



Overview and Current Trends with ITIL[®]

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Agenda

- ▶ ITIL History
- ▶ ITIL Books
- ▶ V3 Objectives
- ▶ Business Benefits of V3
- ▶ V3 Changes
- ▶ Training & Certification
- ▶ V2 or V3?
- ▶ Summary

Brain Rules by John Medina

www.brainrules.net

The 12 Rules

1. [EXERCISE | Rule #1: Exercise boosts brain power.](#)
2. [SURVIVAL | Rule #2: The human brain evolved, too.](#)
3. [WIRING | Rule #3: Every brain is wired differently.](#)
4. [ATTENTION | RULE #4: WE DON'T PAY ATTENTION TO BORING THINGS.](#)
5. [SHORT-TERM MEMORY | Rule #5: Repeat to remember.](#)
6. [LONG-TERM MEMORY | Rule #6: Remember to repeat.](#)
7. [SLEEP | Rule #7: Sleep well, think well.](#)
8. [STRESS | Rule #8: Stressed brains don't learn the same way.](#)
9. [SENSORY INTEGRATION | Rule #9: Stimulate more of the senses.](#)
10. [VISION | RULE #10: VISION TRUMPS ALL OTHER SENSES.](#)
11. [GENDER | Rule #11: Male and female brains are different.](#)
12. [EXPLORATION | Rule #12: We are powerful and natural explorers.](#)



Rule #1
Exercise boosts brain power.



Rule #4
We don't pay attention to boring things.



Rule #10
Vision trumps all other senses.

ITIL History

- ▶ Version 1
 - 31 books developed in the 1980's
 - Focus:
 - Technology based
 - IT Infrastructure only
- ▶ Version 2
 - 8 books developed in the late 1990's
 - Focus:
 - Added people and processes
 - Model to optimize work tasks
 - Bridging the gap between the business and IT
- ▶ Version 3
 - 6 books developed 2005 – 2007
 - Focus:
 - Model begins with customer's desired outcomes
 - Transforming IT into a business unit

ITIL V2 Books

1. Service Support
2. Service Delivery
3. ICT Infrastructure Management
4. Application Management
5. Security
6. The Business Perspective
7. Planning to Implement Service Management
8. ITIL Small-scale Implementation

ITIL V3 Books

1. Introduction to Service Management
2. Service Strategy
3. Service Design
4. Service Transition
5. Service Operation
6. Continual Service Improvement



V3 Objectives

- ▶ Bring it current to industry best practices
- ▶ Meet today's and tomorrow's needs
- ▶ Evolve practices to the next level of maturity
- ▶ Address current practice gaps in V2
- ▶ Embed solid processes into a service lifecycle
- ▶ Stronger connection to converging governance, standards and management frameworks

V3 Objectives

- ▶ More practical “how to” guidance and address vertical markets and industries with complementary guidance publications
- ▶ Extend the focus to measurable business value
- ▶ Visible links to other industry practices
- ▶ Guidance in context to current needs

V3 Trend

- ▶ Stronger connection to converging governance, standards and management frameworks
 - CobIT®
 - ISO 27001
 - ISO 20001
 - Six Sigma®
 - CMMI®
 - eSCM-SP
 - PMBOK®

“Multitasking, when it comes to paying attention, is a myth.”

— Dr. John Medina

**After 10 minutes,
audience attention
steadily drops.**





Business Benefits of V3

- ▶ Improved use of IT investments
- ▶ Integration of business and IT value
- ▶ Portfolio driven service assets
- ▶ Clear demonstration of ROI and ROV
- ▶ Agile, adaptive & flexible service models
- ▶ Performance measures are business value based
- ▶ IT service assets linked to the business

V3 Changes

- ▶ IT integration with business processes
 - V2 was focused on business alignment
- ▶ Services as a business asset
 - Utility: what the customer gets
 - Warranty: how it's delivered
 - Utility + Warranty = Value Creation
- ▶ Removed process silos
 - Focus is on services that have a lifecycle
 - V2 basics reorganized and aligned with industry actual usage and best practices
 - New processes added

V3 Trend

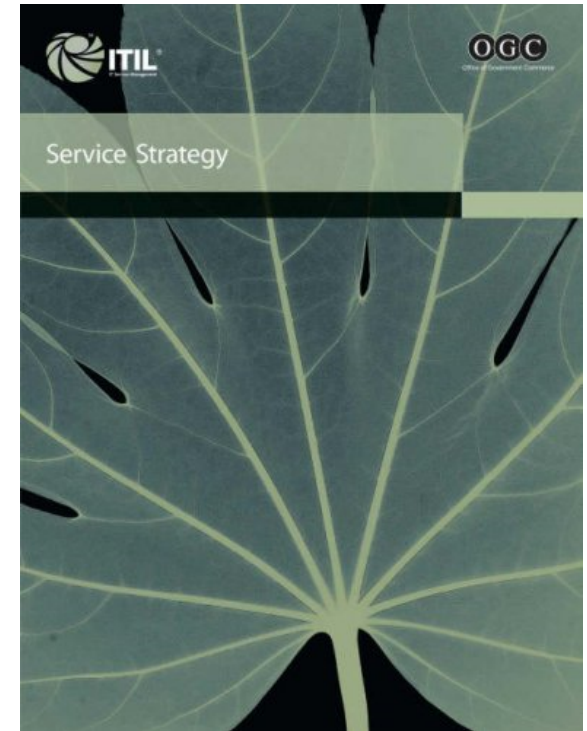
- ▶ As compared to ISACA Val IT 2.0
 - Integration of business and IT value
 - Services as a business asset

Services Definition

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

Service Strategy

- ▶ Service Management
- ▶ Financial Management
- ▶ ROI Process
- ▶ Service Portfolio Management
- ▶ Demand Management

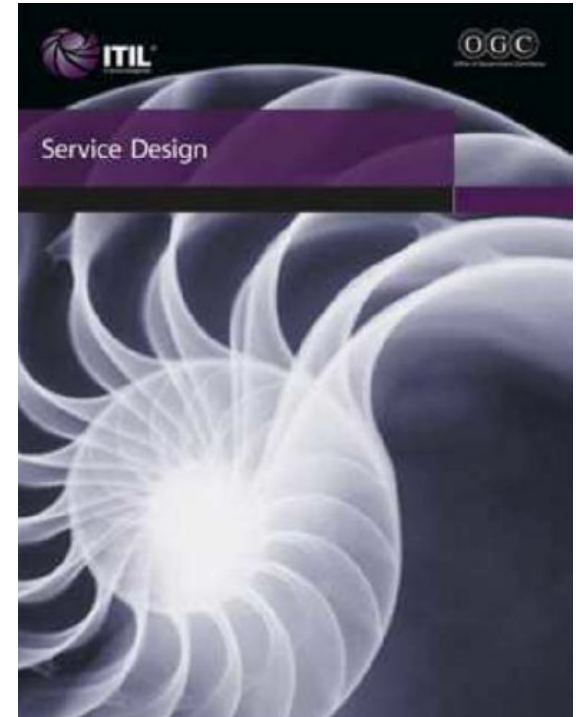


V3 Trend

- ▶ Program Management Integrations
- ▶ Multi-Tier Sourcing Strategies
- ▶ Run the Business Accounting & Chargeback
- ▶ Business Service Management
- ▶ Governance Strategy

Service Design

- ▶ Service Catalog Management
- ▶ Service Level Management
- ▶ Capacity Management
- ▶ Availability Management
- ▶ IT Service Continuity Management
- ▶ Information Security Management
- ▶ Supplier Management (e.g. outsourcing)

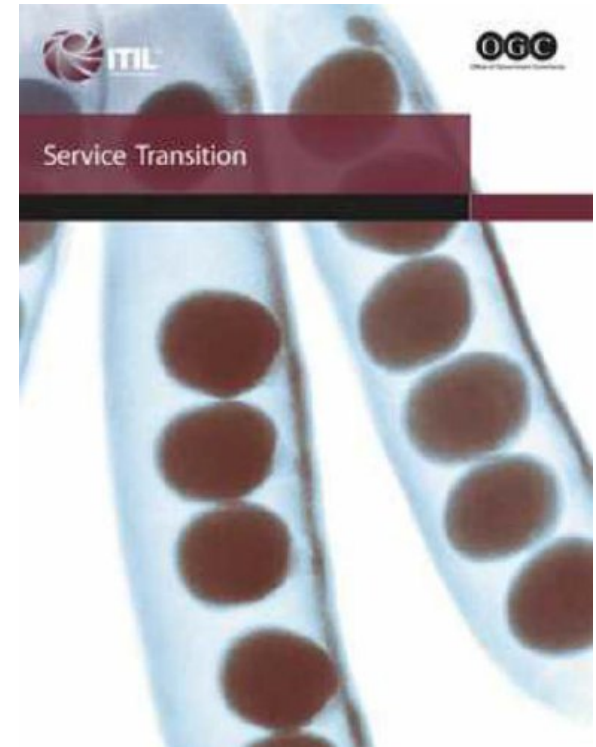


V3 Trend

- ▶ CobIT 4.1
- ▶ Val IT 2.0
- ▶ ISO 20001
- ▶ ISO 27001
- ▶ Flexible & Tiered Sourcing

Service Transition

- ▶ Change Management
- ▶ Service Asset and Management
- ▶ Release and Management
- ▶ Knowledge Management



V3 Trend

- ▶ Vendor Tools Maturity
- ▶ Asset Management, Contracts, Licensing, Financials
- ▶ Lifecycle Asset Management
- ▶ Release Strategy & IT Services
- ▶ Maturity: CMMI

Service Operation

- ▶ Event Management
- ▶ Incident Management
- ▶ Request Fulfillment Process
- ▶ Problem Management
- ▶ Access Management



V3 Trend

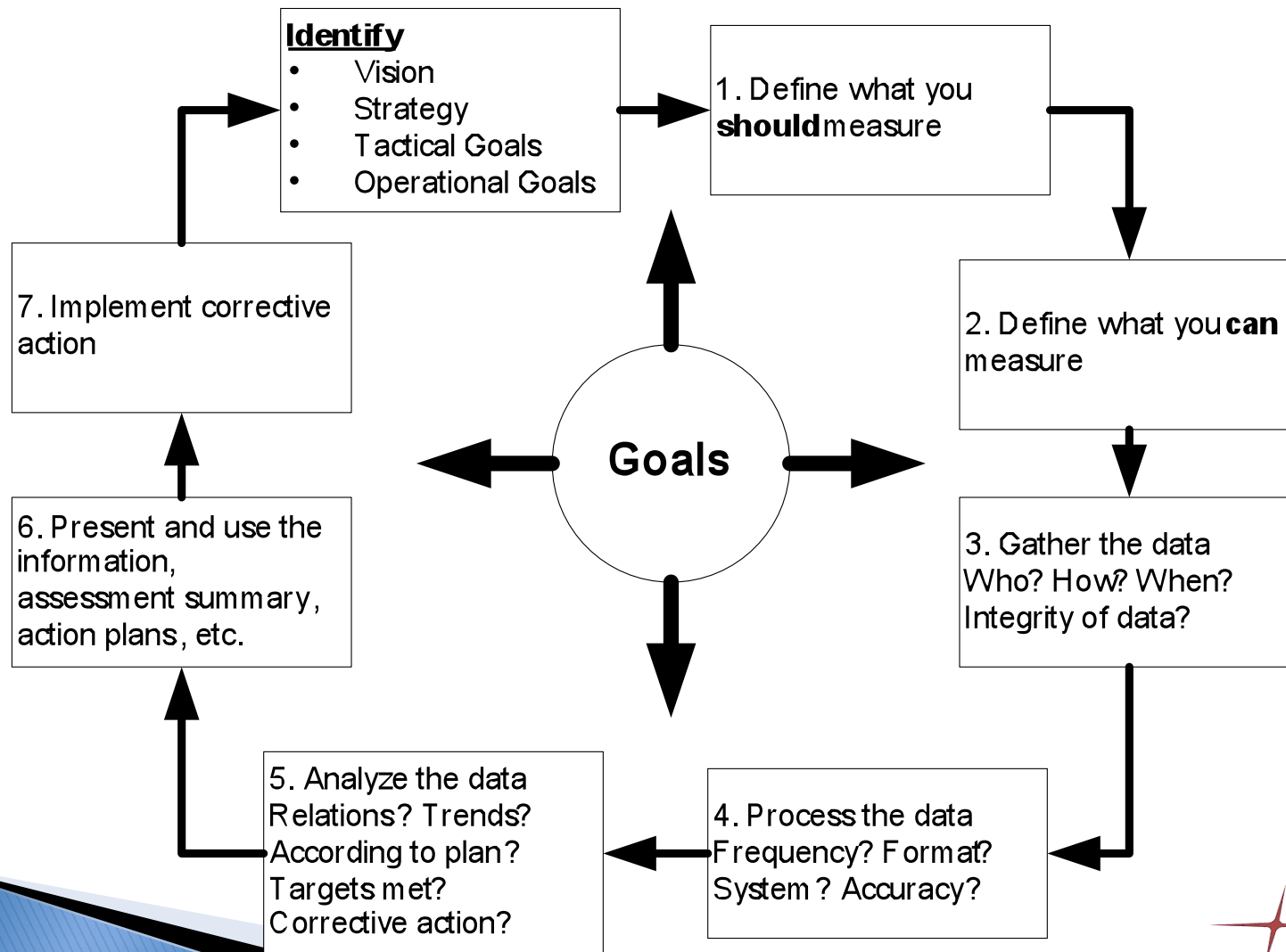
- ▶ Incident Automation
- ▶ User Self Service
- ▶ Defects & Known Errors
- ▶ Knowledge Databases

Continual Service Improvement

- ▶ 7-Step Improvement Process
- ▶ Service Measurement
- ▶ Service Reporting
- ▶ ROI for CSI Process
- ▶ Service Level Management



7-Step Improvement Process



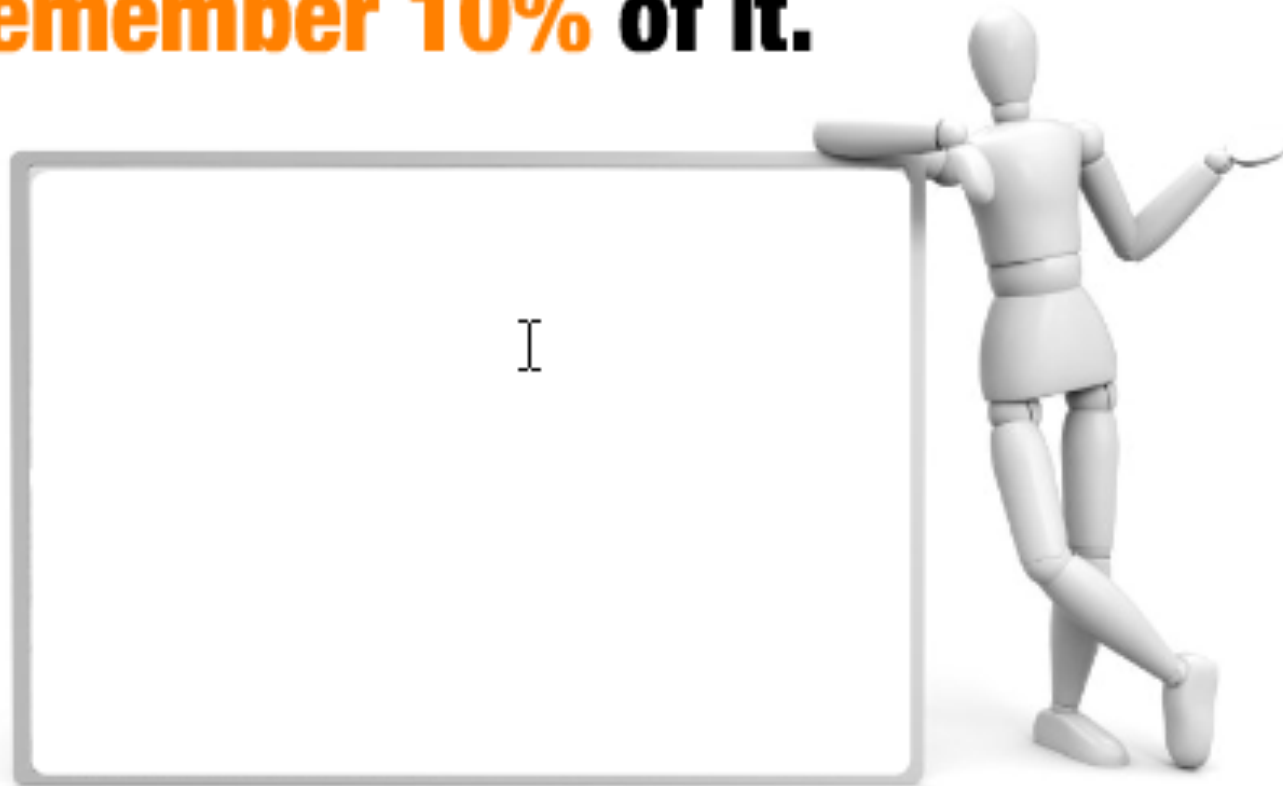
V3 Trend

- ▶ Quality Programs, Six Sigma, etc.
- ▶ Metrics and reporting for improvement
- ▶ Metrics and reporting for value to the business
- ▶ Baselines, trending, analysis, opportunities
- ▶ Full circle back to strategy an design

**Fact: we have
better recall for
visual information**



Hear a piece of information,
and three days later you'll
remember 10% of it.



Add a **picture and you'll
remember **65%**.**



V2 or V3?

- ▶ *There is no wrong answer here!*
- ▶ ITIL is a framework meant to be used and customized as fits your business needs and requirements.
- ▶ Remember that the focus is on adding business value.
- ▶ This is an opportunity to apply the value in ITIL V3 to the analysis of where you are, where you are going and how you want to get there.
 - You may decide to complete your rollout using V2.
 - You may decide to use V3
 - The point is to do the analysis and decide what adds business value

Summary

- ▶ Brings the framework current with today's industry proven best practices and technology
- ▶ Adds links to other major frameworks from many other disciplines, especially IT Governance
- ▶ Expands the IT scope from business alignment to business integration
- ▶ Acknowledges that the maturity lifecycle of IT organizations is taking them toward an operational and cultural transformation of becoming a business unit

**Death-by-PowerPoint is
so common that it's just
considered "normal."**

Abby Normal?



Yeah, abnormal...



Nice PowerPoint!



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