

ITSM I7

20<sup>TH</sup>-21<sup>ST</sup> NOVEMBER

# Presentation Overviews

## Keynote Sessions

### Delivering Digital Transformation in Changing and Challenging Times

**Bob Brown** CIO, Manchester City Council **Day:** Monday 20th November **Time:** 10.00 - 10.45

Bob Brown, CIO of Manchester City Council, received rave reviews when he last spoke at conference. A truly engaging and knowledgeable speaker, Bob will explain how Manchester City Council has delivered Digital Transformation during a challenging year for Manchester, against a backdrop of ongoing cuts across the public sector.

### News and Announcements from Across the Industry

**Barclay Rae**, itSMF UK; **Claire Agutter**, IFDC; and **Margo Leach**, AXELOS

**Day:** Tuesday 21st November **Time:** 09.00 - 09.45

ITSM17 comes at a particularly exciting time, with some significant announcements from itSMF UK itself and our sponsors. We can't say more at the moment, but you won't want to miss this plenary session, featuring interviews with some leading lights of the industry.

### Conference Highlights and Analysis from Future of ITIL, Beyond ITSM, and Practical ITSM Discussion Zones

**The Conference Analysis Team** **Day:** Tuesday 21st November **Time:** 15.00 - 15.45

Throughout ITSM17, our Conference Analysis Team will be leading the debate in our specially devised Discussion Zones, gathering views and intelligence from presentations, conducting research among attendees, and analysing the results ready for this exciting and challenging Conference Highlights session. If you want to know what's really going on in service management and what your peers think about it, this is the session to attend.

### Business Focus and Process Maturity in 2017: What the Research Says

**Roy Atkinson** Principal Consultant and Industry Analyst, Clifton Butterfield

**Day:** Tuesday 21st November **Time:** 15.45 - 16.30

In the first quarter of 2017, HDI conducted an in-depth survey to determine the current state of IT organisations' business focus and process maturity. The results suggest a worrying lack of progress after many years of IT service management training, education, and online guidance. This session takes us through the highs and lows of this ground-breaking research.

**itSMF UK**

Manchester Central Conference Centre 20<sup>th</sup> - 21<sup>st</sup> November 2017

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## ITSM AND BEYOND - MONDAY

### SIAM - THE GOOD, THE BAD, THE OBLIGATORY, AND THE VIRTUOUS

**Claire Agutter** Director, Scopism and **Michelle Major Goldsmith & Simon Dorst**, Kinetic IT

**Day:** Monday 20th November **Time:** 11.30 - 12.15

**Synopsis:** This session will outline and explain the four key stages in a Service Integration and Management (SIAM) roadmap: discovery and strategy; plan and build; implement; and run and improve, with examples of a 'bad case' and a 'good case' scenario based on real-life experiences.

The demonstrations will be exaggerated examples of real-world approaches to help enhance your understanding of the SIAM roadmap as recommended by the SIAM Body of Knowledge, and enable you to better recognise potential pitfalls and identify practical approaches to increase the success of a SIAM ecosystem.

### ARE YOU SIAM READY?

**Dr Martin Goble** Lead Partner, TCS

**Day:** Monday 20th November **Time:** 12.15 - 13.00

**Synopsis:** Adopting a Service Integration and Management (SIAM) model to manage your multi-supplier landscape, often presents a large number of challenges. Foremost among these is your organisation's readiness to adopt SIAM, with many questions needing to be addressed such as: are the people in your organisation ready to adopt a new way of working? And, are your operational, governance, and vendor management processes sufficiently mature?

Additionally, your organisation needs to understand what it wants to achieve by adopting SIAM; what activities it wishes to retain, and what business value it expects to gain. In this presentation, Martin will address each of these areas and highlight, from real-world experience, where organisations have succeeded. You'll come away from this session with a much clearer idea of what is required to be 'SIAM Ready', and how you can address these requirements.

### CAPACITY MANAGEMENT A JOURNEY FROM THE UNKNOWN

**Malcolm Gunn** Capacity and Availability Lead, Sopra Steria

**Day:** Monday 20th November **Time:** 14.15 - 15.00

**Synopsis:** What if you were told that there's a process waiting to be unleashed that can take IT service management (ITSM) from reactive to proactive? One that results in less downtime and increased cost savings, while making sure processing power and storage are ready and waiting when your business needs it? Well, this hidden gem is called business capacity management.

In this session you'll learn how to implement and grow a business capacity management process to deliver real business benefits.

### SOLVING YOUR CUSTOMER'S PROBLEMS, AT THE PUB

**Peter Norris**, Manager, Problem Management; **Ian Porter**, Problem Management Specialist, Nationwide Building Society

**Day:** Monday 20th November **Time:** 15.00 - 15.45

**Synopsis:** At the start of 2016 Nationwide Building Society began an overhaul of its problem management process, as the existing way of working did not consistently deliver real service improvements; took an inordinate amount of time to deliver them, and rarely got to the true root cause of the associated incident.

In this presentation, Peter and Ian will be showing you how focusing on their internal and external customers helped them to: focus on what was materially important; change perception of the process as quickly as possible; use scarce resources most effectively; ensure our stakeholders were aware of the investigation progress (and its achievements); implement measures to ensure progress was made; and ensure senior management didn't lose sight of exposure to recurring incidents. This will be a very practical session covering Nationwide's service management journey, mistakes they've made, things they've learned, what's worked well, and how you can use these learnings to kick start or improve your own problem management process.

### DEVOPS AND THE THREE WAYS OF TRANSITION

**Matt Hoey, Jon Morley and Rob Spencer** itSMF UK Service Transition Special Interest Group

**Day:** Monday 20th November **Time:** 16.15 - 17.00

**Synopsis:** Are you struggling transitioning from one state to another? Are you having challenges knowing your Dev from your Ops? Are you just confused by all this Agile stuff? DevOps isn't that new, but it's still something that IT practitioners are finding hard to get a handle on. Is it a piece of software? No! Is it a methodology? No! Is it process? No! Well, just what the heck is it and how can it be sensibly applied in the world of best practice service transition?

In this fast moving and interactive session, Matt, Jon and Rob will help you gain an understanding of the three ways of DevOps and how you can use, blend, and learn from them along with the practices of lean, agile, and IT service management (ITSM) to leverage a modern, exciting, and value-driven approach to service transition.

### IT 'ALIGNMENT' - IT DOESN'T WORK, OK?

**Simon Kent** Chief Innovation Officer, Sollertis

**Day:** Monday 20th November **Time:** 17.00 - 17.45

**Synopsis:** The popular idea of IT alignment is one of the reasons why IT has so far failed to deliver a harmonious, seamless connection with the business. By trying to align IT with the business, IT continues to operate as a stand-alone department trying to react to how the business already works. IT is effectively a 'follower' of the business, responding to its needs and requests, without an understanding of exactly what it is trying to do and why. Learn how to change this at this session.

## ITSM AND BEYOND - TUESDAY

### SERVICE MANAGEMENT FOR THE DIGITAL AGE: WHAT'S ALL THIS ABOUT VERISM™?

Claire Agutter, Michelle Major-Goldsmith, Suzanne Galletly, and Daniel Breston

**Day:** Tuesday 21st November **Time:** 09.45 - 10.30

**Synopsis:** A presentation and panel discussion, hosted by IFDC, which explores the thinking behind VeriSM, a new approach to flexible service management.

### PLATINUM SPONSOR SESSION - MORE THAN MEETS THE ITIL QUIZ!

Margo Leach, Chief Product Officer, AXELOS

**Day:** Tuesday 21st November **Time:** 10.30 - 11.15

**Synopsis:** Find out more about the ITIL update and take part in an ITIL themed quiz! Margo will be telling you more about AXELOS' exciting plans in 2018, and announcing the team who will be working on them. We've also got prizes to give away.

### WE'RE MIGRATING TO THE CLOUD - WHO NEEDS SERVICE MANAGEMENT

Phil Green IT Consultant, G3 Service Solutions

**Day:** Tuesday 21st November **Time:** 11.45 - 12.30

**Synopsis:** So you're migrating to the cloud! Your IT systems become utilities, just like your electricity and water supplies. You switch them on, use what you need, then switch them off. If you're vigilant you check your bill. You don't need service management, right? Wrong!

This presentation will explore the importance of service management in the cloud and explore what is needed to build an operating model for the governance, assurance, and day to day operation of cloud services.

### MAXIMISING VALUE AND BUILDING TRUST IN YOUR DIGITAL SUPPLY CHAIN

Matthew Burrows Director and Principal Consultant, BSM Impact

**Day:** Tuesday 21st November **Time:** 12.30 - 13.15

**Synopsis:** As organisations continue to transform their enterprises to leverage disruptive technologies, they're grappling with the challenges of large and complex supply chains. The number of suppliers that organisations use has increased from 4-5 per enterprise in 2005 to 20+ in 2017. Adding to the issue is a greater need for digital skills and cyber security - there has never been so much risk in managing suppliers and delivering outcomes.

Organisations are now using a number of strategies to mitigate this risk, one involving Service Integration and Management (SIAM) and the other skills-based supplier panels such as Skills Framework for the Information Age (SFIA). In this presentation, Matthew will show you how both these methods leverage the latest thinking in governance and management techniques, and help shape the way for next-generation service provision in the future.

### CONSIDERING USING YOUR ITSM TOOL BEYOND IT? DO YOUR HOMEWORK FIRST

Elina Pirjanti ITSM Consultant Lead, Cognizant Technology Solutions

**Day:** Tuesday 21st November **Time:** 14.15 - 15.00

**Synopsis:** Using IT service management practices and ITSM tools outside of IT is a very popular trend – commonly referred to as enterprise service management (ESM). But before you approach other service units, you need to do your homework. What are the special characteristics and needs of your other business units, such as HR, Facilities, Legal, and Marketing? What do they need? How would they benefit from using ITSM practices? What kind of trouble might you get yourself into when you talk with these units?

In this session, Elina will use a real-world example of a company which has extended its usage of its ITSM tool outside of IT. She'll share the experience of how to start the journey and detail many of the potential pitfalls you may face in adopting your ITSM tool and practices outside of IT. You'll learn how to better understand your customer's business and special needs, and how not to sell them an 'IT approach'; how to appreciate that non-IT teams are not aware of our ITSM terminology; and how to understand that this is an exercise which has a lot to do with your ability to standardise your processes in business units which are perhaps unfamiliar. Plus much more to help you get started on a successful ESM journey.

### DEVOPS AND ITSM IN THE CLOUD - MONDAY

#### USING CYNEFIN TO MAKE SENSE OF ITSM

Akshay Anand Product Development Manager – ITSM, AXELOS

**Day:** Monday 20th November **Time:** 11.30 - 12.15

**Synopsis:** Many IT practitioners approach IT service management in their organisations as if it were an ordered system, with clear links between cause and effect. In this presentation, Akshay will discuss how recognising that ITSM operates in a complex system, practitioners can apply methods derived from the Cynefin framework (developed by Cognitive Edge) to make sense of the world they're operating in.

This session will cover a basic application of the Cynefin model to ITSM (ITIL, DevOps, enterprise service management, etc.), as well as detailing practical sense making techniques such as "Future Backwards".

#### SERVICE MANAGING CLOUD SERVICES PERCEPTION VS REALITY

Neil Forshaw Head of Service Management, Fujitsu

**Day:** Monday 20th November **Time:** 12.15 - 13.00

**Synopsis:** There is a perception that cloud services make service management easier, but is this true? This presentation will discuss some of the common misconceptions about managing cloud services, what needs to be taken into consideration from service management, and how you can ensure that your service

levels can be maintained.

By attending this session you'll learn how to avoid common cloud mistakes and discover how to ensure you manage your cloud services successfully.

## CLOUD FOR GROWN-UPS

**Steve Chambers** Chief Operating Officer, Cloudsoft

**Day:** Monday 20th November **Time:** 14.15 - 15.00

**Synopsis:** Beyond the NIST five flavours of cloud and the proliferation of \*aaS definitions, there's a lot of cloud reality that just doesn't make it into these abstract standards. Startups and enterprises alike often have to learn cloud the hard way. Accountable and responsible leaders – 'the grown-ups' – can benefit from the pain and experience of others, though like all organisational change and transformation, there are no shortcuts.

In this session, you'll discover exactly what 'grown-ups' learn about the cloud, such as the new roles in finance and operations, the impact on processes like change, configuration, and release, how security gets a shot in the arm, and more. If you're new to cloud, you'll learn important potholes and milestones; and if you're already doing cloud, you'll learn you're not alone. So whether you're a leader or a practitioner, there's something for you to learn in this session.

## YOU ARE ANTIFRAGILITY

**Andrew Vermees** Senior Consultant, Kepner Tregoe,

**Day:** Monday 20th November **Time:** 15.00 - 15.45

**Synopsis:** IT service management, from the user or customer's point of view, is a bit like being a baby. We scream when we're hungry, tired, or frustrated because something isn't working, and often we can't articulate what's wrong or say just what we need. And, up until recently (or perhaps still for some), what we meet when we interact with ITSM teams is a high wall of impenetrable processes and policies, apparently designed to prevent us from working at all, or not in the ways that would be helpful and comfortable for us.

To overcome this, in this session Andrew will be looking at how to build an antifragile IT service process. The business guru Nassim Nicholas Taleb has made much of antifragility, pointing out that rigid high walls are easier to demolish with a cannonball than something that bounces back. Which is exactly what we need more of in our ITSM: processes that can take the hard knocks, and bounce back, and evolve. Join Andrew to answer some important questions, such as how you get triple loop learning into your ITSM processes, why the 'white space' is your friend, and how to make the transition from controlling to enabling.

## RETHINKING SERVICE LEVELS TO SUIT DEVOPS AND AGILE ENVIRONMENTS

**Kevin Holland** Service Integration and Management Consultant, Independent

**Day:** Monday 20th November **Time:** 16.15 - 17.00

**Synopsis:** Many organisations use specific service levels with pre-determined intervals for incident and problem resolution ('fix' times). These are used to provide users with an idea of when they

can expect a fix, and to provide support with target resolution times to help with their scheduling. They typically state a number of hours or days to fix, dependent on severity. This approach mostly worked OK with the waterfall development approach, which often had long intervals between releases. Fixes could be developed at any time, and the decision of what to put into a release was taken late in the cycle. Hence predetermined interval Service Level Agreements (SLAs) were suited to this development approach.

However, there are issues if you try to apply predetermined fix time service levels in a DevOps and continuous delivery environment. This presentation will be useful to anyone already using or considering using DevOps and agile approaches. It will explore these and other challenges, and highlight why traditional service level approaches aren't realistic or effective with today's software delivery approaches. Kevin will be discussing how we need to rethink and challenge traditional approaches to service levels, and will offer ideas to take away, develop, and apply in your own work environment.

## CUSTOMER SERVICE AND THE DARK SIDE

**Ian Connelly** BCS Service Management SIG

**Day:** Monday 20th November **Time:** 17.00 - 17.45

**Synopsis:** We're all familiar with the concept of customer service and why it's vital in the modern economy, but there are some interesting and very unusual examples of how customer service excellence has been vital to organisations with less moral goals.

During this presentation Ian will provide examples that may surprise and challenge your thinking around the concept of 'good service'. You'll be shown how to look at the service you provide to your users and customers in a new light, and will receive tips and advice on how to improve your existing offerings to ensure you avoid the 'dark side' of customer service.

## DEVOPS AND ITSM IN THE CLOUD - TUESDAY

### SCIENCE AND SCIENCEABILITY – USING THE SCIENTIFIC METHOD IN ITSM

**Julia Harrison** Independent

**Day:** Tuesday 21st November **Time:** 09.45 - 10.30

**Synopsis:** Marketing pioneer John Wannamaker (1838-1922) famously said "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Can you be sure the same isn't true of your service improvement efforts?

In this session Julia will discuss how hypothesis-driven, safe-to-fail experiments can be used to acquire solid, new knowledge in a complex domain and be confident that the changes you introduce make a positive difference.

## TRANSFORMING SERVICE MANAGEMENT INTO MULTI-MODAL AND DEVOPS

**Craig Johnson** Service Lead, NHS Digital Service Management, NHS Digital

**Day:** Tuesday 21st November **Time:** 10.30 - 11.15

**Synopsis:** NHS Digital Service Management was established in 2003 as the service integrator for NHS national services. Its role is to provide governance for over 70 services, and their integration with 23,000 services used by over 22,500 organisations. Many of these are critical to delivery of health and care, with high availability requirements 24 x 7 x 365. We also have an operational service management role, as key national services were brought in-house and other internal services were transferred into our remit. Historically, its ITIL-aligned operating model had been successful for integrating externally managed services in a complex service and supply landscape. However, over time the sourcing model changed, new skillsets were required, and its governance approach needed readdressing.

This presentation will explain how NHS Digital designed its own innovative model and transition approach, using a self-governing cell based model with multi-skilled cell members. Craig will share with you the benefits this change has brought about, especially to users, service outcomes, culture, and staff development, and showcase how embracing DevOps culture and approaches, and adapting ITIL process execution, can complement and enhance the methods used by your development teams. Ultimately, the session will provide you with useful guidance and takeaways to adopt and implement in your own organisation.

## CONVERGENCE OF DEVOPS AND ITIL

**Kassandra Singh**, CTO, Leidos

**Day:** Tuesday 21st November **Time:** 11.45 - 12.30

**Synopsis:** We face many challenges in ITSM with the increased adoption of Agile and DevOps, such as loss of common language, culture divide, and evolved brittle processes.

In this presentation, Kassandra will share practical tips to help you converge DevOps, Agile, and ITIL, such as how to use Scrum to design and/or improve your ITIL processes, and how to use the three ways of DevOps for continuous experimentation and learning. The session will help you to take account of where you are on your ITSM and DevOps journey, paying particular attention to the culture debt, combining incremental and step changes, and giving yourself time to mature and evolve.

## DEVOPS METRICS THAT MATTER

**Daniel Breston** Principal Consultant: DevOps, ITSM, LeanIT, Virtual Clarity

**Day:** Tuesday 21st November **Time:** 12.30 - 13.15

**Synopsis:** Metrics are the hardest thing to get right for any transformation or improvement programme. Value, quality, speed, safety, satisfaction, suppliers, money, and more, all need to be considered.

In this session, Daniel will look at metrics that matter. During his presentation he'll show you not only how to create meaningful ones, but also how to develop a maturity matrix that makes sense to guide your journey. In addition you'll discover how to best

automate the monitoring and alerting of metrics and make them indicators of performance top-down via lean techniques.

## RISE OF THE MACHINES: HERE COME THE BOTS!

**Ian Aitchison** Product Manager, Ivanti

**Day:** Tuesday 21st November **Time:** 14.15 - 15.00

**Synopsis:** In tomorrow's workplace we're all super-productive and self-sufficient, and we increasingly find ourselves interacting – in human conversation with helpful machines, but not humans. Sound good or sound crazy?

In this future-facing session, Ian will explore the new and exciting innovations starting to transform the IT and end-user working experience. You'll learn about intelligent agents, virtual assistants, bots, conversational UIs, artificial intelligence, and algorithmic service automation – providing you with a foundation to potentially start to build your own IT innovation roadmap to embrace the bots.

## PEOPLE, CUSTOMERS, AND RELATIONSHIPS - MONDAY

### HOW AI WILL IMPROVE THE IT SERVICE DESK SUPPORT EXPERIENCE

**Jarod Greene** VP of Product Marketing, Cherwell Software

**Day:** Monday 20th November **Time:** 11.30 - 12.15

**Synopsis:** Artificial intelligence is no longer the stuff of science fiction. ChatBots and virtual support analysts are here, and used pragmatically with the right set of expectations, can optimise the time, resources and costs of your IT service desk.

In this session Jarod will explore how you can utilise AI technologies to improve your service management processes, and increase the service desk's value to the business.

### HOW DOES ITIL EMBRACE CLOUD AND DEVOPS ADOPTION?

**Chris Rydings** Chief Technical Officer, Axios Systems

**Day:** Monday 20th November **Time:** 12.15 - 13.00

**Synopsis:** More than ever Cloud and DevOps are coming to the fore, via automation and the ability for customers to 'consume' on demand. The ability to have 'just in time' services and the ability to 'spin up' and delete services faster than filling in a form and waiting for an approval is applying pressure to hardcore ITIL service operations or even those trying to adopt these ITIL best practices.

With consumer demand for services increasing and the demographic of the customer being more accustomed to 'we want it now', adoption of such practices is required more than ever - but so are the controls that ensure quality and control of these new and existing services. Without control the feeding frenzy becomes detrimental to services offered. So how do we balance these areas? In this presentation, Chris will discuss these areas, bringing the reality to 'best practice' and adoption of such services and how they might actually complement each other more than we first thought.

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## REWARD AND RECOGNITION THAT REALLY WORK

**Sally Bogg** Head of End User Services, Leeds Beckett University

**Day:** Monday 20th November **Time:** 14.15 - 15.00

**Synopsis:** Studies have shown that there is a huge difference in the performance of motivated versus non-motivated staff, which proves how important it is to invest time and effort in the people that are responsible for service delivery. The fact is that people who feel valued and appreciated are better able to deliver the excellent customer experience needed in 2017 and beyond. Happy people give great service and if you want to improve customer experience then you first need to start with employee experience.

It sounds easy doesn't it? But the reality is that this can be difficult to achieve. In this session, Sally will talk through the tools, strategies, and skills you can use to take your service desk teams from good to great.

## GETTING A SEAT AT THE DECISION-MAKING TABLE

**Jon Baxter** Managing Director, Baxter Thompson Associates

**Day:** Monday 20th November **Time:** 15.00 - 15.45

**Synopsis:** How well aligned are your business and IT function? In this session, Jon discusses a new model for relationship management, focusing on value proposition, alignment, influence, trust, and the relationship portfolio.

## BUILDING CUSTOMER-FOCUSED CSI IN IT

**Alyson Briscoe** Senior Manager and **Matt Baynes** Continuous Improvement Manager, ReAssure

**Day:** Monday 20th November **Time:** 16.15 - 17.00

**Synopsis:** At ReAssure, they've successfully created a customer-focused Continual Service Improvement (CSI) function. This involved needing to understand who their customers are, who their stakeholders are, and what the company wanted from CSI, listening to its customers, working with the true experts, documenting process and building, and developing a cultural shift.

In this session, Alyson and Matt will share with you exactly how they built their CSI function, working with the culture of the company to improve culture (leadership, mentoring, structure etc.), and how they created CSI workflows and a CSI register. They'll discuss their approach, share some tips for success and pitfalls to avoid, and provide practical guidance on how to create and adopt CSI in your own organisation.

## WILL IT4IT SURVIVE?

**Tony Price** EMEA IT4IT and ITOM Strategic Consulting, MicroFocus

**Day:** Monday 20th November **Time:** 17.00 - 17.45

**Synopsis:** Have you heard of IT4IT? It's a standard reference architecture for managing the business of IT. It uses a value chain approach to create a model of the functions that IT performs to help organizations identify the activities that contribute to business competitiveness.

In this session, Tony will provide you with an introduction to IT4IT and look at coverage of how the standard has evolved

since its launch in October 2015. It will also provide real life examples of organisations that have adopted IT4IT and the benefits (and challenges) they have seen. Tony will look at how IT4IT and IT service management are complementary and how IT4IT is being used in Service Integration and Management (SIAM), Cloud, DevOps, and security. The session aims to be highly practical providing you with everything you need to start you on your journey with IT4IT.

## PEOPLE, CUSTOMERS, AND RELATIONSHIPS - TUESDAY

### WILL WE EVER LEARN? PEOPLE, PERCEPTION, AND INVOLVEMENT MATTER

**Ivor Macfarlane** Managing Partner, MacfPartners

**Day:** Tuesday 21st November **Time:** 09.45 - 10.30

**Synopsis:** Ivor has been presenting at itSMF conferences worldwide since 1991, and in this session he'll be asking if those talks from 20+ years back are now out of date and irrelevant. After all, many of the topics from his past presentations have covered things we still need to master today, such as whether we measure anything useful; the need to get customers involved; seeing the real purpose of service management; and how attitude and empathy can matter more than technology.

This presentation will revisit the topics in today's context and discuss if we might ever get it right, and what needs to change to deliver the level of service value that we could and should be achieving. Ivor will look at whether the future can solve these challenges, and if IT people are fundamentally averse to people issues.

### HOW DO YOU KNOW IF THE ITSM TOOL IMPLEMENTATION IS A SUCCESS?

**Paula Määttänen** ITSM Nordic Lead, Cognizant

**Day:** Tuesday 21st November **Time:** 10.30 - 11.15

**Synopsis:** Do you know about all of the services that your organisation is providing? Have you documented all of your services and know where that information is stored? Do you have a lot of manual actions in your IT processes to provide agreed services? Are there areas which could benefit from automation?

In this presentation, Paula will help you to identify if there are still areas where you could improve and continue your IT service management tool implementation. You'll leave the session with everything you need to know on how to create a roadmap for your ITSM tool implementation.

### BRM SUPERHERO CAPABILITY OR IRRELEVANT IT'S ALL A MATTER OF ABC

**Paul Wilkinson** Director, GamingWorks

**Day:** Tuesday 21st November **Time:** 11.45 - 12.30

**Synopsis:** Business Relationship Management (BRM) is a fast growing global best practice. BRM becomes not only an 'orchestrator, navigator, and connector', but also the 'marriage guidance counsellor' between business and IT. Can BRM save the day? This is no longer in question. BRM MUST save the

20<sup>TH</sup>-21<sup>ST</sup> NOVEMBER

day! No longer the marriage guidance counsellor, now the Jedi warrior! But, this requires new skills and capabilities.

In this session, Paul will reveal the top Attitude, Behavior, and Culture (ABC) cards which are the reason we fail year after year. Plus, he'll reveal, using a case study, how one organisation played a business simulation game with business and IT stakeholders to 'unleash the force' and solve these issues, making alignment – or 'convergence' – a reality, and enabling them to transform IT service management into a strategic capability and BRM into a strategic partner to the business AND IT.

## RETHINKING THE SERVICE DESK ROLE TO CHANGE ITS IMAGE FOREVER

**Andrew Shepherd** Independent

**Day:** Tuesday 21st November **Time:** 12.30 - 13.15

**Synopsis:** Recently, Andrew has fundamentally altered how a Service Desk team approaches their career and business roles. In this session he will showcase how he created an innovative and enthusiastic team that delivers a proactive service to the business, while changing how the service desk role is perceived forever.

Join this presentation to: understand how the service desk can add value to the business and IT; rethink the service desk role and the career path it offers; and identify and show off talent in the Service Desk team in a structured way.

## A SELFLESS APPROACH TO SELF-SERVICE AND SERVICE MANAGEMENT

**Sanjeev NC** Product Consultant, Freshservice

**Day:** Tuesday 21st November **Time:** 14.15 - 15.00

**Synopsis:** Service desks are closer to customers than we can ever imagine. With self-service adoption on the rise and service desks making it easier for their users to reach them, why do we still hear IT agents complaining that users don't raise tickets? Is there a way in which we can move the the service desk closer to the customers? What if the service desk were to live where the customers are already there?

This presentation will explore the possibility of approaching service management with a selfless mindset, focusing primarily on self-service and customers logging tickets with the service desk. Here, Sanjeev will explain how a selfless approach, whilst it might take a lot of effort, can provide outstanding benefits and results.

## PRACTICAL AND EXPERIENTIAL - MONDAY

### BEHAVIOUR AND RELATIONSHIPS IN PROFESSIONAL SERVICE MANAGEMENT

**Mark Smalley,** The IT Paradigmologist, ASL BiSL Foundation

**Day:** Monday 20th November **Time:** 11.30 - 13.00

**Synopsis:** The Professional Service Management Framework (PSMF) stipulates that service managers should not only have core technical capabilities but also the interpersonal, business,

and leadership skills that are increasingly in demand. In this short interactive workshop about behaviour and relationships Mark will address many of the PSMF's outlined key knowledge areas and skills: namely communication, empathy and getting on with different personalities, influencing and persuading, collaboration, relationship handling/development, motivation and team building, coaching and performance management, and organisational change/development.

Expectations of IT by the business and those of the business by IT are often misconstrued. Join this session to explore what constitutes effective collaborative behaviour between business and IT people and get the opportunity to compare your findings with results from more than ten previous international workshops. Together you'll then explore the behaviour influences, such as values and emotions. You'll leave with better insight into the kind of behaviour that delivers business value, and how to foster it.

### GOLD SPONSOR SESSION: HYBRID-IT NEEDS HYBRID GOOD PRACTICE

**John McDermott** EMEA Portfolio Manager - ITSM/ITIL, DevOps & Cyber Security, HPE

**Day:** Monday 20th November **Time:** 14.15 - 15.00

**Synopsis:** Hybrid-IT is fast becoming the norm in terms of physical infrastructure and the service providers that IT has to manage on behalf of the organisation or business. We therefore need a larger, mixed bag of good practice that will work together and create a coherent management system.

In this session, John will provide advice on how to put together sections of various best practice frameworks and ways of working to best suit your organisational needs.

### CREATING A DEVOPS CULTURE WITH EXPERIENTIAL LEARNING

**Andrew Macintosh** Director of Client Management, G2G3 Group

**Day:** Monday 20th November **Time:** 15.00 - 15.45

**Synopsis:** With over 50% of organisations adopting or intending to use DevOps in the next two years, less than half of those using DevOps report any level of success. When asked for the biggest obstacle of adopting DevOps, most people cite 'people' challenges as opposed to process or technology issues. This is unsurprising given that resistance is the biggest barrier to DevOps adoption. It requires a fundamental cultural shift in the way the organisation operates and thus the best way to ensure success is to clearly communicate the DevOps case for change.

In this session, Andrew will demonstrate the benefits of using simulation to break down cultural silos and empower people towards a shared vision of successful DevOps. Plus he'll outline the power of experiential learning and how providing people with a safe place to 'fail fast' can be critical to driving the adoption of DevOps across the enterprise. In addition, the presentation will reveal real examples of where simulation experiences have been a powerful tool for gaining buy in, engagement and commitment to change at all levels.

## IS IS SERVICE LEVEL MANAGEMENT STILL RELEVANT IN THE DIGITAL AGE?

**Tony Oxley** itSMF UK Service Level Management Special Interest Group

**Day:** Monday 20th November **Time:** 16.15 - 17.00

**Synopsis:** There is a growing trend for organisations to change their focus from products to services, even in the most traditional of manufacturing companies. And in order to be successful, they'll need to start viewing the supply of a product as the result of a combination of processes and services, not as the creation of a specific item. This is especially true for digital products and services where often the final consumed 'product' is nebulous. This session will explore the rise of digital and enterprise service management, and how service level management (SLM) needs to evolve to meet the changing needs of the digital age. Tony will examine the traditional model and focus of SLM and question whether it is still relevant. He will also ask which new elements need to be considered to ensure that the function and the service as a whole continue to deliver business value.

## PRACTICAL AND EXPERIENTIAL - TUESDAY

### FROM DEMING TO DEVOPS - A JOURNEY THROUGH CSI SPACE AND TIME

**Phil Green** itSMF UK Continual Service Improvement Special Interest Group

**Day:** Tuesday 21st November **Time:** 09.45 - 10.30

**Synopsis:** Continual Service Improvement (CSI) is a well-intentioned stage of the ITIL service lifecycle that has not worked out as well as expected, often being done as an afterthought and seldom after speaking to the strategy and design teams. Meanwhile DevOps is advanced on its hype cycle and calls out where IT service management fits in, but with ITIL for its part being overdue a refresh and not always keeping evident pace with changing times. So what does this mean to CSI? Well the good news is that CSI is more pertinent than ever.

This presentation will chart a course through the history of CSI, showcasing the tools and techniques available in the CSI space, demonstrating their relevance in today's world and illustrating how CSI can be implemented in a sustainable manner.

### THE LEAN TOOLKIT: PRACTICAL PRACTICES FOR CONTINUOUS IMPROVEMENT

**Jon Terry** Co CEO, LeanKit

**Day:** Tuesday 21st November **Time:** 10.30 - 11.15

**Synopsis:** By now many it's becoming common to hear people attach Lean to Agile and DevOps when discussing modern approaches to management. But when describing Lean itself they often fall back to manufacturing examples that leave non-experts scratching their heads.

How can ideas that were first developed for assembly lines apply to my creative office work? Isn't that even kind of insulting? I'm not a cog in a machine.

Well, yes, Lean did evolve first in manufacturing. But, by now, its ideas have been applied successfully to many fields from IT to fashion to airlines and beyond. Understood and adapted thoughtfully they can work anywhere.

Come learn about a core set of Lean tools that you can take back and apply to your work right away. When paired with a good understanding of the underlying Lean principles they can transform your organization.

## DIGITAL SERVICE MANAGEMENT

**Steve Tuppen** Director and Co-Founder, Mozaic Services

**Day:** Tuesday 21st November **Time:** 11.45 - 12.30

**Synopsis:** Organisations are increasingly grappling with the issue of how to combine digital development activities based on agile methodologies and DevOps structures with more traditional IT service management delivery models. In this session, Mozaic describe new ways of working based on a cohesive model that incorporates digital and traditional service management methods.