

# IT Infrastructure Library

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# Agenda

- Overview of ITIL
- ITIL: Service Management Implementation & Operation
- Q&A

# *Overview of ITIL*

# Key issues facing most Business and IT Managers

- IT and business **strategic planning**
- **Integrating** and **aligning** IT and business goals
- Implementing continual **improvement**
- **Measuring** IT organization effectiveness and efficiency
- Optimizing costs and the Total Cost of Ownership (**TCO**)
- Achieving and demonstrating Return on Investment (**ROI**)
- Demonstrating the **business value** of IT
- Developing business and IT **partnerships** and relationships
- Improving project **delivery success**
- Outsourcing, insourcing and smart **sourcing**
- Using IT to gain **competitive** advantage
- Delivering the required, **business justified** IT services
- Managing constant business and IT **change**
- Demonstrating appropriate **IT governance**.

# What is ITIL?

A public framework that describes Best Practice in IT service management. It provides a framework for the governance of IT and focuses on the continual measurement and improvement of the quality of IT service delivered, from both a business and a customer perspective.

Some of the realized benefits include:

- Increased user and customer satisfaction with IT services
- Improved service availability, directly leading to increased business profits and revenue
- Financial savings from reduced rework, lost time, improved resource management and usage
- Improved time to market for new products and services
- Improved decision making and optimized risk.

# History of ITIL

## **ITILv1**

(1989-1995)

Published by Her Majesty's Stationery Office (HMSO) in the UK on behalf of the Central Communications and Telecommunications Agency (CCTA) – now subsumed within the Office of Government Commerce (OGC). ITILv1 consisted of 31 books.

## **ITILv2**

(2000-2004)

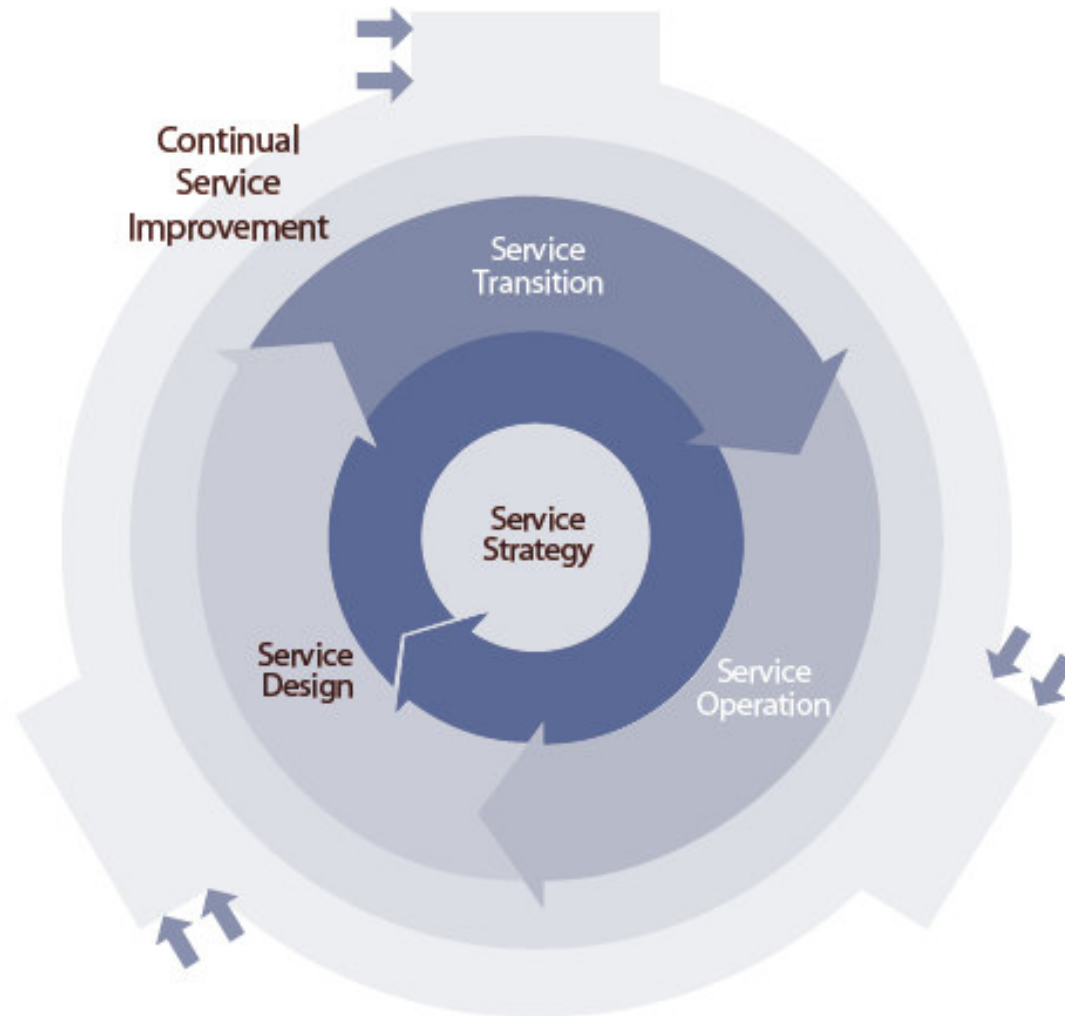
A second version of ITIL was published as a set of revised books.

## **ITILv3**

(2007)

In 2007, ITILv2 was superseded by an enhanced and consolidated third version of ITIL, consisting of five core books covering the service lifecycle, together with the Official Introduction.

# ITIL Core



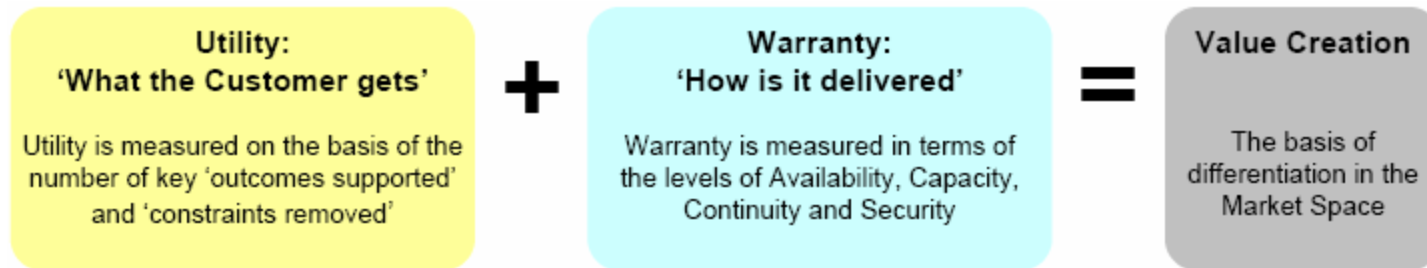
# ITIL Publications





# What is 'Service'?

Services are a 'means of delivering value to customers by facilitating outcomes customers want to achieve, without the ownership of specific costs and risks'.



A simple example of a customer outcome that could be facilitated by an IT service might be: "Sales people spending more time interacting with customers" facilitated by "a remote access service that enables reliable access to corporate sales systems from sales people's laptops".

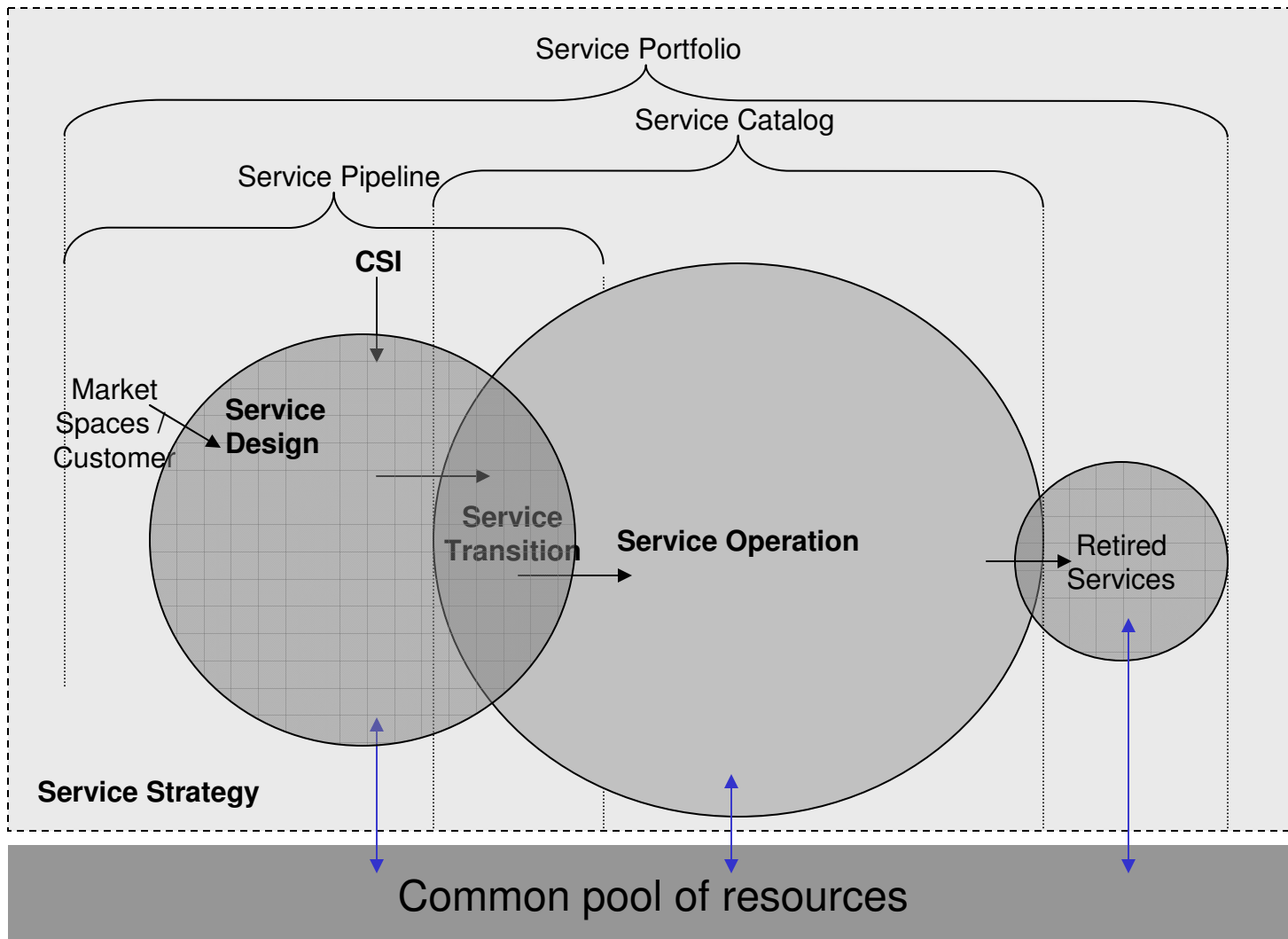
# What is 'Service Management'?

*Service Management is a set of specialized organizational capabilities for providing value to customers in the form of services.*

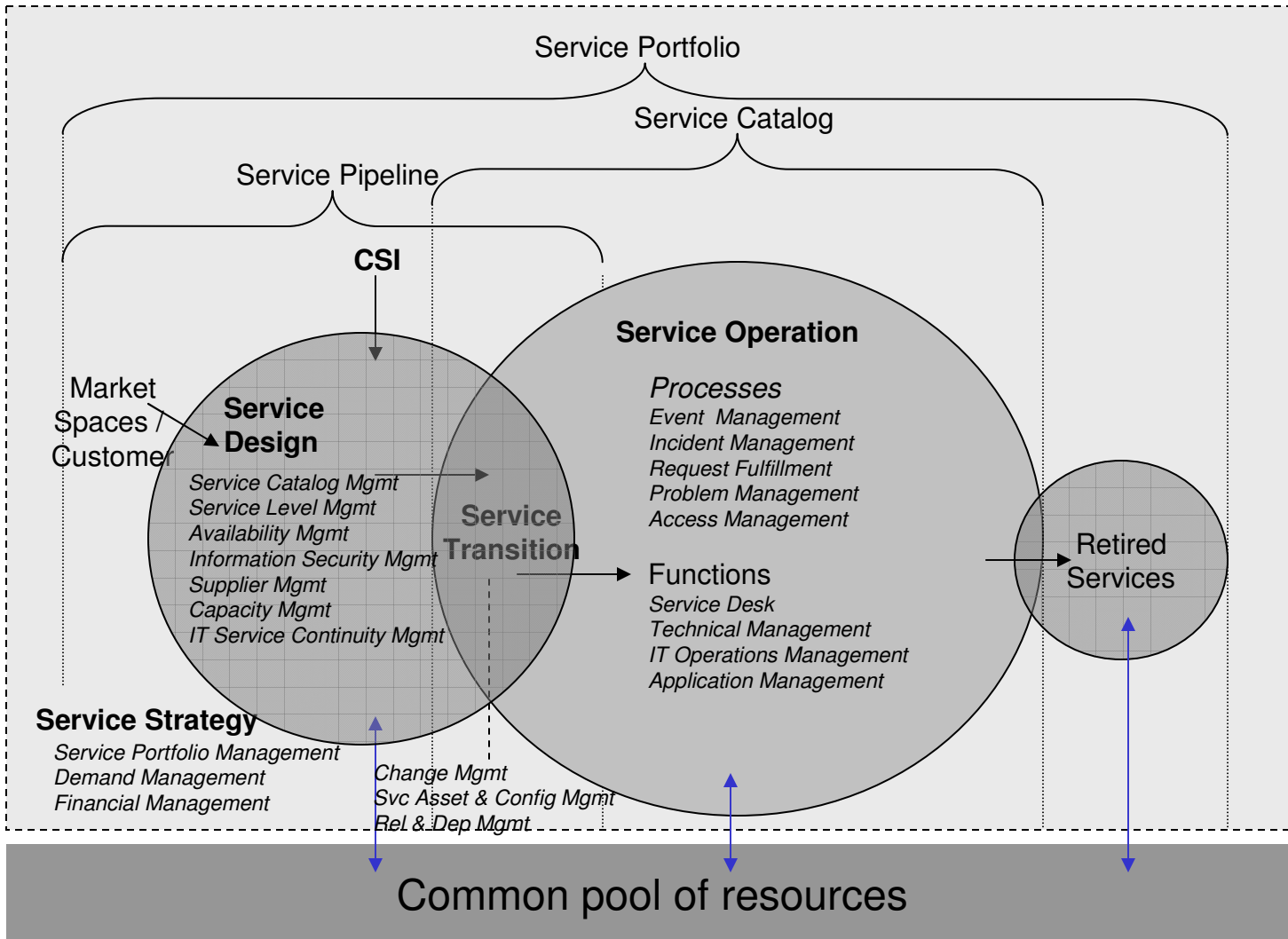
Service management is what enables a service provider to:

- Understand the services they are providing
- Ensure that the services really do facilitate the outcomes their customers want to achieve
- To understand the value of the services to their customers
- To understand and manage all of the costs and risks associated with those services.

# Service Lifecycle – ITILv3

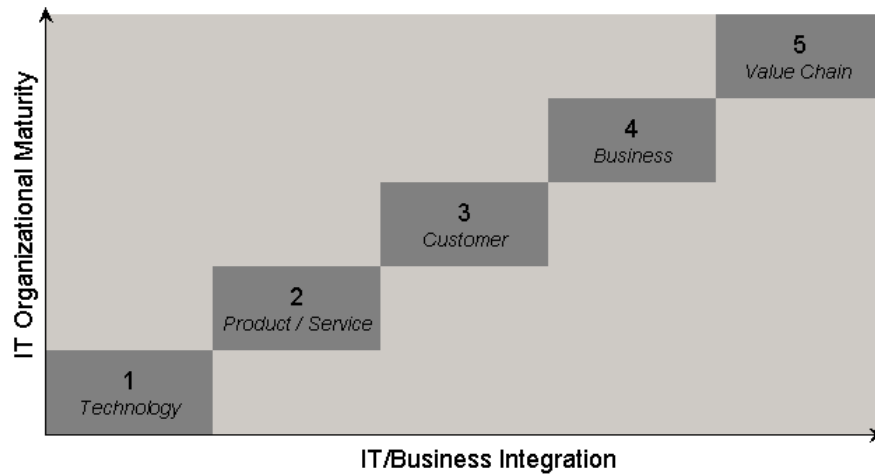


# Detailed Service Lifecycle – ITILv3



# ITILv3 Organizational Maturity

Successful transformation requires both **organizational** as well as service management **process** maturity

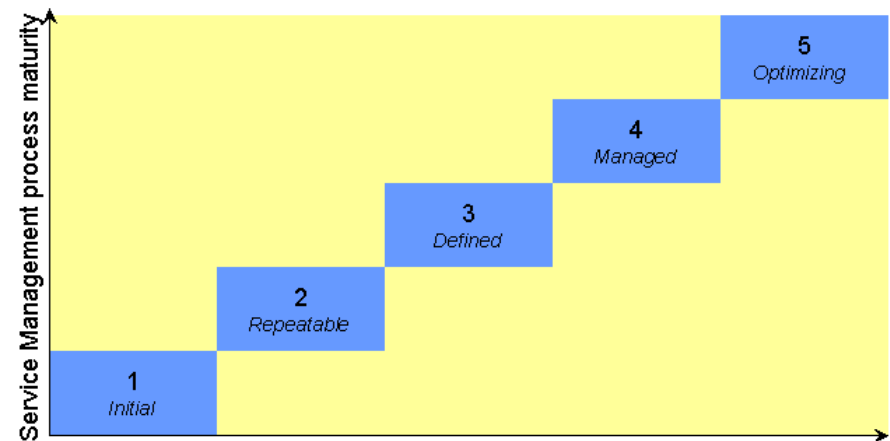


**Organizational maturity** assessment involves assessing:

- Changes in people (skills and competences)
- **Processes** and ways of working
- Technology & tools (to support & enable people & processes)
- Steering (the vision, goals and results)
- Attitude (the values and beliefs)

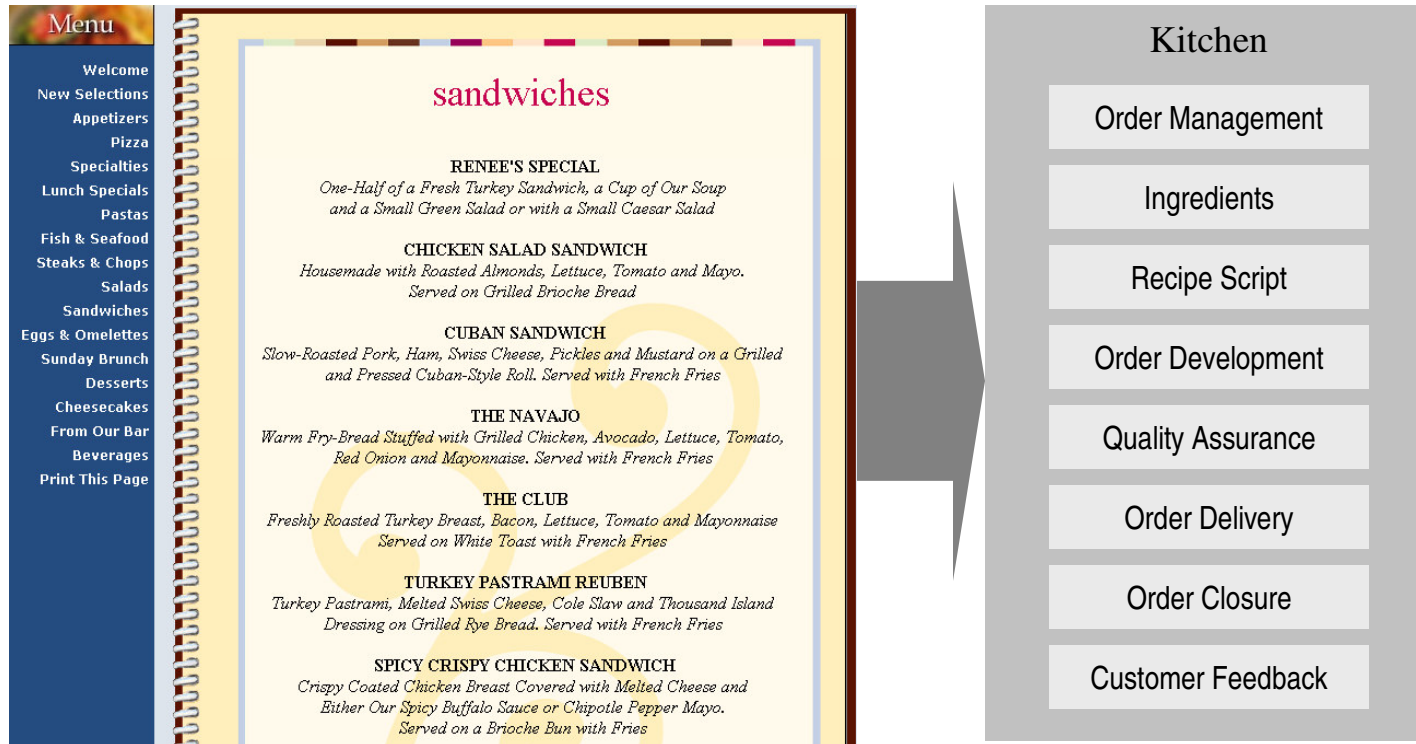
**Process maturity** assessment involves assessing:

- Vision & steering
- Process
- People
- Technology
- Culture



*ITIL: Service Management Implementation &  
Operation*

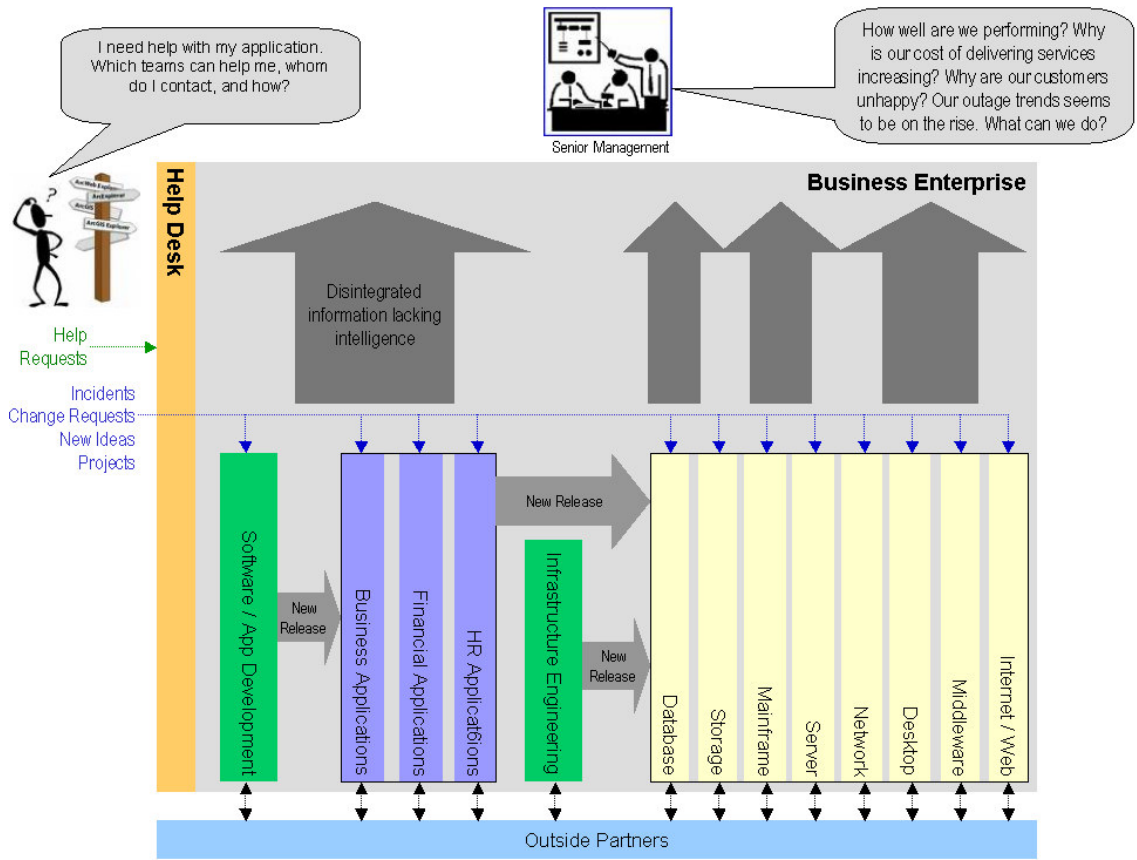
# Service Management at a Restaurant



## Service Management questions to ask:

- What if there is no menu?
- What if there is no clear definition on how to place an order?
- What if you are asked to reach out to the Chef and explain to him / her what you need?
- What if multiple members from the kitchen reach out to you to further understand what you need?
- What if you ordered the *Cuban* and received the *Club*?
- What if it takes longer than usual to receive your order?
- What if there is no price available?

# Service Management at low maturity IT organization



Silo-ed Engineering & Developed

Silo-ed Technology Management

Silo-ed Request Management

Silo-ed Reporting & Communication

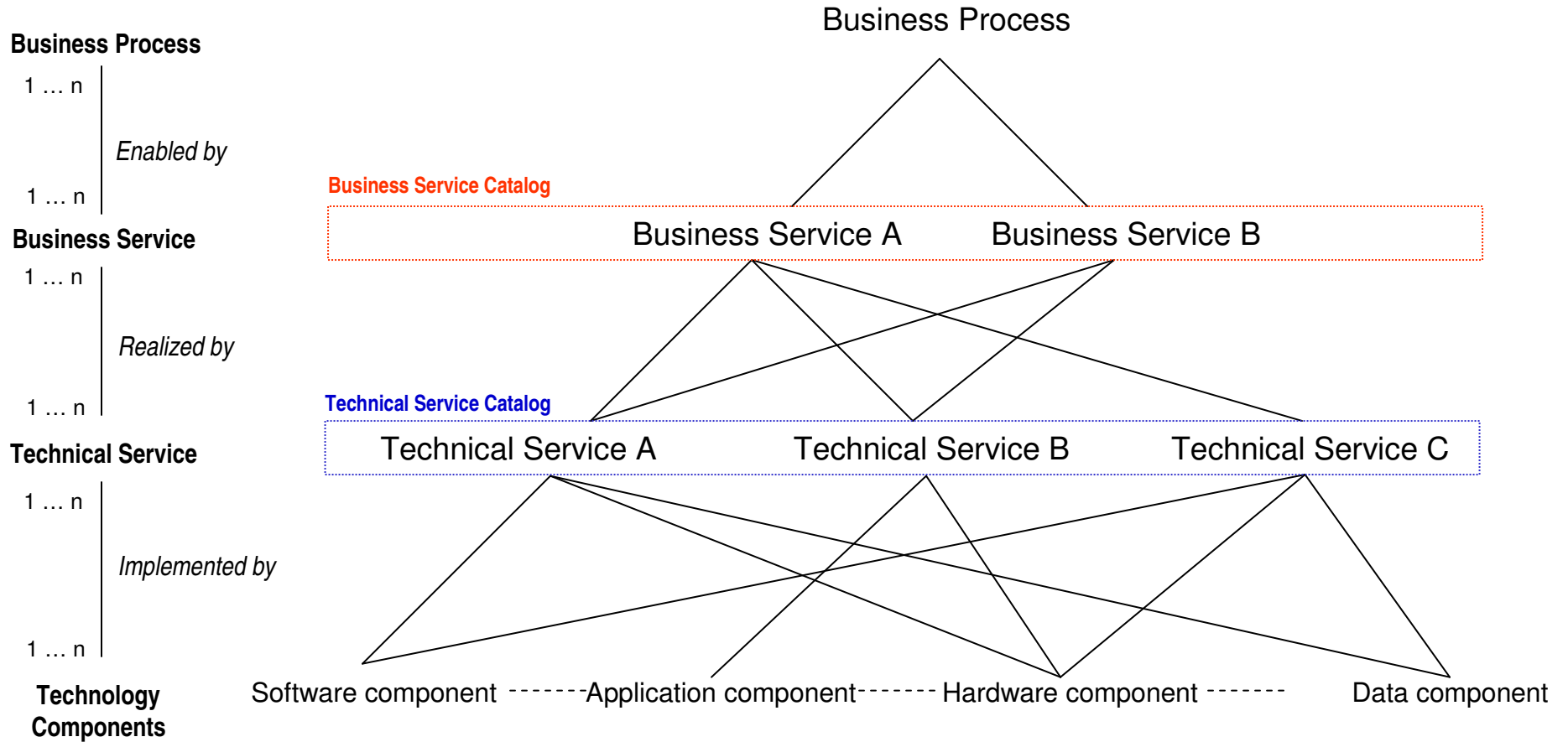
Silo-ed Supplier Management



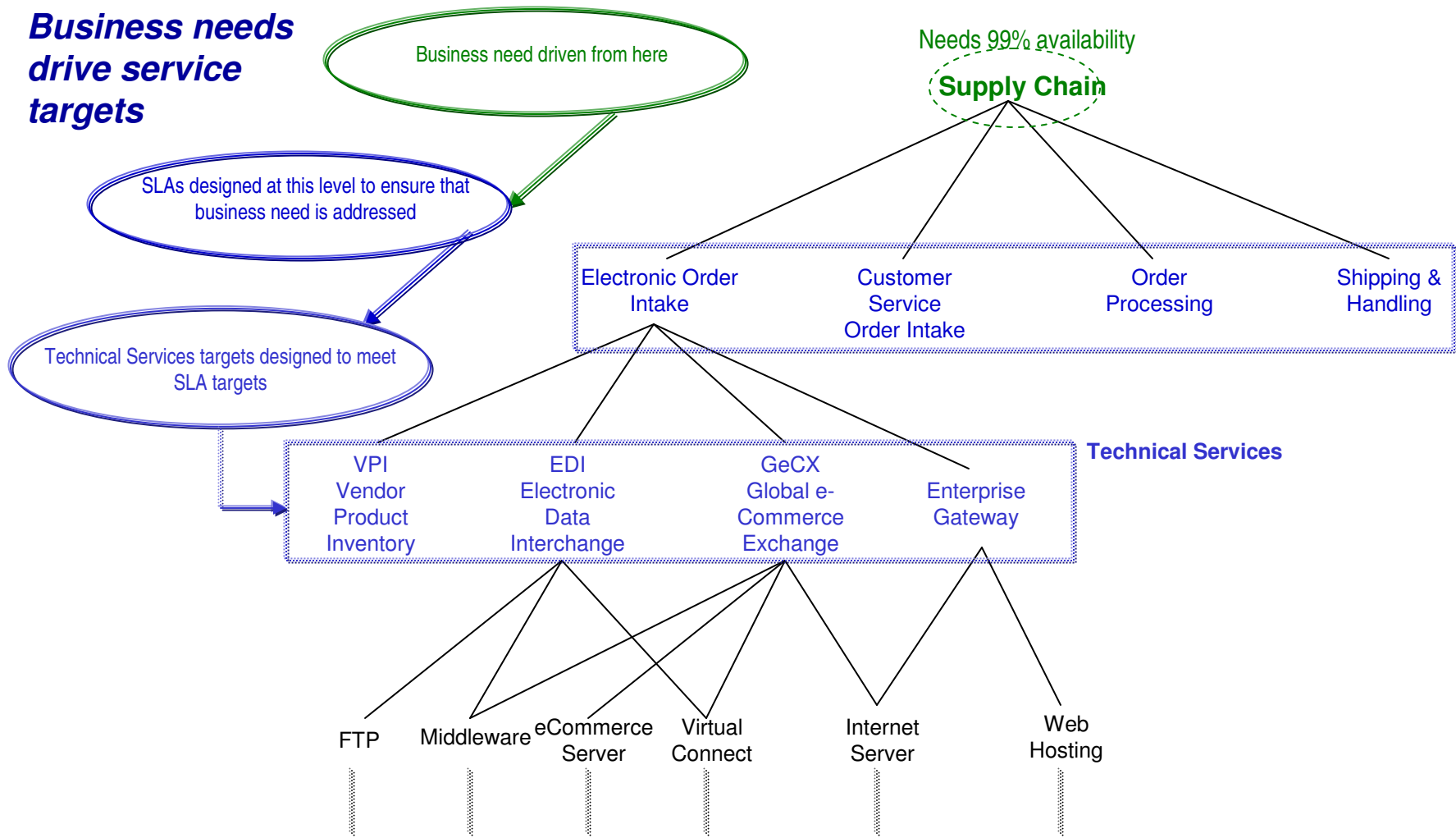
# What can Service Management do to help?

- Business-IT Integration
- Efficient Service Management
- IT organized appropriately to align with business needs
- Greater traceability between IT capabilities & business goals
- Greater transparency
- Clear definition of the channels available to the customer to engage IT
- Right level of governance

# Service Tree



# Value Chain for Supply Chain Business Process



More layers of CIs below this level that need to be managed

All you need is one weak link ...



# What is end-to-end “*Electronic Order Intake*” Business Service Management

Electronic Order Intake (EOI) is defined as a Business Service in Service Catalog

EOI SLR is defined to ensure that MDD Supply Chain needs are met.

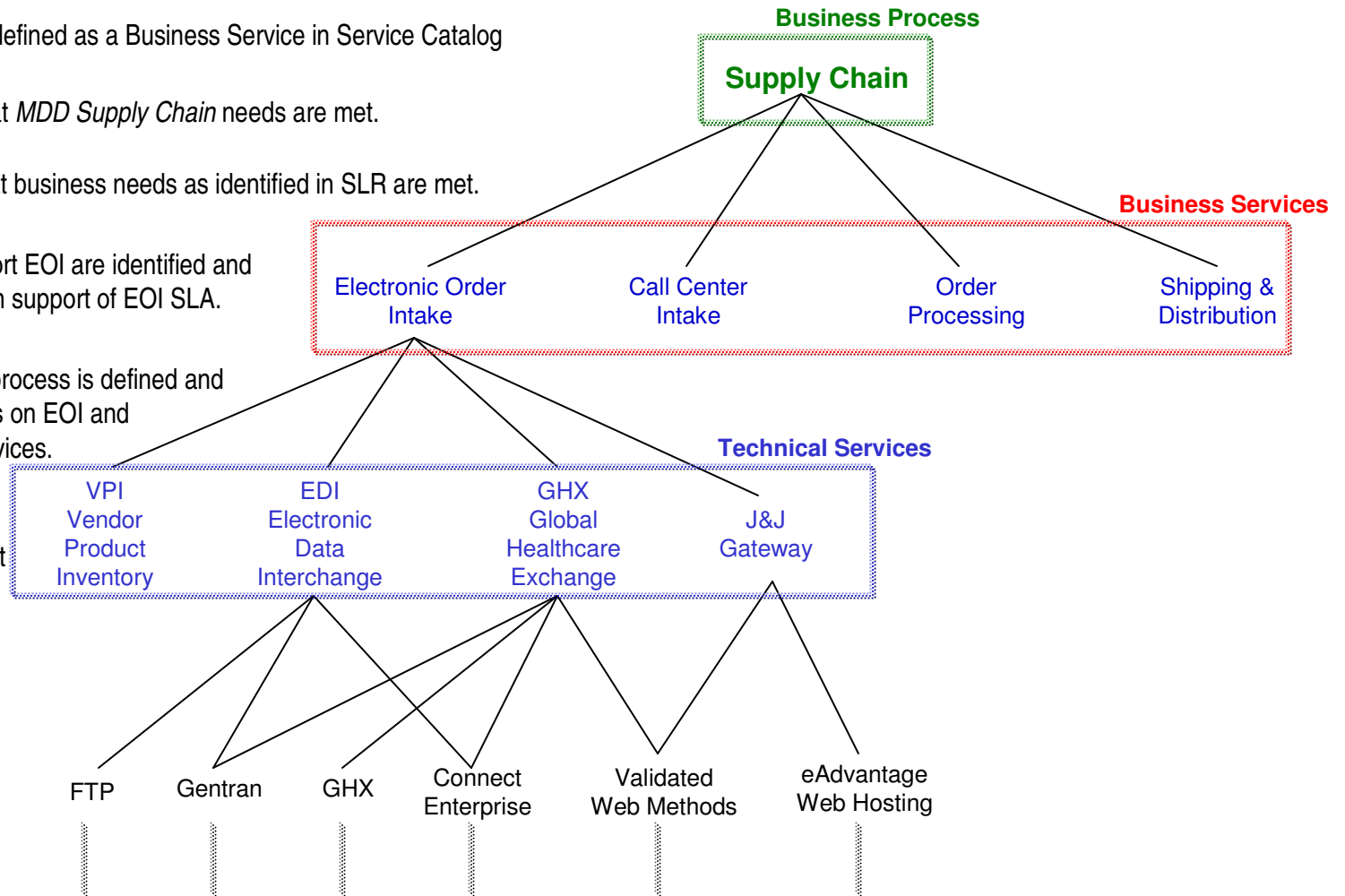
EOI SLA is defined to ensure that business needs as identified in SLR are met.

All Technical Services that support EOI are identified and OLAs are established for these in support of EOI SLA.

End-to-end Request Fulfillment process is defined and implemented for service requests on EOI and appropriate related technical services.

CMDB is optimized to ensure that all related CI relationships are established.

All other ITILv3 processes not yet defined and implemented are optimized (quick fixes / quick wins) in support of EOI business service.

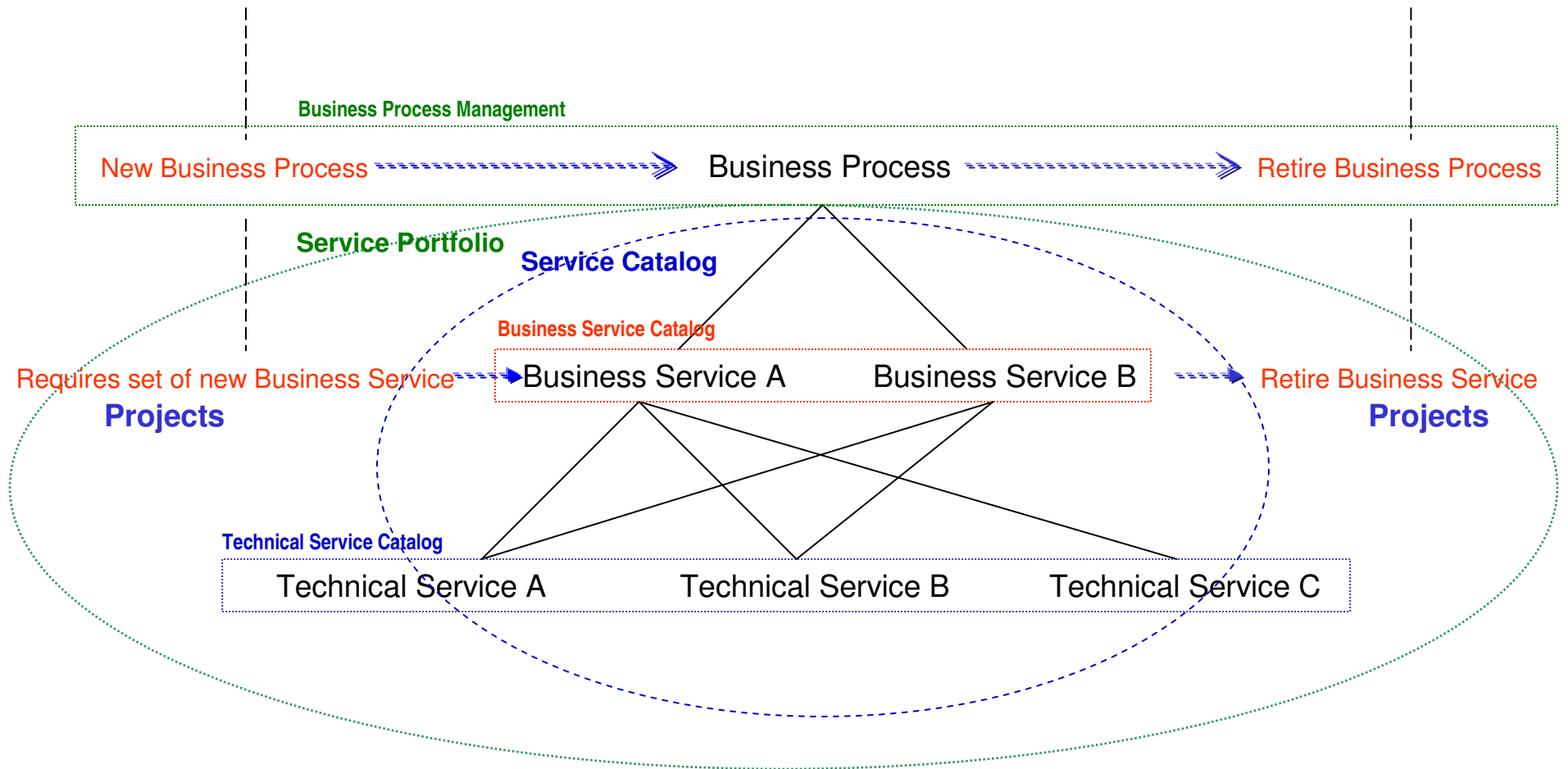


More layers of CIs below this level that need to be managed

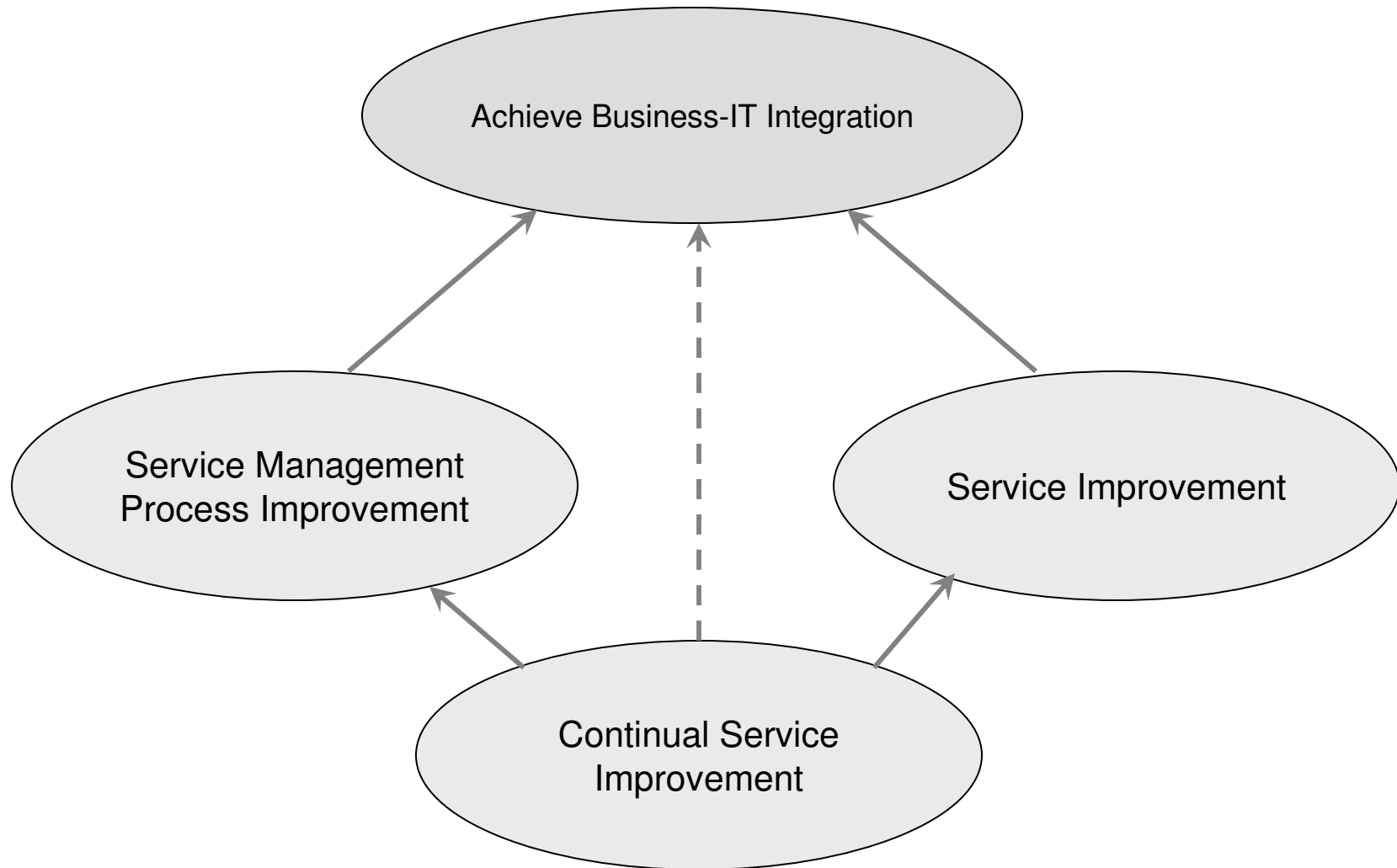
# Service Portfolio vs. Service Catalog

New market drivers lead to the development of new business process.

Old business process no longer applies.



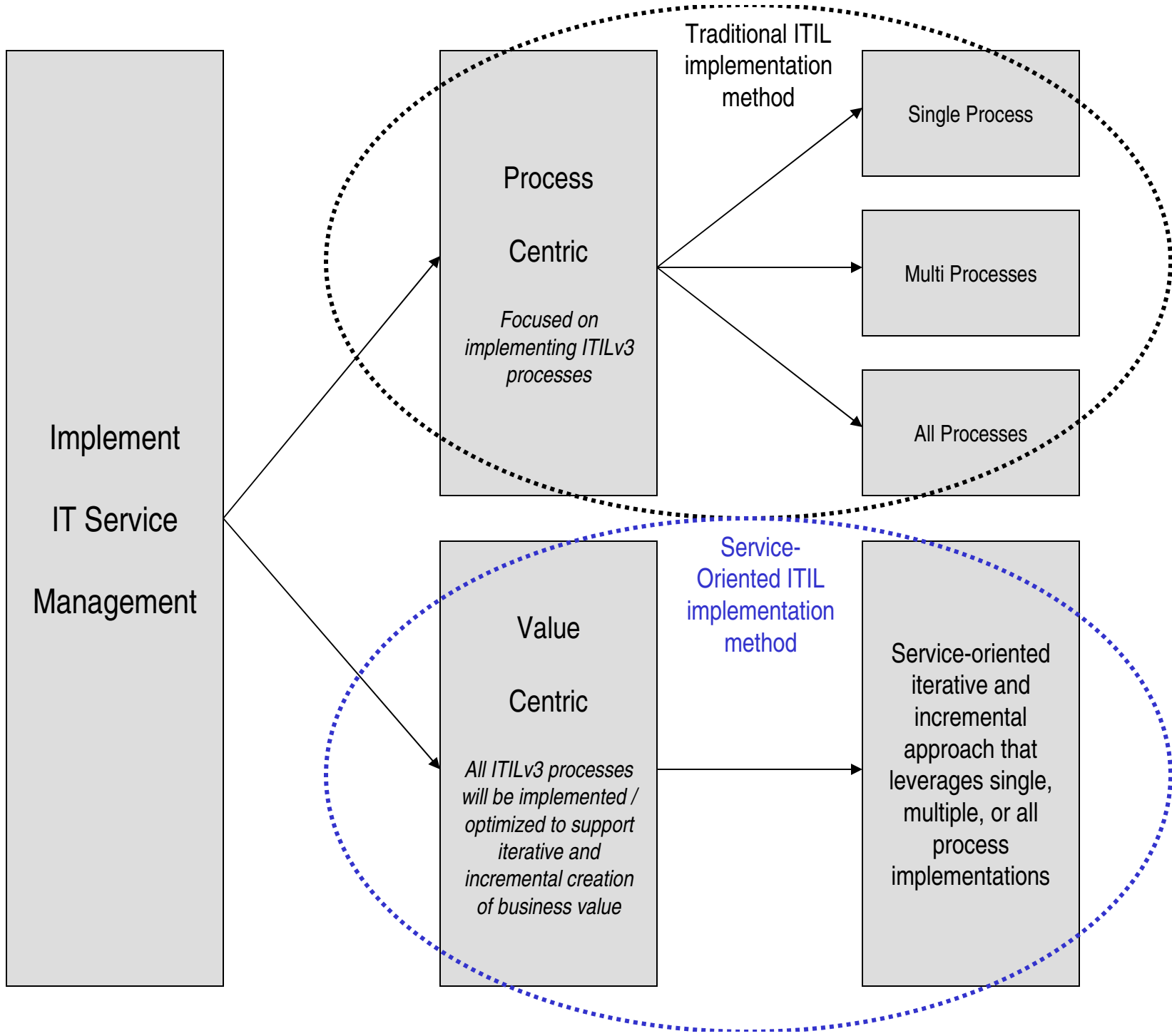
# IT Service Management Implementation components



# Difficulties associated with Service Management Implementation

- Cultural shift and organizational change
  - Technology management vs. business management
  - Service management vs. technology management
- Balancing resources between “fire-fighting” and “new development”
- Lack of in-house Service Management & ITIL expertise
- Potentially longer turn-around times
- Multiple independent silos and varying maturity levels





Implement  
IT Service  
Management

Process  
Centric  
*Focused on  
implementing ITILv3  
processes*

Value  
Centric  
*All ITILv3 processes  
will be implemented /  
optimized to support  
iterative and  
incremental creation  
of business value*

Traditional ITIL  
implementation  
method

Service-  
Oriented ITIL  
implementation  
method

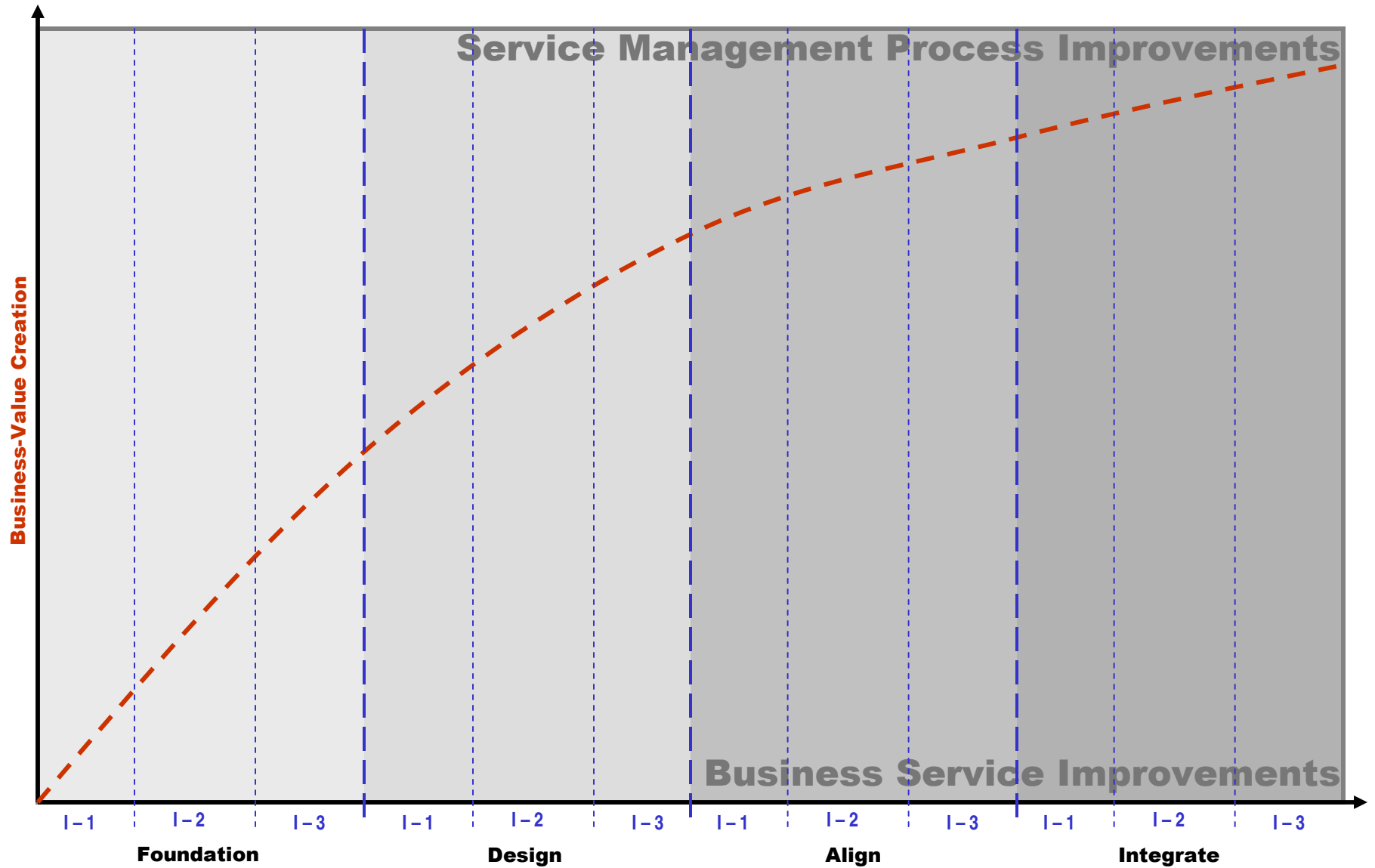
Single Process

Multi Processes

All Processes

Service-oriented  
iterative and  
incremental  
approach that  
leverages single,  
multiple, or all  
process  
implementations

# Iterative & Incremental Service-Oriented Service Management Pattern: Business-Value Creation



Q&A