

ITSM in the business world

Anthony Orr

Director, BMC Software

ITIL 2011 v3 author and examiner



Сервисное многоборье. ITSM – от фитнеса - к спорту высоких достижений

IV Всероссийская конференция itSMF
Москва, 11-12 сентября

Agenda

- Consumerization
- Industrialization
- Business Services
- ITSM and Cloud Enablement

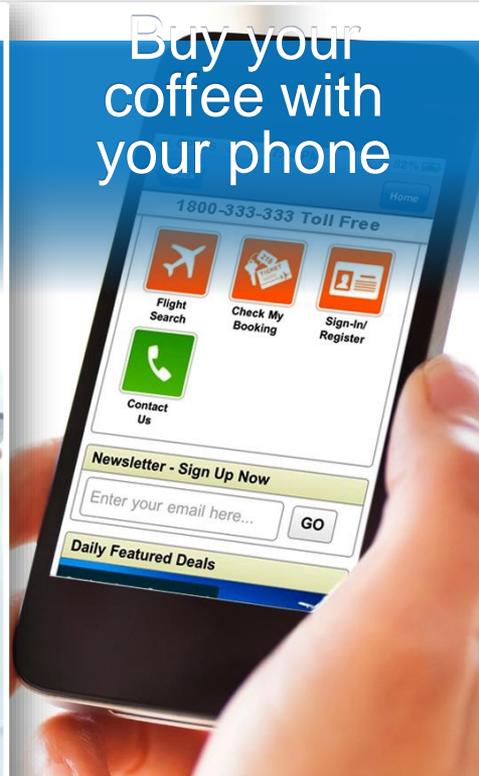


Consumers are driving new realities

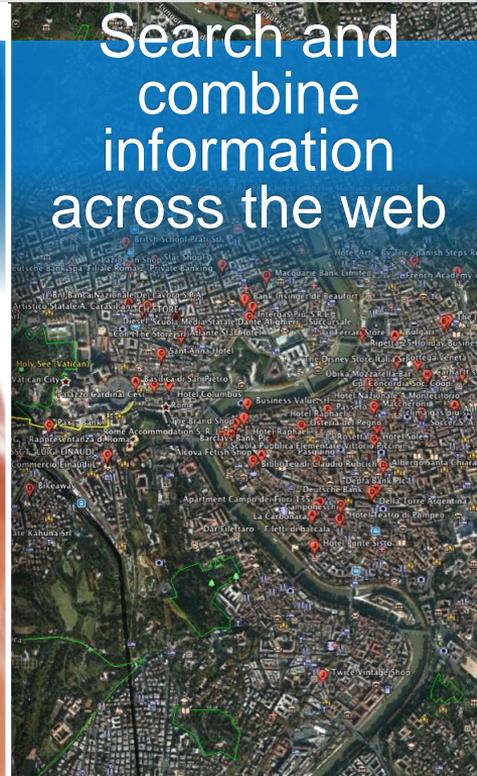
Instantly connect
with customers
and employees



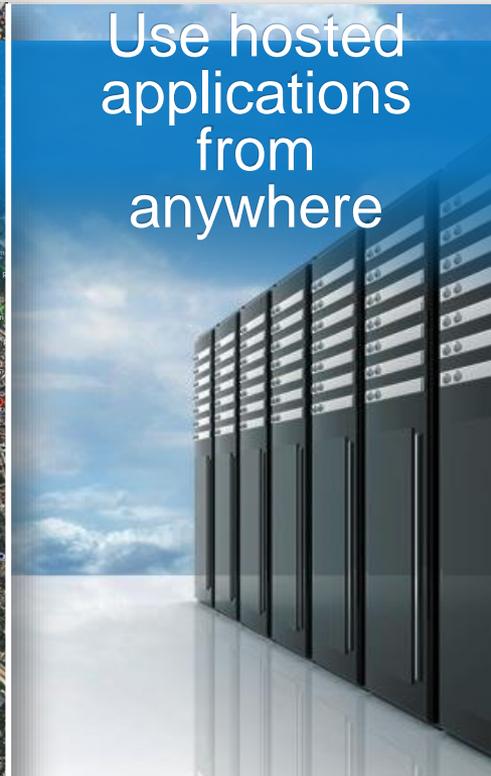
Buy your
coffee with
your phone



Search and
combine
information
across the web



Use hosted
applications
from
anywhere





facebook.



Consumerize the front end

Provide services the way the customer expects them.

Consumerize the front end



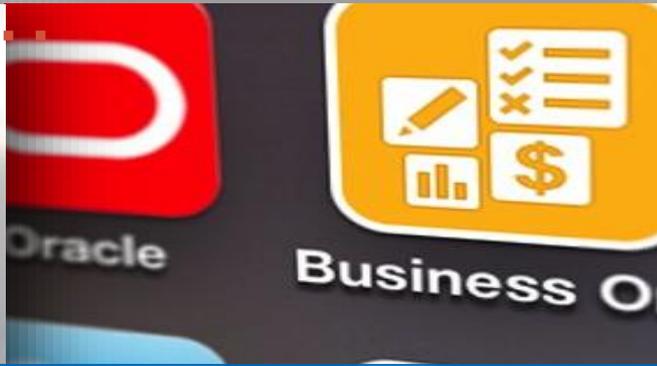
- Empower users through self-service
- Personalized service delivery
- Proactively communicate
- Collaborate across organizations
- Embrace “Bring Your Own Device”
- Transaction & Engagement models

Consumerize the front end

To address current and emerging realities, IT needs to...



Provide self-service IT
anywhere,
anytime



Develop and
deploy new apps
rapidly



Flex IT resources
beyond its walls



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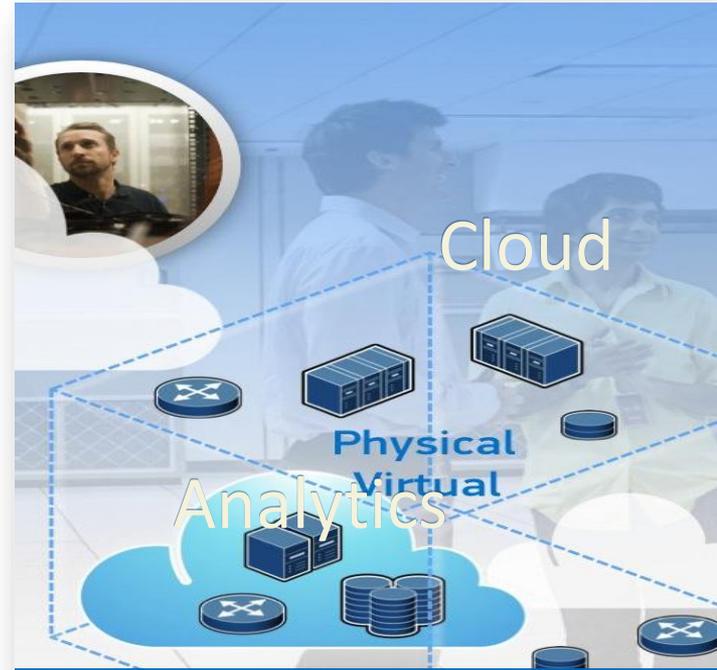


Industrialize the back end

Deliver services faster and more accurately.

Industrialize the back end

- Standardize, integrate and automate IT processes
- Define and manage “services”, not just infrastructure
- Multisource to optimize resources
- Become a service broker
- Drive better decisions through analytics
- Value chain/network



**Industrialize the
back end**

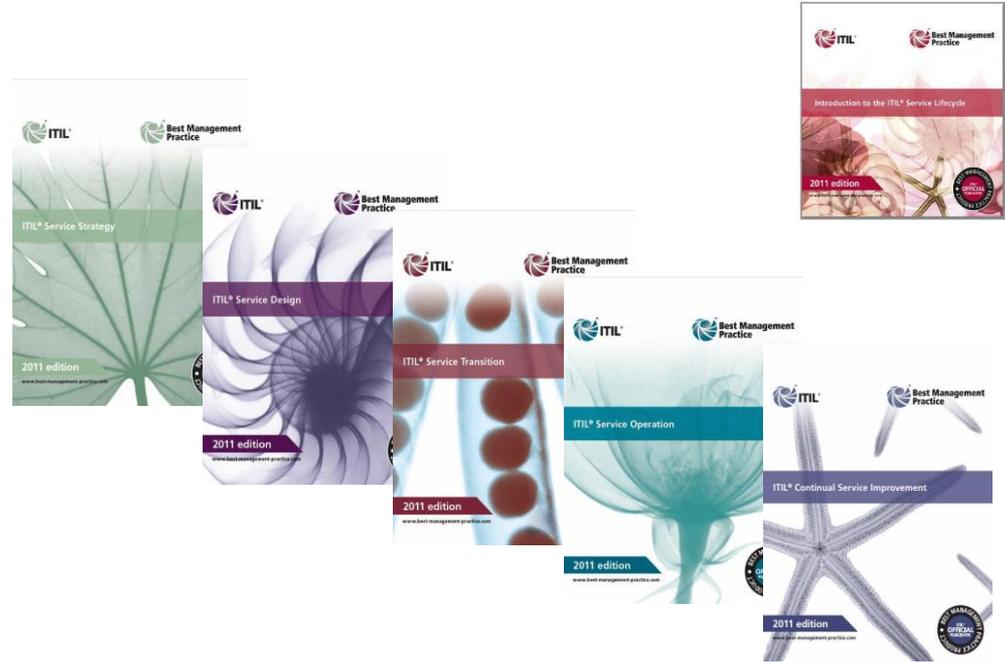
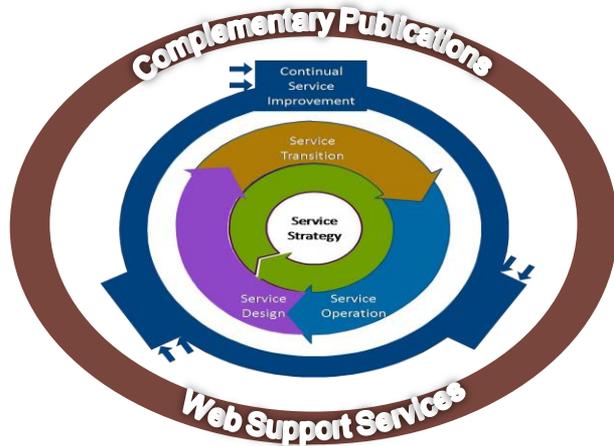
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Service Management and ITSM

- The Practice of Service Management
- Managing Services

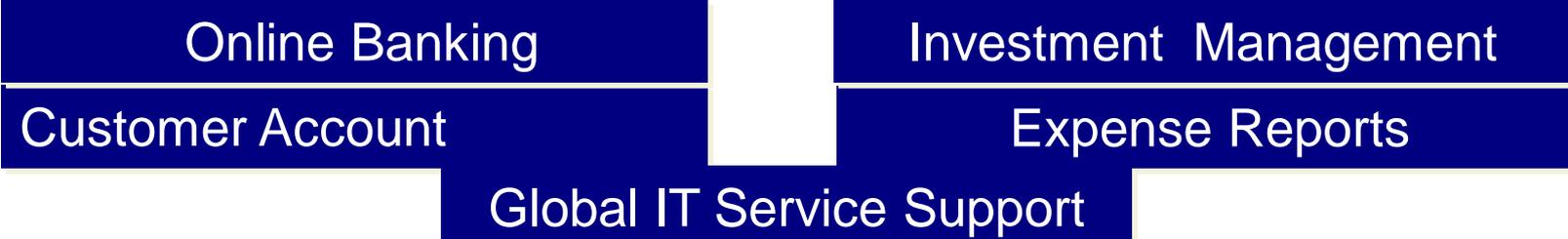


Business – IT Catalog Example



Service Catalog

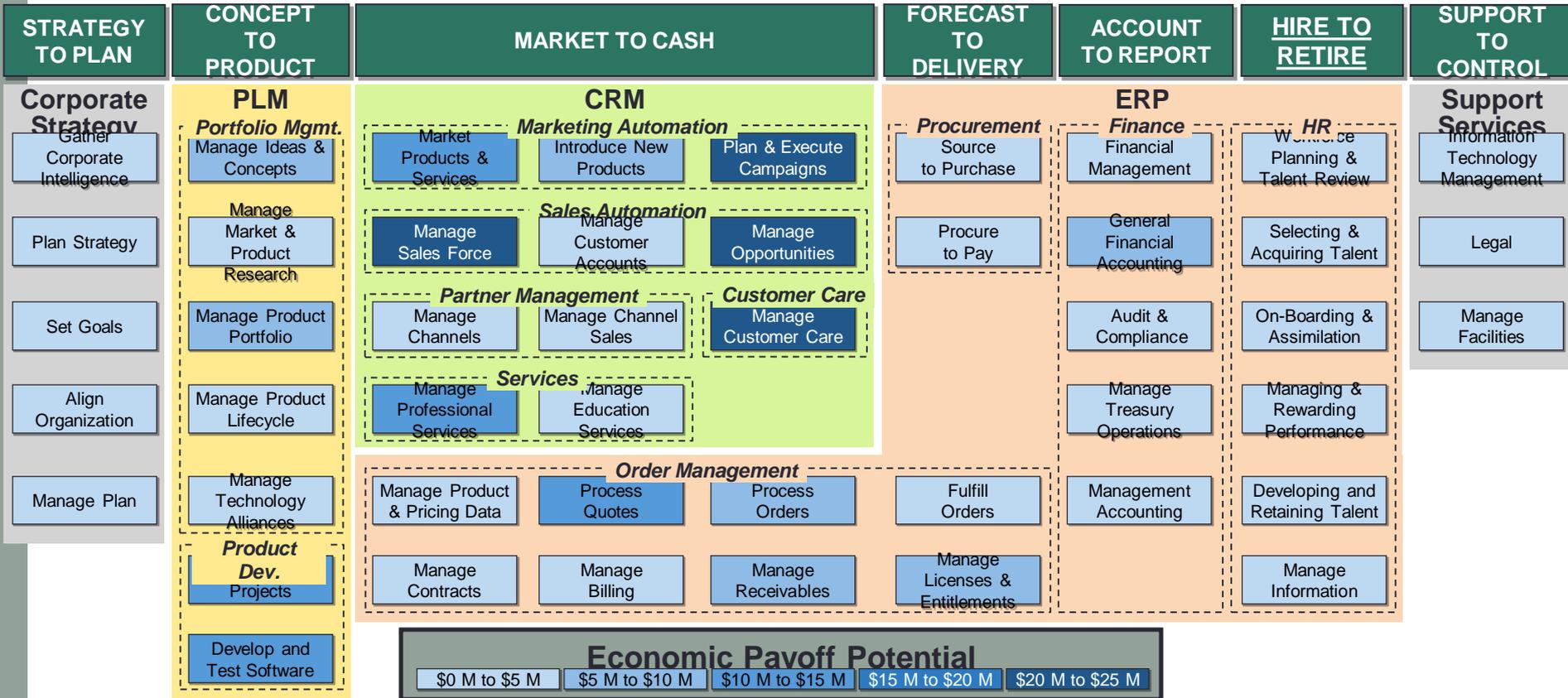
Business Services



IT Services



Business Services



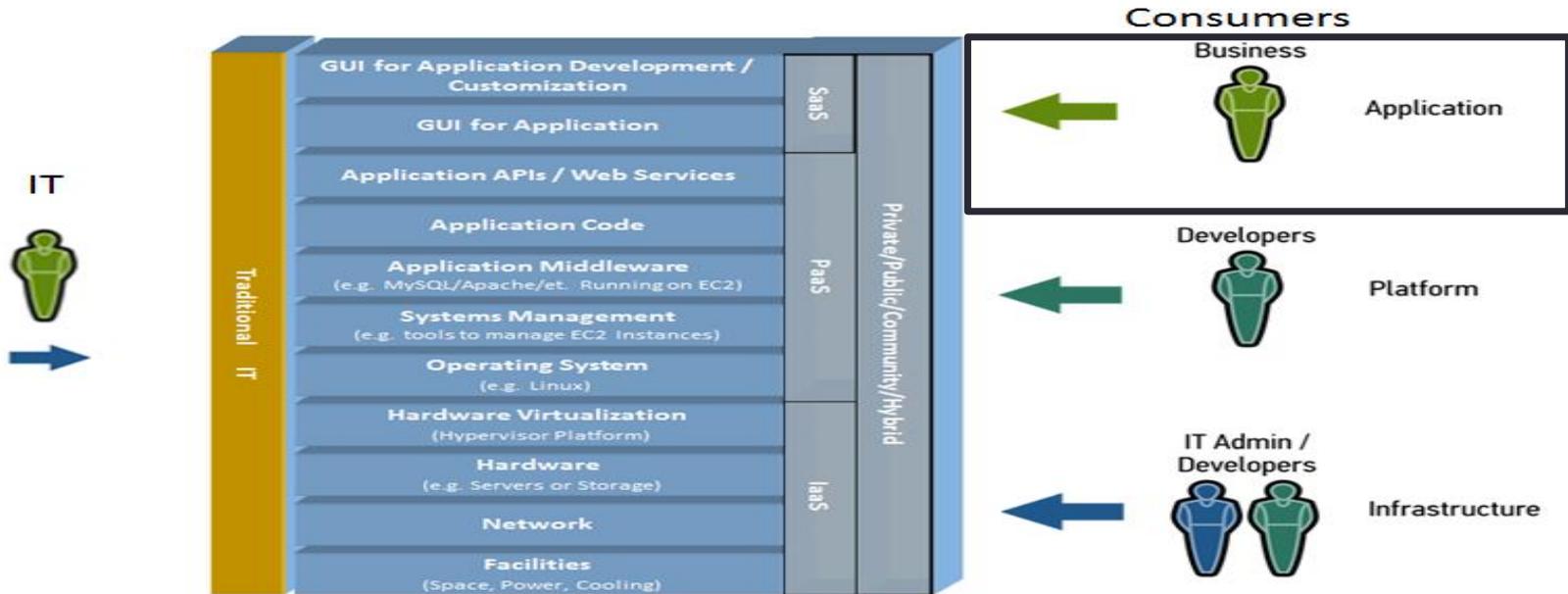
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Cloud

- Consumerization
- Industrialization



Business Value



Run Business Effectively

How do you track cost, activities, and value in your organization and share that with stakeholders?

Enable Business Growth

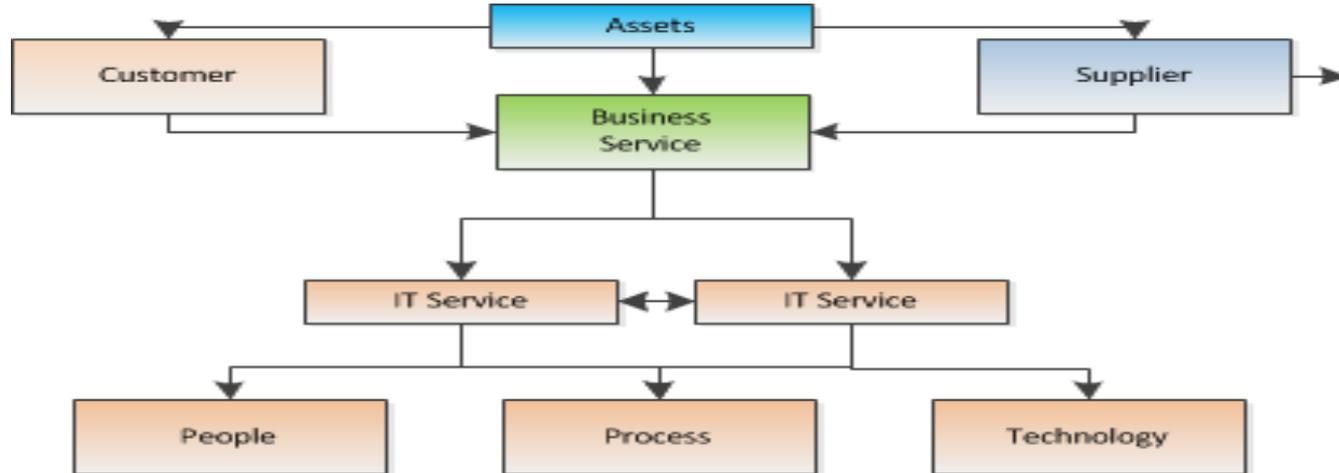
How do you quickly align IT plans and resources to drive initiatives that create new business growth?

Innovate and Transform

How do you make the most out of your IT initiatives, projects, processes, assets, and people?

ITSM needs

- Service Orientation
- Service Catalog
- Frictionless



Service Management

- A set of specialized organizational capabilities for providing value to customers in the form of services
- Capabilities and Resources are assets
- IT is a strategic asset

Спасибо!



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