

# IT Service Management: Harnessing the Power of Integration

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*You know !  
It's all about..  
People  
Process  
Technology  
RIGHT?*

*"It's not what you don't  
know that gets you into  
trouble.*

*It's what you know for sure  
that just ain't so."*

*-Yogi Berra*

## Background: Old Paradigms

THEN :

"People won't always remember how *fast* you did something, but they will always remember how *well* you did it."

NOW :

*If you can't do it fast, you may not get the chance to do it at all.*

## Background: Old Paradigms

THEN :

Fast, Cheap, Quality.  
(Pick two)

Now :

*Customers expect all three ...  
AND greater value AND greater flexibility!*

## Background: Old Paradigms

*"In the internet economy, the  
big won't beat the small.. the  
fast will beat the slow."*

– John Chambers  
CEO, Cisco

## IT Service Management

ITSM is not simply an issue of  
*People, Process, & Technology.*

It is using

*Integrated Technology*

which is designed around, embeds and

*Integrates Processes*

to support, enable and help

*Integrate People*

to better perform their jobs.

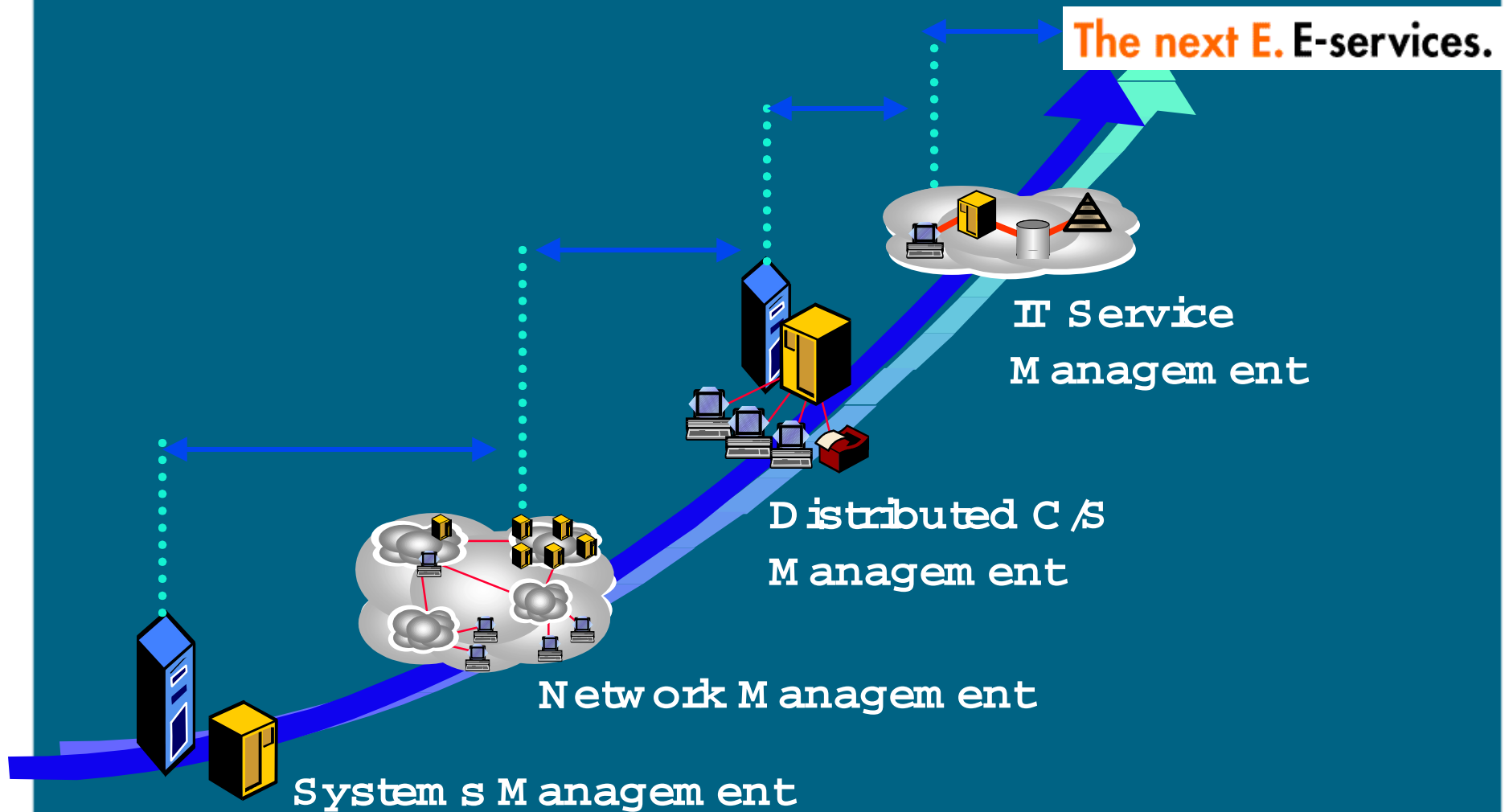
## Background: Old Paradigms

*"The future ain't what it used  
to be."*

– Yogi Berra



# The IT Maturity Model



## The IT Maturity Model

*"Mature as quickly as possible to and through the Preventative Phase"*

Fire Fighting

Reactive

Proactive

Preventative

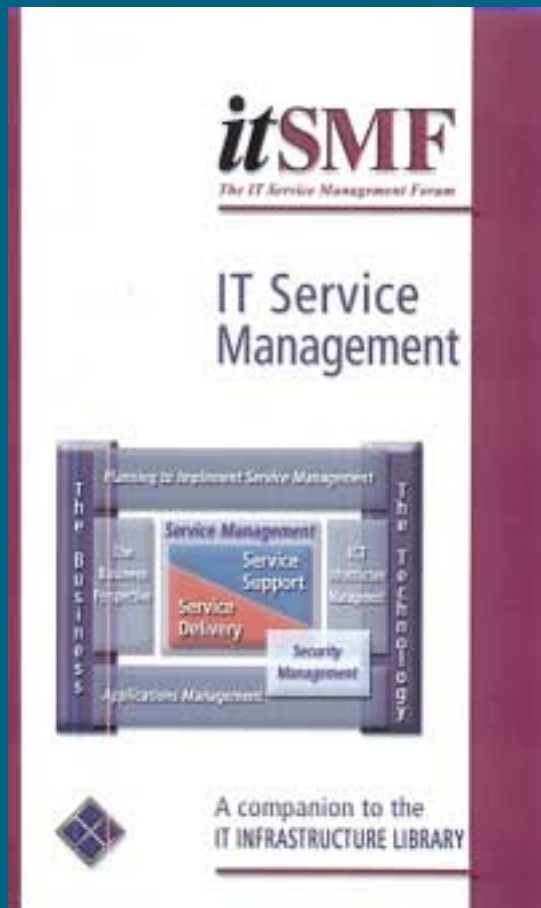
\$Value\$

Source: Gartner Group

# What is ITIL?

## *Information Technology Infrastructure Library*

- Literally, a library of IT-specific books
- Result of years of analysis and research
- *THE* de facto global standard of IT Service Management best practices
- *ITIL is Vital! It's not a question of whether you're doing ITSM or not.. it's a question of how well or poorly you're doing it!*



*"IT Services are there solely to support the business and its efficient and effective operation."*

*— ITSMF's ITIL Pocket Guide*

*Source: IT Service Management, ITSMF*

## IT Service Management Disciplines

### *Service Delivery*

Service Level Management

Capacity Management

Availability Management

IT Service Continuity  
Management

Financial Management for  
IT Services

Customer Relationship  
Management – Appendix

### *Service Support*

Service Desk

Configuration Management

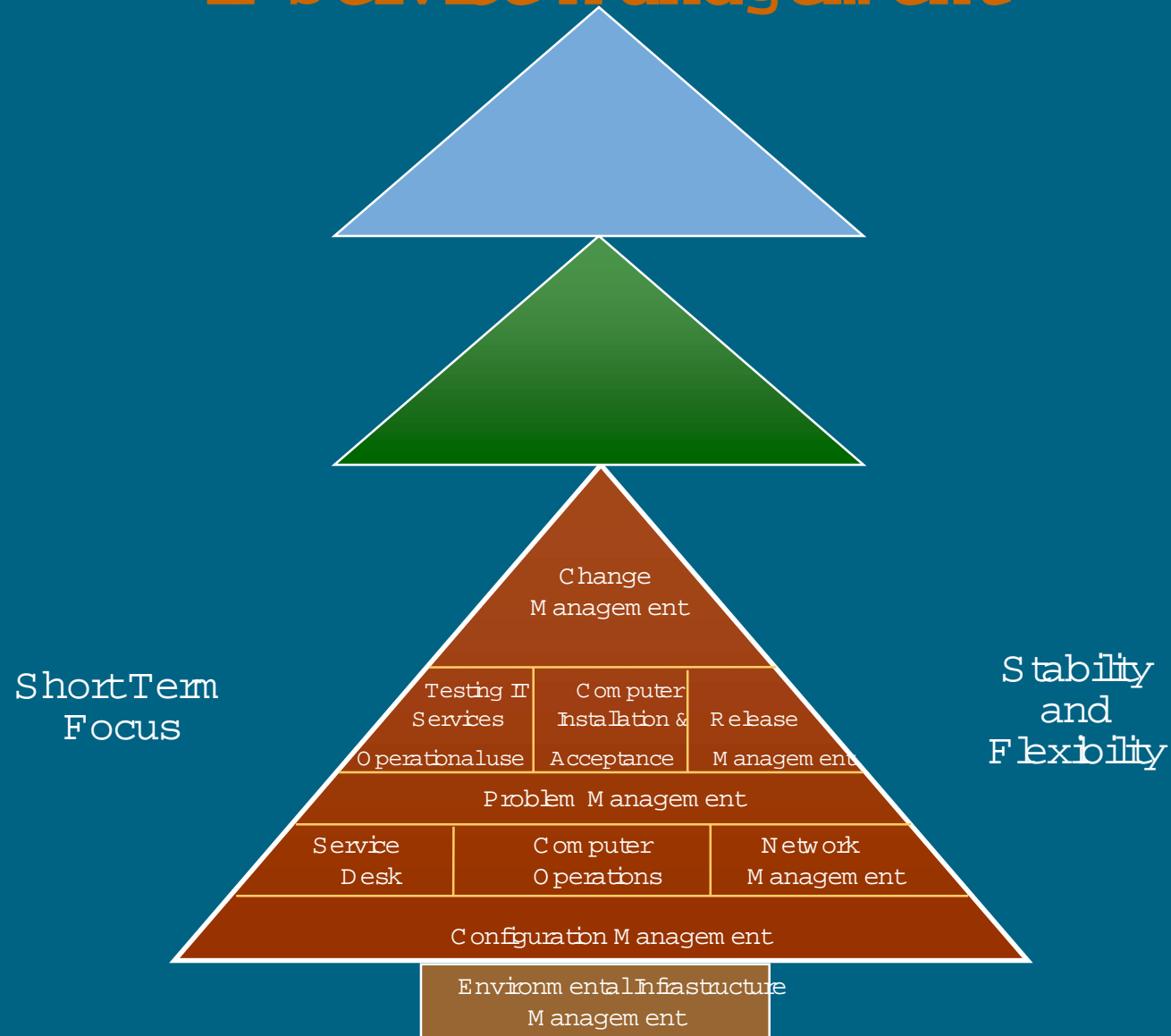
Problem Management

Change Management

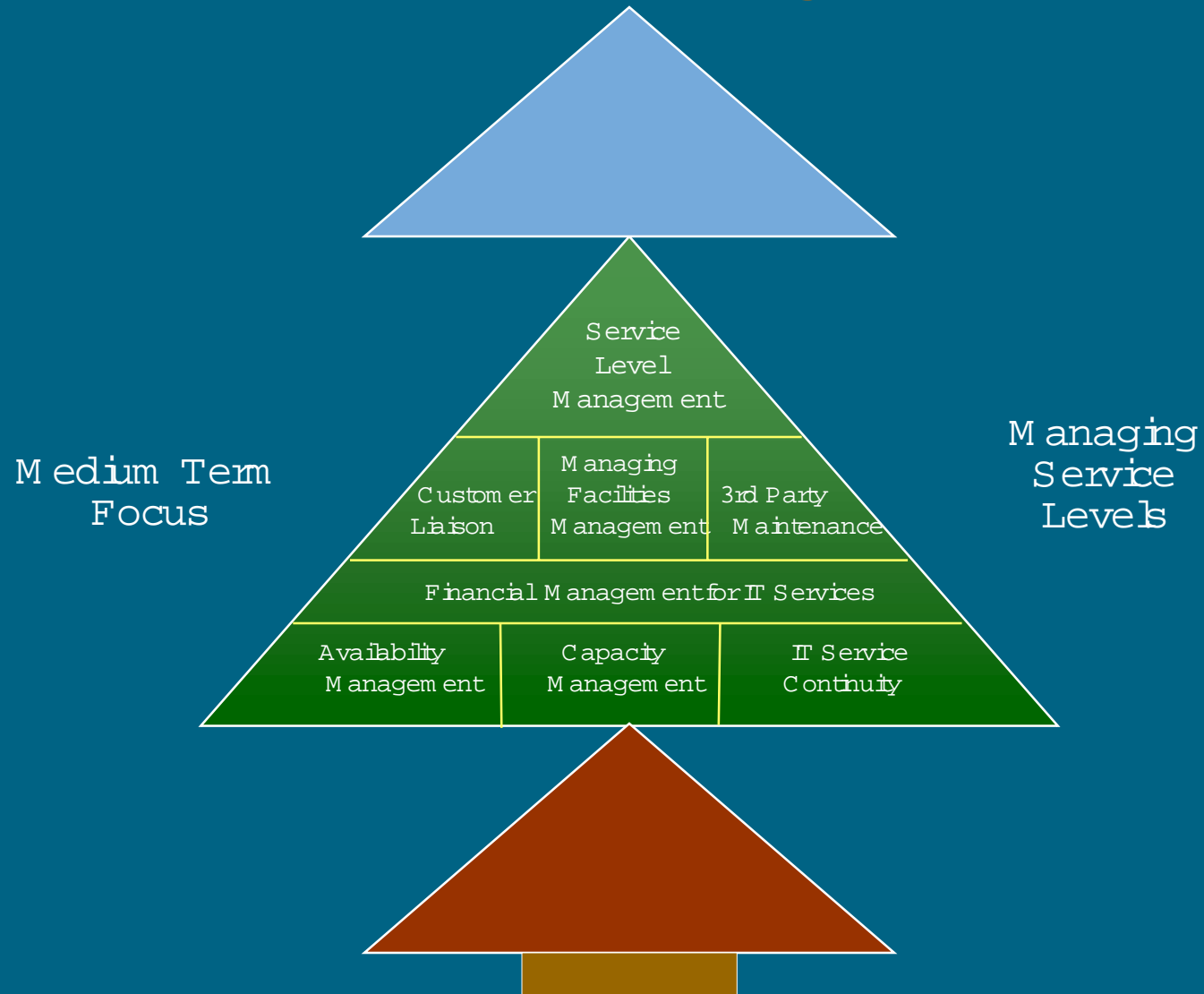
Release Management

Incident Management

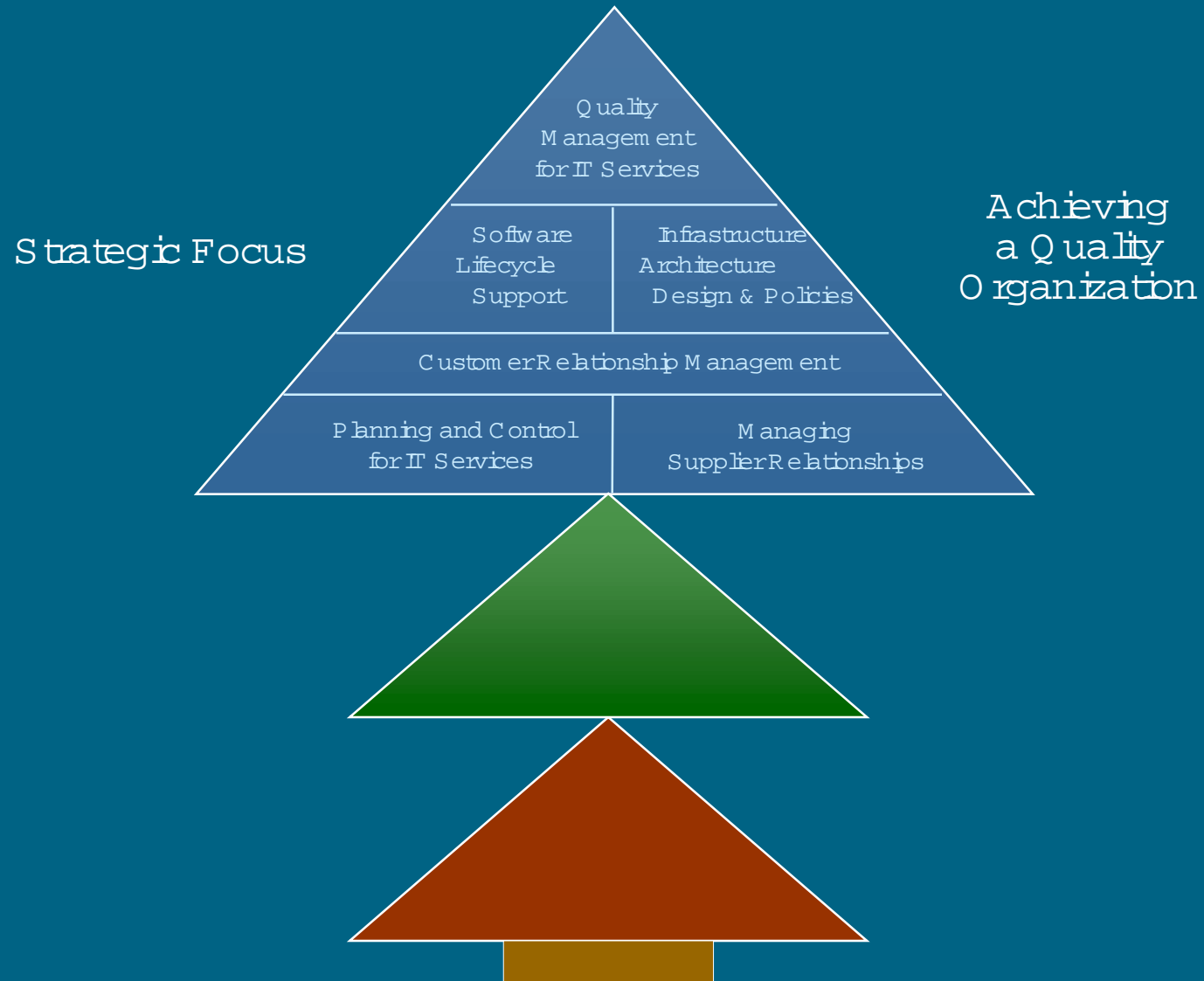
# IT Service Management



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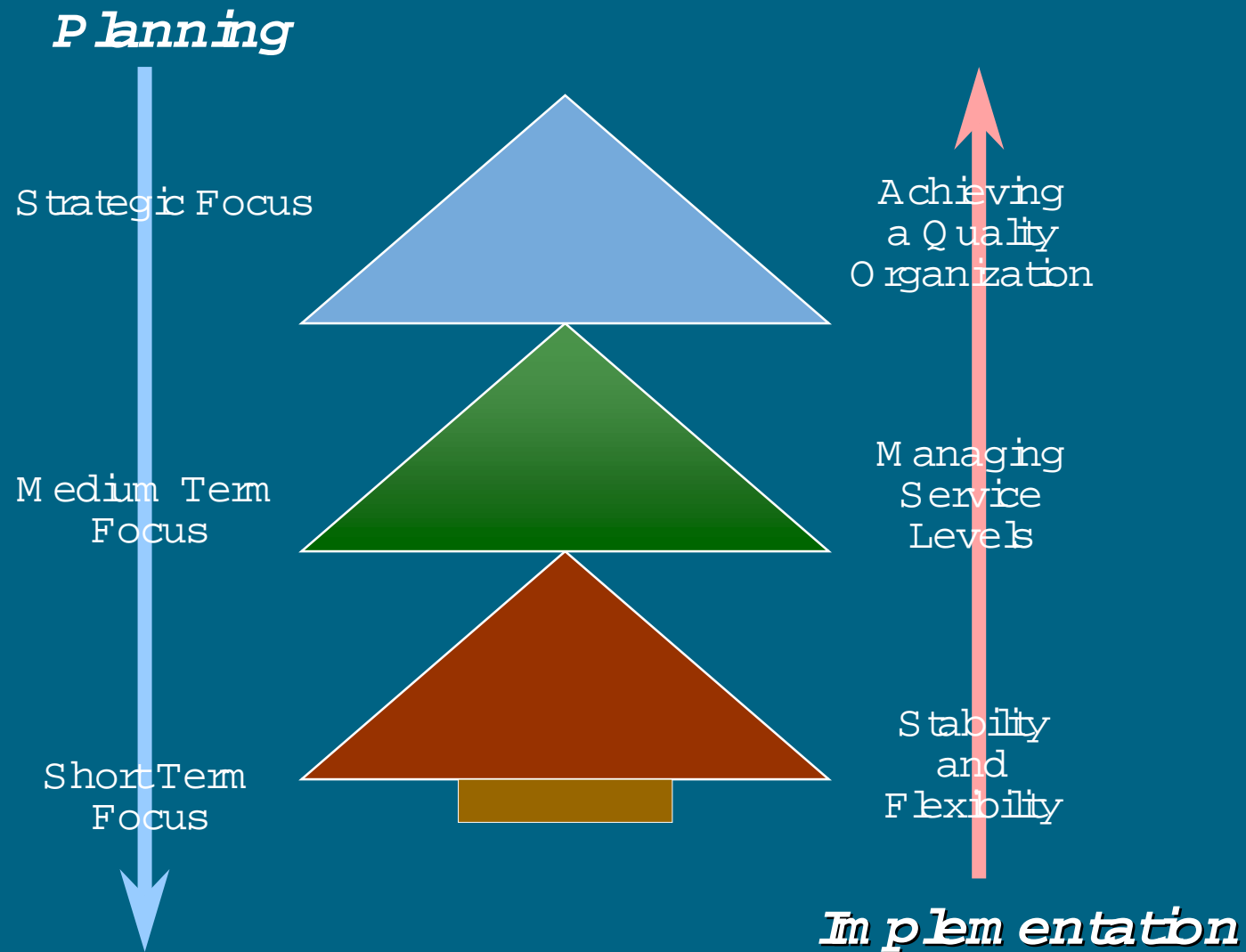


# IT Service Management

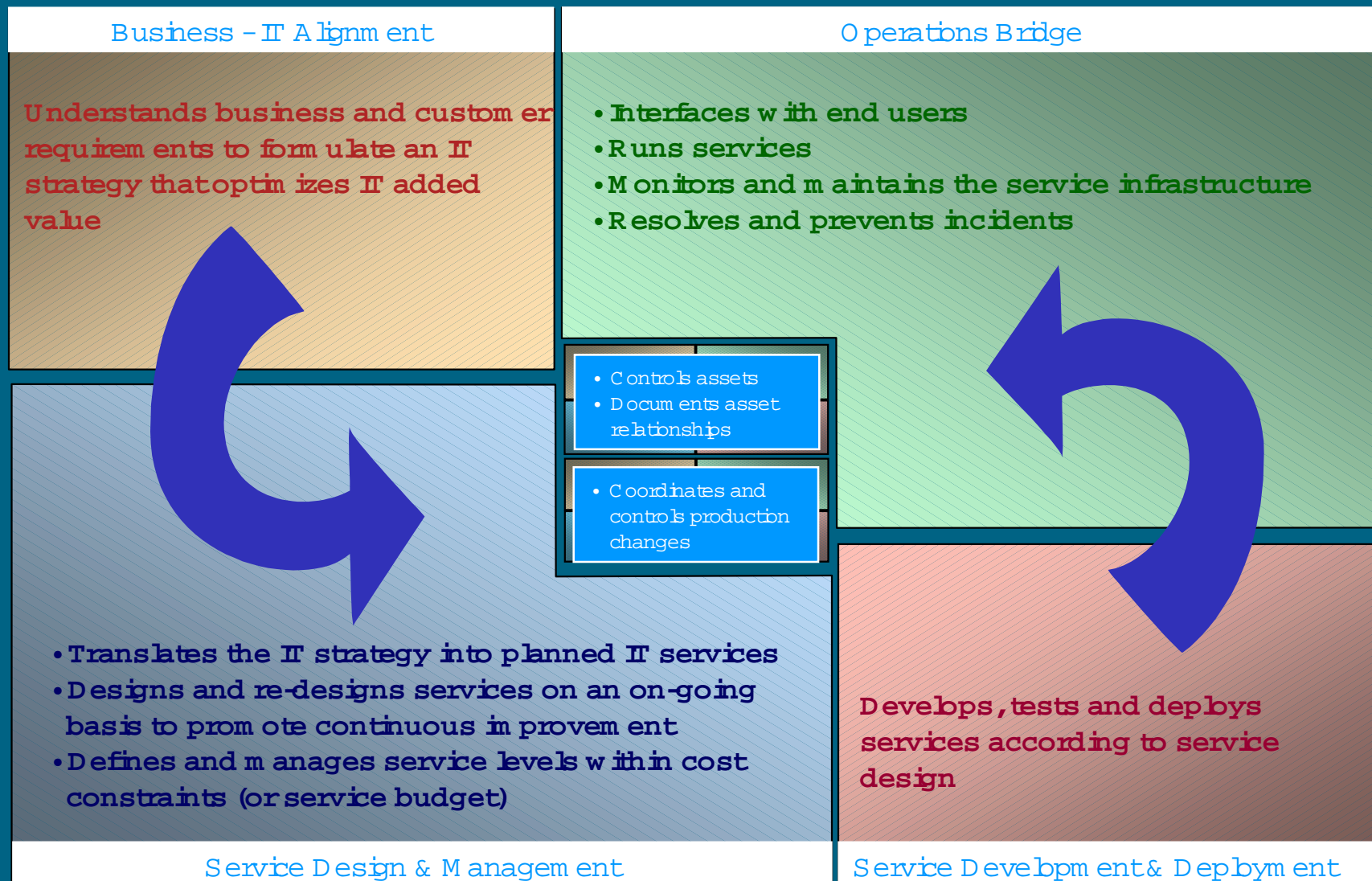




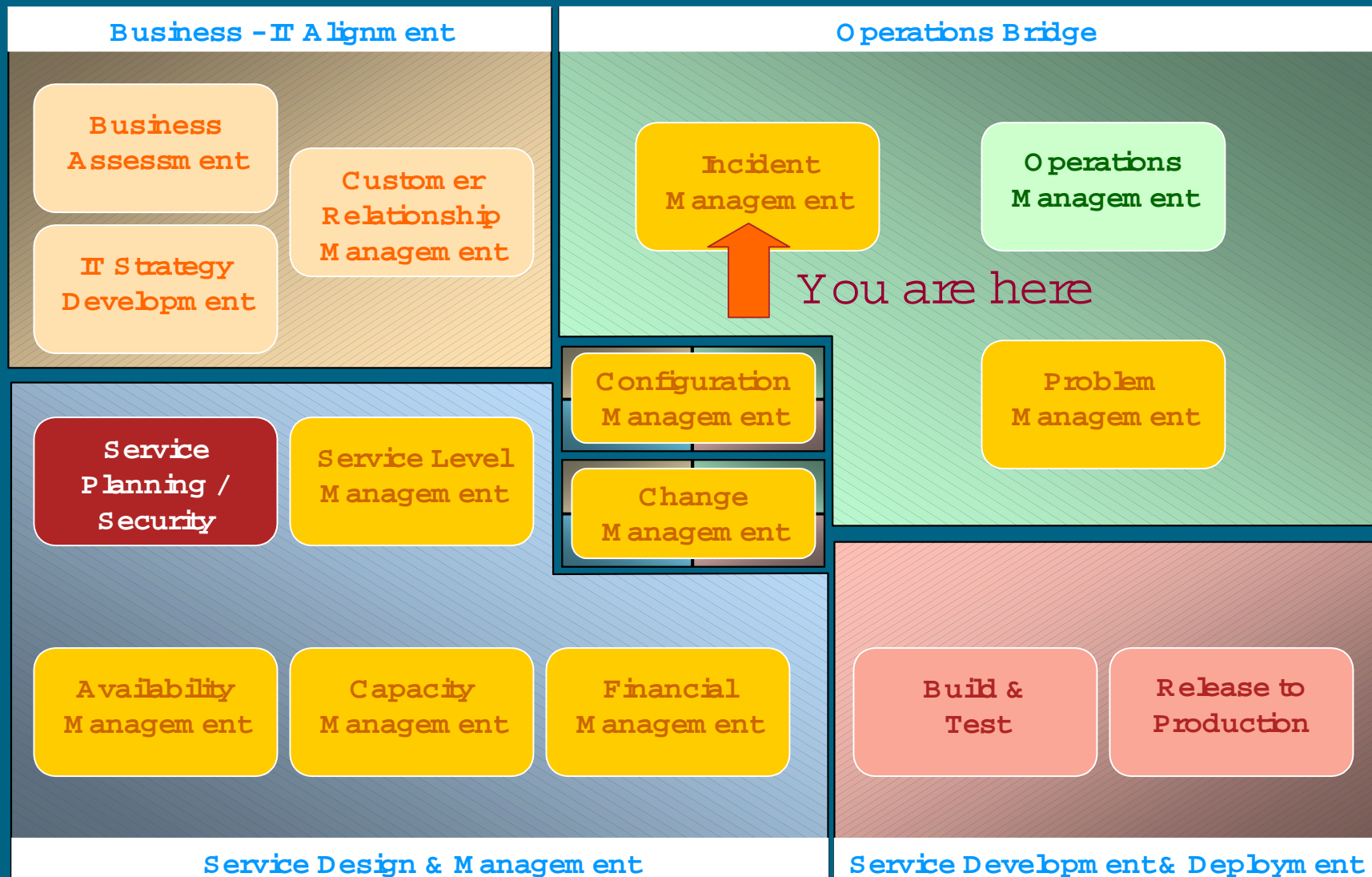
# IT Service Management



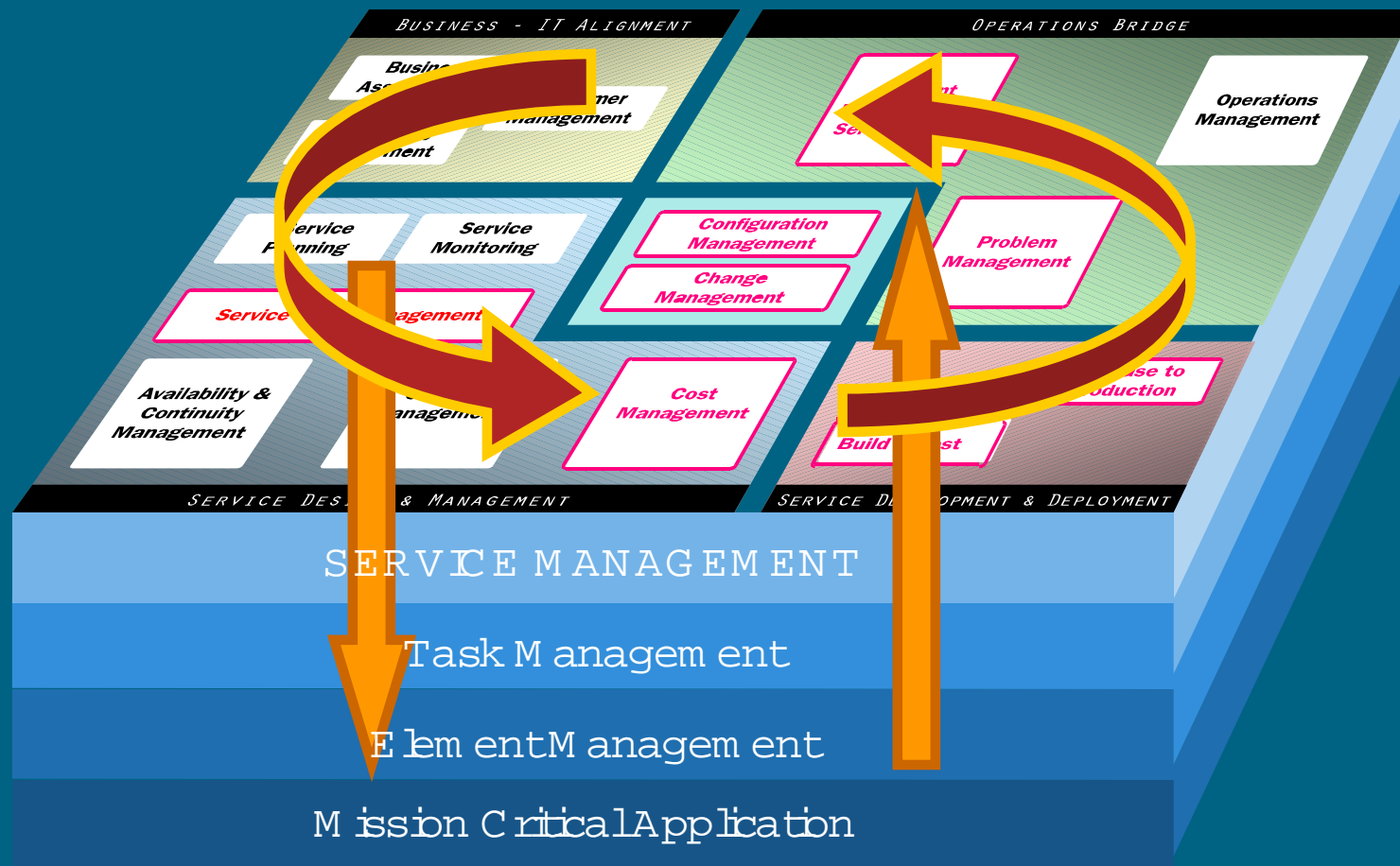
# HP ITSM Reference Model



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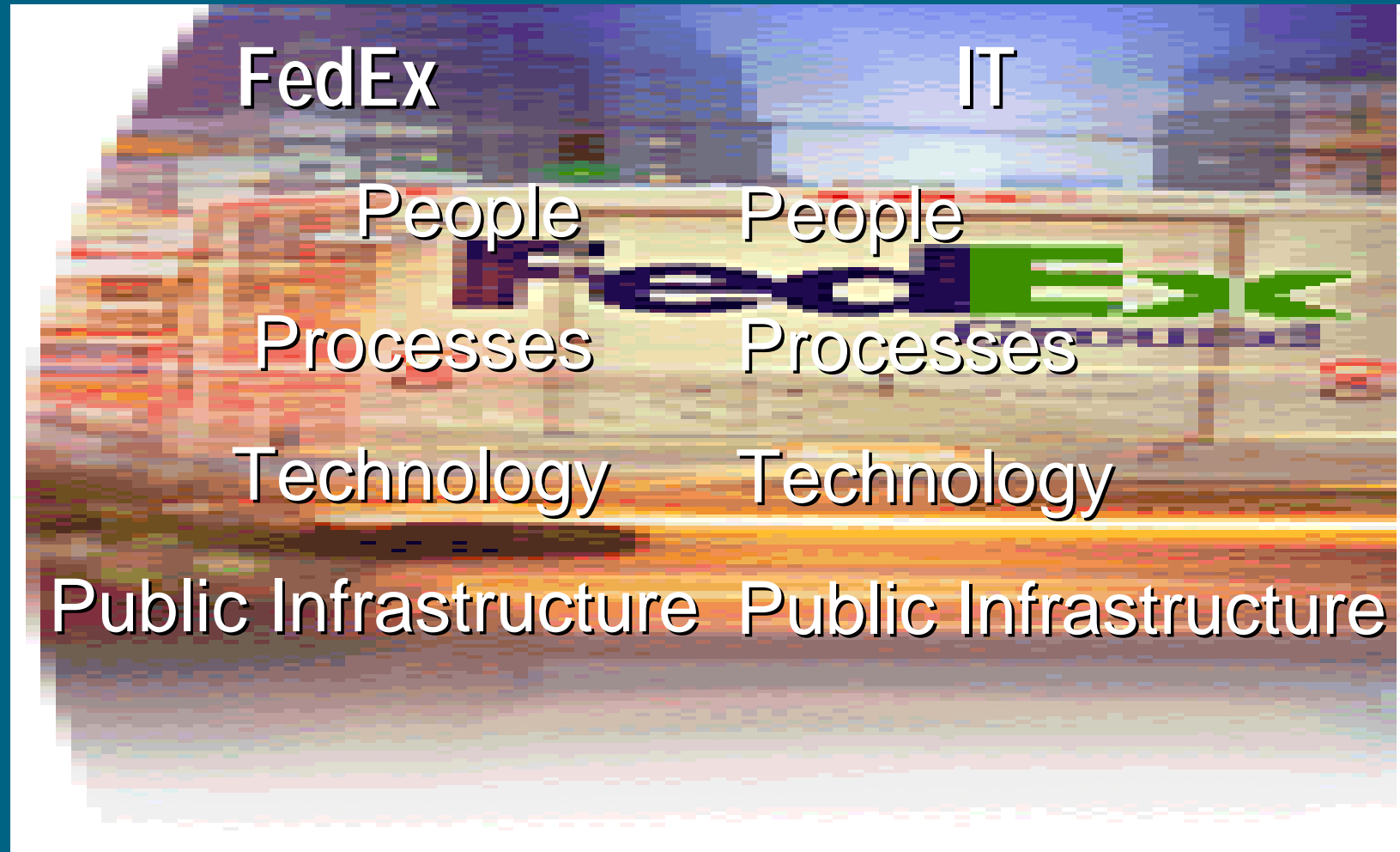
## What is an IT Service?

A set of related functions  
provided by IT systems  
in support of one or more business areas.

This service may be made up of hardware, software and  
communication facilities, but is perceived *by the customer*  
as a

**self-contained, coherent entity.**

## What is an IT Service?



## The Bottom Line

*EITHER*

The IT Infrastructure determines the Service Level

*OR*

The Service Level determines the IT Infrastructure

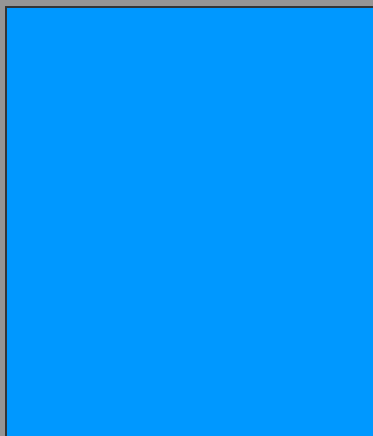
## End to End Impact

Component	Availability	Net Availability
Network	99%	99%
Operating System	99%X99%	98%
Middleware	99%X99%X99%	97%
Database	99%X99%X99%X99%	96%
ERP System	99%X99%X99%X99%X99%	95%
Customer Accounting Application	99%X99%X99%X99%X99%X99%	94%

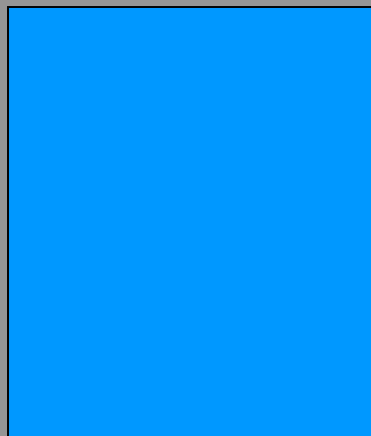


# Monitored Services

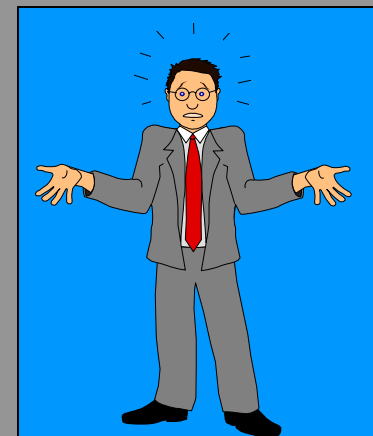
Exchange



PeopleSoft

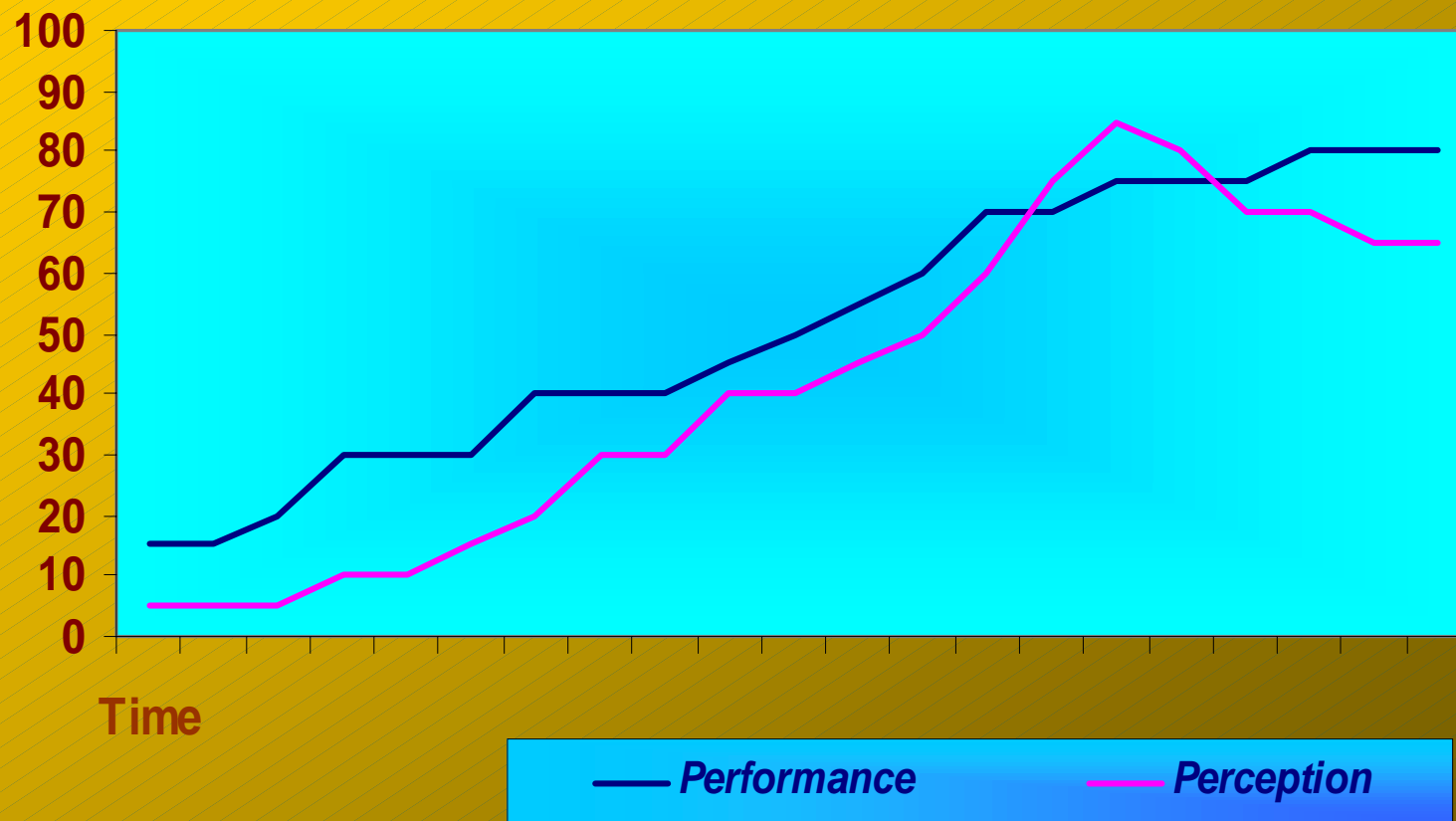


SAP



## Expectation vs. Delivery

### Actual Performance vs. Customer Perception



## Expectation vs. Delivery



## Service Level Management

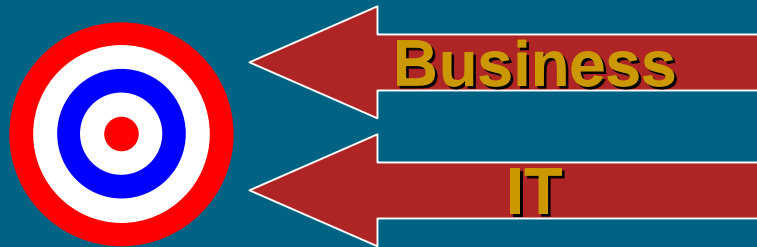
Customer Satisfaction =

The Experience /

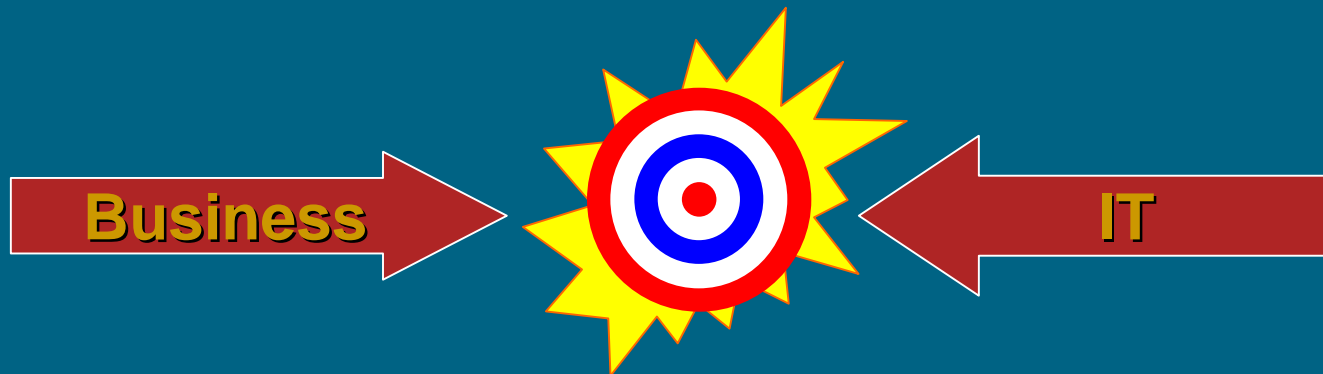
The Expectation x

The Importance

*Source: Glenn Gutwillig, The Bentley Group*



"Front Wheel" Alignment



"Spectacular Results" Alignment



"We're behind you all the way" Alignment



**Business and IT**

## **“Fusion” Alignment: the T.E.A.M. Approach**

## Tools & Technology Choices



- Fragmented tools & adoption
- Tools sourced in new manners
- Little to no integration with existing tools
- No complete view
- Several processes not addressed (e.g. change)

***Successful exploitation of tools will require integration***

# Success Stories



# Q & A