'Building IT services is like building a team; how do you manage your assets?'
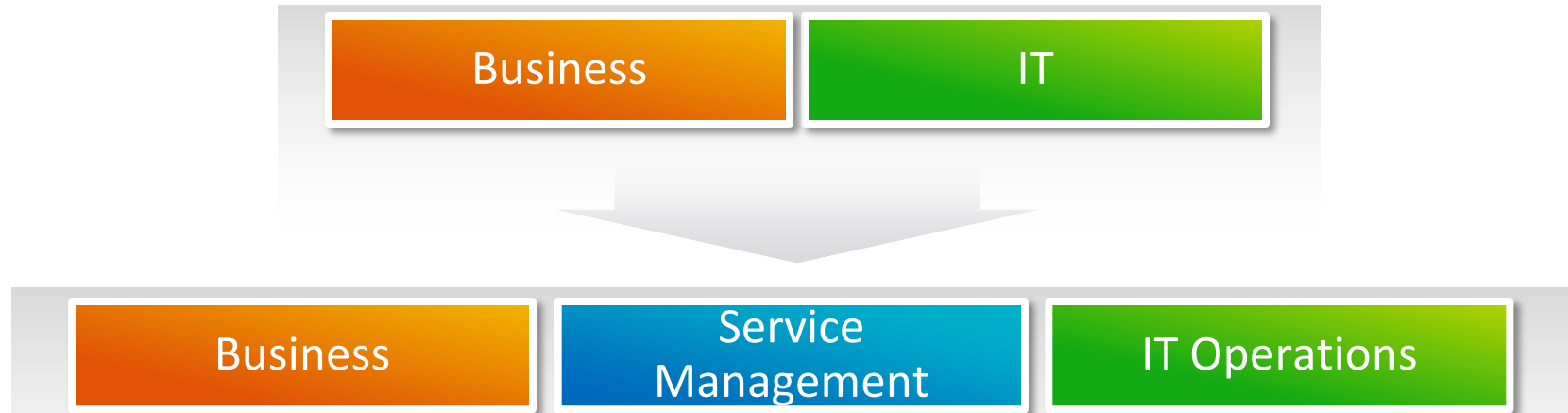
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ОДОБРЕНО ЭКСПЕРТАМИ
itSMF
СООБЩЕСТВО ПРОФЕССИОНАЛОВ ITSM
Грибов Михаил

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

IV Всероссийская конференция itSMF
Москва, 11-12 сентября

IT Maturity

1	ITSM in context
2	Specialization
3	Commoditization
4	The "Service"
5	Where projects and ITIL need to join-up….
6	Discussion

ITSM: от фитнеса – к спорту высоких достижений

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IT Maturity (and Evolution)

Business	IT

Business	Service Management	IT Operations

Which sport is the most organized?

- Obviously subjective….

- Assets? Players, Athletes, Stadia, Cars, Circuits, Yachts, Swimming Pools….
- Finance? Ronaldo cost 80million UK pounds….plus his salary
- ROI? Ronaldo probably 1/2m per goal…
- All sports provide services to the paying public and all know how to measure effectiveness….

Lessons from a Different Industry (Not Rugby…..)

- The first car manufacturers in the world were French: Panhard & Levassor (1889) and Peugeot (1891).

- Rene Panhard and Emile Levassor were partners in a woodworking machinery business, when they decided to become car manufacturers. They built their first car in 1890 using a Daimler engine.

- Early on, French manufacturers did not standardize car models - each car was different from the other. The first standardized car was the 1894, Benz Velo. One hundred and thirty four identical Velos were manufactured in 1895.

Assembly Line; making better use of Assets

- American car manufacturer, Henry Ford (1863-1947) invented an improved assembly line and installed the first conveyor belt-based assembly line in his car factory in Ford's Highland Park, Michigan plant, around 1913-14.

- The assembly line **reduced production** costs for cars by reducing assembly time. Ford's famous Model T was assembled in **ninety-three minutes**.

Production Line Principles

Ford and his team looked at other industries and found four principles that would further their goal:

- Interchangeable parts
- Continuous flow
- Division of labor
- Reducing wasted effort

INTERCHANGEABLE PARTS

Standard architecture

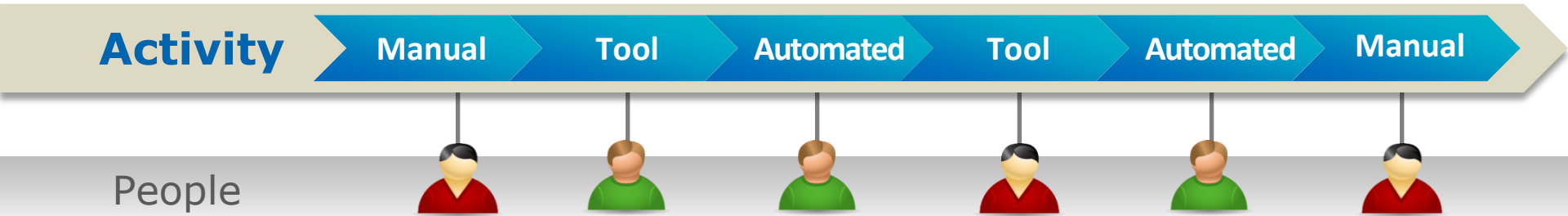**INTERCHANGEABLE PARTS**

"Value Chain"

DIVISION OF LABOR

Specialization

REDUCE WASTED EFFORT

Process engineering/improvement

Discrete Activities

Activity → Manual → Tool → Automated → Tool → Automated → Manual

People

| Activity | Manual | Tool | Automated | Tool | Automated | Manual |

People

Technology
(Product)

Process

Activity	Manual	Tool	Automated	Tool	Automated	Manual

People

Technology (Product)

| Activity | Manual | Tool | Automated | Tool | Automated | Manual |

People

Technology (Product)
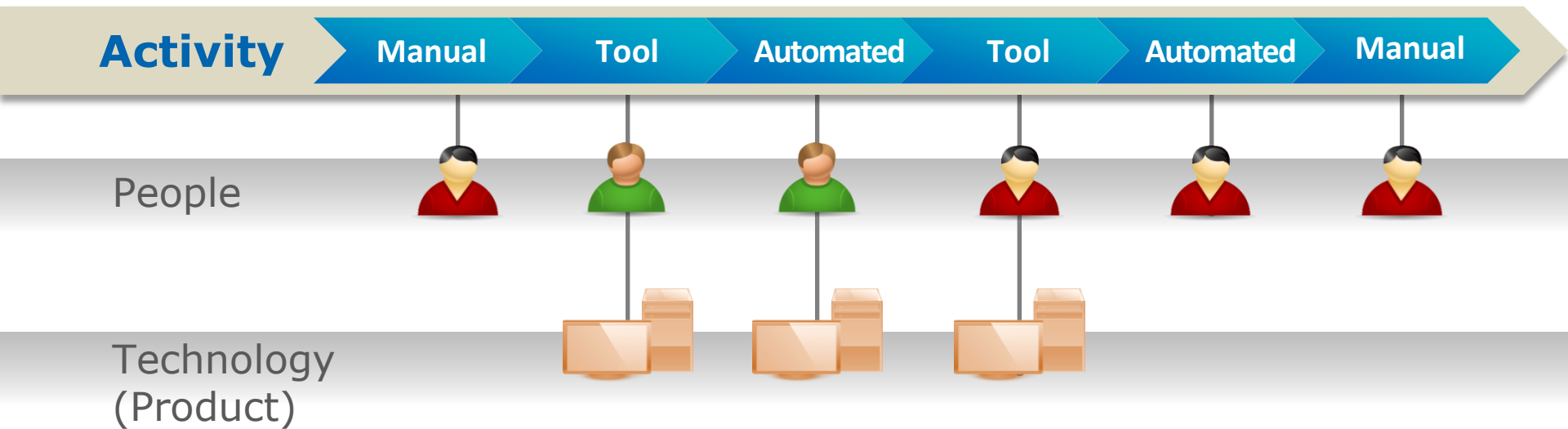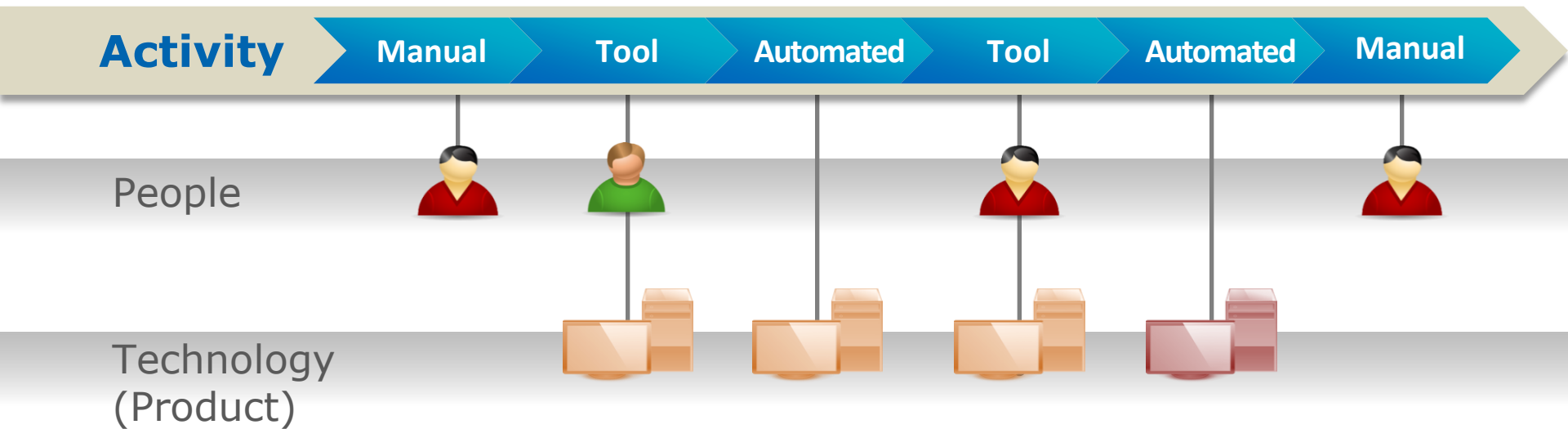
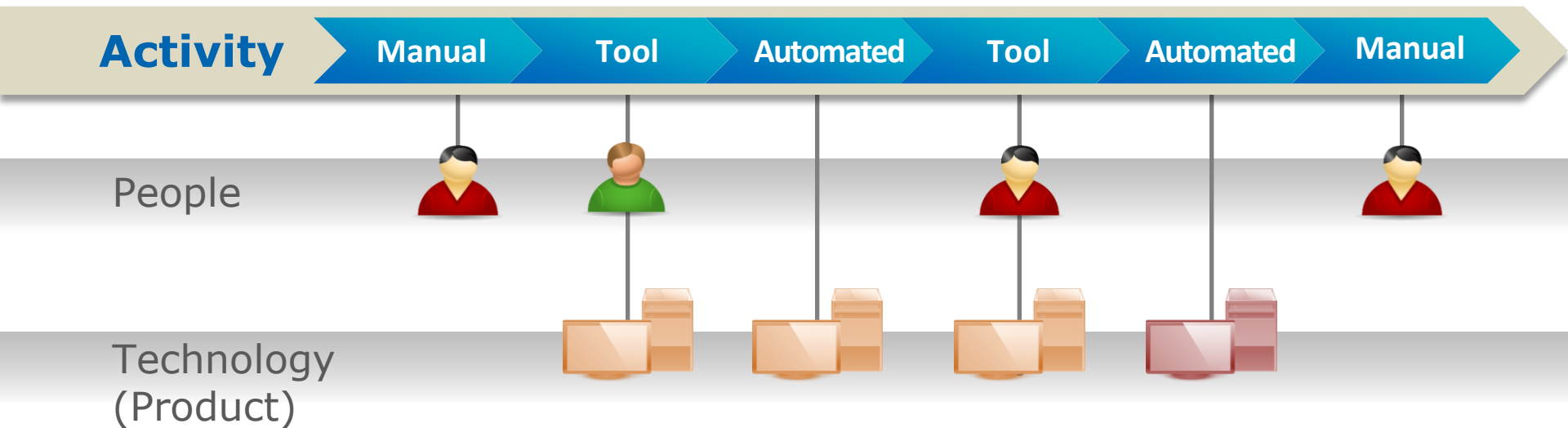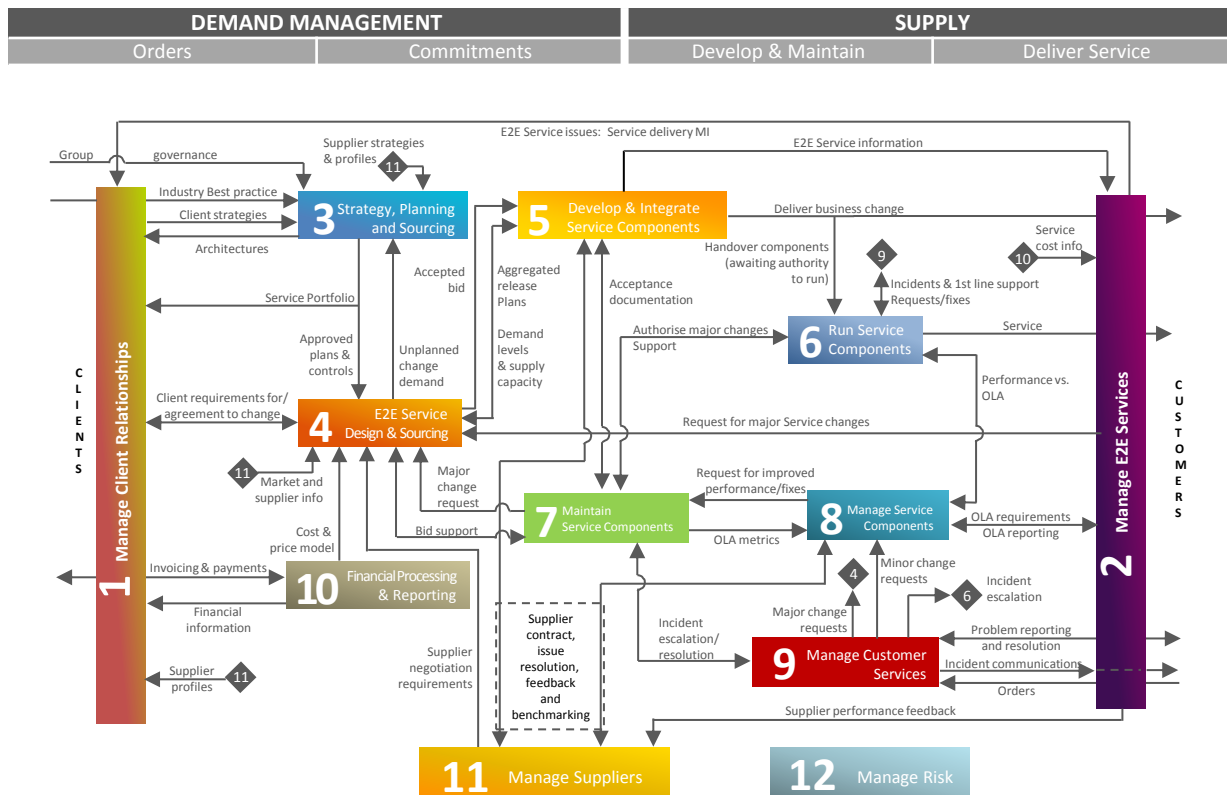## VALUE PRODUCED – COST ACCRUED = PROFIT!

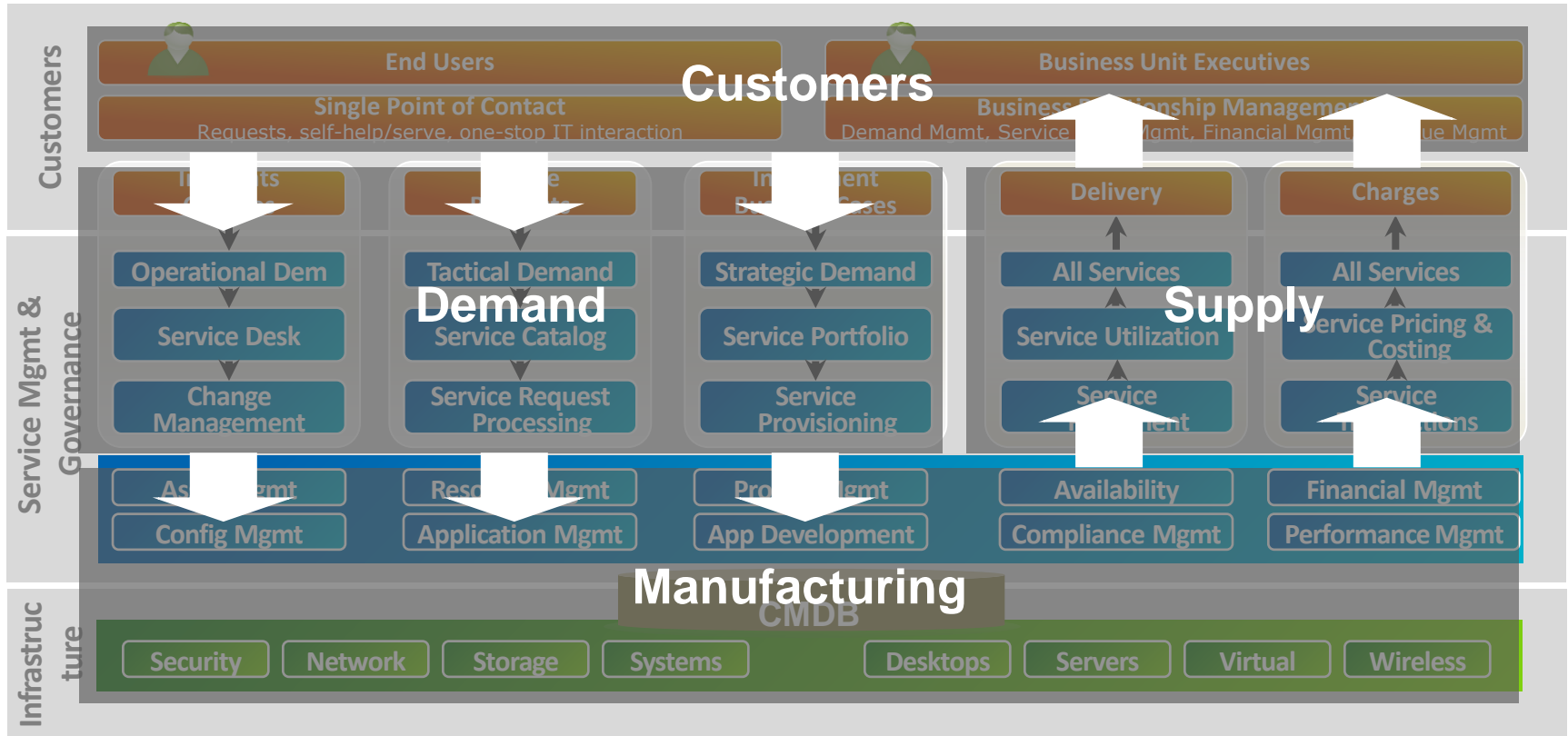*How else can you manage change properly?*

Teams get you into the lead….

ITIL process view; a team picture

Business Service Factory; and ITIL teams need other teams

Customers

	End Users	Business Unit Executives
	Single Point of Contact Requests, self-help/serve, one-stop IT interaction	Business Relationship Management Demand Mgmt, Service Level Mgmt, Financial Mgmt, Value Mgmt

Customers (left column heading, vertical)

Service Mgmt & Governance (vertical)

Inputs	Service Requests	Investment Business Cases	Delivery	Charges
Operational Dem	Tactical Demand	Strategic Demand	All Services	All Services
Service Desk	Service Catalog	Service Portfolio	Service Utilization	Service Pricing & Costing
Change Management	Service Request Processing	Service Provisioning	Service	Service Transactions

Demand

Supply

Asset Mgmt	Resource Mgmt	Project Mgmt	Availability	Financial Mgmt
Config Mgmt	Application Mgmt	App Development	Compliance Mgmt	Performance Mgmt

Manufacturing

CMDB

Infrastructure (vertical)

Security	Network	Storage	Systems	Desktops	Servers	Virtual	Wireless

Project portfolio management and IT

THE SERVICE LIFECYCLE

Start · Specify · Design · Code · ITSD · Deploy · Operate · Modify · Maintain · Enhance · Decom-mission

Project management

ITIL RFC

Stages of a structured method

Procurement
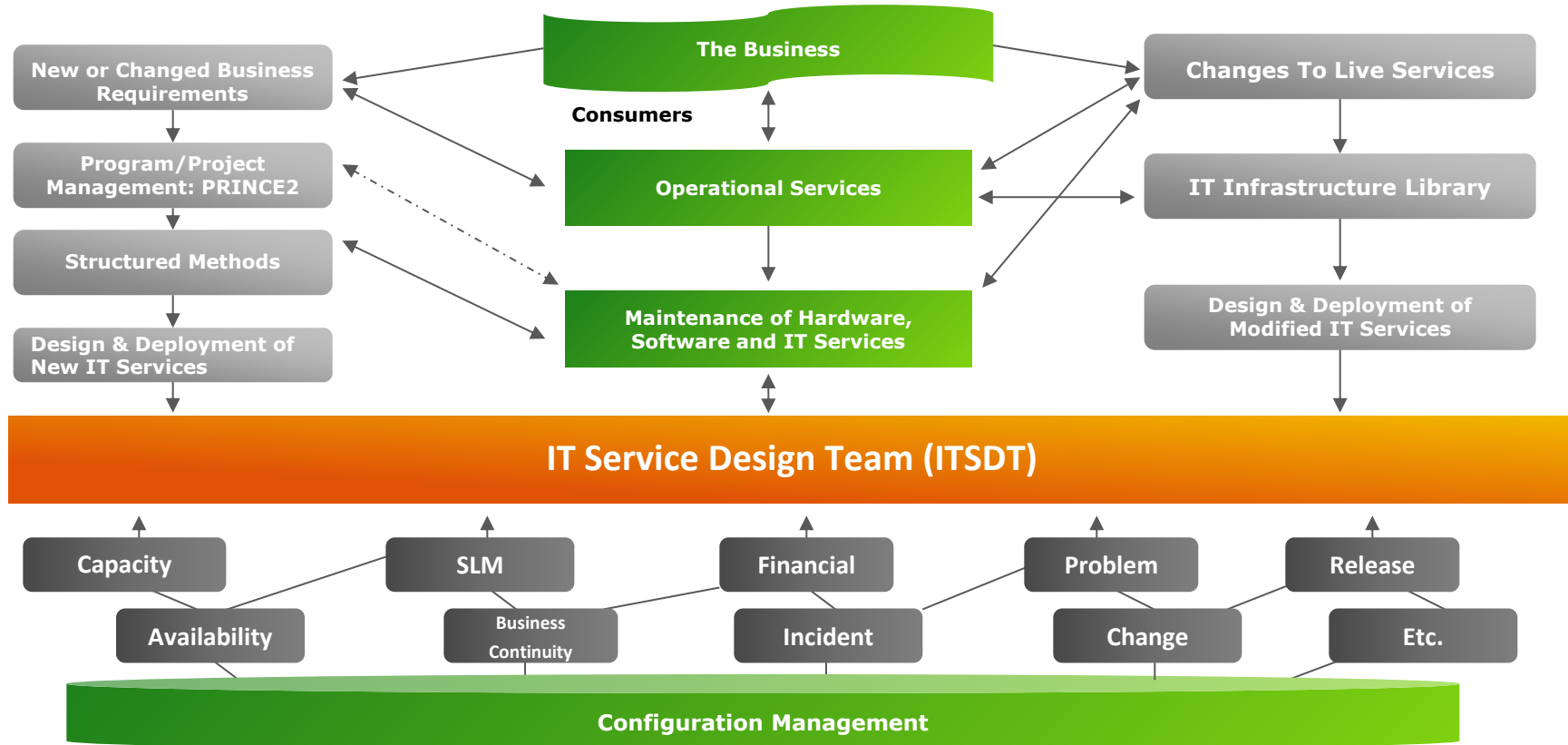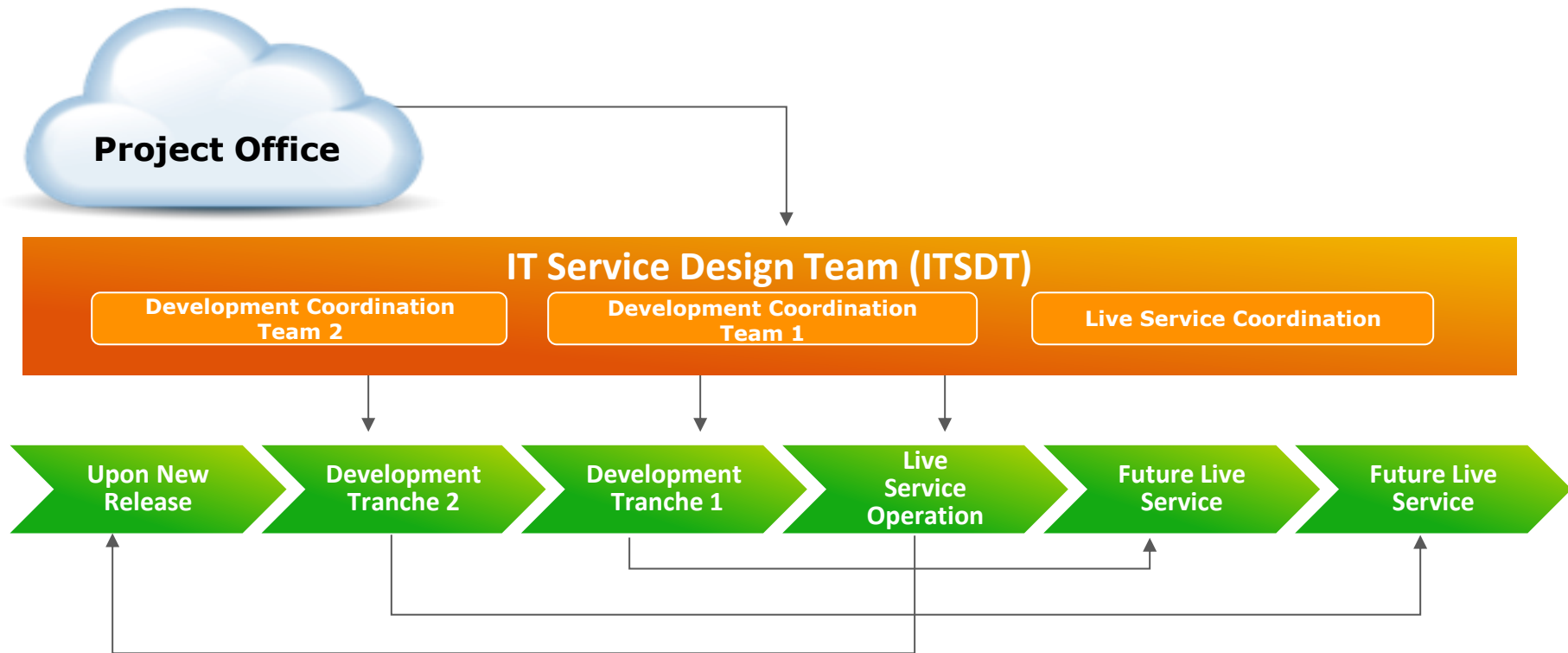
Timeline

Note that the operations phases may generate RFCs that result in new projects (threshold criteria exceeded)

СЕРВИСНОЕ МНОГОБОРЬЕ
ITSM: от фитнеса – к спорту высоких достижений

Infrastructure & Development Relationships

ITSD and Project Coordination

Project Office

IT Service Design Team (ITSDT)

| Development Coordination Team 2 | Development Coordination Team 1 | Live Service Coordination |

Upon New Release

Development Tranche 2

Development Tranche 1

Live Service Operation

Future Live Service

Future Live Service

Developments that 'push' BISM

Increasing customer demands / end user requirements

Increasing importance of adequate IV

Outsourcing ICT

Professional Technical Management

Professional Application Management

Business Information Systems Management
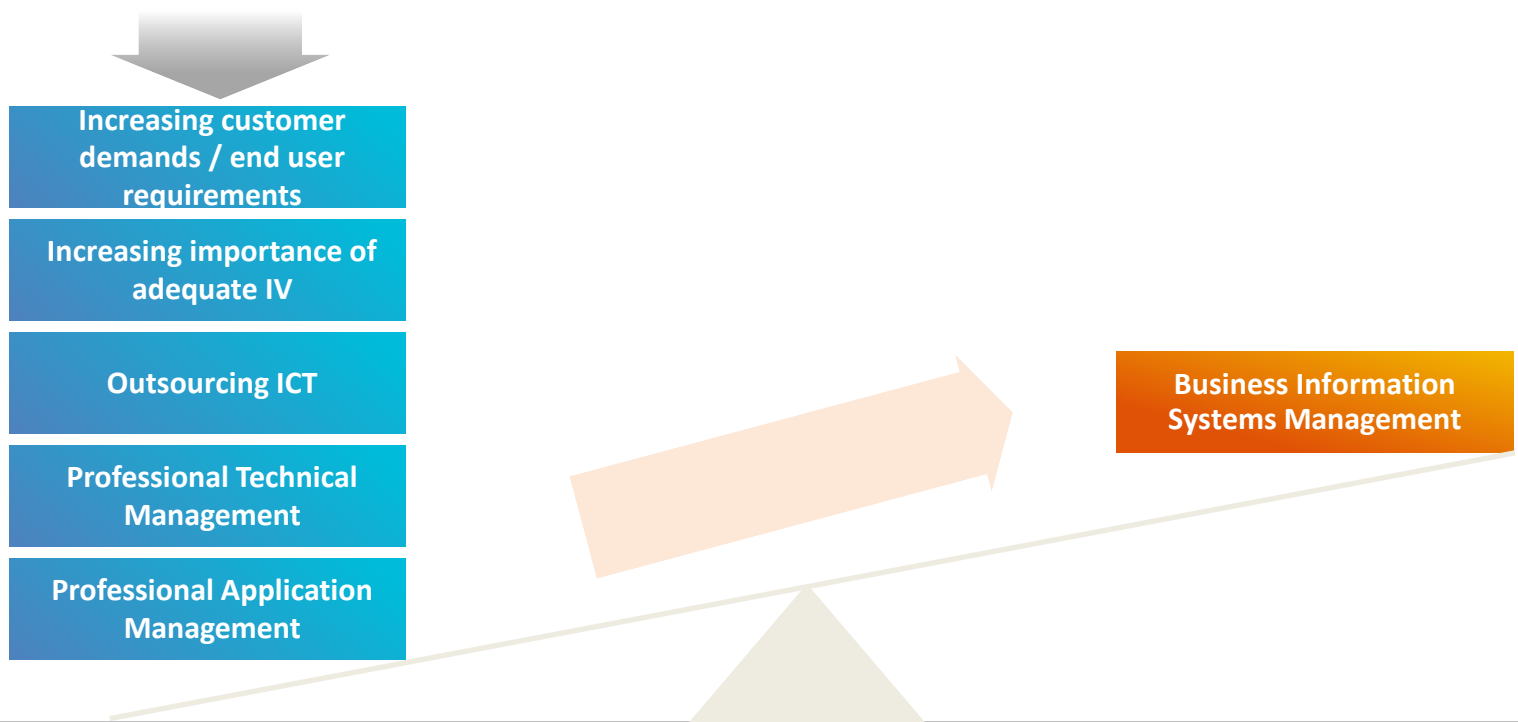
Three management domains

SLAs

ITIL

Infrastructure management

Supplier

Business Information Systems management

Customer

BISML

Application management

ASL

Supplier

СЕРВИСНОЕ МНОГОБОРЬЕ
ITSM: от фитнеса – к спорту высоких достижений

Staying in front….

СЕРВИСНОЕ МНОГОБОРЬЕ
ITSM: от фитнеса – к спорту высоких достижений