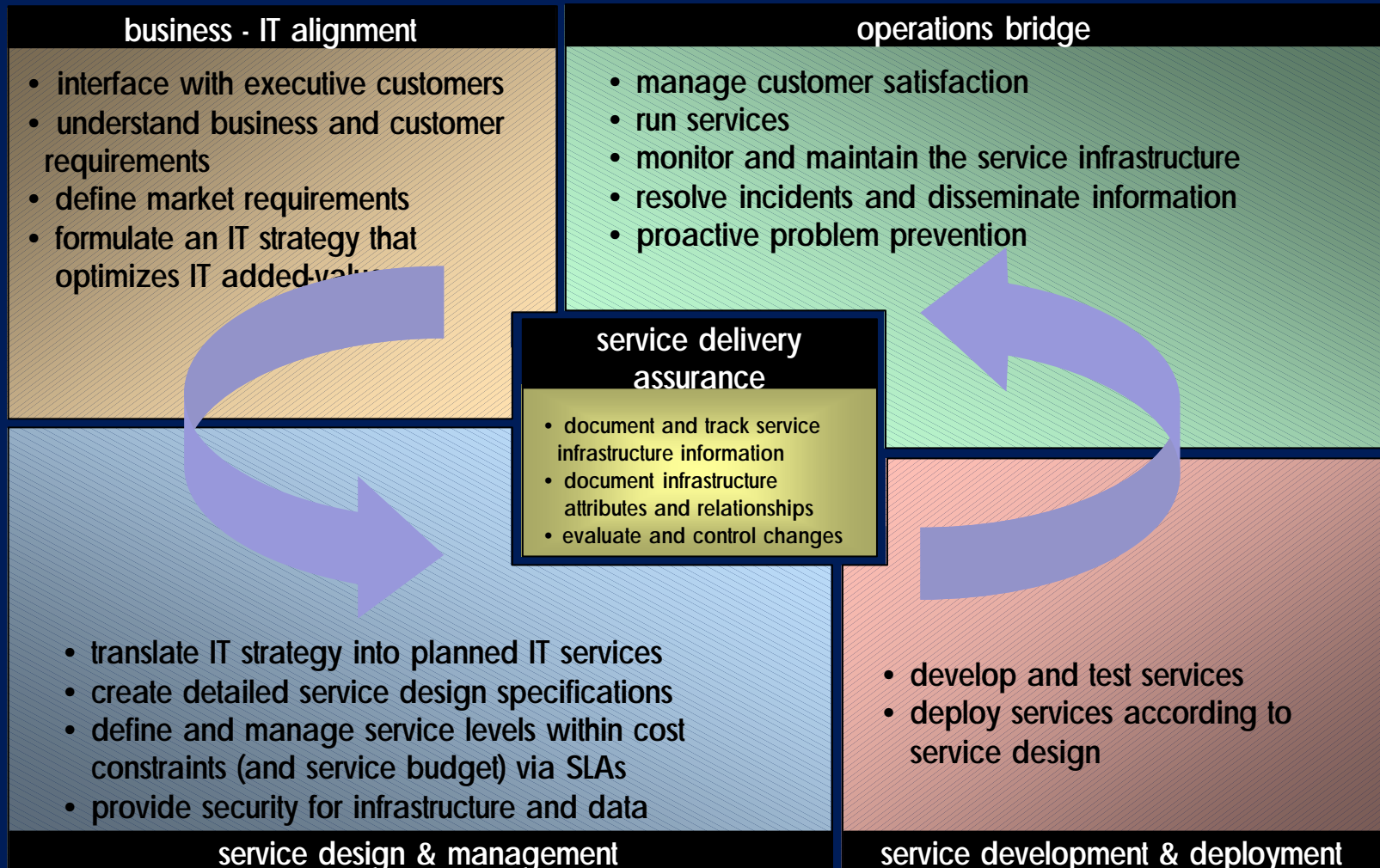
Thank you

HP Contributions to ITSM Industry



- ITIL publications contributions
 - ITIL the Business Perspective
 - ITIL Service Delivery
 - ITIL ICT Infrastructure Management
 - ITIL Security Management
 - ITIL Planning to Implement Service Management
- ITSMF representation
 - Board members and committees
 - UK, Netherlands, US, Canada, Australia, Japan etc.
 - Global membership
- BS 15000 ITSM standard
 - Certification Committee
- IT management technology standards involvement
 - Open Management Interface (OMI)
 - Universal Description, Discovery, and Integration (UDDI)
 - Simple Object Access Protocol (SOAP)
 - Web Services Description Language (WSDL)
 - CIM, ARM, IPv6,...

hp IT service management model



Three cohesive delivery tracks:

- People : Management of Change
Organisation Alignment Training & awareness
- Process : ITSM Service Management design
- Technology : Enabling Tools
 - high value process areas selected solutions chosen
 - Approach recognises people as critical to success