ITIL4 and Human Digital Transformation

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- ITIL Practitioner co-author
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Agenda

The Value of Service Management

Digital Transformation, Automation, Robots, AI

10 things to know about ITIL4

ITIL4 Guiding principles

Summary

Questions

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Background

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Background

Frameworks and standards are part of the toolbox…

… not a swiss army knife as a panacea for all.

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The value of Service Management

Collaboration

HOW WE ENGAGE AND WORK WITH COLLEAGUES, USERS, CUSTOMERS AND PARTNERS

Business focus

THE WAY THAT WE WORK TO MEET BUSINESS NEEDS, DEMONSTRATE VALUE, DEVELOP OUR VALUE STREAMS AND MANAGE COMPLEXITY, USE TOOLS AND WORK PRACTICES TO DELIVER PRODUCTS AND SERVICES

Assurance

THE APPROACH THAT WE TAKE TO MANAGING RISK, ACCOUNTABILITY, TIME-TO-MARKET, AND EFFICIENCY

Innovation

HOW WE DEVELOP NEW AND UPDATED PRODUCTS AND SERVICES TO DELIVER BUSINESS OUTCOMES – BOTH FROM DESIGN AND BUILD TO RUN AND SUPPORT

Governance

HOW WE ACCOUNT FOR AND SAFEGUARD THE KNOWLEDGE RESOURCES OF OUR CUSTOMERS – PARTICULARLY WITH CLOUD AND DISTRIBUTED MODELS.

Automation, Robots, AI

Automation is key to improve service quality and help remove technical debt

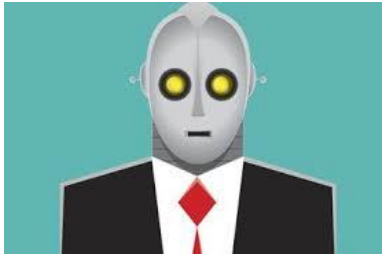
Automation can be seen e.g. in request management where manual and error prone tasks can be managed more quickly.

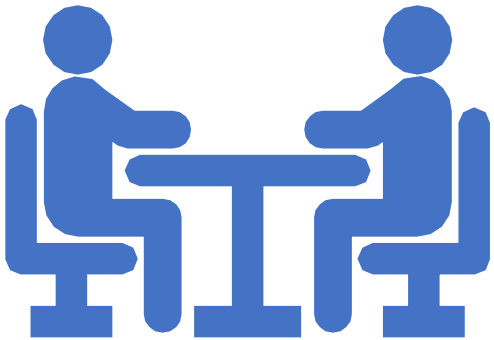
This also frees up people to do more useful and interesting work

Automation, Robots, AI

We must focus on the areas where we can add value as humans…

In areas where robots can't…





ITIL® PRACTITIONER

Communication…

Communication is a 2-way process

We are all communicating all the time

There is no single way of communicating

Timing and frequency matter

The message is in the medium

An Overview of ITIL 4

AXELOS
GLOBAL BEST PRACTICE

10 Things to know – ITIL4

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1. **Demand** + input, 2,000 people, industry engagement
2. **Approach** – lean, agile, design principles, product management
3. **Service** – definition = 'co-creation of value'
4. **Guiding principles** - how to adopt and adapt
5. **4 Dimensions** – areas to consider
6. **Systems view** – demand to value
7. **Service value chain** - the 'rail network'
8. **Service value streams –** 'trains and journeys'
9. **The (34) 'practices'** – elevated from processes
10. **Programme** and next steps

What are common ITSM “anti-patterns”?

The guidance is too vast

“Adopt & Adapt” and “Continual Improvement” needed reinforcement

Learning needs to be quickly understood, easily accessible and immediately applicable

6 “Design Principles” for ITIL 4

1
Modular

2
Lean

3
Practical

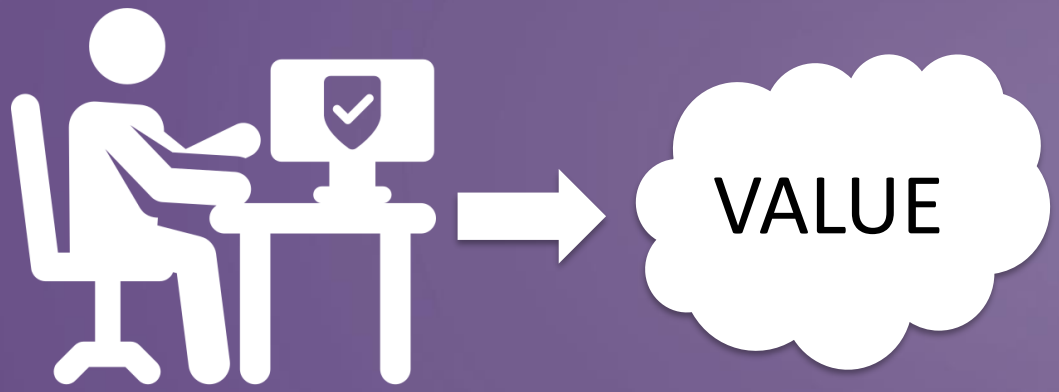
4
Evolutionary

5
Collaborative

6
Flexible

AXELOS
GLOBAL BEST PRACTICE

Current Language: Delivering Value



Service Provider

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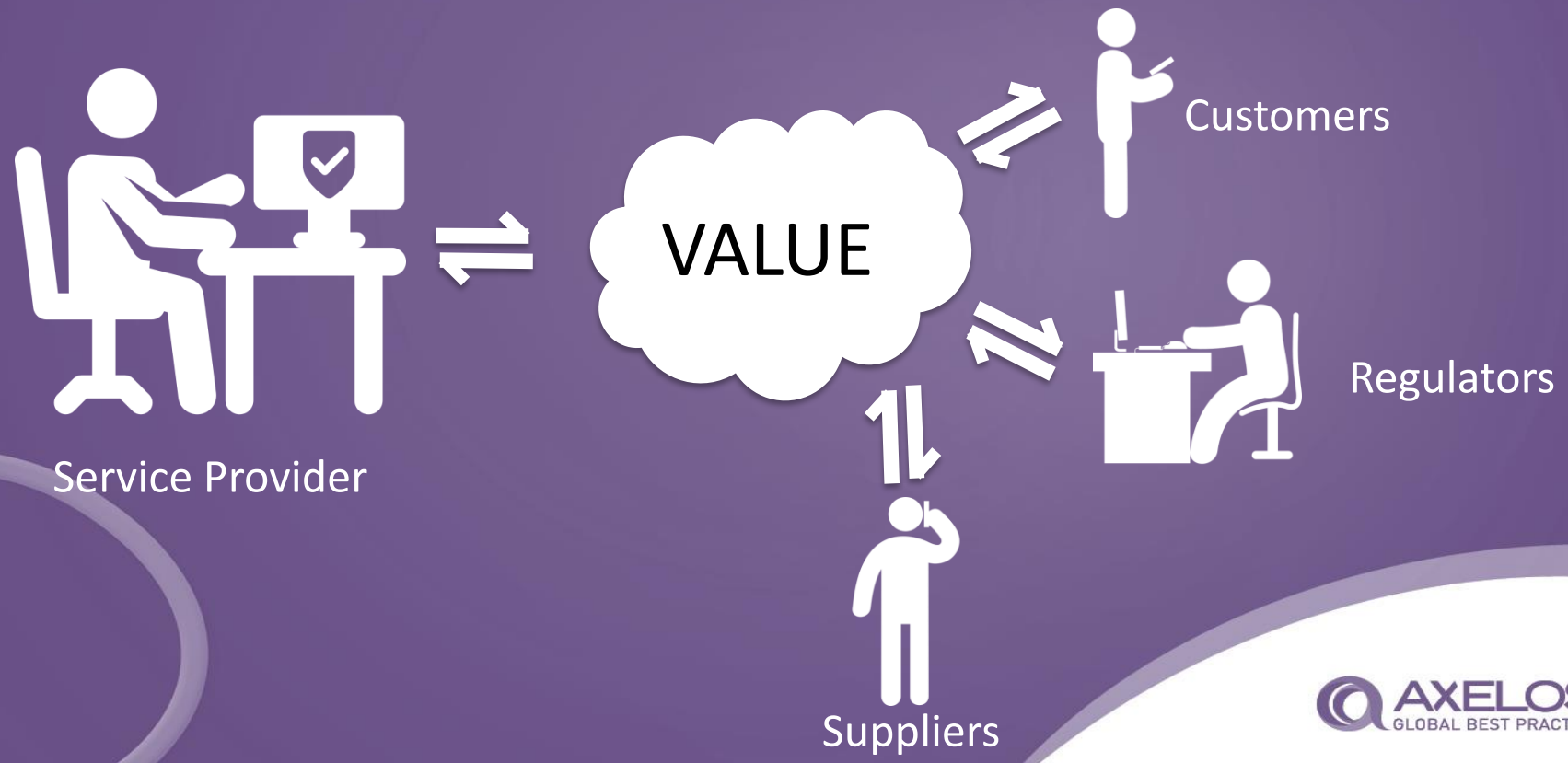
GLOBAL BEST PRACTICE

New Language: Co-Creating Value



AXELOS GLOBAL BEST PRACTICE

ITIL 4 - The Guiding Principles

Think and Work Holistically

Collaborate and Promote Visibility

Optimize and Automate

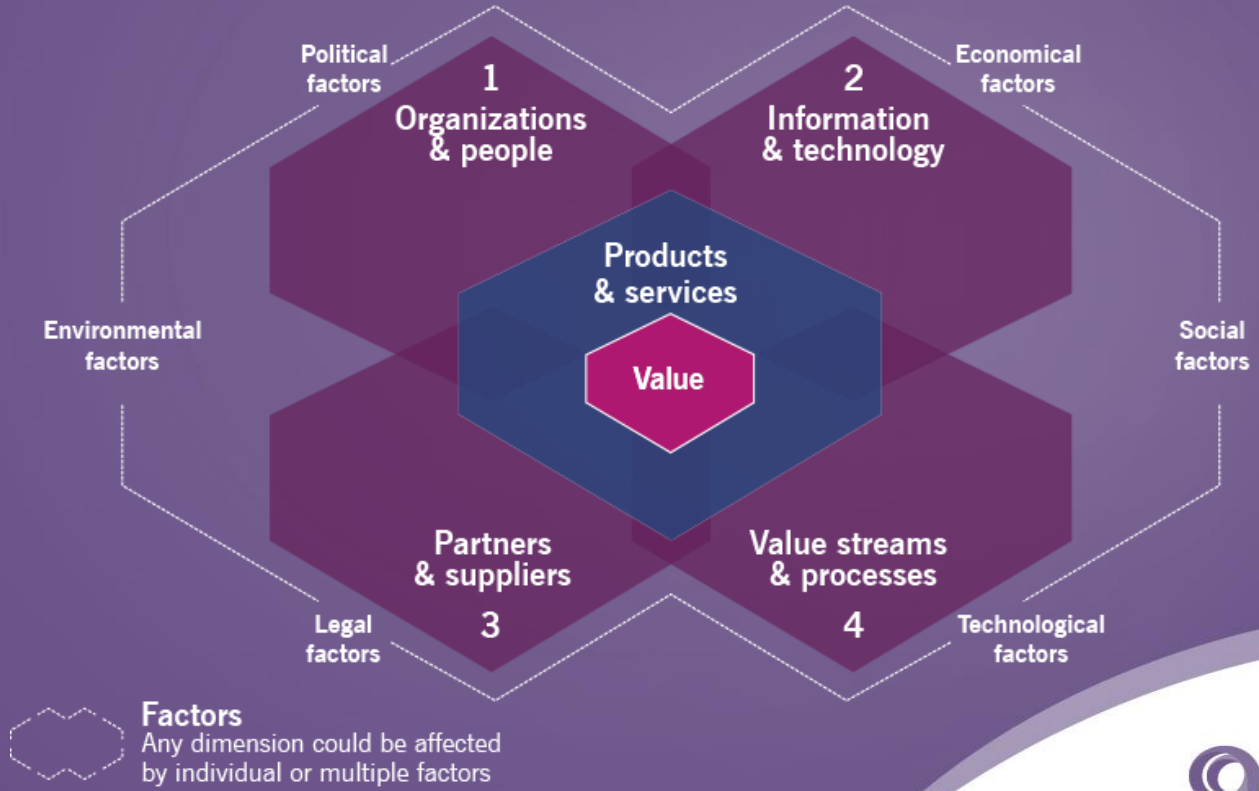
Keep it Simple and Practical

Start Where You Are

Focus on Value

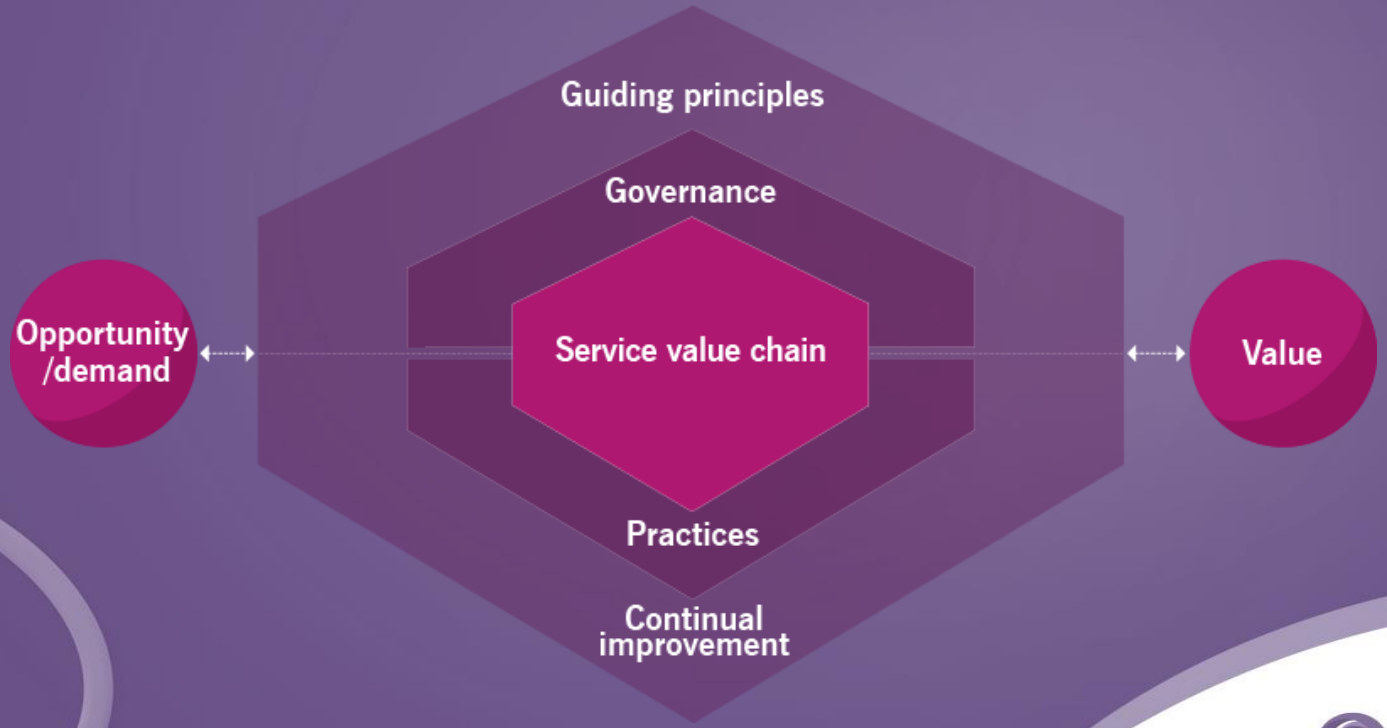
Progress Iteratively With Feedback

The Four Dimensions of Service Management



AXELOS GLOBAL BEST PRACTICE

ITIL 4 – A Systems Level View of ITSM



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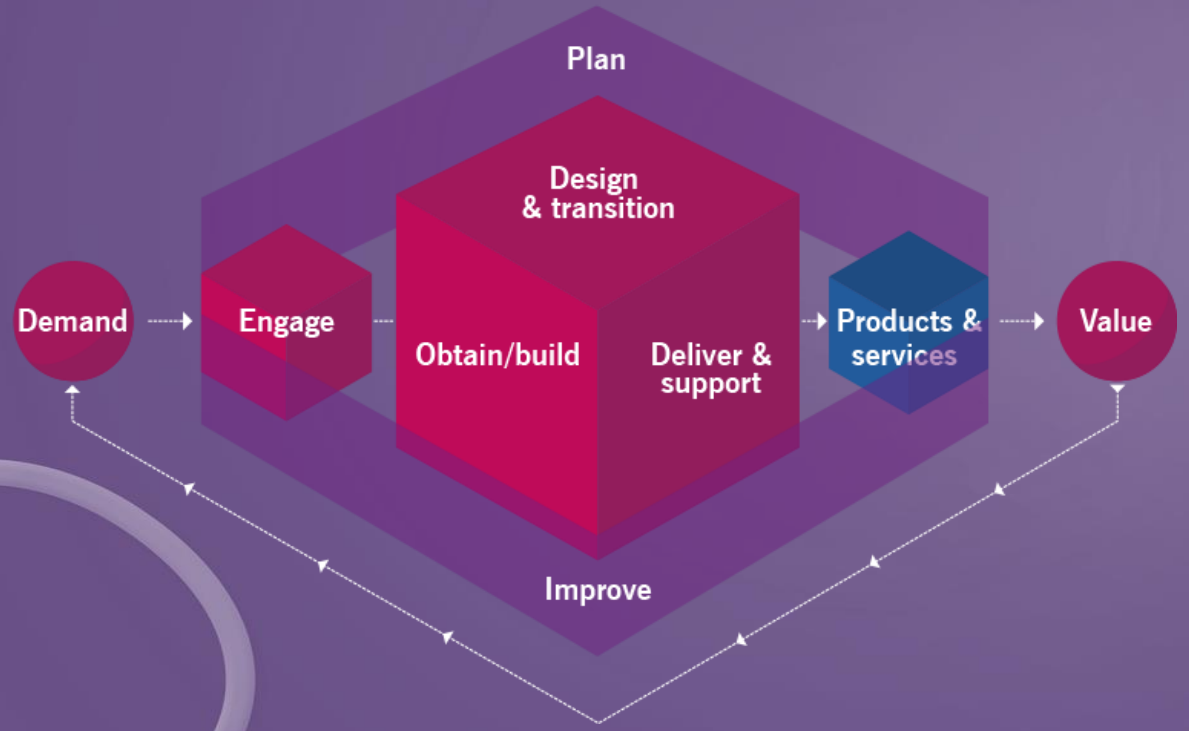
ITIL 4 – Service Value Chain



Scalable Operating Model

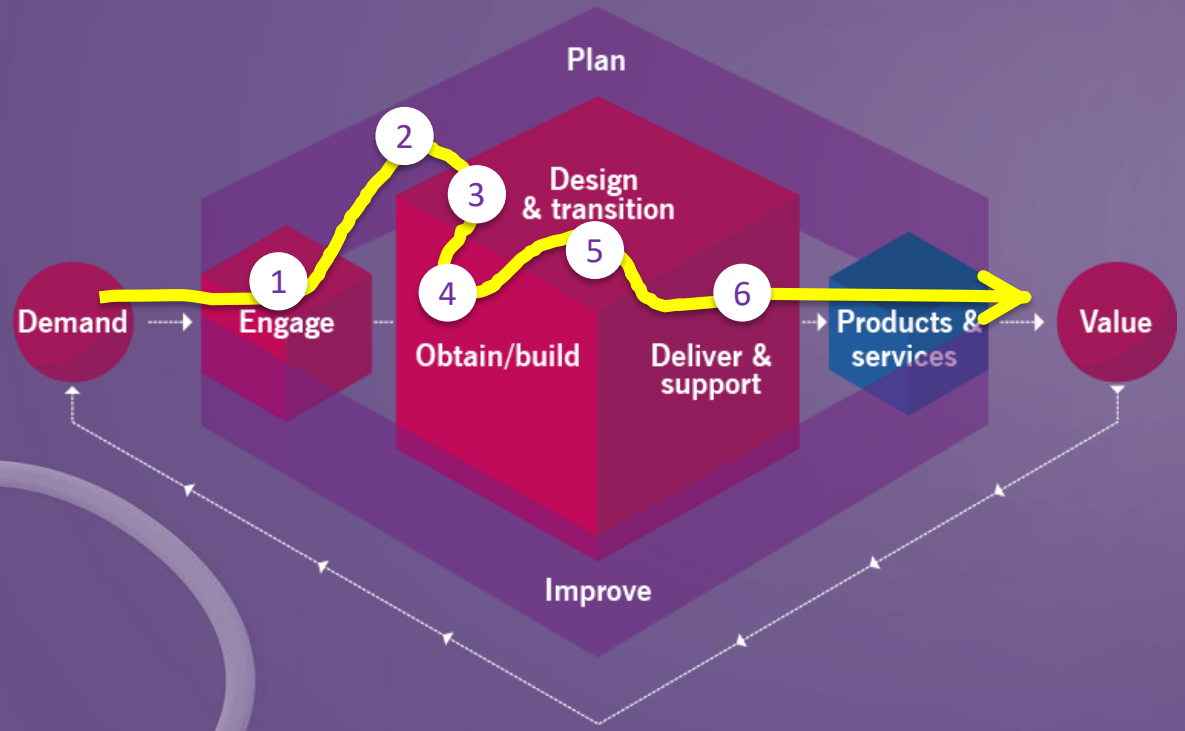
Individual

Team

Enterprise

AXELOS
GLOBAL BEST PRACTICE

ITIL 4 – Value Streams for Specific Scenarios



New service component

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ITIL 4 – Practices Support Value Chain Activities

Practices:

"A way of working, or a way in which work must be done"

- Management structures
- Culture
- Skills
- Competencies
- Value streams and processes
- Information asset
- Tools and technologies
- Partner & supplier involvement

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Practices At A Glance

General (Business) Management Practices

- Focused on overarching capabilities across multiple Value Chains
- 14 Practices

Service Management Practices

- Common goal but different approaches across multiple Value Chains
- 17 Practices

Technology Management Practices

- Focused on use of Technology-as-a Services
- 3 Practices

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GLOBAL BEST PRACTICE

General management practices	Service management practices	Technical management practices
• Architecture management • Continual improvement • Information security management • Knowledge management • Measurement and reporting • Portfolio management • Organizational change management • Project management • Relationship management • Risk management • Service financial management • Strategy management • Supplier management • Workforce and talent management	• Availability management • Business analysis • Capacity and performance management • Change control • Incident management • IT asset management • Monitoring and event management • Problem management • Release management • Service catalogue management • Service configuration management • Service continuity management • Service design • Service desk • Service level management • Service request management • Service validation and testing	• Deployment management • Infrastructure and platform management • Software development and management

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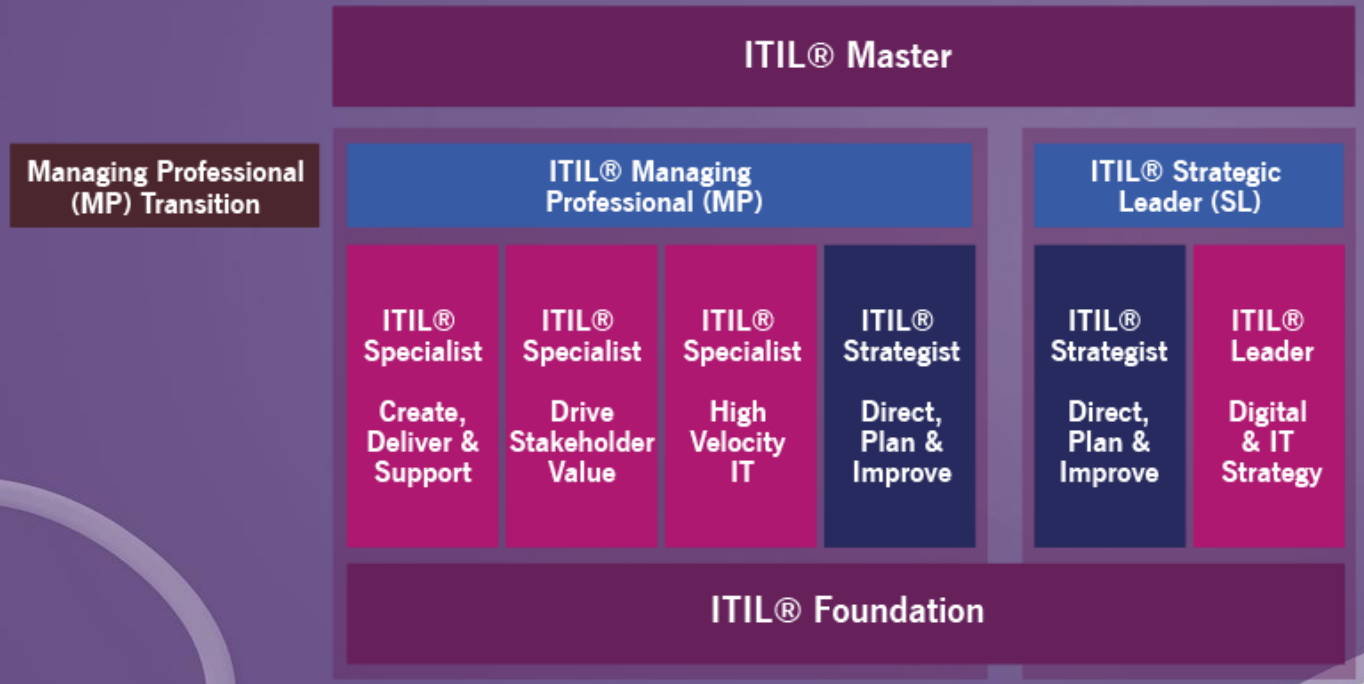
Looking Ahead – ITIL 4 Qualification Scheme



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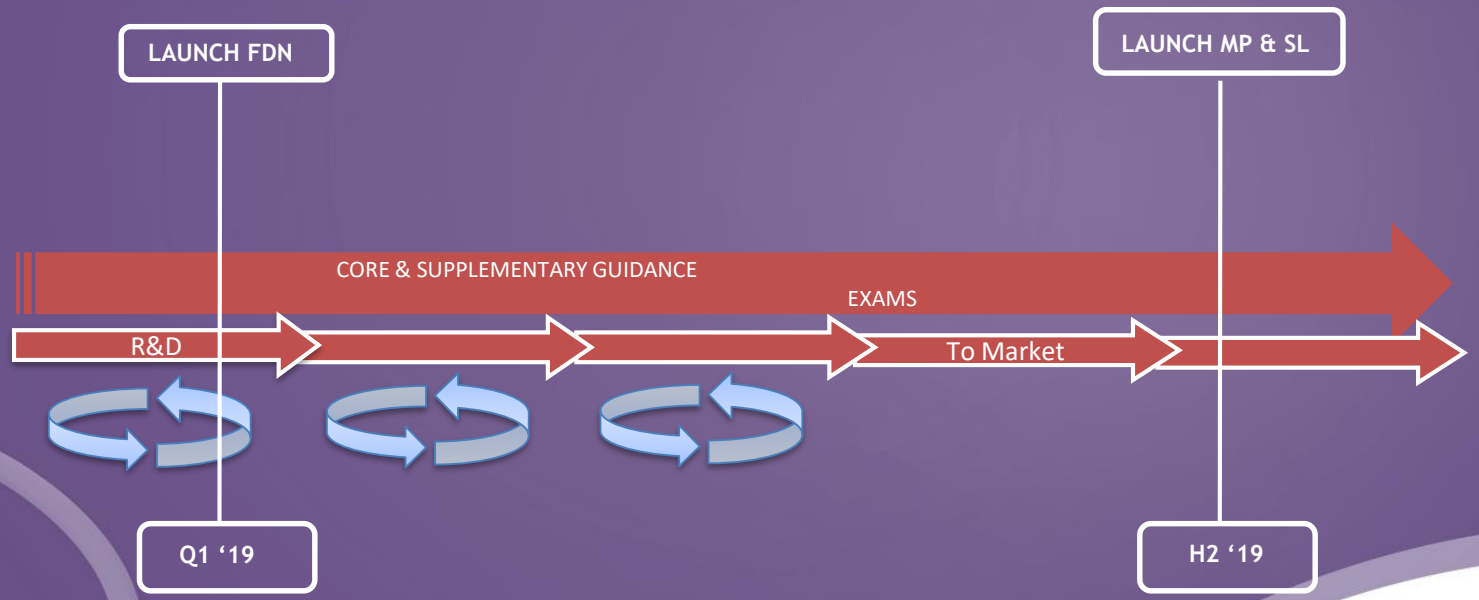
Next Steps



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GLOBAL BEST PRACTICE

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ITIL 4 Guiding Principles

Understand and get consensus on:

Issues, maturity, people, customers, challenges, impact, risk, costs, opportunities, positives

Use good work already done

Look for opportunities to collaborate and move forward

There’s no one size fits all

ITIL 4 Guiding Principles

- Customer / user value
- Business demand and value
- Employee value
- Stakeholder value…

- Discover, define, build, target, measure, demonstrate

ITIL 4 Guiding Principles

How to eat the elephant

Work in sprints

Use regular feedback to develop and check on progress

Build engagement though regular ongoing interaction

Seek out feedback from all stakeholders

ITIL 4 Guiding Principles

Ensure you can see the ‘bigger picture’ – business context, end-to-end

Who else is involved - what is their perspective?

Keep focused on all stakeholders and dimensions

What is practical and achievable?

Present and demonstrate overall value – in context

ITIL 4 Guiding Principles

Make work visible

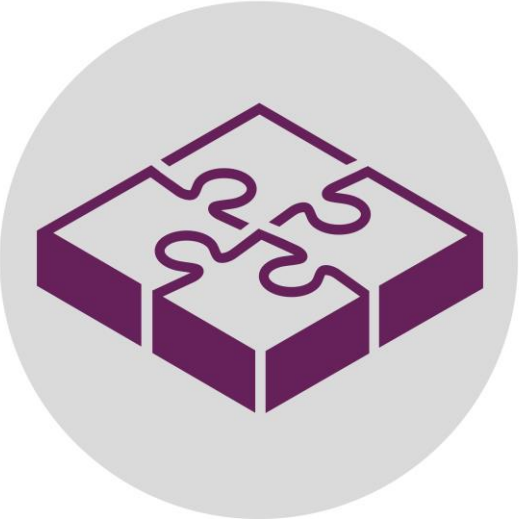
Share and collaborate – use collaboration tools

Use marketing techniques to communicate and develop channels

Develop a culture that rewards openness and transparency

Encourage everyone to participate

COLLABORATE AND PROMOTE VISIBILITY



ITIL 4 Guiding Principles

Make documents simple and clear

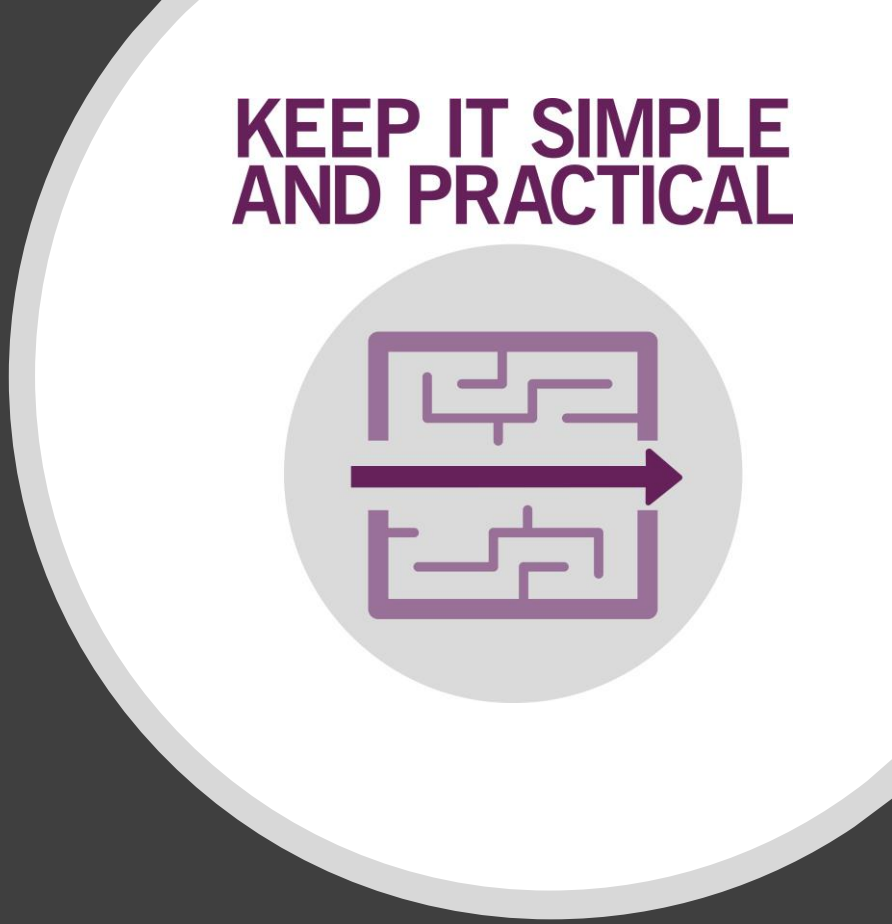
Keep to key points for communications and clarity

Develop simple messages – on objectives, approach. targets - for focus and consistency

Reward simplicity

Remove unnecessary content

Get people to build content that they will use



ITIL 4 Guiding Principles

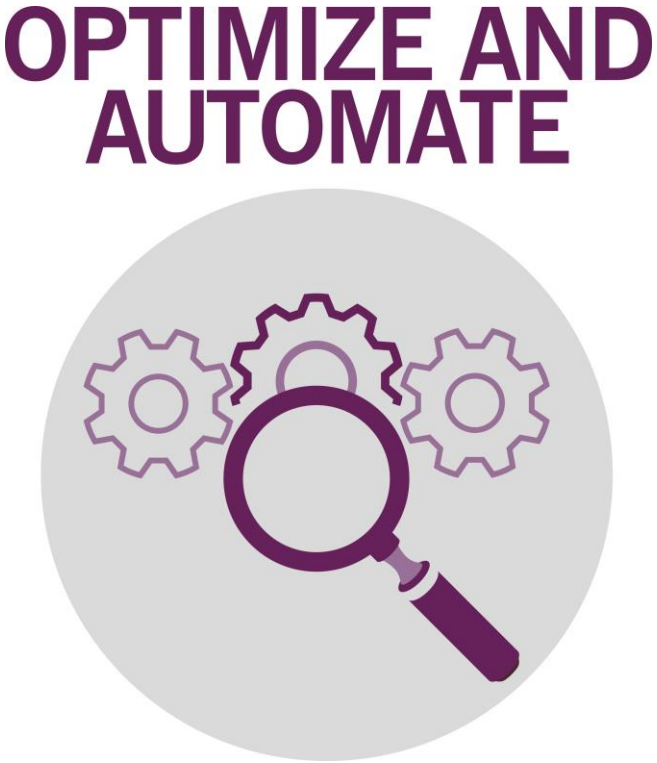
Remove unnecessary manual work

Eliminate repetitive work

Look for opportunities to optimize and develop efficiency

Consider and prepare systems for automation

Automate where required – where there are value opportunities



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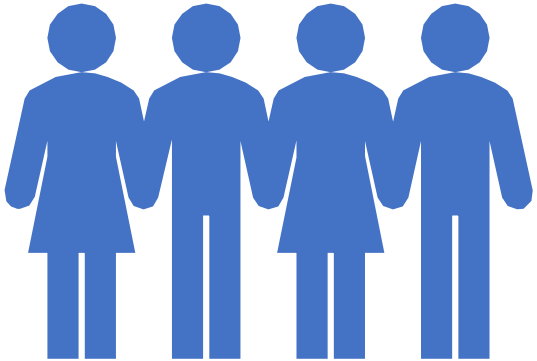
Digital transformation

How we adapt as people…

as well as how much we automate



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Thank you

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