

The background of the slide is a dark, circular, grid-like pattern resembling a globe or a complex network. In the center, there is a glowing, multi-colored butterfly with wings spread. The wings are composed of many small, overlapping circles, creating a fractal-like effect. The colors of the wings transition from yellow and orange in the center to green and blue towards the edges. Scattered around the butterfly are various numbers (0-9) in different colors and sizes, some appearing to float or be part of the butterfly's structure. The overall effect is one of digital complexity and transformation.

**Welcome to Service Strategy To Support
Digital Transformation**

Outline of the day



First Half of the Day (Tactical)

09:00	Registration
10:00	Introduction & Welcome
10:05	Set the scene
10:30	Audience participation
11:30	Break
11:45	Get things going again
11:50	Audience participation
12:45	Lunch and keep networking

Second Half of the Day (Strategic)

13:30	Set the scene
13:45	Audience participation
14:45	Break
15:00	Get things going again
15:05	Audience participation
16:00	Feedback & Close
16:20	Finish

SDI Mission



‘To **inspire** service desks
to be **brilliant**’

About today



First of its kind
open-space event

Grow your
Network

All about **YOU**

Some guidelines



Collaborative working for the benefit of the IT Services Industry

Chatham House rules apply

Openness & honesty

Respect everyone's contribution

Think outside the box – be radical (if appropriate)

Challenge the norm

Social



#SDigital

Suggested Outcomes



Enable you to define your 3 year service strategy and what digital transformation means for you

Identify how to empower and engage your teams with your digital agenda

Understand how your customer experience strategy will need to evolve



Are any of you responsible for Digital Transformation?

Anyone part of the organisation's Digital Transformation team?

Do you have a service focused 1-3-5 year strategy linked to the business strategy?



DISRUPTION

A blurred background image of a business meeting. Several people are seated around a table, working with various digital devices and documents. One person is holding a smartphone, another is using a laptop, and others are looking at papers with charts and graphs. The scene is dimly lit, with warm ambient lighting.

DIGITAL ECONOMY where **IT IS THE BUSINESS**

**Change is inevitable & happening as we
speak**



“The ability to digitally **reimagine the business is determined in large part by a clear digital strategy supported by leaders who foster a **culture** able to **change** and **invent** the new.”**

Strategy, not Technology, Drives Digital
Transformation

MIT SLOAN Management Review

<http://sloanreview.mit.edu/digital2015>

How did we get here?

Cloud apps -

Mobile apps -

Internet Systems -

WAN systems -

LAN desktops -

Mainframe -



PHYSICAL

DIGITAL

Change or DIE!

OK... that's a little extreme!

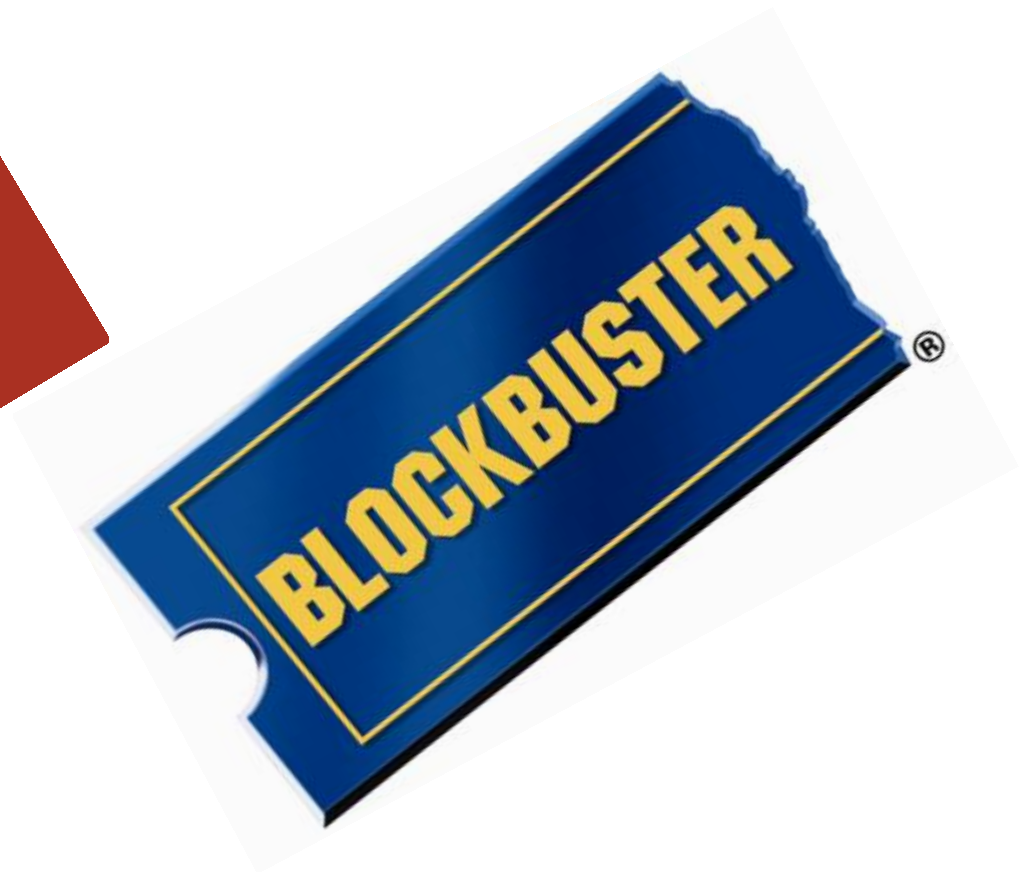
Change or become irrelevant!



“Most managers think the key to growth is developing new technologies and products. But often this is not so.

To unlock the next wave of growth, companies must embed these innovations in disruptive new business models.”

- Clayton Christensen Harvard Professor and Author of Innovators Dilemma





U B E R



What is the physical constraint?



“Paper is not our
competition..
filing is our competition”
Phil Libin
Founder Evernote



THE BUSINESS OF IT HAS CHANGED



Technology

Systems

Services

Experience

1980s

1990s

2000s

2010s

A background image of a business meeting. Several people are seated around a wooden table, working on laptops and reviewing documents. One document features a pie chart. A small potted plant sits on the table. The text 'so WHAT DRIVES DIGITAL TRANSFORMATION?' is overlaid in large, white, sans-serif font.

so WHAT DRIVES DIGITAL TRANSFORMATION?

Revenue Growth



Improve Decision Making through Analytics

2%

Achieve Cost Savings

40%

Improve Customer Experience

What is Digital Transformation



What is Digital Transformation?

If I asked 10 of you in the room what is Digital Transformation, I would probably get 12 different answers.

- Ian Cohen

My answer to the question on
Digital Transformation is



The ability to analyse and act on
data in a way that gives a more

streamlined

experience to the

.....**customer**



Streamlining
based
on
data
analysis

Improved
efficiency

Reduce waste

Increased
employee
engagement

Cost savings and
benefits

Re-invest to

Enhance Customer
Experience

What's happening around you in the industry & in your organisation



2020
Digital revenue to
increase by **80%**

Customer
satisfaction is
now a major
metric to **54%**
CIOs

50% I&O
organisations to
deliver business
value dashboards
by 2020 currently **10%**

88% of IT Executives
believe ITSM is important to
Digital Transformation.....

More importantly they also
believe ITSM is important to
deliver other related
digital programs

Cloud – 86%
Mobility – 83%
Big Data – 83%

28% organisations
drive down
volumes by
implementing
self-service

ITSM Market to
see a compound
growth of **7.78%**
Between 2017 - 2020

In 2017
80% CIO's plan
centred on
using data to
drive business
past it's
competitors

Strategic Technology trends:

(according to
Gartner)

AI & Machine Learning
Smart Machines
New IT Reality

IT Project trends :

Agile & DevOps
Complexity of systems
Broadening Role of The
Project Manager

Most popular measures of successful technical deployments:

Stakeholder Satisfaction
User Adoption
Successful technical implementation/quality

3
Top

IT Management trends:

Digital Transformation
Business Relationship Management
Bimodal IT

Real world technology challenges:

Platform Delivery (e.g. BYOD)
Delivering at The Speed Of The Business
Platform Strategy / Cost of ownership

CIO challenges:

Business Value Strategy
Digital Transformation
Leadership & Talent Management



Why
does this
affect *you*?

A butterfly with glowing, fractal-like wings in shades of orange, yellow, and green, set against a dark background with a circular grid and floating numbers.

Our
world is
changing

**20th
Century**

Efficiency
Consistency
Reliability

Features
Cheaper
Better & Faster

Anticipate
CONNECTED
eco-system
Partnerships
value
Adapt
Respond
Relationships
Customer

**21st
Century**

Improve decision
making through

Analytics

2%

Better

customer
experience

25%



4%

Achieve Cost
Savings



45% Revenue
Growth



Service Management and The Service Desk

How does
this affect
you?



Over to you (3 topics)



What are your digital transformation views on

Service Delivery Manual V Automation

e.g. manual ordering with
Suppliers, partners,
automated software delivery
from requests internal and
external

Communication & Collaboration

Voice communication over
phone, text to speech call
backs, self service portals +
chat facilities.

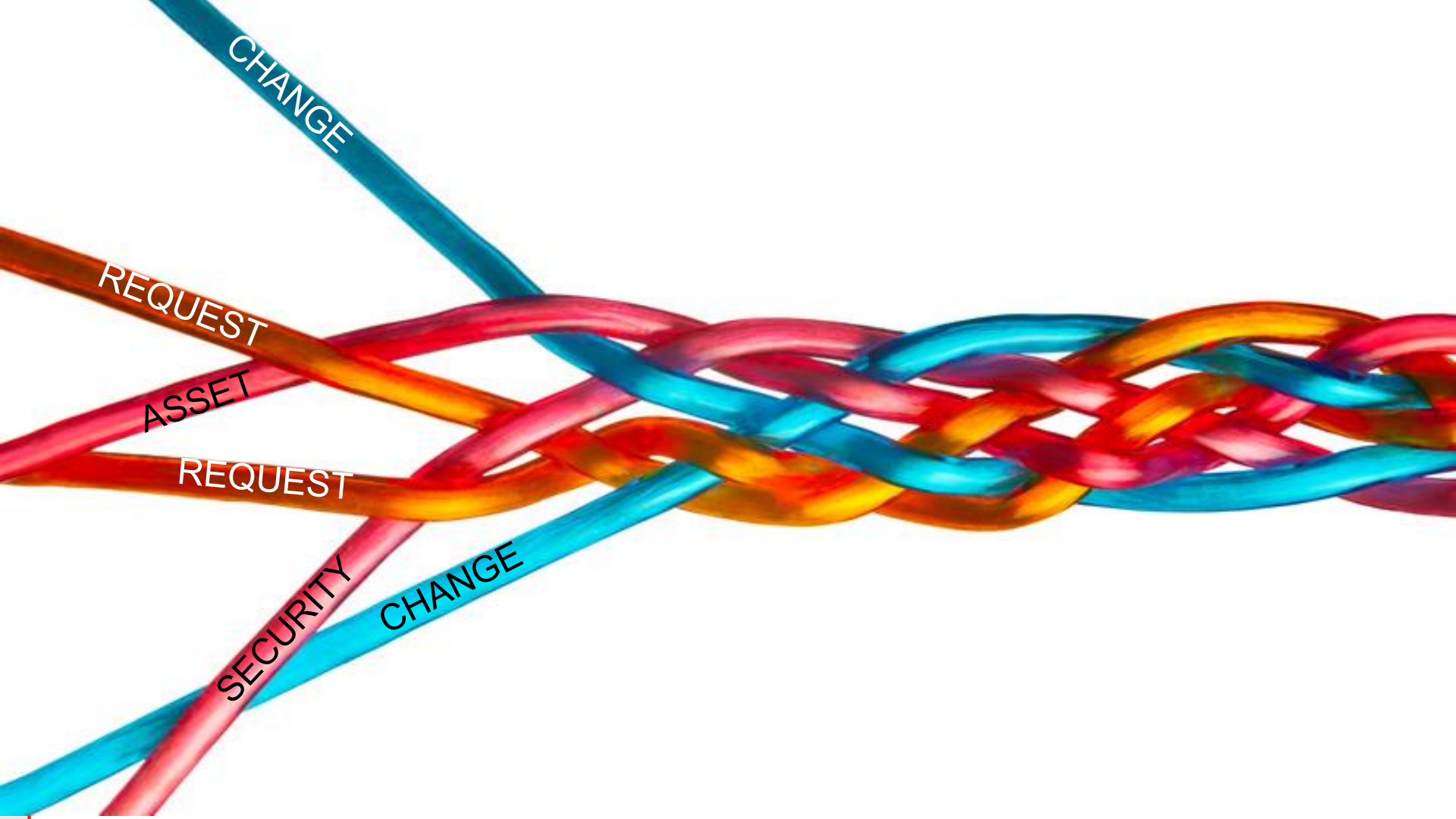
Team & Customer

User Experience

Ways in which the user
experience can be improved:
zero touch automation,
good feedback loops,
relevant view on their
services,
Customer advocacy







CHANGE

REQUEST

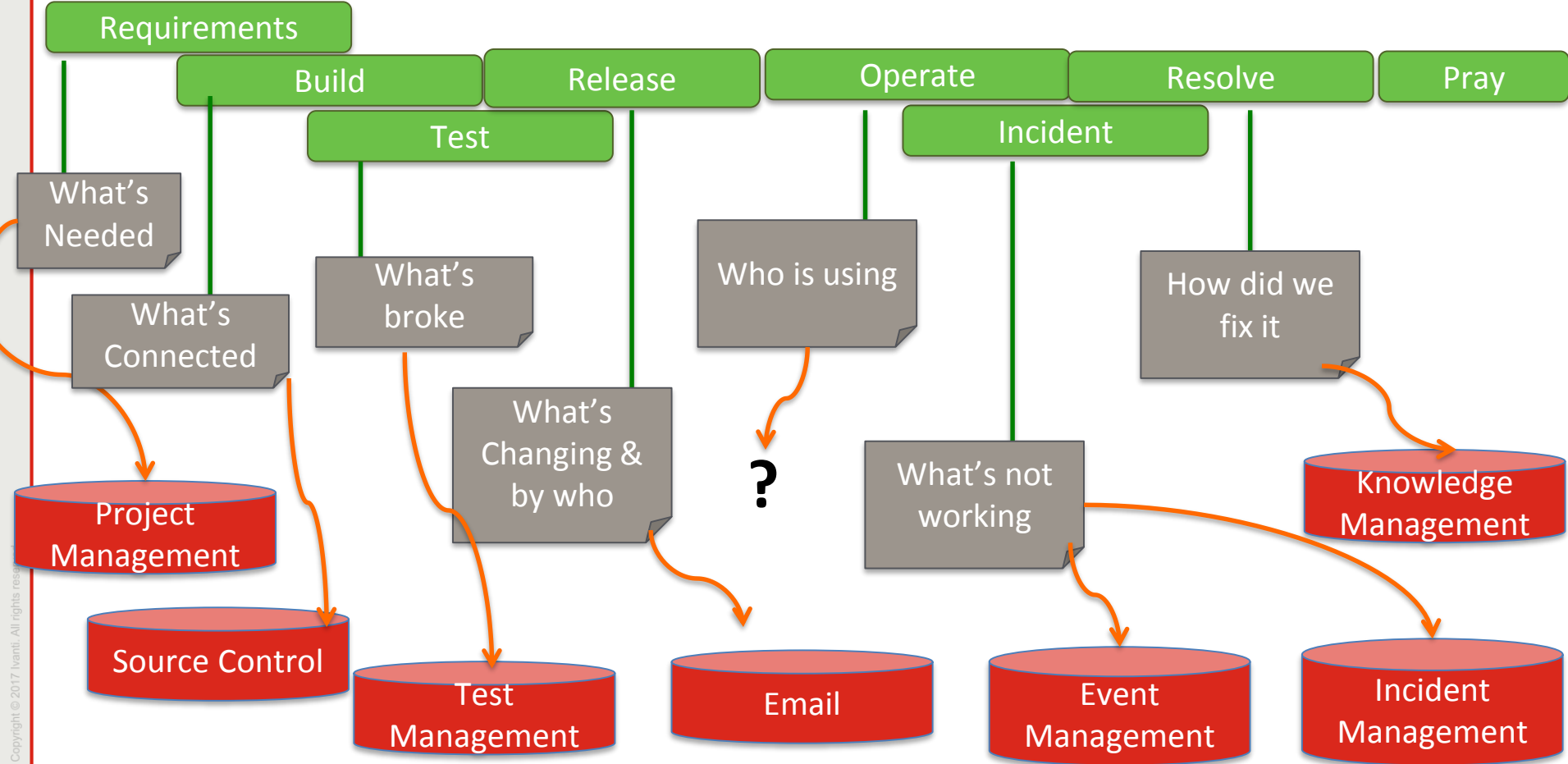
ASSET

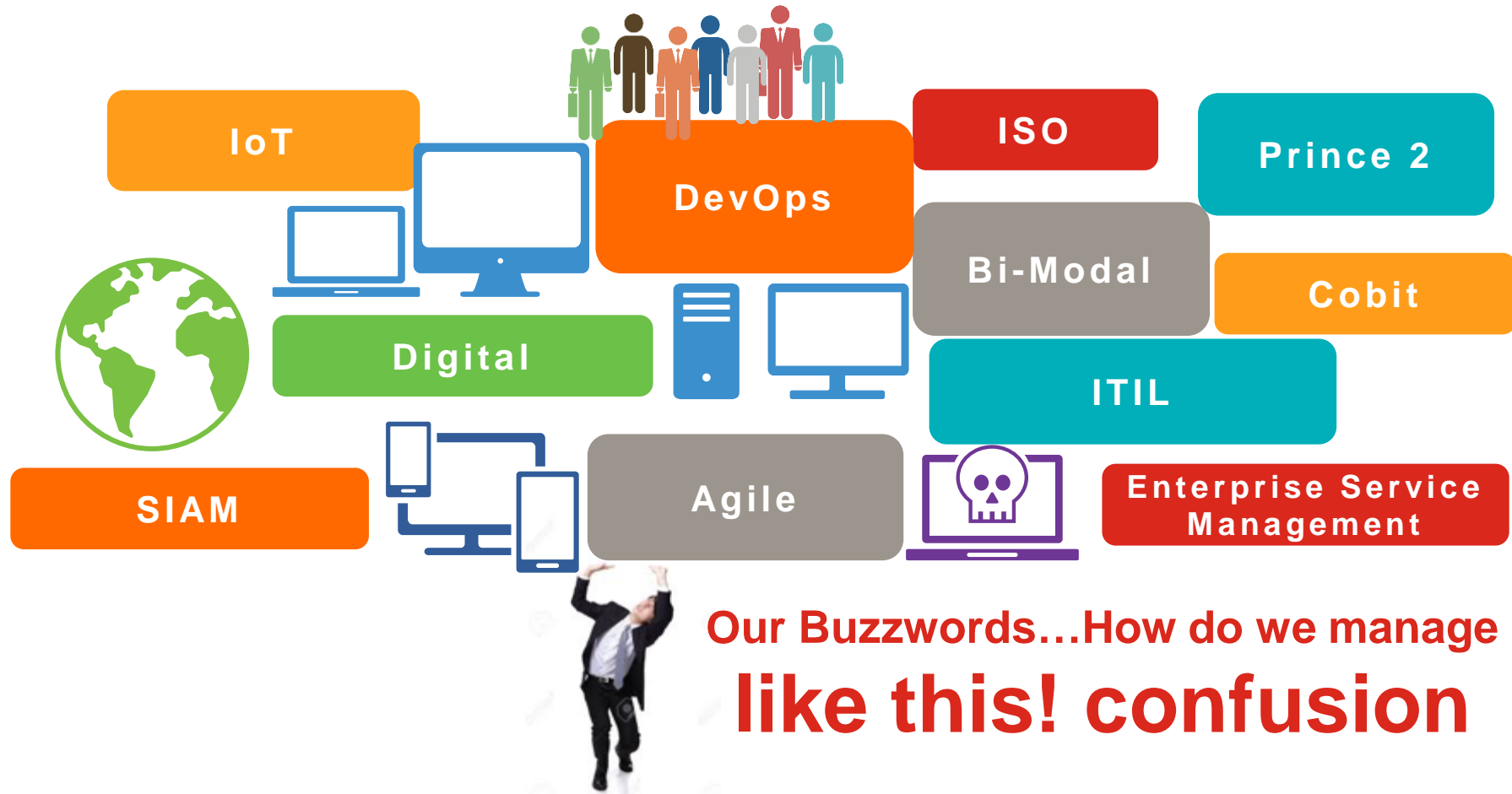
REQUEST

SECURITY

CHANGE

WATERFAIL Methodology





Over to you (3 more topics)



What are your digital transformation views on

Service improvement

Plans to improve services over time, introducing attainment levels upon services (regarding if there are Costs/Approvals/Digital Automation)
Include ideas management

Speed & Performance

How can we improve the speed in which services are delivered to the end user/customer.
If we fail, fail quickly!

Identifying obstacles to digitise

What are the constraints in which we can operate under:

Resources (People and their availability and Technology and its capability)
Paper based signatures
Costs

IT to TI



**Are you ready to be a
Transformational Innovator?**

There's a Better Way...

“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

Jack WelchCEO of GE for 20yrs driving value 4,000%

Forrester says.....

27%

of today’s businesses have a coherent digital strategy that sets out how the firm will create customer value as a digital business.

Gartner says.....

125,000

large organizations are launching digital business initiatives now and that CEOs expect their digital revenue to increase by more than 80% by 2020.

IDC says.....

that the percentage of enterprises creating advanced digital transformation initiatives will more than double by 2020, from today’s 22% to almost 50%.

Traditional vs. Agile ITSM

Traditional ITSM

Customer – anyone not in IT

PMO, Development, Ops – 3 different groups

IT & the Business

IT Projects

Service Providers

Stacked sets of functionality are published in a major release

Incidents and outages are a detangling effort

Agile ITSM

Company has 1 customer and they don't work here

IT is not a department but a capability

IT is the business

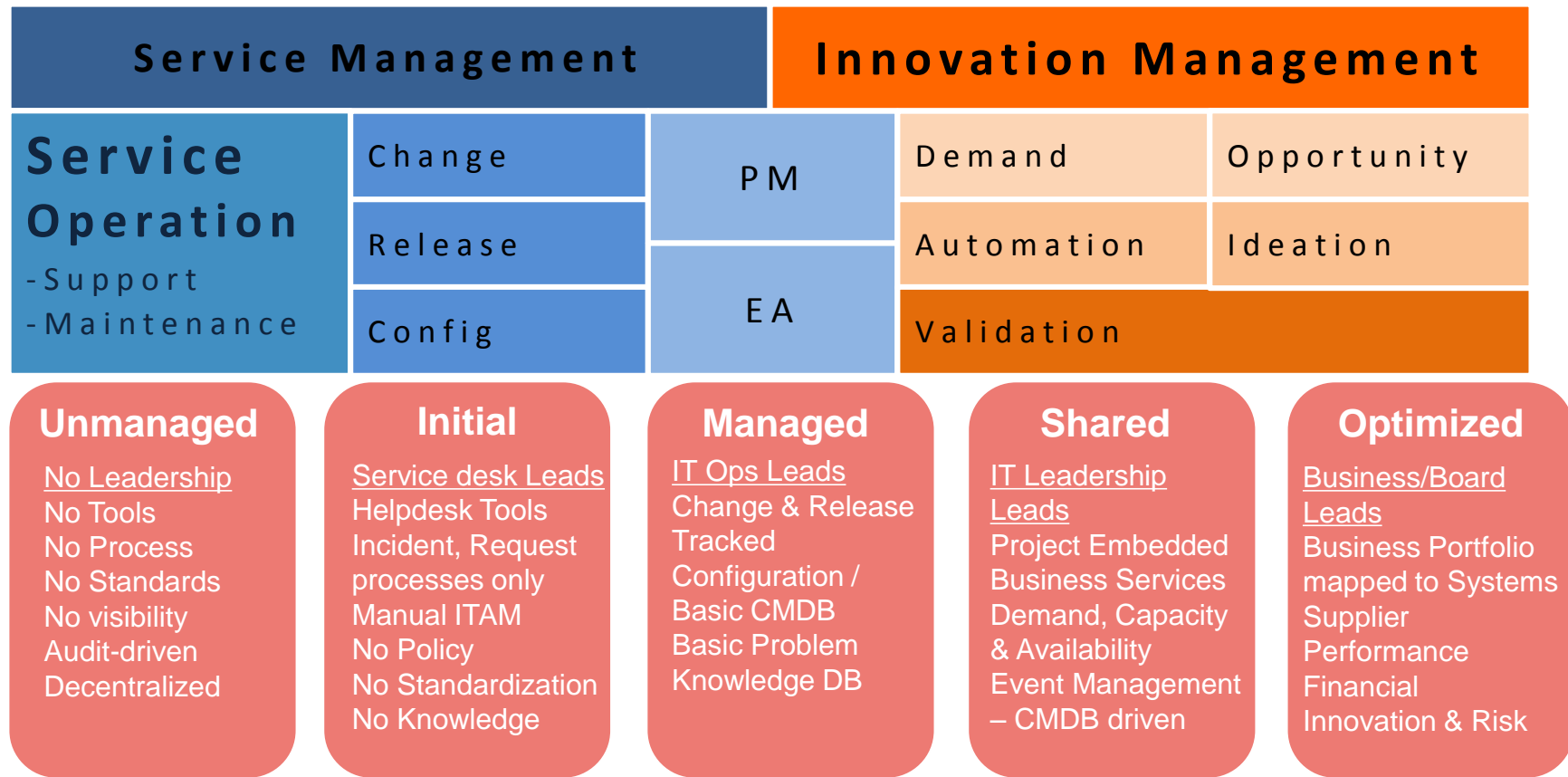
Only business projects

IT enables the Digital Strategy of the organization

Small sprints of code are utilized to create change

Impacts are quickly isolated and roll-back is performed if needed

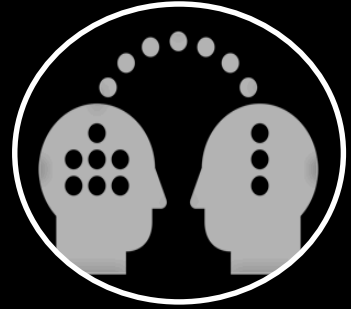
Service Management & Innovation Management



In order to **change** you need
to be really **clear** about
where you want to **be**



Being clear is a Challenge



**Traditional IT
Leadership mindset**

**Digital IT
Leadership mindset**

Strategy

Efficiency

Innovation

Culture

Hierarchy

Collaboration

Talent

Low cost

High skill

Technology

Legacy

Cloud, mobile, apps

UX experience

“Who cares?”

Mission Critical

IT Philosophy

Default to No

Default to Yes

Project mgmt

Waterfall

Iterative (Agile)

Business model

Service & Support

Relationship & Partner

**Traditional IT
Leadership mindset**

**Digital IT
Leadership mindset**

Strategy

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Service & Support Relationship & Partner

13

connected devices

0

connected devices

Launch of first mass market home PC and PC modem

First connected mainframe is born



Intel 8004, the first commercial processor, is launched


Intel is founded

intel.



1970

1960



The customers view of Digital

DISTANCE
298.6
YARDS

ACCURACY
64.22%

SMASH FACTOR
1.50

114
MPH

SPIN 2,154 RPM

14°

SPEED 165 MPH



YOU GET WHAT YOU PAY FOR: **EDEN HAZARD** PREMIER LEAGUE 2014/15:

DUELS WON

1. EDEN HAZARD	215
2. LEROY FER	200
3. JOEL WARD	188

ASSISTS FOR SHOTS

1. EDEN HAZARD	62
2. CHRISTIAN ERIKSEN	58
3. STEWART DOWNING	57



FOULS SUFFERED

1. EDEN HAZARD	74
2. RAHEEM STERLING	60
3. STEVEN NAISMITH	52

SUCCESSFUL DRIBBLES

1. EDEN HAZARD	111
2. ALEX O.-CHAMBERLAIN	77
3. ALEXIS SANCHEZ	74

HIGHEST PAID CHELSEA PLAYERS

1. EDEN HAZARD	£200,000 PER WEEK
1. CESC FABREGAS	£200,000 PER WEEK
3. JOHN TERRY	£175,000 PER WEEK



WWW.ULALA.COM

POWERED BY **opta**

Shivy Swift Dress

\$106³⁸



BUY NOW

RECOMMENDED
FOR YOU



Bust: 88 cm
Waist: 59 cm
Hips: 89 cm

Care Instructions



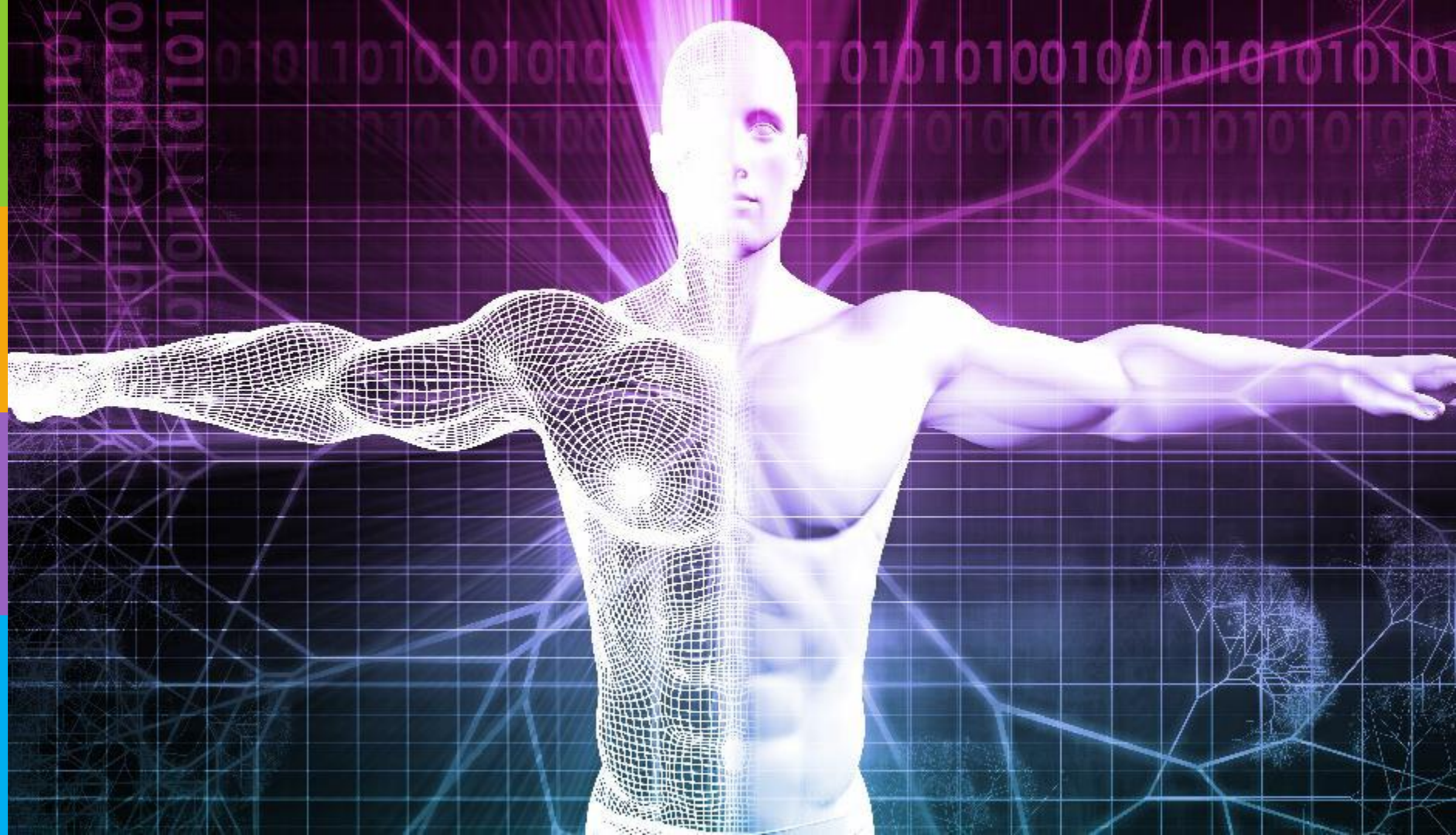
Texture

95% Polyester
5% cotton

Dress Selected

Fully-length sleeves
Soft-touch jersey fabric
Not reversible
Stretch waistband
Regular fit - true to size
Machine wash
95% Polyester, 5% Cotton
Our model wears a UK 8/US
36/US 4 and is 175 cm/5'9" tall







Over to you (2 topics)

What are your key challenges?

What is your Service Strategy to cope?



The world of Digital Services





Business
Relationship
Management

Service
Desk

Support
Vendors &
Partnerships

Problem,
Change &
Request

2nd & 3rd
Line Support

Service
Management

THE BUSINESS OF IT HAS CHANGED & CONTINUES TO



2020s
Value

Technology

Systems

Services

Experience

1980s

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2000s

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Over to you (2 topics)

**Is digital having an impact and
as an organisation have you defined it?**

What is your strategy for the next three years?

Define a
strategy

Demonstrate
your
Value

Promote &
Market your
success

Build and
execute a
career **plan**

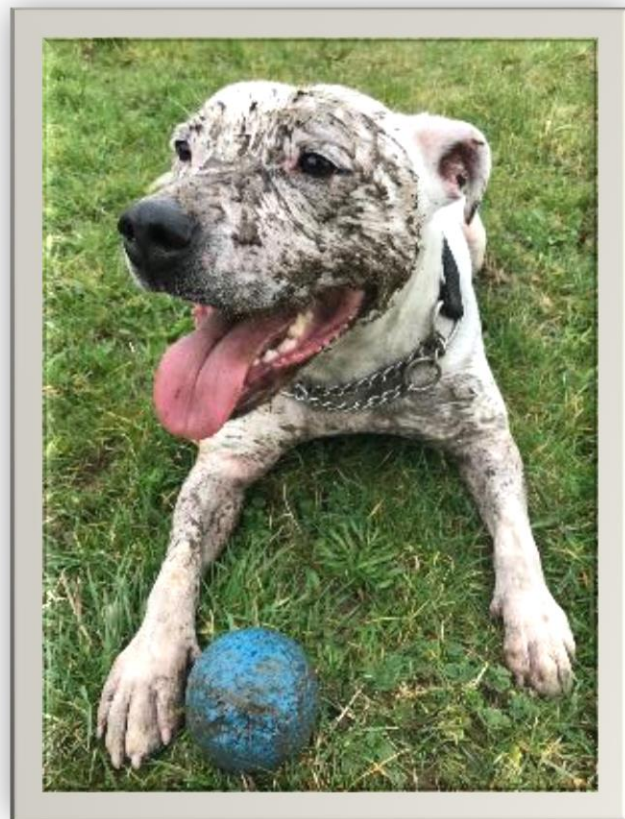
You
are
integral
to
the
success
of
**Digital
Transformation**



We **run**
and **transform** the IT services of
innovative, customer obsessed, life saving, world
changing and education focussed organisations
always delivering **value**.....



WE BELIEVE
IN MAKING
A DIFFERENCE





So?

Disrupter

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Ivanti

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Disrupted

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