itSMF UK’s annual conference and exhibition
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Putting service management processes and data at the centre of your business

Join us for our presentation on Monday 18th November at 14:45
We have a really strong Conference programme to look forward to this year, and I hope everyone will find plenty of practical content and ideas to take back to the office. There are presentations on a whole range of challenging themes such as agile ITSM, service transformation, skills and professionalism, AI and continuous improvement. We can also offer numerous opportunities for networking with speakers and other attendees and hearing the latest industry news.

This is our second year at Bishopsgate but there are a couple of key changes since ITSM18 that I would like to mention. Firstly, we have expanded the exhibition area – offering more opportunities to explore the services and products available in our space. I really do urge you to visit all our exhibitors, who contribute so much to our Annual Conference. A special thank you to our Annual Conference. A special thank you to our exhibitors who will be looking to scan it.

If you wish to disclose this information, you must inform the correct badge. Note that the barcode on your badge contains your contact details. If you DO NOT wish to disclose this information, you must inform the exhibitors who will be looking to scan it.

Please wear your badge!
Please ensure that you wear your name badge at all times during the event as there will be security staff on duty who will refuse entry to anyone not wearing the correct badge. Note that the barcode on your badge contains your contact details. If you DO NOT wish to disclose this information, you must inform the exhibitors who will be looking to scan it.

Getting the best out of your Conference Guide

This Guide is your companion to our 28th Conference and Exhibition. It contains details of all the presentations and activities occurring throughout the event as well as maps and plans to get you to the right room at the right time.

Our Conference this year will all take place in one area within the 155 Bishopsgate Conference Centre, with the exhibition, plenary presentations, break-outs, lunch and refreshments, and networking areas all in close proximity.

The Exhibition section of this guide provides a floor plan of the stands at ITSM19 and full information about each of our exhibitors. Please find the time to visit as many of them as possible during your visit. The Conference section helps you to choose between the four streams of presentations that are on offer during the two-day event. All sessions are grouped into topic areas to help you find sessions of particular interest, and colour coded on the timetable and floor plan to guide you to the right room.

General Information

Monday evening – reception and PSMA dinner
There is an informal drinks reception in the Exhibition area from 17:30 on Monday - an excellent opportunity to meet other attendees and catch up with colleagues.

For those attending the Professional Service Management Awards dinner, doors open at 19:00 and the event will conclude around 23:30. Full details can be found in this Guide.

If you are not attending the dinner, you will find plenty of restaurants and entertainment in the surrounding Liverpool Street area. Please ask the team if you have any questions at all, please ask one of the itSMF UK team, contact the reception desk, or call in to see us in the Exhibition area and we will be more than happy to help you.

Social media
Please share your Conference experiences through your preferred medium, Twitter, LinkedIn or Facebook. The hashtag #ITSM19 will allow you to join the rolling discussion on our Twitter wall throughout the Conference and bring you together with like-minded delegates – please remember it when you’re tweeting about the sessions that you attend.

Feedback
As you leave the presentations you will see a chart by the exit, with axes for speaker quality and content. All we ask is that you leave your ‘mark’ on the chart in the appropriate place with the pens provided, to let us know what you thought about the session.

Questions?
Inevitably there will be things you need to know that are not covered by this Guide. If you have any questions at all, please ask one of the itSMF UK team, contact the reception desk, or call in to see us in the Exhibition area and we will be more than happy to help you.

Martin Neville, Chair, itSMF UK
Perspectium Gold - Stand 06

Perspectium integration solutions for service management provide the comprehensive real-time and batch integration capabilities required by enterprise IT departments and service providers. Only Perspectium provides an integration mesh that enables the automation of service workflows that span applications, databases, and business teams. Designed for the scale and complexity of large organisations, Perspectium solutions are delivered as an end-to-end managed cloud service, rather than as a complex, resource-hungry API development toolkit. Perspectium solutions have allowed some of the world’s largest companies to master intricate integration challenges, so that IT can focus on moving the business forward.

www.perspectium.com

PeopleCert Silver - Stand 09

PeopleCert is a global leader in the assessment and certification of professional skills, partnering with multinational organisations and government bodies to develop and deliver market-leading exams. We offer a wide and internationally recognised portfolio of certifications in areas such as IT service management, project management, DevOps, language skills, digital marketing, IT literacy skills, and many more. We deliver exams across 200 countries, in 25 languages, through our state-of-the-art assessment technology. Our vision is to continually enable professionals to reach their full potential and realise their life ambitions through learning.

www.peoplecert.org

Happy Signals Silver - Stand 04

More smiles, less time wasted. We help our customers improve their internal services’ performance by measuring and analysing employee happiness and productivity and finding the right balance between lost work-time, employee experience and service costs. We have pioneered new approaches to surveying service experience that generate high quality data and response rates far higher than the norm. This allows our customers to make data-driven analysis, identify and prioritise areas for development whilst highlighting the business value of ITSM services and increase agent motivation. HappySignals discovers the experiences of 700,000+ employees in 124 countries and is integrated with the leading ITSM platforms.

www.happysignals.com

Osirium Gold - Stand 01

Osirium is a world leader in Privileged Process Automation (PPA) software. Our solutions help customers quickly and securely respond to change requests or incident reports without relying on expert-level admins performing manual changes. We know that critical business services can’t be compromised, but if making changes has been expensive and risky for you, or if it’s hard to get a complete audit trail of a process that updates multiple systems, take a look at Osirium. Our Privileged Process Automation (PPA) framework integrates with your service desk system, securely automates help desk or business processes, and creates detailed end-to-end audit trails.

www.osirium.com

AXELOS Silver - Stand 09

AXELOS is the owner of an accomplished suite of best practice methodologies used by ITSM, PPM and Cyber Resilience professionals worldwide. The methodologies, including ITIL(r), PRINCE2(r), MSP(r) and RESILIA(tm), are adopted in more than 150 countries worldwide to improve employees’ skills, knowledge and competence.

AXELOS is committed to best practice through our content, certifications and membership service aligned to our core products. Visit www.AXELOS.com or email ask@axelos.com for further information.

ServiceNow Silver - Stand 29

ServiceNow is the fastest-growing enterprise cloud software company in the world above $1 billion. We deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. As a purpose-driven company, making work, work better for people guides everything we do. For more information, visit www.servicenow.com

PeopleCert Silver - Stand 09 Networking Drinks Reception

All talents, certified.

Main Sponsors
Keynote Sessions

If not now, when?

Greg Searle MBE

Day: 1 - 18th November  Time: 09.45

Greg Searle, who won Olympic gold as a rower in 1992 with his brother Jonny, came out of retirement at 40 and set himself the vision of winning a second gold in 2012 to inspire a new generation. He very nearly achieved his goal, clinching a bronze medal in London. The motivation and drive behind this remarkable feat form the background to our opening keynote. Definitely one not to miss!

Developing ITIL 4 Managing Professional and Strategic Leader

Akshay Anand, AXELOS

Day: 2 - 19th November  Time: 09.00

Find out about the next steps in the development of ITIL 4 from AXELOS’ Akshay Anand, and chat with Barclay Rae, Stuart Rance and other members of the authoring team (ITIL 4: Ask the Authors, 13.15) to discover how ITIL 4 will help organisations meet business goals and drive stakeholder value through services.

Service Management Room 101

Nathan McDonald, Deloitte

Day: 2 - 19th November  Time: 09.30

What are your particular bugbears with service management? What do you think should be consigned to Room 101? Join Conference Chair Nathan McDonald and guest panellists James Finister, Rosemary Gurney, Andrea Kis and Don Page on Tuesday morning for an intriguing ITSM slant on the popular TV series.

Remaking markets in a digital world

David Wheable and Duncan Watkins, Forrester Research

Day: 2 - 19th November  Time: 15.30

The combination of empowered customers and digital technology are remaking markets and creating existential risk for companies. This closing keynote presentation, from leading industry analysts Forrester Research, looks at the evolution of IT, how technology will shape the future of businesses, and what it means for the audience.
that generate high quality data and response rates far higher than the norm. This allows our customers to make data-driven analysis, identify and prioritise areas for development whilst highlighting the business value of ITSM services and increase agent motivation. HappySignals discovers the experiences of 700,000+ employees in 124 countries and is integrated with the leading ITSM platform www.happysignals.com Colt - STAND 05 Colt aims to be the leader in enabling customers’ digital transformation through agile and on-demand, high bandwidth solutions. The Colt IQ Network connects 850+ data centres across Europe, Asia and North America’s largest business hubs, with over 27,500 on net buildings and growing. Colt has built its reputation on putting customers first. Customers include data intensive organisations spanning over 213 cities in more than 30 countries. Colt is a recognised innovator and pioneer in Software Defined Networks (SDN) and Network Function Virtualisation (NFV). Privately owned, Colt is one of the most financially sound companies in its industry and able to provide the best customer experience at a competitive price. www.colt.net Perspectium - STAND 06 Service management should be an enterprise-wide best practice, but is often limited by being entrenched within individual departments and applications. Perspectium solves the problem of data and process silos by integrating context-aware information through a complete, end-to-end service. As a result, Perspectium enables seamless service delivery within enterprises and across service providers, and provides highly flexible migration of data. Data integration replicates valuable service information to the data repository where your BI and analytics tools live, without creating system performance issues. It also migrates production data when upgrading your service desk application, and allows replication of data into dev/test systems to ensure new applications are production-ready. Service processes span multiple departments, plus managed service providers in the IT service portfolio. It’s important to eliminate technology silos, by connecting these teams and providers with your service management platform. These integrations are bi-directional and near real-time, so that everyone involved – IT operations, development, customer support, and service providers – can collaborate effectively to keep the business running. Perspectium provides secure integration solutions as managed cloud services, allowing developers to focus on other digital transformation priorities. Perspectium provides extreme levels of scalability and availability, solving complex integration challenges for the world’s most data-dependent organisations. www.perspectium.com ISL Online - STAND 07 ISL Online remote desktop makes support a whole lot easier. Remotely access and manage devices to provide on-demand IT support. View the screen and control a remote computer or mobile device. Meet the secure and reliable remote desktop software to support your customers or access unattended computers. It’s affordable and it just works! Users on the move need help? Quickly connect and troubleshoot their desktop computer or mobile device remotely. Set up permanent access by installing a remote access agent on any Windows or Mac computer. Securely connect and manage any server or remote computer from your list or exchange files. www.islonline.com Micro Focus - STAND 08 Powering Enterprise Service Management. At Micro Focus we help you run your business and transform it. Our service management solution, SMAX, by design bridges the gap between existing ITSM technology, while embracing transformational Enterprise Service Management that your customers and employees expect. From mainframe to mobile, maximise innovative AI and machine learning for analytics-led automation, delivered by smart virtual agents or via our engaging self-service and social collaboration. Benefit from a single ITIL-aligned solution to drive operational efficiencies with codeless workflows that will automatically route service requests, find answers and identify incident patterns for speedy resolution. www.microfocus.com PeopleCert - STAND 09 PeopleCert is a global leader in the assessment and certification of professional skills, partnering with multi-national organisations and government bodies to develop and deliver market leading exams. PeopleCert delivers exams across 200 countries, in 25 languages, through its state-of-the-art assessment technology, enabling professionals to reach their full potential and realise their life ambitions through learning. www.peoplecert.com AXELOS - STAND 09 AXELOS Global Best Practice is the only globally available for developing, enhancing and promoting best practice methodologies including ITIL® and PRINCE2®, adopted in more than 150 countries and designed to make both individuals and organisations work more effectively. Exhibitors

**OSIRIUM**
- STAND 01
  Osirium is a world leader in Privileged Process Automation (PPA) software. Our solutions help customers quickly and securely respond to change requests or incident reports without relying on expert-level administration skill or change management processes.
  Osirium is an award-winning, fully integrated cloud-based service desk and IT asset management solution. Built based on ITSM best practices and the ITIL framework, SolarWinds has developed a service desk platform that is as usable as it is cutting-edge by incorporating automation, artificial intelligence, and machine learning to help streamline IT support services and empower employee self-service.
  SolarWinds Service Desk offers businesses of all sizes an easy-to-use and affordable ITSM solution that can easily scale as technology infrastructures and business needs evolve.

**Fox IT**
- STAND 02
  Fox IT is a leading ITSM consultancy, helping businesses transform and improve the quality of their IT service delivery. With over 30 years experience, we are at the forefront of the practical development and implementation of ITSM for purpose service management, covering professional training, experienced mentoring and consulting and application of our accelerator tools. This year, Fox IT will be showcasing the new release of FoxPRISM™, our practical development and implementation of fit-for-purpose service management, covering professional training, experienced mentoring and consulting and application of our accelerator tools.

**Cheerwell**
- STAND 03
  Cheerwell Software is a global leader in IT and enterprise service management, helping you to transform the way you run your organisation. Cheerwell’s adaptable platform and codeless architecture make it easy for you to integrate, communicate and deliver right across your business, at a fraction of the cost and complexity of legacy solutions. Our innovative solutions for HR, Security, PPM, and Facilities, provide a simple and cost-effective way to make work flow across your organisation. The result is meaningful and measurable digital service transformation, delivered faster.

**Happy Signals**
- STAND 04
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**Micro Focus**
- STAND 08
  Powering Enterprise Service Management. At Micro Focus we help you run your business and transform it. Our service management solution, SMAX, by design bridges the gap between existing ITSM technology, while embracing transformational Enterprise Service Management that your customers and employees expect. From mainframe to mobile, maximise innovative AI and machine learning for analytics-led automation, delivered by smart virtual agents or via our engaging self-service and social collaboration. Benefit from a single ITIL-aligned solution to drive operational efficiencies with codeless workflows that will automatically route service requests, find answers and identify incident patterns for speedy resolution.

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Cyber Essentials Plus accreditations bring the reassurance to know you’re in trusted hands. Visit our stand or find us at www.digitalcraftsmen.com

**ServiceNow** - STAND 29

ServiceNow is the fastest-growing enterprise cloud software company in the world above $1 billion. We deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. As a purpose-driven company, making work, work better for people and organisations, we work with partners all over the world to achieve this within a single solution. www.servicenow.com

**Hewlett Packard Enterprise** - STAND 20

HPE Pointnext Services

Expertise to accelerate your digital transformation. HPE Pointnext Services comprises 25,000 IT experts around the world, helping you move fast, grow your business, and save cost. We advise on IT strategy for Hybrid Cloud, AI and Edge; design and build best-in-class IT solutions, upskill your people and help you operate and consume IT-as-a-service. Our services team can help you to implement your strategy for your business. Register your interest today: www.hpe.com/www/RegisterITIL4

**LoginVSI** - STAND 26

LoginVSI automatically tests and validates any change in physical, virtual and cloud based digital workspaces, providing a combined application and desktop performance and availability, maximizing the true end-user experience. www.loginvsi.com

**BCS** - STAND 27

At BCS, we have a community of 68,000 members in 150 countries, collaborating to make IT good for society. BCS offers a range of service management certifications covering Service Management Framework™ and specialist roles in IT service management, developed by the service management community to promote best practice. Choose from foundation, professional and specialist levels, suited for wherever you are in your career. BCS IT service management certificates will help you to understand how to apply emerging technologies and progressive management practices to support your customers and reach business goals. Visit our website to find out more www.bcs.org

**Axios** - STAND 28

Axios Systems is committed to delivering innovative IT Service Management (ITSM) and IT Operations Management (ITOM) solutions that help customers not only improve their infrastructure operations, but also enhance service delivery across business functions, including HR, Facilities Management and Finance. Axios’ comprehensive, fit-for-purpose solution, assist, brings to market the latest in real-time dashboard technology, social IT management, mobility, reporting, resourcing and forecasting. assist offers a series of solutions and tools that address client’s needs. From immediate return in customer satisfaction, cost reduction and tangible business benefits to each of its clients, assist is accredited for all 16 PinkVerify ITIL processes and Axios was the first vendor to achieve this within a single solution. www.axios.com

**ITSMF UK** - STAND 23

ITSMF UK is the country’s leading association for those working in service management. Our members range from large multinational organisations to individual practitioners, employing between them around 6,000 service management professionals. With a wide range of member meet-ups, masterclasses and webinars, dedicated content and publications, annual awards, professional support services and other activities, itSMF UK is the premier forum for networking, sharing expertise and keeping up-to-date with all things ITSM. www.itsmf.co.uk

**itSMF UK** - STAND 24

LoginVSI automatically tests and validates any change in physical, virtual and cloud based digital workspaces, providing a combined application and desktop performance and availability, maximizing the true end-user experience. www.itsmf.co.uk

Barclay Rae Consulting - STAND 30

Barclay Rae is a successful industry consultant and author - currently part of the ITIL 4 Architect and Lead Editor team, as well as an SDI associate, auditor and itSMF UK board member. Mostly he works directly with delivery organisations as an adviser and consultant. BRC provides quick, efficient and effective services (laser consulting) to organisations to improve and develop their service delivery. This includes health checks, workshops, strategic reviews and education around service management, ITSM and DevOps, service desks, customer experience, and general management and strategy. BRC services are delivered by Barclay and trusted associates. www.barclayrae.com

SITS – The Service Desk & IT Support Show - STAND 31

SITS – The Service Desk & IT Support Show – is Europe’s leading event for IT Service Management and Support professionals. The 2019 event was a great success, with thousands of attendees across the two days. The next event takes place on 13-14 May 2020 at ExCeL London. Make sure you get the date in your diary, as you can meet the teams from the top industry vendors, keep up with the latest trends in over 60 seminars and world-class keynotes, and network with your professional peers. There is nowhere else in Europe where you can meet so many IT service management suppliers face-to-face, plus attend education and training seminars all for FREE. www.servicedeskshow.com
## Agenda

### MONDAY 18TH NOVEMBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:30 - 09:45</td>
<td>Conference Opening – Martin Neville, ITSMF UK Chair</td>
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<tr>
<td>09:45 - 10:30</td>
<td>Opening Keynote – If not now, when? Gregg Searle MBE</td>
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<tr>
<td>10:30 - 10:45</td>
<td>ITSMF UK Operations Update – Graham McDonald and Mark Lillycrop, ITSMF UK</td>
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<tr>
<td>10:45 - 11:15</td>
<td>Refreshments, Exhibition and Networking (Exhibition Hall)</td>
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<tr>
<td>11:15 - 12:00</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<td>Topic: It Crash Investigation - What we need to learn from the Aviation Industry to avoid Human Error</td>
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<td>ITSMF Operations Update – Graham McDonald and Mark Lillycrop, ITSMF UK</td>
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<td>12:45 - 13:15</td>
<td>Lunch, Exhibition &amp; Networking (Exhibition Hall)</td>
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<tr>
<td>13:15 - 13:45</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<td></td>
<td>Topic: Using SAM to Create &amp; Maintain your CMDB</td>
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<tr>
<td>14:00 - 15:30</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<tr>
<td></td>
<td>Topic: CMDB - Nothing to Everything</td>
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<td>15:30 - 16:00</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<tr>
<td></td>
<td>Topic: AI Bias and DevOps</td>
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<td>16:00 - 16:45</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<tr>
<td></td>
<td>Topic: ITIL invented DevOps and I can prove it…</td>
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<tr>
<td>16:45 - 17:30</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<tr>
<td>17:30 - 19:00</td>
<td>Informal Drinks Reception in the Exhibition Hall</td>
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<tr>
<td>19:00 - 22:30</td>
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<td>09:00 - 09:30</td>
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<td></td>
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<td>10:30 - 11:15</td>
<td>Track 1 Track 2 Track 3 Track 4</td>
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<td>Topic: ITIL and SAFe - Friend or Foe?</td>
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## ITSMF UK

ITSMF UK’s Annual Conference and Exhibition etc venues – 155 Bishopsgate, London
Congratulations to this year’s finalists...

The Professional Service Management Awards provide an opportunity to highlight the achievements of the ITSM industry’s leading lights — teams and individuals — whose inspiration and commitment have earned them a place on this year’s short-list. The finalists are listed below and the winners will be announced during the evening. Awards dinner tickets are available via the itSMF UK stand.

SERVICE TRANSFORMATION OF THE YEAR
Presented to the organisation that has completed the most successful service transformation project in the last year, improving customer experience by effectively exploiting online tools and technologies and rethinking the way that IT service is delivered to customers or colleagues to provide optimal business value.

Finalists...
- Department for Work and Pensions
- Central Bank of Ireland
- HM Land Registry
- Allstate Northern Ireland
- Bank of England/BMC Software
- Wipro

TEAM OF THE YEAR
Presented to the members of a team that have supported their customers in providing inspirational service delivery and significant business benefit. They will have successfully built upon these relationships to become the beacon of service management within their organisation.

Finalists...
- Colt Technology Service
- Department for Work and Pensions (DWP)
- Department for Transport/Valtech
- HM Land Registry

THOUGHT LEADERSHIP AWARD
Presented to the author, speaker, special interest group or industry body that has made the most significant contribution to thought leadership within the service management community over the last year.

Finalists...
- Paul Wilkinson and Jan Schilt, GamingWorks
- Ian MacDonald, Edenfield IT Consulting
- Nicholas Collier, Independent Consultant

ITIL EXPERIENCE AWARD
Presented to the team that has made best use of ITIL and specifically its guiding principles to significantly improve the quality and effectiveness of service management within the organisation.

Finalists...
- Prorai / Marval Software
- Quilter

YOUNG ITSM PROFESSIONAL OF THE YEAR
Presented to an individual under the age of 30 who has demonstrated an outstanding level of achievement, ability and team support in the early years of their ITSM career, and who also promises great potential for future success.

Finalists...
- Fahimul Islam, Digital Craftsmen
- Julie Bendall, Deloitte
- Sanjeev NC, Freshworks

ASHLEY HANNA CONTRIBUTOR OF THE YEAR
Presented to the individual who, in the judges’ view, has made the most outstanding contribution to the itSMF UK organisation and ITSM community as a volunteer in the last year.

Finalists...
- Jon Morley, TDX Group
- Andrew Vermees, Kepner-Tregoe
- Paul Wilkinson, GamingWorks
- Mark O’Loughlin, Cloud Credential Council
- Suzanne Slater, Sopra Steria
- Andy Turner, Leidos

PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD
Presented to an individual who has made a sustained and outstanding contribution over a number of years to the field of IT service management.

Finalists...
- Paul Wilkinson and Jan Schilt, GamingWorks
- Ian MacDonald, Edenfield IT Consulting
- Nicholas Collier, Independent Consultant

Awards dinner tickets are available via the itSMF UK stand.

Congratulations to this year’s finalists...

The Professional Service Management Awards provide an opportunity to highlight the achievements of the ITSM industry’s leading lights — teams and individuals — whose inspiration and commitment have earned them a place on this year’s short-list. The finalists are listed below and the winners will be announced during the evening. Awards dinner tickets are available via the itSMF UK stand.
been experienced and validated by the aviation industry, which of failure’ is now the IT practitioner? This hypothesis has already pursuit of high availability that the only remaining ‘single point IT industry research is that human error is the biggest cause visibility outages that are impacting customers for several hours However, despite this investment, major brand companies impact occurs and in extremis facilitate rapid recovery.

tolerance and automation ensure that in most cases issues are identified and resolved before any recognised business areas where IT can adopt and adapt these approaches to reduce the risk of human error being the cause of high visibility outages to our IT services.

**INCIDENT MANAGEMENT - MONDAY**

**IT CRASH INVESTIGATION - WHAT WE NEED TO LEARN FROM THE AVIATION INDUSTRY TO IMPROVE OUR PRACTICE**

Ian MacDonald, Edenfield IT Consulting

Day: 1 - 18th Nov

Time: 11:15-12:00

Mission-critical IT systems are now immeasurably more reliable than they were in the 80s, 90s, or even a decade ago. The combination of distributed architectures, resilience, fault tolerance and automation ensure that in most cases issues are identified and resolved before any recognised business impact occurs and in extremis facilitate rapid recovery. However, despite this investment, major brand companies are increasingly attracting adverse media coverage for high visibility outages that are impacting customers for several hours and sometimes days. The perhaps surprising observation from IT industry research is that human error is the biggest cause of serious outages. Have we now reached a situation in our pursuit of high availability that the only remaining ‘single point of failure’ is now the IT practitioner? This hypothesis has already been experienced and validated by the aviation industry, which shares some interesting common ground with IT. In this session we will look at the human factors that have been identified by the aviation industry as being responsible for costly mistakes, and the ways that automation and new ways of working have been applied to address them. From this we look at five key areas where IT can adopt and adapt these approaches to reduce the risk of human error being the cause of high visibility outages to our IT services.

**POST-INCIDENT REVIEWS – NO ROOM FOR LEARNING?**

Andrew Vermes, Kepner Tregoe

Day: 1 - 18th Nov

Time: 12:00-12.45

Post Incident Reviews. They’re supposed to be opportunities for learning and improvement, yet too often they’ve become constrained by bureaucracy, filled with tick boxes and, despite the cries of “we’re a no-blame culture”, they spend much of their energy in identifying the culprits. Often the most important lessons are found in the creativity used by the team during service recovery. This is a call to let go of your PIR templates and look at the “Why?” is a dangerous question.

• How effective post incident reviews start during the incident, not later.

• The only two questions you need are: “what happened?” and “what do we want to learn from this?”

• Why root cause is over-rated, and what you can do about it.

• Why learning from effective practice is often ignored.

• What toilet rolls have to teach us about incident reviews

• The use and abuse of timelines. We’ll show three different models of PIR, and invite you to be creative in thinking about what’s important to your organisation.

**SAM AND CONFIGURATION MANAGEMENT - MONDAY**

**USING SAM TO CREATE A MAINTAIN YOUR CMDB**

Rory Canavan, SAM Charter

Day: 1 - 18th Nov

Time: 14.00-14.45

Companies will typically go through much pain and angst in creating a CMDB, only to have IMAC activity undermine the activity and challenge the will to live of configuration staff. Examining the relationship between SAM and service management, and a use-case I refer to as “The Bermuda Triangle of SAM”, will help crystallise a possible way forward for both disciplines to work well together.

**CMDB - NOTHING TO EVERYTHING**

Craig Ridley and Peter Wood, Bank of England

Day: 1 - 18th Nov

Time: 14.45-15.30

Bank of England embarked on a digital transformation to replace our existing service management toolset. All the typical processes were migrated. This is about the pitfalls and successes of not having accurate data, and how we implemented a new discovery approach and a new CMDB on our road to supporting the Bank’s wider transformation initiative.

**ARTIFICIAL INTELLIGENCE - MONDAY**

**AI BIAS AND OTHER ETHICAL CHALLENGES WE NEED TO ADDRESS**

Kaimar Karu, Mindbridge

Day: 1 - 18th Nov

Time: 16.00-16.45

Bias in AI-supported decision-making is just one of the challenges we are facing in this buzzword-heavy domain. As world superpowers - both countries and technology corporations are racing to become the leaders of AI research and application - we are (re-)discovering more and more ethical challenges that need to be addressed as part of the design of AI systems, rather than as afterthought. Make no mistake - this is a philosophical session, and an applied one at that. We will be looking at widely discussed ethical challenges, like bias in AI-supported decision-making, and traditional philosophical challenges that have a new relevance (and require a new approach) as countries and corporations race from Narrow AI (ANI) towards General AI (AGI). Among other topics, we will be discussing consciousness, free will, belief, and intentionality. We will look at the relevance of addressing ethical challenges as part of AI system design, and the problems with AI-related legislation and attempts to create universal normative AI principles. The objective of this session is to provide participants with enough ammunition to start informing discussions at their workplace, avoid their own FUD and FOMO moments, and help advance the industry towards a responsible and pragmatic approach to AI.

**DEVOPS - MONDAY**

**ITIL INVENTED DEVOPS AND I CAN PROVE IT…**

Brian Johnson, ASLI/BSSL Foundation

Day: 1 - 18th Nov

Time: 16.45-17.30

Version 1 of ITIL had an untapped and comprehensive view of information as a key element of a service as well as the widely communicated Infrastructure components. The Software Lifecycle Support module, back in 1993/94, identified most of the issues that would lead to DevOps. The book was developed in cooperation with the University of Durham Centre for Software Maintenance. Issues include customer involvement in services development, use of lifecycles, software maintenance issues, use of ITIL in different information service lifecycles, data design and aspects of rapid application development, all of which in various disguises exist in recent developments in agile development and DevOps. This session explains how ITIL has - since the beginning - pointed the way to today’s ITSM methodologies.

**KNOWLEDGE MANAGEMENT - MONDAY**

**KNOWLEDGE MANAGEMENT IS NO LONGER A “NICE TO HAVE”**

Laura Lockley and Chris Butterworth, Upland Software

Day: 1 - 18th Nov

Time: 11:15-12:00

Traditionally, Knowledge Management (KM) has been a neglected practice and it’s reported that Fortune 500 companies lose roughly $315 billion a year by failing to share knowledge (IBM, 2004, p. 46). The lack of perceived value has slowed down operations and led to organisations using tools that aren’t fit for purpose and working on processes that promote content management, weeks of approvals and content that’s only dusted off as a last resort. But KM done right can be your vehicle to deliver positive, sustainable change. Laura Lockley will walk you through examples that illustrate the key benefits gained from effective knowledge management and how it can increase the efficiency of your entire organisation. Upland Software has been helping our customers achieve KM success for over a decade while enabling the Knowledge-Centered Service® (KCS®) methodology.

**SKILLS AND PROFESSIONALISM - MONDAY**

**TOWARDS EVERYTHING AS A SERVICE AND THE RISE OF THE CHIEF SERVICE OFFICER**

Johann Diaz, End to End Service

Day: 1 - 18th Nov

Time: 12:00-12.45

In an age where new technologies are making it easier to deliver great overall service, whilst providing highly engaging individual experiences, the opportunity presents itself to turn traditional products into services – offering customers a more holistic manner in which to purchase the actual 'outcome' they want. This business model, whilst potentially new for some, is tried and tested and has been found to be of great economic benefit for many who have adopted it. Remembering the move from software purchase to software-as-a-service (SaaS), or from airplane engine to 'flies flown', or in fact, music collection ownership to simply 'streaming' as and when desired, the notion of 'renting' the output, or paying for usage, is not new. After all, the customer often only needs the output of the product. The value to the customer is what the product actually enables the customer to do or achieve i.e. the service, or the utilitarian value. And around this we are now seeing a great shift. Organisations need to embrace this change from product to service delivery, the need to 'join-up' the organisation to provide a seamless cross-functional, service experience, mapped to the customer’s journey through the organisation including eco-system partners, is fundamental. The need, therefore, for a senior role focussed on ‘all things service’, is now becoming crucial. Cue the rise of the Chief Service Officer.

**Session Summaries**

**Come and listen to Sami Kallio, CEO of HappySignals, speak about “Customer Driven Service Desk” on 15th Nov - 12:15-13:00 - Track 2**

To learn from the aviation industry to TO LEARN FROM THE AVIATION INDUSTRY TO...
AGILE ITSM - MONDAY

ENTERPRISE AGILITY - IN SAFE HANDS?

James Finister, Tata Consultancy Services
Day: 1 - 18th Nov Time: 11.45
To date agile success stories have been focussed on greenfield sites where the imperative for agility has been driven by the business. But what about existing, and probably more complex organizations where the recognition is to be more agile, but the business is in a legacy mode and just on the cusp of embracing agility? What are the characteristics that IT will need to address in supporting the business, and in particular the stakeholders such as HR, finance and facilities management, on their journey to agility, and how can we help them leverage the concept of an agile IT function?

WHY NOT REDEVELOPING MY VALUE IN AN AGILE FIRM?

Samantha Grant Young, The Economist Group
Day: 1 - 18th Nov Time: 16.45-17.30
This presentation outlines the problems I encountered when faced with the challenge of an agile environment. Attendees will learn how the exercise has enabled me to redefine my service delivery role, and the value IT can provide. Each session will adopt a #HumansOps based approach whilst also highlighting how a range of pseudo-IA approaches are intrinsic to success.

COACHING AND AGILE SERVICE MANAGEMENT: BUILDING CAPABILITY IN AUTONOMOUS TEAMS

Andy Hall and John Munday, OVO Energy
Day: 1 - 18th Nov Time: 13.45-15.30
The place of a traditional service manager and service management processes is increasingly unclear in an engineering- and product-led world. How do you build service management competencies within numerous and diverse autonomous teams, operating within a product management paradigm? When central management functions own and execute support processes are a thing of the past, how do you ensure a reasonable level of consistency and continuing support across teams and agility? We’d like to tell you the story of how we adopted a service management coaching model, and are supporting autonomous teams in this response. We’ll talk about: - articulating great incident management in a series of lightweight minimum outcomes, without prescribing processes and procedures; - embedding these outcomes into an incident response capability model; - using an agile approach to capability assessment workshops, allowing teams to see themselves through the eyes of ITIL. By doing so we avoid service management competencies within numerous and diverse autonomous teams, operating within a product management paradigm, within engineering- and product-led world. How do you build service management competencies within numerous and diverse autonomous teams, operating within a product management paradigm? When central management functions own and execute support processes are a thing of the past, how do you ensure a reasonable level of consistency and continuing support across teams and agility? We’d like to tell you the story of how we adopted a service management coaching model, and are supporting autonomous teams in this response. We’ll talk about: - articulating great incident management in a series of lightweight minimum outcomes, without prescribing processes and procedures; - embedding these outcomes into an incident response capability model; - using an agile approach to capability assessment workshops, allowing teams to see themselves through the eyes of ITIL. By doing so we avoid service management competencies within numerous and diverse autonomous teams, operating within a product management paradigm.

HOW AGILE HELPS US MAKE TIME FOR TRANSFORMATION

Spenser Arnold and Hayley Butler, HM Land Registry
Day: 1 - 18th Nov Time: 16.00-16.45
At HM Land Registry we have adopted an agile approach to our transformation program. At the same time we were of the way through our transformational journey. One year on, we will share how it has been a success for our people, culture and customer experience. We have focused strongly on changing the culture within our organisation, and so far it has delivered amazing results. In particular, it has enabled team members to learn new skills, and to see every day how they are changing and improving the services we offer to our customers. ItSMF colleagues who are wondering how agile principles can be applied to formal ITIL framework such as ITIL and ISO 20,000 will be able to take away some principles and find out what to avoid and what benefits they might expect to gain from undergoing a similar transformation.

WHAT WILL IT BE LIKE TO BE IN YOUR INTERFACE?

Tony Price, Virtual Clarity
Day: 1 - 18th Nov Time: 11.15-12.00
At last year’s conference we debated whether ITSM is still relevant, and the subject continues to cause much heated discussion. But a year has gone by and technology has continued to advance at a pace. Last year many organisations considered the opportunities of utilising the cloud. However, the cloud provides a storm of new challenges as much of a threat as they are an opportunity. Like storm chasers IT departments now need to understand the power of the cloud and how to navigate it. In this talk I will step out of the way. This session will discuss some of the key challenges IT organisations face when ‘getting out of the way’, using both practical and theoretical examples to annotate the presentation.
We were recently working with a large Scandinavian research and offers plenty of takeaways. speaker Mark O’Loughlin, outlines the key findings of the digital and cloud. This presentation, from well known industry changes which are being brought about through the impact of identiﬁes three critical and eight key ﬁndings. The analysis face of all things digital – IT professionals and organisations, needs of their customers. Strategic choices are made and technology to meet the goals of their business and the site reliability engineering to achieve these high standards. The SDM role has now become much broader in terms of the key skills required to deliver services. Team culture, transparency, personal ownership and collaboration are strong themes as well as a good understanding of how to create high performing teams in a fast paced environment. They need to have a good insight into what each team member brings to the table in terms of strengths and what is required to address their weaknesses. We will discuss these themes in the context of our work delivering managed services into our commercial, government and national security customers.

2019 CCC DIGITAL SKILLS SURVEY: WHAT DOES IT MEAN FOR YOU?
Mark O’Loughlin, Cloud Credential Council
Day: 1 - 18th Nov
Time: 16.00-16.45
Traditionally the service delivery manager has needed to be organised and assertive, with a good understanding of their services and usually an ITIL Foundation qualiﬁcation and a specialist in at least one discipline. These skills have enabled SDMs to deliver high performing services to their customers, ensuring that all contractual KPIs and SLAs are met or exceeded. Today’s customers are increasingly demanding agile continuous delivery with a focus on high quality, high performance and frequently patch systems. They expect the use of methodologies such as DevSecOps, agile/scrum and site reliability engineering to achieve these high standards. The SDM role has now become much broader in terms of the key skills required to deliver services. Team culture, transparency, personal ownership and collaboration are strong themes as well as a good understanding of how to create high performing teams in a fast paced environment. They need to have a good insight into what each team member brings to the table in terms of strengths and what is required to address their weaknesses. We will discuss these themes in the context of our work delivering managed services into our commercial, government and national security customers.

DELIVERING EVOLVED ITSM SERVICES TO A DIGITAL PUBLIC SECTOR
Stacie Hardin, Block
Day: 2 - 19th Nov
Time: 14:00-14:45
How can the correct positioning of ITSM support DevOps and agile-based service delivery within a traditionally risk averse public sector? UK Government and Public Sector bodies stand to gain the most by adopting an agile mindset and product and service DevOps delivery, but they stand behind the private sector in adoption rates. This talk looks at how ITSM professionals can support the adoption rates of rapid deployment and DevOps, to bring maximum value to the Public Sector.

PROVIDING AN AGILE SERVICE Desk IN THE CLOUD
Andrew Hardwick, Arcadis
Day: 2 - 19th Nov
Time: 14:45-15:30
How do you provide a 24 x 7 x 365 global service desk, covering multiple languages and multiple products? How do you provide scalability and resilience in this increasingly demanding environment? Join Andrew Hardwick as he answers these questions by demonstrating how Arcadis made the journey to move from 42 local service desks around the world towards a single global service desk. On the journey you will hear how they consolidated their ITSM toolset, implemented an ACD telephony system and introduced asset scanning and discovery, all within the cloud. You will also hear about the beneﬁts Arcadis achieved from moving towards a standardised toolset, having previously had a myriad of toolsets and solutions from various vendors. This has enabled the deployment of standardised processes through process improvement initiatives, constant levels of support and reduced staff levels for the service desk, in turn freeing up valuable resources to work on proactive support and more continual service improvements.
CONTINUOUS IMPROVEMENT - TUESDAY

ITSM AND CSI OUT-OF-THE-BOX TOOLS IMPLEMENTATION, SUCCESS OR FAILURE?
Paula Määtänen, Independent Consultant
Day: 2 - 19th Nov
Time: 14.45-15.30
Should we start the ITSM tool implementation still in a waterfall model, or are we ready for a more agile way of working? Or... would we consider using an ITSM system out of the box? In this presentation, we will look at the benefits and drawbacks of doing ITSM out of the box, or close to that. The session also covers a customer case where CSI was a high priority. What did we learn from the experience? What would we do differently next time?

ARTIFICIAL INTELLIGENCE - TUESDAY

DEMO-CRITISATION TECHNOLOGY: GIVING END USERS CONTROL OF THEIR OWN AI SYSTEMS
Dan Leighton, Aigilis AI
Day: 2 - 19th Nov
Time: 10.30-11.15
If a hospital was building a coaching app for patients, who would be the best person to write and improve the medical advice in the app? The doctors or the coders? Likewise, who would you rather build the content for a finance or law service? One of the big problems when using AI and other emerging technologies is that there are large chunks of these systems which still need a programmer to build, maintain and improve them. There is a possible solution... through... and it might just allow us to empower our end users to use all their professional skill and creativity in the new emerging world of technology.

VERISM AND CSI - TUESDAY

VERISM AND THE MANAGEMENT MESH: MIND ADAPTOR STORIES
Steve Leach, Cloud Gateway and Scott Standen, European Central Bank
Day: 2 - 19th Nov
Time: 11.30-12.15
The session explains: "how to practically use the Management Mesh of VeriSM to steer the correct conversations when developing fit for purpose services across the lifecycle;" develop an understanding into how service management practices can be applied across the enterprise (and not just to IT services);" gain insights into the cultural and organisational change management perspectives that need to be taken into account when embarking on such an initiative. The presentation includes examples from two VeriSM early adopters.

IMPROVING CONTINUOUS IMPROVEMENT AT VOCALINK
Clare McAleese, Vocalink Mastercard
Day: 2 - 19th Nov
Time: 12.15-13.00
This presentation provides a high-level overview of how Vocalink Mastercard have enhanced their approach to continual improvement. The presenter will give an introduction and then continue the 'VeriSM at Vocalink Mastercard – the journey so far' theme started at last year's conference. The landscape of service management is changing significantly... we can see this across our own business with the adoption of new technologies such as cloud, continuous delivery, containerisation and new management practices such as agile, DevOps and Kanban etc. We are also dealing with the first significant refresh of ITIL (v4) and the introduction of VeriSM – a new approach to service management for the digital age. Overall this presentation will aim to assist other organisations with their own implementations, by showing how Vocalink Mastercard have introduced a new approach to continual improvement that supports the business and the whole service value chain, acknowledges digital transformation, focuses on value and incorporates new management practices, technologies and ways of working.

SERVICE TRANSFORMATION - TUESDAY

SERVICE DESK DIGITALISATION JOURNEY
Elvins Didika and Erica Dapkiene, Danske Bank
Day: 2 - 19th Nov
Time: 14.00-14.45
We would like to share our experience of the digitalisation journey in the service desk of Danske Bank, which includes the adoption of best practices and industry leading cognitive solutions. The journey has started by identifying the goals and main principles (focused on customer centricity) and then researching the best practices and tools to support the vision of a modern, proactive and user-centred service desk. We have made quite significant progress in this journey already and we would like to share our experience with other attendees. The work done by the internal service desk was recognised with an innovation award in Denmark (https://www.westergaard.dk/events/innovationsprisen/innovationspris_vinder/) and has been presented in several other conferences as well.

DEVOPS - TUESDAY

CHANGE CONTROL IN A DEVOPS WORLD
Vawns Murphy, ITSM Tools
Day: 2 - 19th Nov
Time: 14.45-15.30
We all know that change management is the capability that manages change effectively, efficiently, and safely. Done well, it can be a valuable part of your ITSM offering; enabling transformation whilst maintaining service stability. But how does change management and the change advisory board work in a DevOps environment? This session will look at combining ITSM practices into a DevOps culture, consider the benefits of a blended approach, and share some practical guidance on getting started.

SERVICE LEVELS - TUESDAY

WHAT'S YOUR SCORE? HOW TO QUANTIFY END-USER EXPERIENCE TO DRIVE REAL BUSINESS VALUE
David D'Agostino, Nexthink
Day: 2 - 19th Nov
Time: 10.30-11.15
Providing a superior digital employee experience increases productivity, boosts morale, and delivers business value from IT investments. Organisations that fail to deliver risk productive and financial cost to the business—for example the average UK worker loses over two weeks a year due to technology trouble. So what are the steps required to build a comprehensive view of your IT experience quality and enable a pro-active, continuous improvement path? This session explores approaches and real examples proven to effectively measure, manage, and benchmark IT experience from a business perspective to align with the guiding principles of ITIL 4, in order to help shift from traditionally IT-focused SLAs to metrics that more fully encompass end-users.

SKILLS AND WELLBEING - TUESDAY

MENTAL HEALTH FIRST AID - AWARENESS IN THE WORKPLACE
Rosemary Gurney, Global Knowledge
Day: 2 - 19th Nov
Time: 11.30-13.00
This double-length session explores ways in which we can improve the management of mental health in the workplace by creating a business case to raise awareness within the organisation. It explains how by taking simple steps in terms of prevention and early identification, organisations can save ‘up to £8 billion a year’ (according to the Centre for Mental Health).

DANISH BANK

ELVINAS DIDIKA AND ERICA DAPKIENE

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VOCALINK

CLARE MCALEES

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AXELOS GLOBAL BEST PRACTICE

Session Summaries

ITSM19 Conference Guide
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Coming to the IT Service Management Forum? Shoot over to Stand 1 to find out more.

Ten reasons to visit the itSMF UK stand

There are numerous reasons to visit the itSMF UK stand at Conference this year. Here are just ten of them:

01. Find out about the content and member services available through our member portal
02. Pick up some information about our masterclasses and member events
03. Grab a copy of ServiceTalk magazine with the latest ITSM news and views
04. Join us for the launch (Monday, 10.45) of the new ITIL 4 Foundation Revision Guide, and pick up your copy for a tenner.
05. Browse the latest ITSM titles, grab yourself a bargain, and find out about the new ITIL 4 Managing Professional publications
06. Take a tour around PSMF and demo the new PSMF Global platform
07. Give us your feedback on industry directions and the challenges you face
08. Book your place at next year’s Conference, or reserve a seat at the PSMA19 dinner
09. Find out about the CCC Global Digital Skills Survey and how it can help your organisation
10. Just stop for a chat... we would love to meet you
See you next year!

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www.itsmf.co.uk