



“IT Service Management: The Return of the (customer as) King”



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AGENDA

- ❖ **Introductions**
- ❖ **The Fellowship of the Ring**
- ❖ **The Two Towers**
- ❖ **The Return of the King**
- ❖ **From Books to Vision**
- ❖ **From Vision to Reality**
- ❖ **Practical Lessons**

Introductions

- ❖ Who am I?
- ❖ Who are you?
- ❖ Who was J.R.R.Tolkien ?
- ❖ Who is Peter Jackson?
- ❖ What is ITIL?
- ❖ What does ITIL have to do with LotR?

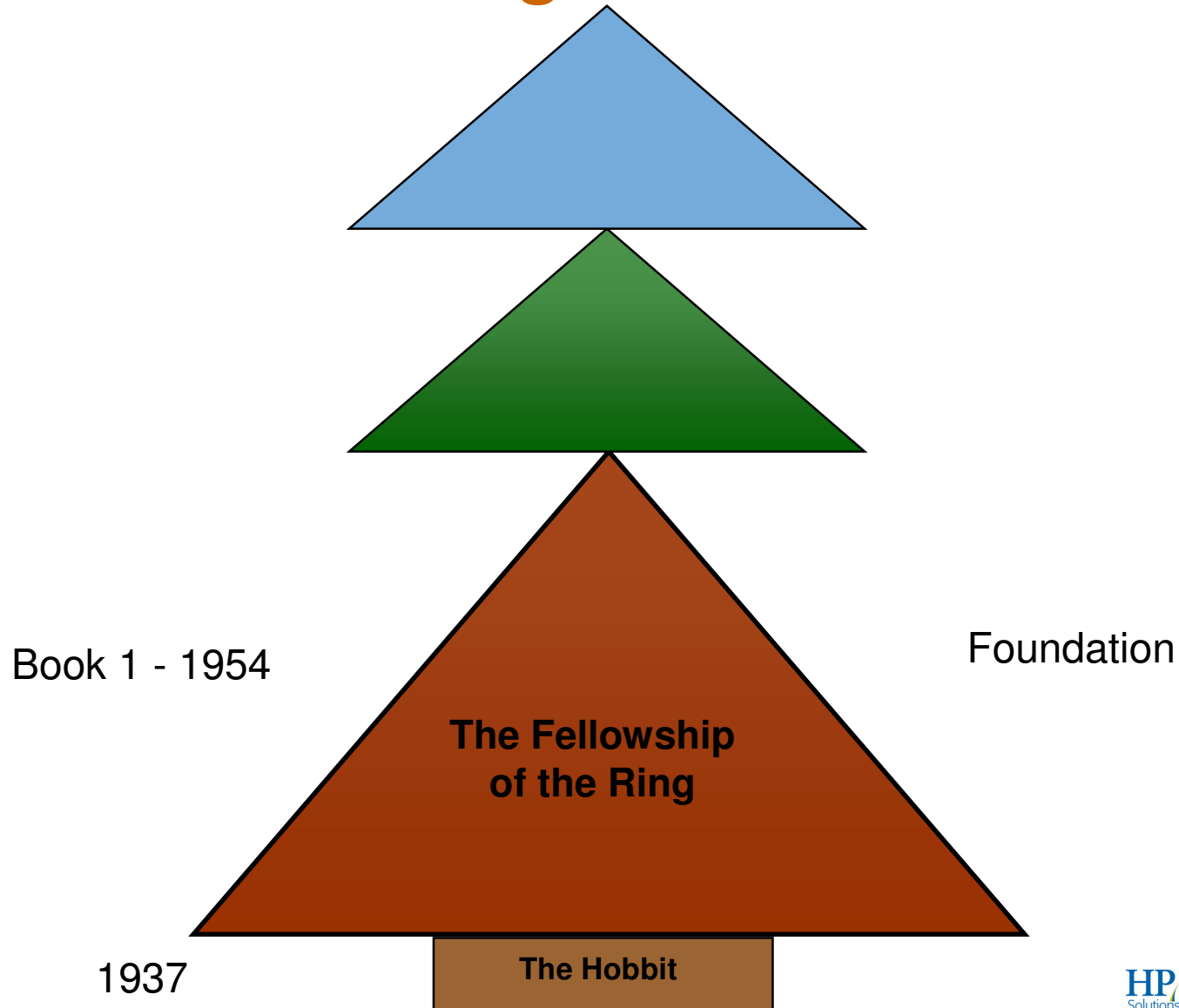
Who is J.R.R.Tolkien?

- ❖ John Ronald Reuel Tolkien
- ❖ Born: Bloemfontein, S.A. January 3, 1892
- ❖ Marriage, WWI, Lost Tales, Academia
- ❖ Oxford, the “Inklings” and grading exams
- ❖ “The Hobbit” published 1937
- ❖ Lord of the Rings published 1954/1955
- ❖ By late 1960s, considered classic literature.

Who is J.R.R.Tolkien?

- ❖ Other writings:
 - ❖ “Adventures of Tom Bombadill”
 - ❖ “Sir Gawain”
 - ❖ “The Pearl”
- ❖ Retired 1969, Died September 2, 1973
- ❖ Post Mortem:
 - ❖ “The Silmarillion”
 - ❖ “Unfinished Tales”

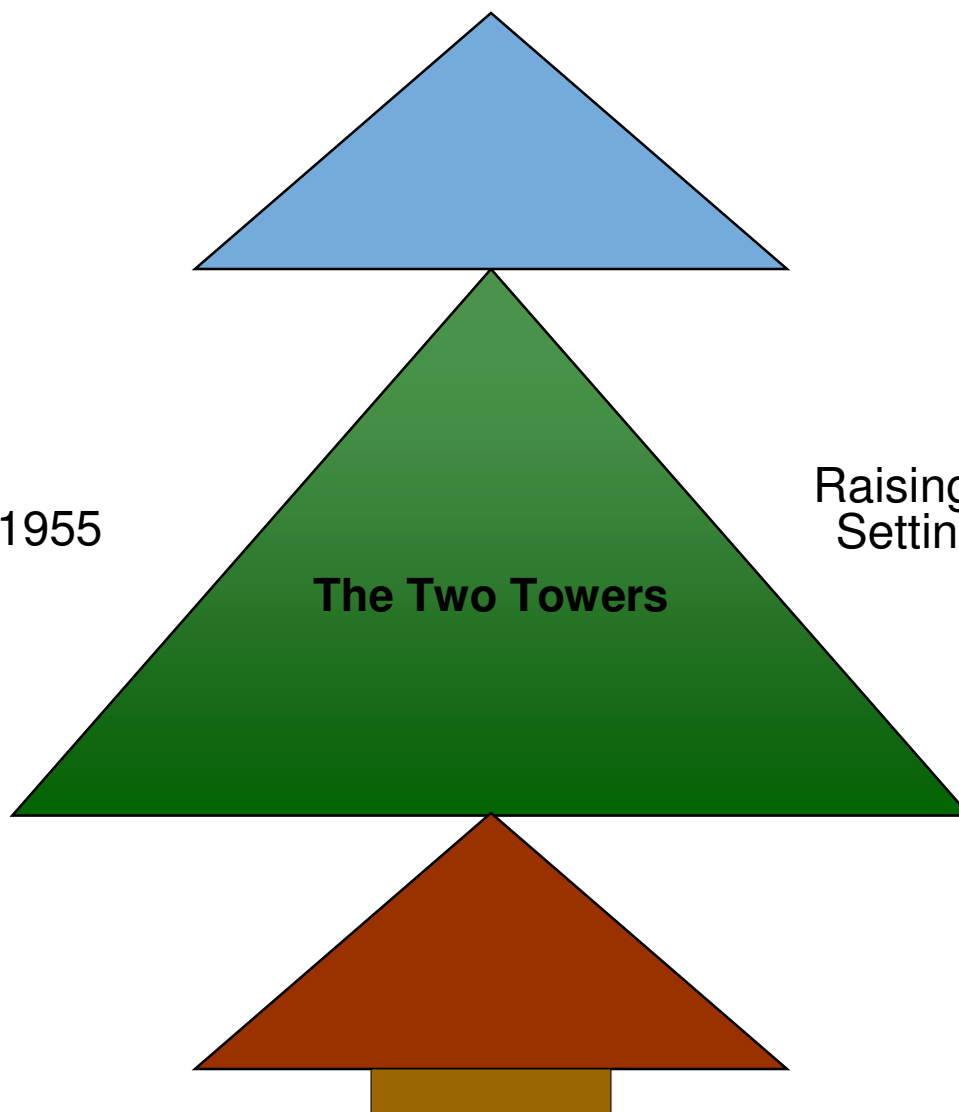
The Lord of the Rings



The Lord of the Rings



Book 2 - 1955



Raising the Stakes,
Setting the Stage



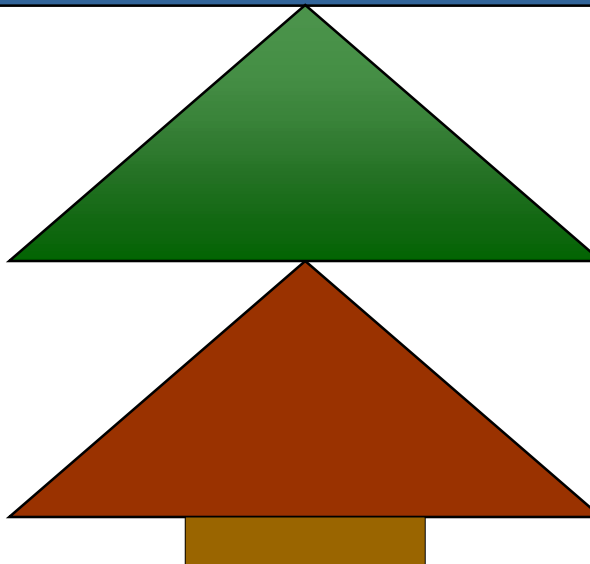
The Lord of the Rings



Book 3 - 1955

**The Return of
the King**

Culmination, Conclusion



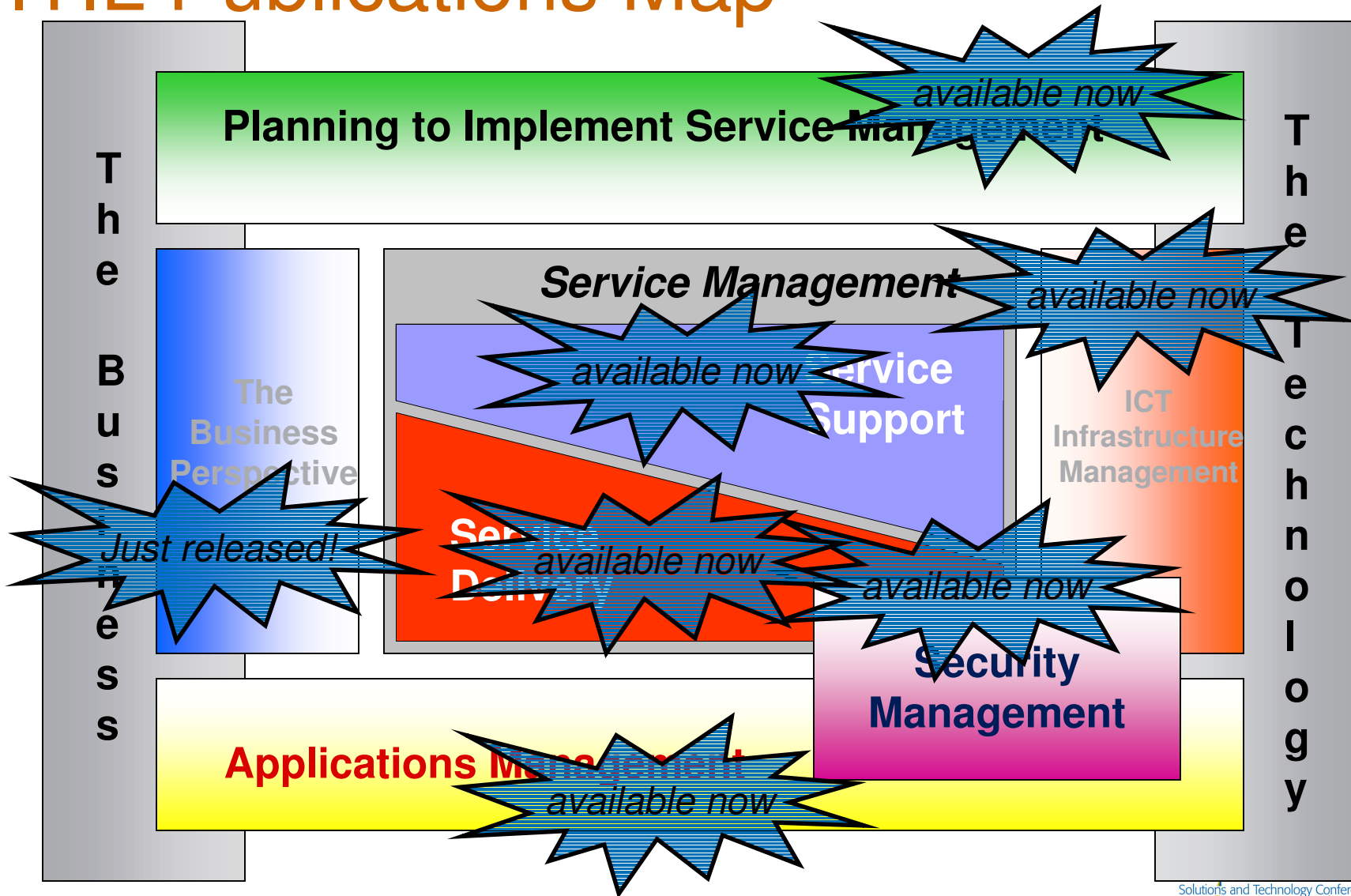
Who is Peter Jackson?

- ❖ Born in New Zealand, 1961
- ❖ Began making movies with parents' Super 8 camera.
- ❖ First film: "Bad Taste".
- ❖ 1994 feature
 - ❖ "Heavenly Creatures"
- ❖ Also directed:
 - ❖ "The Frighteners"
 - ❖ "Meet the Feebles"
 - ❖ "Braindead"
- ❖ Made history with "The Lord of The Rings"
 - ❖ First person to direct three major feature films simultaneously

What is ITIL?

- ❖ ***Information Technology Infrastructure Library***
 - ❖ Literally, a library of IT-specific books
 - ❖ The result of years of analysis and research
 - ❖ ***THE*** de facto standard of IT Service Management best practices

ITIL Publications Map



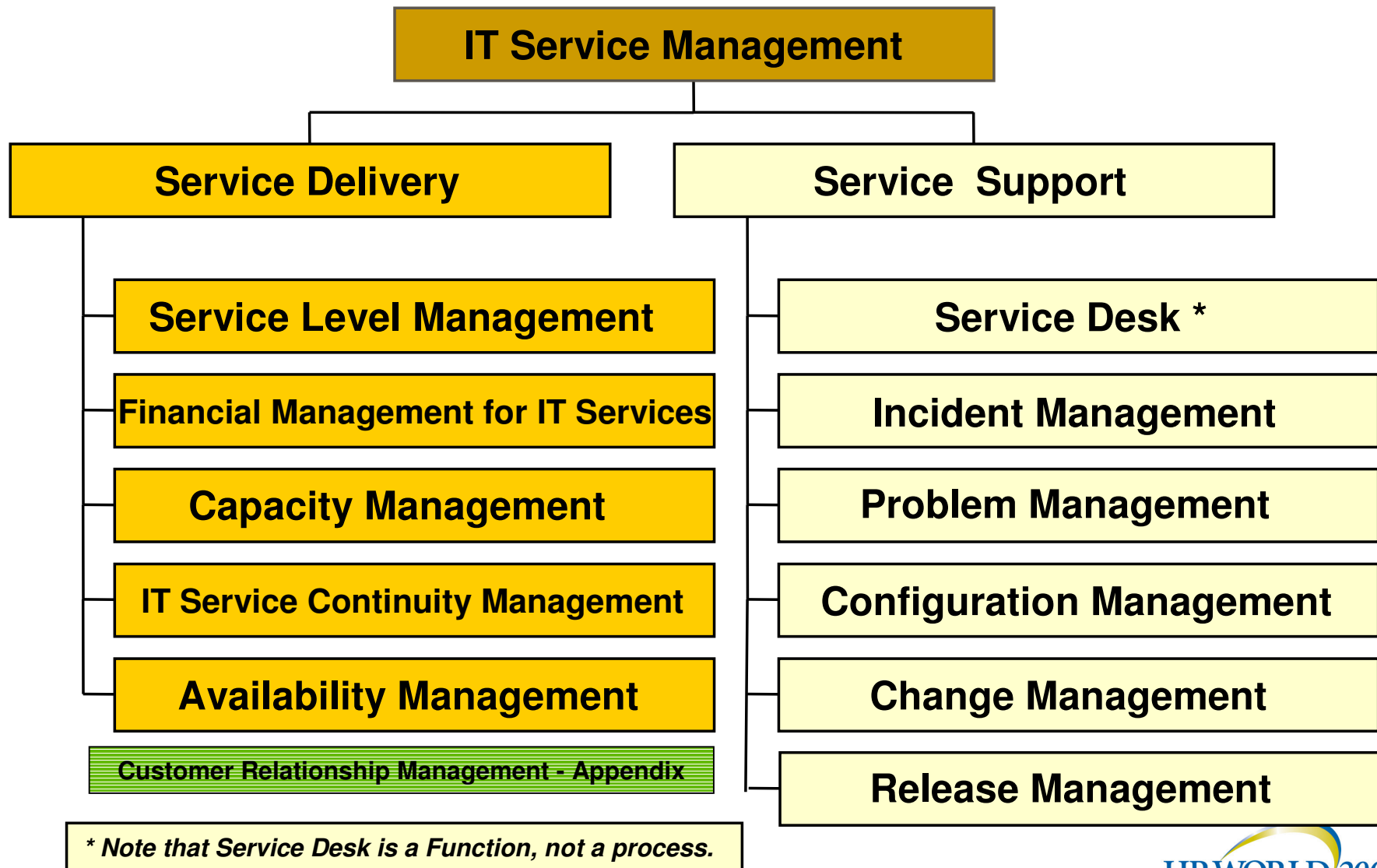
“IT Services are there solely to support the business and its efficient and effective operation.”

-- itSMF ITIL Pocket Guide

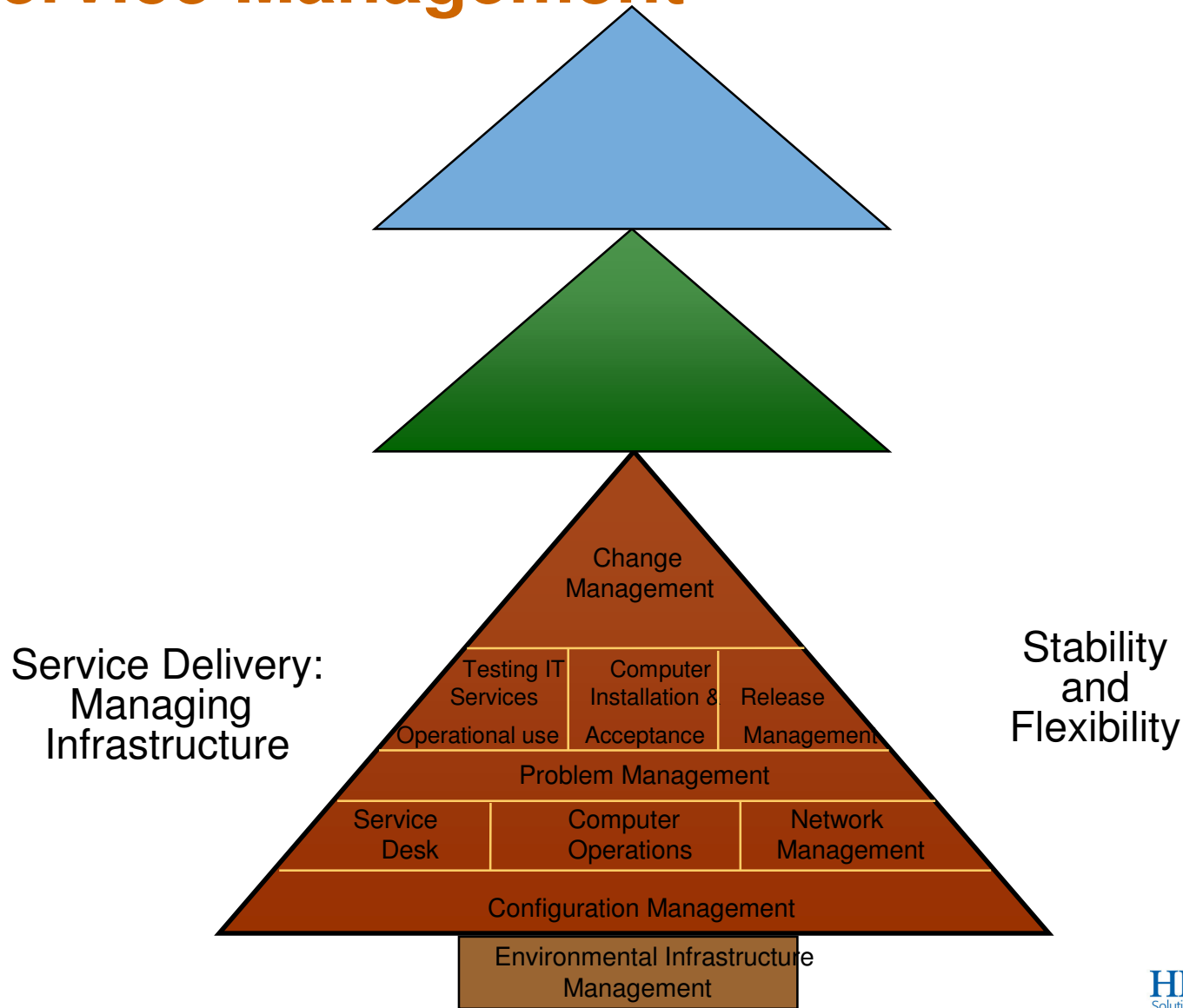
Source: IT Service Management, ITSMF



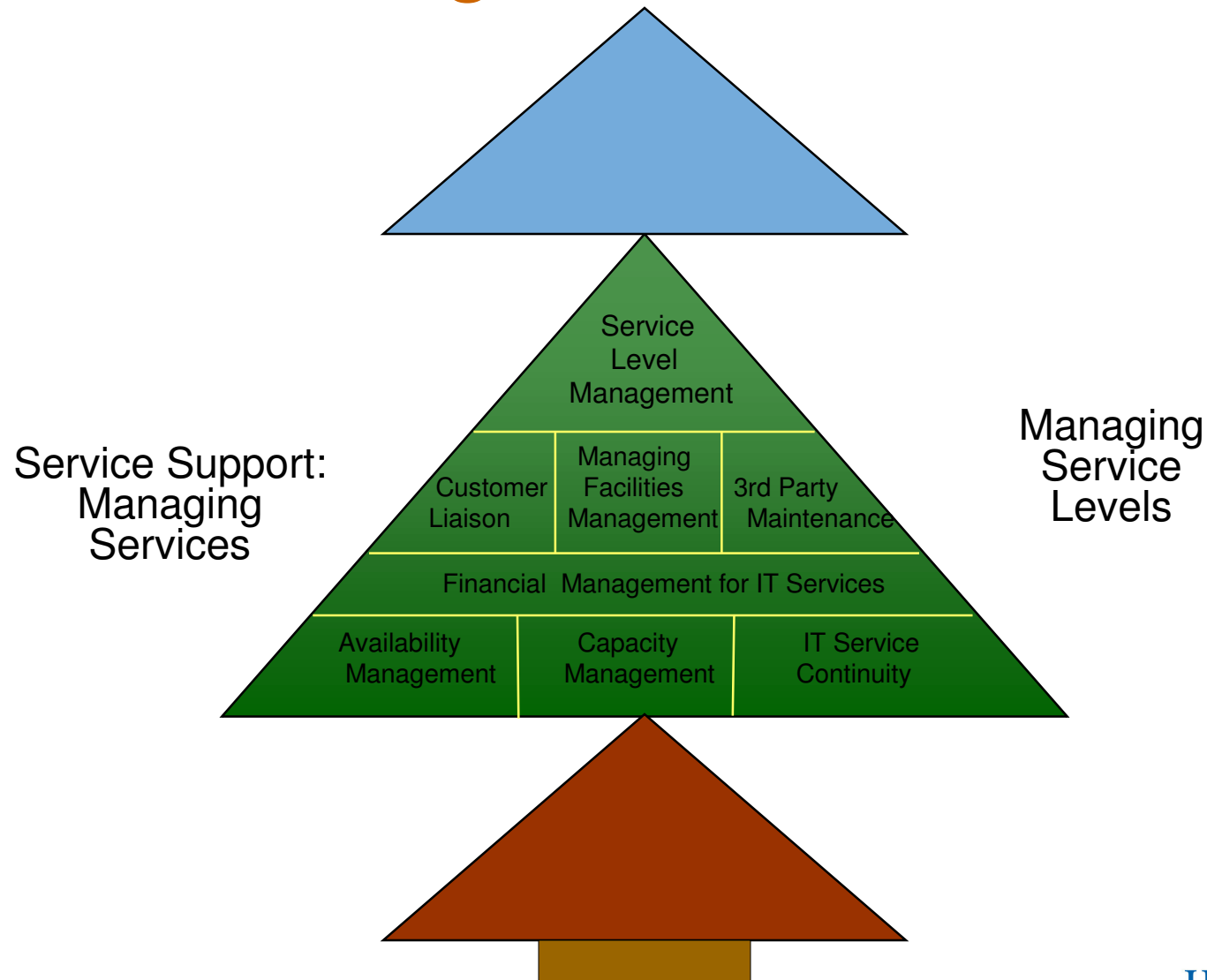
Core ITIL Disciplines



IT Service Management

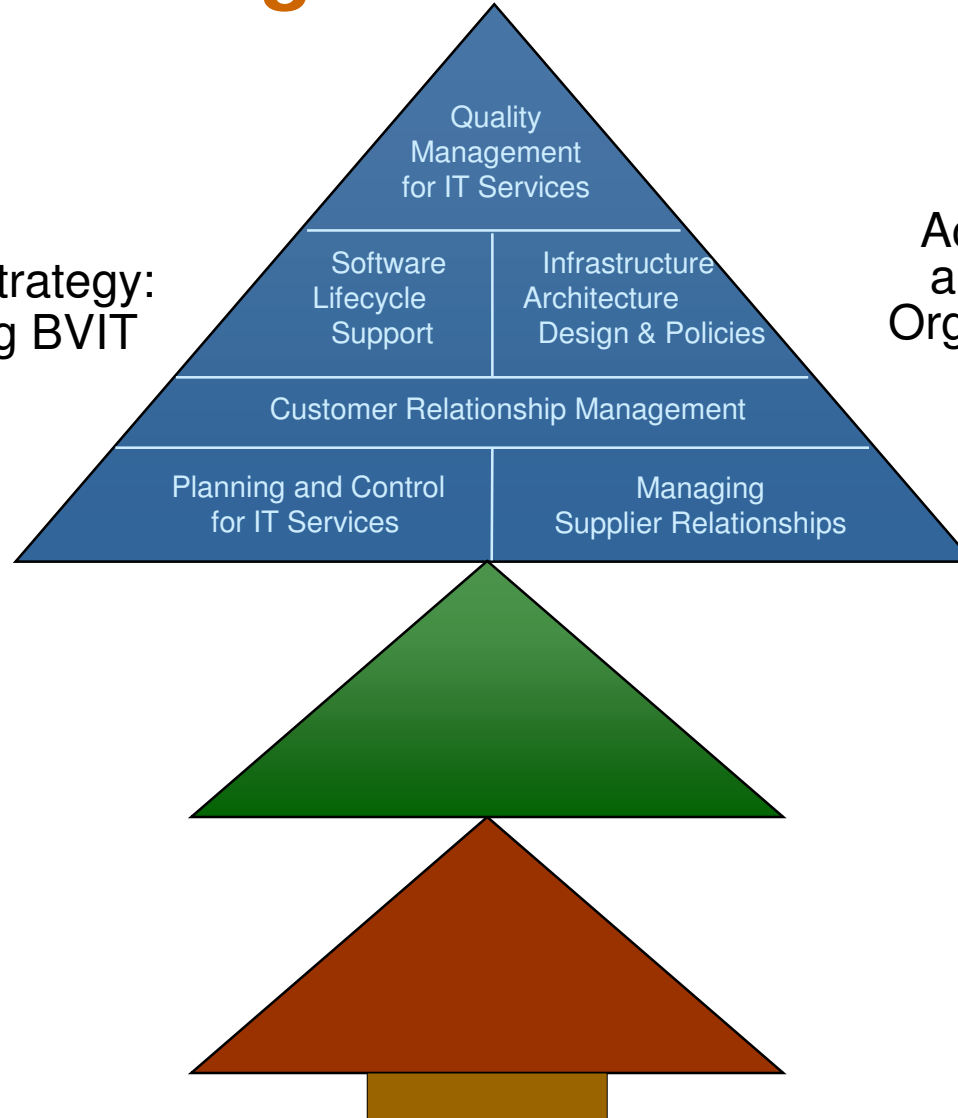


IT Service Management



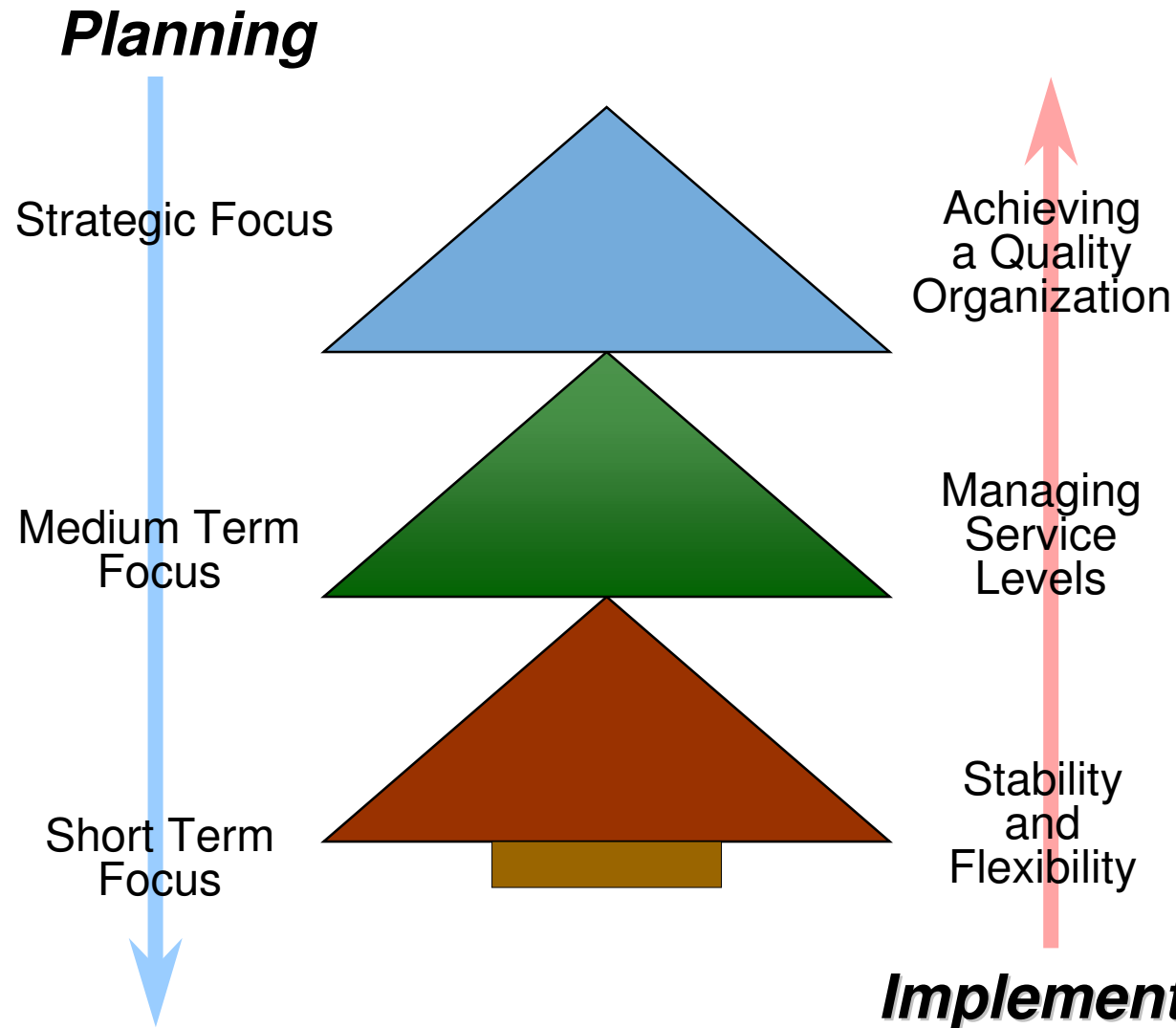
IT Service Management

Service Strategy:
Managing BVIT



Achieving
a Quality
Organization

IT Service Management



LotR and ITIL?

- ❖ Both LotR and ITIL had “British beginnings”.
- ❖ Both LotR and ITIL had their “Genesis” in war
- ❖ Both LotR and ITIL are multiple Books, but “ONE story”
- ❖ Both LotR and ITIL have a great deal to do with “language”
- ❖ Both LotR and ITIL have been the inspiration for “related” efforts”
- ❖ Both LotR and ITIL are both “end products” and “raw material”
- ❖ Both LotR and ITIL have been read by many
- ❖ Both LotR and ITIL have not always been understood
- ❖ Both LotR and ITIL have been read multiple times by many
- ❖ Both LotR and ITIL are more popular than ever!
- ❖ ... but wait! There’s more!

The Fellowship of the Ring

❖ LotR:

❖ The Foundation...
background based on History,
Legend, Mythology

❖ ITIL:

❖ Foundational principals upon
which to manage IT based on
best practice, experience,
insight

The Fellowship of the Ring

- ❖ Ultimately accept, embrace and act upon the idea that there really is only ONE reasonable course of action – destroy the ring... destroy ineffectiveness and inefficiency.
- ❖ To do anything else is to postpone the inevitable. It is not a question of IF you should do it, it is a question of WHEN.

The Two Towers

❖ LotR:

- ❖ Going in different directions and separate ways with ever-higher stakes.
- ❖ Despair, but a renewed sense of hope
- ❖ Battles: renewing “old alliances”

❖ ITIL:

- ❖ Higher stakes in a changed world with a “Back to basics” mentality
- ❖ Increased interest in PROCESS
- ❖ Complacency, “The Ivory Tower mentality”

The Two Towers

- ❖ LotR:

- ❖ Transition

- ❖ “Keep the faith”

- ❖ ITIL:

- ❖ Transition

- ❖ “Keep the faith”

The Return of the King

❖ LotR:

- ❖ Culmination - A “Coming together”
- ❖ Combined efforts to a common goal pay off.
- ❖ Esprit de Corps
- ❖ Small Acts – Big results!

❖ ITIL:

- ❖ Who – or what - is “King”?
- ❖ Direction
- ❖ Focusing on the RIGHT things for the RIGHT reasons.

From Books to Vision

“Literal interpretations don’t work.”

- Peter Jackson

Director, Lord of the Rings Trilogy



From Books to Vision

What is
Information Technology Service Management?

“The principals and practices of designing, delivering and maintaining IT Services, to an agreed level of quality in support of a customer activity.”

- From “A dictionary of IT Service management Terms, Acronyms and Abbreviations

From Books to Vision

What is an *IT Service*?

“A set of related components provided in support of one or more business processes.

The service will comprise of a range of Configuration Item types, but will be perceived *by the customer* and users as a **self-contained, single, coherent entity.**”

- From “A dictionary of IT Service management Terms, Acronyms and Abbreviations

From Books to Vision

Movie

- ❖ The LotR Books
- ❖ People
- ❖ Processes
- ❖ Technology
- ❖ Established Infrastructure

ITSM

- ❖ The ITIL Books
- ❖ People
- ❖ Processes
- ❖ Technology
- ❖ Established Infrastructure

From Books to Vision

The order of things.

- ❖ How do you make a movie from books?
 - ❖ LotR Books and related works as “raw material”
 - ❖ Studio (management) backing
 - ❖ Rough Script
 - ❖ Story boards (“First pass thru the movie”)
 - ❖ Designing and building “Middle Earth”
 - ❖ Animatic using story boards
 - ❖ Animatic using models with figurines
 - ❖ Digital Pre-visualizations
 - ❖ Design: “GET EXPERIENCED PEOPLE”

From Books to Vision

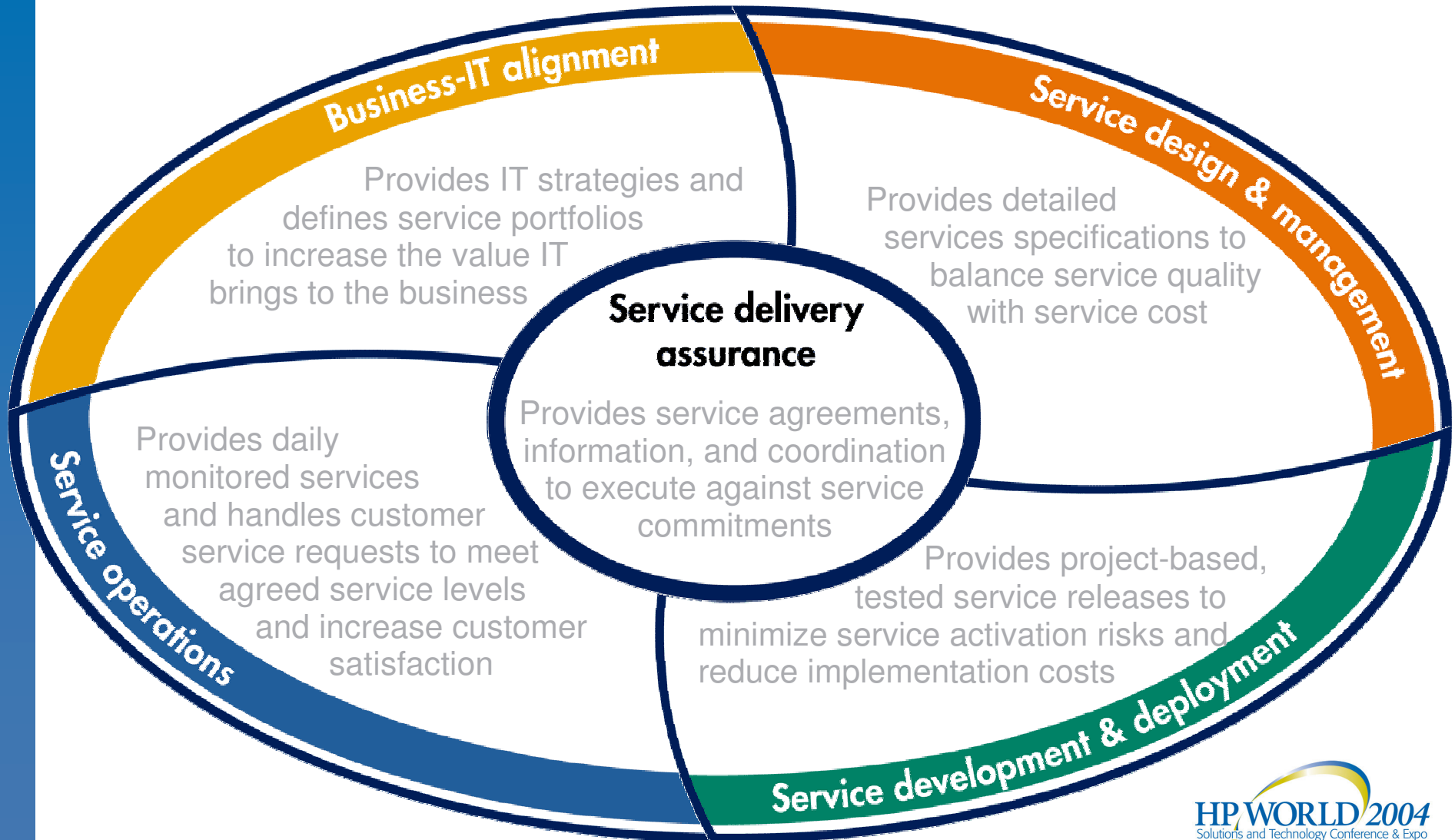
The order of things.

- ❖ How do you implement ITSM from books?
 - ❖ The ITIL books and related works as “raw material”
 - ❖ Management Backing
 - ❖ Translation
 - ❖ Process Assessment
 - ❖ Pre- visualization
 - ❖ Flow charts, pilots
 - ❖ Microsoft Operations Framework
 - ❖ The HP ITSM Reference Model
 - ❖ Role Definition
 - ❖ Design: “GET EXPERIENCED PEOPLE”

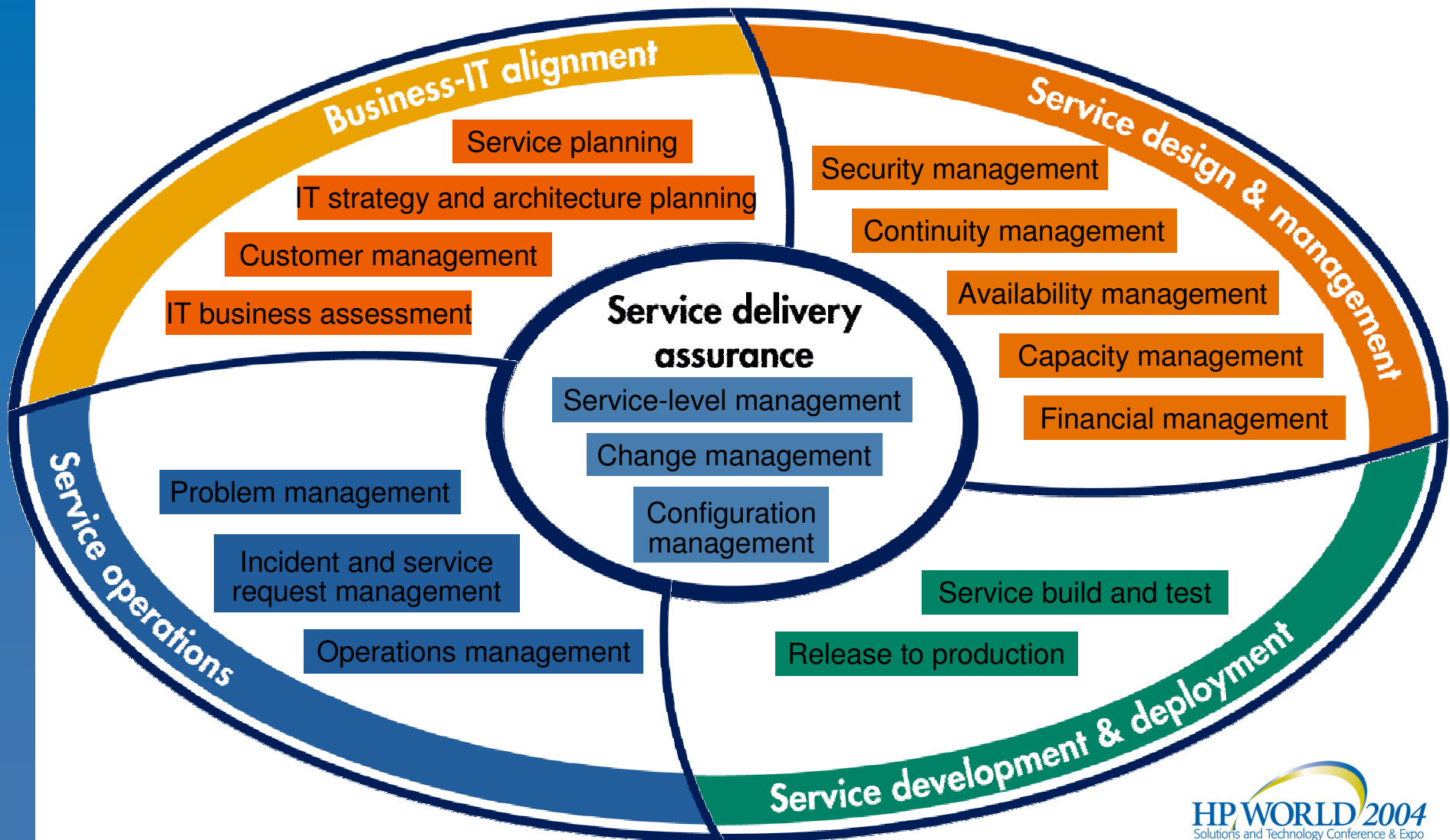
From Books to Vision

“ITSM is not simply an issue of
People, Process, & Technology.
It is accomplished by using
Integrated Technology
which is designed to enable and scale
Integrated Processes
to
Integrate People
to be organized and able to execute
around priorities.”

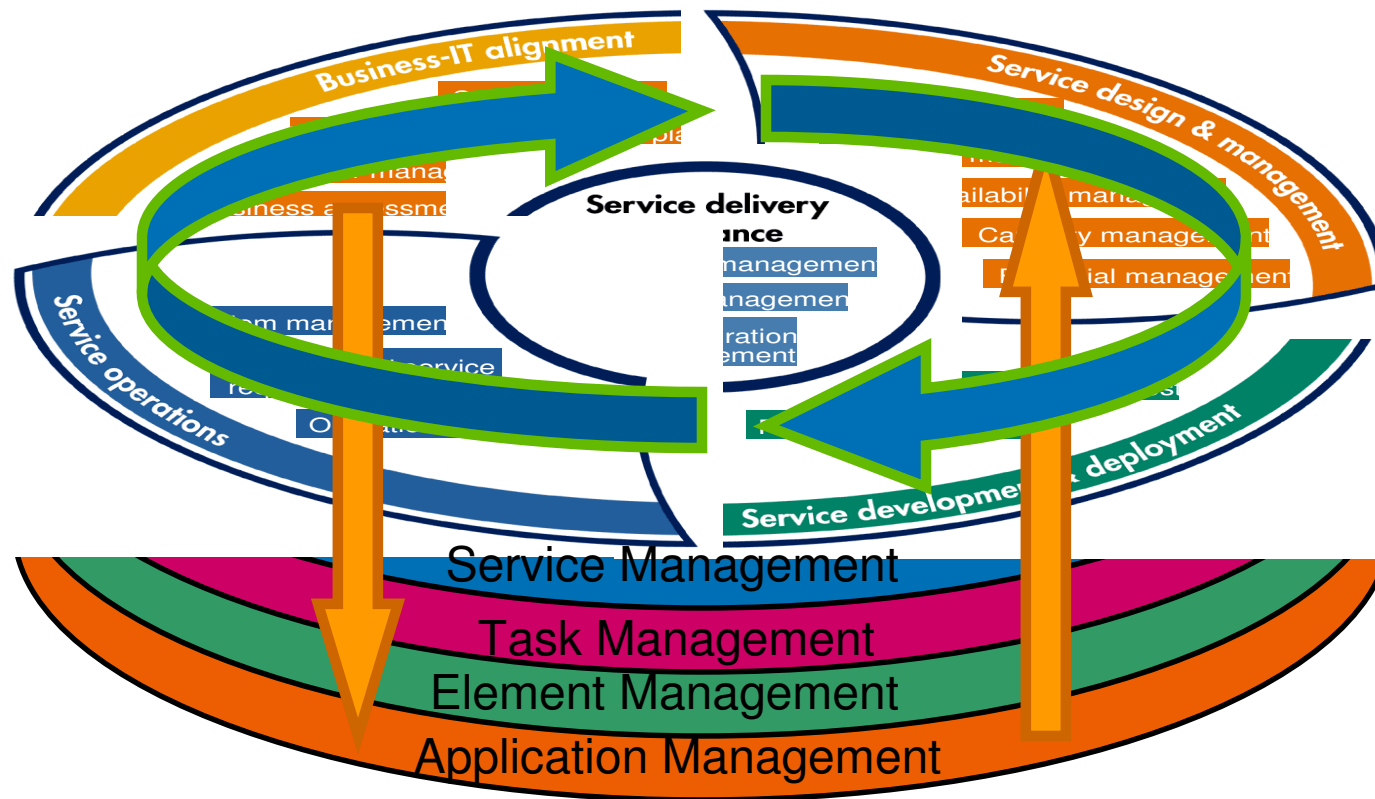
HP IT Service Management Reference Model



HP IT Service Management Reference Model



HP IT Service Management Reference Model



“IT lives a Three Dimensional World”

From Books to Vision

- ❖ Middle Earth:
 - ❖ The terrain Tolkien's world

- ❖ ITSM Reference Model:
 - ❖ The terrain of world of IT

From Vision to Reality

“When we met a challenge, we always went back to the books. Does it work here? What might work better?”

- Peter Jackson

From Vision to Reality

- ❖ Film - Earlier attempts
 - ❖ Disney
 - ❖ The Beatles
 - ❖ Ralph Bakshi



From Vision to Reality

- ❖ Audio
- ❖ Music:
 - ❖ Bo Hannson
 - ❖ Rick Wakeman
 - ❖ Enya
 - ❖ Howard Shore

From Vision to Reality

1. Top Management Support:
Bob Shay, New Line Cinema:
“Do it right”.
2. The technology for making movies
has finally caught up with Tolkien’s
vision.

From Vision to Reality

- ❖ Jackson: “Crack the code of Tolkien”
- ❖ ITSM: Crack the code of ITIL
- ❖ Bringing the characters (roles) to life
- ❖ A day in the life of a hobbit...
- ❖ Script was being re-written every day during 15 month Shoot
- ❖ As actors began to “own” their roles, they came up with ideas, some were good, some bad. Make sure you use the good ideas!
- ❖ Make things up

Practical Lessons

- ❖ Find a champion, be a champion!
- ❖ Help people prepare: Training!
- ❖ Get top management buy-in & support
- ❖ Pay attention to detail.
- ❖ Keep the books laying around!
- ❖ “Historical” doesn’t mean everything has to be a “major production”.

Practical Lessons

- ❖ Don't be afraid to “build something, use it, then dismantle it”.
- ❖ What you choose to leave out is as important as what you leave in.
- ❖ Leverage enabling technology
- ❖ Think “long term”, but act NOW!
- ❖ Think “integrated whole”

Practical Lessons

- ❖ “A huge collaborative process”
- ❖ Perception is reality.
- ❖ Involve your customers.
- ❖ A lot happens at the same time!
- ❖ The need for an “Awareness campaign.”
- ❖ It’s never really “done” – continuous improvement.
- ❖ Move in the direction of the vision.

Practical Lessons

- ❖ Succeed!
- ❖ Succeed!
- ❖ Succeed!

“Tolkien wrote the book he wanted to read
-- we got to make the movies we wanted to see.”

-- Peter Jackson, December 2001

Looking for More?

- www.tolkienonline.com
- www.tolkiensociety.org
- www.lordoftherings.net
- www.itsmf.net
- www.itil.co.uk
- www.hp.com/hps/itsm
- ken.wendle@hp.com

“Adapt... and overcome.”

Viggo Mortenson
“Aragorn”



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