

BISHOPSGATE LONDON
18th - 19th November

#ITSM19

ITSM19



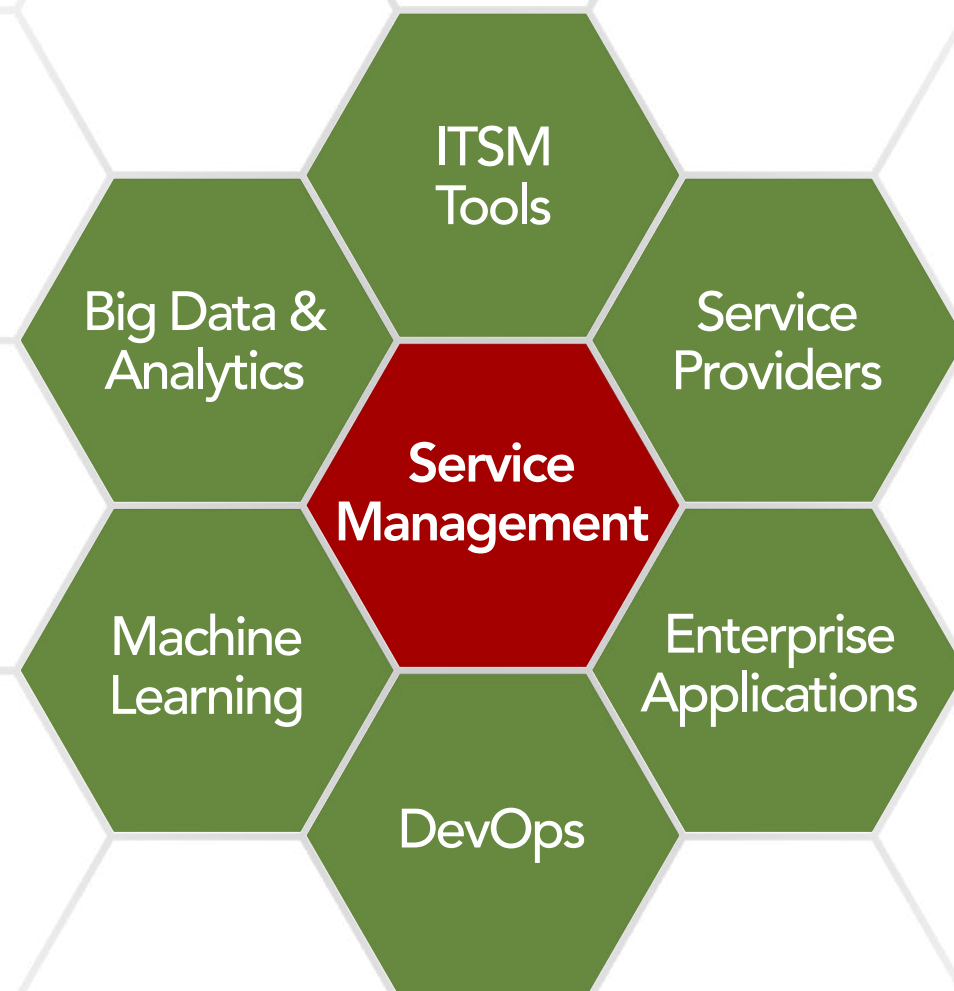
itSMF UK's **annual conference** and **exhibition**

itSMF UK



www.itsmf.co.uk

Service Management Integration for the Digital Age



Putting service management processes and data at the centre of your business

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WELCOME TO ITSM19



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 gold sponsors, Perspectium and Osirium, our silver sponsors ServiceNow, PeopleCert, AXELOS, and Happy Signals, as well as our award sponsors Colt, Flexera and Nexthink.

The other big change since last year is that we have brought the Professional Service Management Awards

back into Conference, making it easier to celebrate with the winners and finalists. My congratulations to all those who have made it through to the final stage – as one of the judges, I have been privileged to hear about some truly inspirational team and individual accomplishments. This year's Awards Dinner takes place on Monday evening and all the details can be found in this Guide. If you don't yet have dinner tickets booked and would like to attend, please have a word with the itSMF UK team at stand 23.

As you may know, there are a number of new faces on the itSMF UK Board (further details in the latest ServiceTalk), and this is my first Conference as Chair of the organisation. A big thank you to my predecessor Rosemary Gurney and the retiring Board members for all their time and commitment. I'm really looking forward to the challenge of leading our Forum in the years ahead, and plan to catch up with as many members as I can during these two busy days.

Have a great Conference!

Martin Neville,
Chair, itSMF UK



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 would like some guidance.

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.



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.

Main Sponsors



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



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

All talents, certified.

PeopleCert Silver - Stand 09 Networking Drinks Reception

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



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 Awards Dinner

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



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

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.

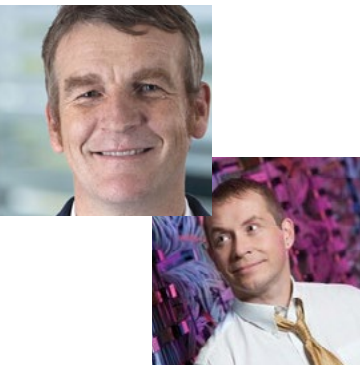


Service Management Room 101

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.

Floor Plan

- 01 Osirium

02 Fox IT

03 Cherwell

04 Happy Signals

05 Colt

06 Perspectium

07 ISL Online

08 Micro Focus

09 PeopleCert/AXELOS

10 SolarWinds

11 Ivanti

12 Marval

13 NetBrain

14 Hornbill

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31 SITS



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 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.

Visit www.osirium.com



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 fit-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 process development and governance tool for the rapid tailoring and implementation of best practice policies and processes as well as our new ITIL 4 training courses.

www.foxit.com



Cherwell - STAND 03

Cherwell Software is a global leader in IT and enterprise service management,

helping you to transform the way you run your organisation. Cherwell'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.

www.cherwell.com



Happy Signals - STAND 04

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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

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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 computers or mobile devices 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 analytic-led automation, delivered by smart virtual agents or via our engaging self-service portal with 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.



AXELOS - STAND 09

AXELOS Global Best Practice is responsible 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.



SolarWinds - STAND 10

SolarWinds Service Desk, previously Samanage, 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 provides businesses of all sizes an easy to use and affordable ITSM solution that can easily scale as technology infrastructures and business needs evolve.



Ivanti - STAND 11

Employing over 1,700 people, Ivanti IT software is used by 78 of the Fortune

100. Enterprise IT departments use Ivanti to marry their ITSM, IT asset management, IT security, endpoint management, and supply chain capabilities. Ivanti's mission is clear—to help our customers succeed through the Power of Unified IT.



Marval - STAND 12

Marval's service management software and professional services help drive down

costs, standardise and optimise front-line service delivery; drive efficiency and effectiveness; keep customers better informed and satisfied; improve service and infrastructure quality, control and accountability.

On display at ITSM19 will be Marval's latest integrated, ITSM and enterprise service management solution Marval MSM. Designed and built to be fully compatible and aligned with the ITIL framework, Marval MSM is a secure, reliable, scalable software solution that supports delivery of consistent, measurable and repeatable processes. It is ideal for organisations that rely on technology to maintain great customer service and value.

www.marval.co.uk



NetBrain Technologies - STAND 13

NetBrain's 'just in time' network

automation platform provides dynamic visibility across hybrid environments and automates tasks like documentation, troubleshooting and security-while integrating with a rich ecosystem of partners. Our platform allows for greater collaboration when troubleshooting and puts expert knowledge in the hands of the first response team through automation and the shift left philosophy.

www.netbraintech.com

**Hornbill** - STAND 14

Hornbill showcases innovative IT Service Management software that simplifies, automates and optimises the flow of work for IT, HR, facilities and other teams. Automate repetitive tasks, eliminate waste and deliver consumer-like service experiences that keep employees engaged and informed. Deliver value that makes life in IT better.

www.hornbill.com

**Nexthink** - STAND 15

Nexthink empowers organisations to deliver superior digital employee experience. By combining rich data analytics with real end-user feedback it presents a holistic and comprehensive score that enables organisations to gain full visibility into their employee IT experience. Customers turn to Nexthink to continuously improve end-user satisfaction and productivity through monitoring, personalised engagement with users, and next generation automation.

www.nexthink.com

**CGI** - STAND 16

Founded in 1976, CGI is among the largest independent IT and business consulting services firms in the world. With approximately 77,500 consultants and professionals across the globe, CGI delivers an end-to-end portfolio of capabilities, from strategic IT and business consulting to systems integration, managed IT and business process services and intellectual property solutions. CGI works with clients through a local relationship model complemented by a global delivery network that helps clients digitally transform their organisations and accelerate results. With Fiscal 2018 reported revenue of C\$11.5 billion, CGI shares are listed on the TSX (GIB.A) and the NYSE (GIB). Learn more at cgi.com

**Flexera** - STAND 17

Flexera gives companies clarity into their technology 'black hole', helping business leaders turn IT insight into action. With a portfolio of integrated solutions that deliver unparalleled technology insights, spend optimisation and agility, Flexera helps enterprises realise IT's full potential to accelerate their business. To learn more, visit

flexera.com

**TOPdesk** - STAND 18

TOPdesk helps you deliver excellent service from day one. We've created a solution that helps you improve customer communication, manage workflows and keep track of assets, with software that's simple and easy to use. No matter the department, it's ideal for processing questions, complaints

and malfunctions. But our software is just the start: experienced consultants and expert support employees are there to help you every step of the way. This makes TOPdesk the ideal partner in reducing workloads and supporting company-wide processes. The result? Happy employees, happy customers.

www.TOPdesk.com

**MarXtar** - STAND 19

MarXtar is an International software solutions and services team and ENGage! is our new Mobile App for MarXtar Enterprise Notifier. This next generation technology lets you rapidly notify your team and/or service subscribers of major incidents or upcoming works and outages. Improve response times and customer perception with targeted, actionable, and audited communication, allowing your users and your team to interact and, more importantly, take action from wherever they are without launching another app or browser. Enterprise Notifier can operate stand-alone or integrated with your existing service management processes via our open API.

www.MarXtar.com

**Hewlett Packard Enterprise** - STAND 20

Hewlett Packard Enterprise

Technology innovation that fosters business transformation. Our vast intellectual property portfolio and global research and development capabilities are part of an innovation roadmap designed to help organisations of all sizes transition from traditional technology platforms to the IT systems of the future.

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 point you to what's next for your business. Register your interest today:

www.hpe.com/ww/RegisterITIL4

www.hpe.com

**Digital Craftsmen** - STAND 21

Cloud management specialists, combining a deep knowledge of cloud technologies with a 20-year MSP legacy; we don't just do the cloud, we tailor it for you. Cloud or hybrid, we build using the best ones for your needs. It's our job to save time, money, resources, energy, stress (and headaches) for our clients, navigating them through the endless cloud and software options available, keeping businesses secure and ready to scale. Our proactive approach mean we're working with you to build for the future, and our ISO27001:2013 and

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

**Poweye** - STAND 22

poweye™ has been developed to help you as an IT dependent organisation minimise the impact of one of the most common reasons for IT service disruptions – power loss. Using IoT technology and AI, poweye™ will alert your IT service management team to an underlying cause of an IT outage.

www.poweye.com

**itSMF UK** - STAND 23

itSMF UK is the country's leading association for those working in service management. Our members range from large multinationals to individual practitioners, employing between them around 6000 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

**LoginVSI** - STAND 26

Login VSI automatically tests and validates any change in physical, virtual and cloud based digital workspaces, proactively safeguarding 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 VeriSM™, SIAM™ 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, assyst, brings to market the latest in real-time dashboard technology, social IT management, mobility, reporting, resourcing and forecasting. assyst offers a series of solutions and templates that enable an immediate return in customer satisfaction, cost reduction and tangible business benefits to each of its clients. assyst is accredited for all 16 PinkVERIFY ITIL processes and Axios was the first vendor to achieve this within a single solution.

www.axios.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 guides everything we do. For more information, visit

www.servicenow.com

**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 advisor 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, so 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

MONDAY 18 TH NOVEMBER				
09:30 - 09:45	Conference Opening – Martin Neville, itsMF UK Chair			
09:45 - 10:30	Opening Keynote – ‘If not now, when?’ Greg Searle MBE			
10:30 - 10:45	itsMF UK Operations Update – Graham McDonald and Mark Lillycrop, itsMF UK			
10:45 - 11:15	Refreshments, Exhibition and Networking (Exhibition Hall)			
Track	Track 1	Track 2	Track 3	Track 4
Topic	Incident Management	Knowledge Management	Service Integration	Skills and Professionalism
11:15 - 12:00	IT Crash Investigation - What we need to learn from the Aviation Industry to avoid Human Error Ian MacDonald, Edenfield IT Consulting	Knowledge Management is No Longer a “Nice to Have” Laura Lockley & Chris Butterworth, Upland Software	Get out of the way - the storm clouds are coming Tony Price, Virtual Clarity	An Introduction to being a Service Architect Claire Drake, Fujitsu Services Ltd
12:00 - 12:45	Post Incident Reviews - no room for learning? Andrew Vermes, Kepner Tregoe Ltd	Towards Everything-as-a-Service and the Rise of the Chief Service Officer Johann Diaz, End to End Service	Vendor Management – Shaken not stirred Andrea Kis, Deloitte	Soft Skills - A Tool for Improving Customer Satisfaction Viola Atey, Capacitas Solutions
12:45 - 14:00	Lunch, Exhibition & Networking			13:15 - 13:45 Corporate Member Forum
Track	Track 1	Track 2	Track 3	Track 4
Topic	Configuration Management	Agile ITSM	Service Integration	Skills and Professionalism
14:00 - 14:45	Using SAM to Create & Maintain your CMDB Rory Canavan, SAM Charter	Enterprise Agility – In SAFe hands? James Finister, TCS	Value-driven service management in hybrid cloud environments Nicola Reeves & Raj Mistry, HPE	Four Schools of Management John Black, Johnson & Johnson
14:45 - 15:30	CMDB - Nothing to Everything Craig Ridley & Peter Wood, Bank of England	Coaching and Agile Service Management: Building Capability in Autonomous Teams Andy Hall & John Munday, OVO Energy	GOLD SPONSOR The Importance of Integration in a Digital Age Mark Haywood & Ash Townsend, Perspectium	IT Resiliency - Protecting the past for the future Paul Love, ITSCMA
15:30 - 16:00	Refreshments, Exhibition & Networking			
Track	Track 1	Track 2	Track 3	Track 4
Topic	AI and DevOps	Agile ITSM	Service Integration	Skills and Professionalism
16:00 - 16:45	AI Bias and other Ethical Challenges we need to Address Kaimar Karu, Mindbridge	How Agile helped us make time for Transformation Spenser Arnold & Hayley Butler, HM Land Registry	GOLD SPONSOR Securely automating Service Management - the hidden risks and how to fix them Mark Warren, Osirium	Upskilling to become the Service Delivery Manager of the Future Dav Panesar & Jason Kenward, BAE Systems Applied Intelligence
16:45 - 17:30	ITIL invented DevOps and I can prove it... Brian Johnson, ASL/BISL Foundation	Who Am I Now?: Rediscovering my Value in an Agile World Samantha Grant Young, The Economist Group	The Client & Me: Effective Service Delivery for MSPs Sej Naul, Digital Craftsmen	2019 CCC Digital Skills Survey. What does it mean for you? Mark O'Loughlin, Cloud Credential Council
17:30 - 19:00	Informal Drinks Reception in the Exhibition Hall			
19:00 - 22:30	ITSM19 Awards, Dinner & Entertainment			

TUESDAY 19 TH NOVEMBER				
08:30 - 09:00	Refreshments, Exhibition & Networking			
09:00 - 09:30	Continuing the evolution of ITIL: Developing ITIL 4 Managing Professional and Strategic Leader, Akshay Anand, AXELOS			
09:30 - 10:25	Service Management Room 101 - Interactive discussion session			
Track	Track 1	Track 2	Track 3	Track 4
Topic	Agile ITSM	ITIL Experience	Artificial Intelligence	SLA to XLA
10:30 - 11:15	ITIL and SAFe - Friend or Foe? Barry Corless, Global Knowledge	ITIL 3 - ITIL 4 - Our Journey Nargis Mirza & Nicola Gibson, Home Office	Democratising Technology: giving end users control of their own AI systems Dan Leighton, Agilis AI	What's your score? How to quantify end-user experience to drive real business value David D'Agostino, Nexthink
11:15 - 11:30	Refreshments, Exhibition & Networking			
Track	Track 1	Track 2	Track 3	Track 4
Topic	Agile ITSM	Customer Experience	Continual Improvement	Skills and Wellbeing
11:30 - 12:15	Aligning Service Management with an Enterprise Agile Service Delivery Richard Wilson, BJSS	Service Management Meets Digital Steven Allcock & Sundeep Singh, Co-op Digital	VeriSM Management Mesh - early adoption stories Steve Leach, Cloud Gateway & Scott Standen, European Central Bank	Mental Health First Aid - Awareness in the Workplace Rosemary Gurney, itsMF UK
12:15 - 13:00	Jump Starting Financial Management with Agile & Lean Nik Laskaris, Independent	Customer Driven Service Desk – why and how? Sami Kallio, Happy Signals	Improving Continual Improvement at Vocalink Mastercard Clare McAleese, Vocalink Mastercard	
13:00 - 14:00	Lunch, Exhibition & Networking			13:15 - 13:45 ITIL 4: Ask the Authors
Track	Track 1	Track 2	Track 3	Track 4
Topic	Agile ITSM	Artificial Intelligence	Digital Transformation	Digital Transformation
14:00 - 14:45	Delivering Evolved ITSM Services to a Risk Adverse Public Sector Stacie Hardin, Block	The Rising Necessity for Automation and AI in IT Services – and where to start with it Roeland van Rijswijk, TOPdesk	Service Desk Digitalization Journey Elvinas Didika & Erika Dapkiene, Danske Bank	Trans4Mation for Dummies Paul Wilkinson, GamingWorks
14:45 - 15:30	Providing an Agile Service Desk in the Cloud Andrew Hardwick, Arcadis	CSI and ITSM Tool Implementation, success or failure? Paula Määttänen, Independent	Change Control in a DevOps World Vawns Murphy, ITSM Tools	SIAM in an ITIL 4 Context Andrew Turner and Richard Oliver, SIAM SIG
15:30 - 16:15	Closing Keynote – David Wheable & Duncan Watkins, Forrester Research			
16:15 - 16:30	Conference Close – Martin Neville, Chair itsMF UK			
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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...

- Prorail / 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 Vermes, Kepner-Tregoe
- Paul Wilkinson, GamingWorks
- Mark O'Loughlin, Cloud Credential Council
- Suzanne Slatter, 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.

AWARDS DINNER

Hosted by
**Ken Goff and
Rosh Hosany**



Itinerary

18.00 Drinks Reception in Expo Hall with live music

19.00 Doors open

19.15 Welcome – Martin Neville, Chair, itSMF UK

19.20 Dinner

20.45 ITSM19 Awards Ceremony, hosted by Ken Goff and Rosh Hosany

THOUGHT LEADERSHIP AWARD

ASHLEY HANNA CONTRIBUTOR OF THE YEAR

ITIL EXPERIENCE AWARD

SERVICE TRANSFORMATION OF THE YEAR

TEAM OF THE YEAR

YOUNG ITSM PROFESSIONAL OF THE YEAR

PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD

21.45 Entertainment

22.15 Drinks & Casino in the Expo Hall area

23.30 Close

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Come and listen to Sami Kallio, CEO of HappySignals, speak about "Customer Driven Service Desk" on 19th Nov - 12:15-13:00 - Track 2



Session Summaries

INCIDENT MANAGEMENT - MONDAY

'IT CRASH INVESTIGATION' - WHAT WE NEED TO LEARN FROM THE AVIATION INDUSTRY TO AVOID HUMAN ERROR

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:

- Why "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 & 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 an 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 having informed 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, ASL/BiSL 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 "\$31.5 billion a year by failing to share knowledge" (Babcock, 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 lead to outdated content, 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 'miles 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 now wrap a great experience. So, as organisations start 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.

AGILE ITSM - MONDAY

ENTERPRISE AGILITY - IN SAFE HANDS?

James Finister, Tata Consultancy Services
Day: 1 - 18th Nov **Time:** 14.00-14.45
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 established organisations where IT recognises the need to be more agile, but the business is in legacy mode and just on the cusp of embracing agility? What are the issues that IT will need to address in supporting the business , and in particular other support functions such as HR, finance and facilities management, on their journey to agility, and how can we help them leverage the capabilities of an agile IT function? This session will take a realistic look at the challenges entailed by embracing agility in areas that are traditionally anti-agile, and address how IT departments can: * provide blueprints for enterprise service management agility; * develop true end to end value maps; * support and govern tooling initiatives; * address cultural implications; * avoid common pitfalls. This session will adopt a #HumanOps based approach whilst also highlighting how a range of pseudo-AI 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:** 14.45-15.30
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 centralised service management functions owning and executing support processes are a thing of the past, how do you ensure a reasonable level of consistency and control whilst preserving autonomy 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 building a great incident response. We'll talk about... * articulating great incident management as 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 set their own baseline and targets for incident reponse capability; utilising principles from performance coaching to encourage engineering teams to generate and own their own improvement options; * the importance of team ownership, coaching accountability and mutual trust; * some of the pitfalls and lessons learned along the way; * the pros and cons of this approach versus a more traditional, prescriptive incident management process implementation.

HOW AGILE HELPED US MAKE TIME FOR TRANSFORMATION

Spenser Arnold and Hayley Butler, HM Land Registry
Day: 1 - 18th Nov **Time:** 16.00-16.45
At ITSM18, HM Land Registry presented our approach to agile transformation approach. At the time we were part of the way through our transformational journey. One year on, we will share how it has gone, what it has done 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 benefits. 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 ITSM frameworks 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.

WHO AM I NOW? REDISCOVERING MY VALUE IN AN AGILE WORLD

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 delivering ITSM in an agile environment. Attendees will learn how the exercise has enabled me to redefine my service delivery role, and the value ITSM can provide, at The Economist Group.

CLOUD - MONDAY

GET OUT OF THE WAY - THE STORM CLOUDS ARE COMING

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 providers have been brewing up a storm and are now 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 know when the time is right to 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.

VENDOR MANAGEMENT - MONDAY

VENDOR MANAGEMENT - SHAKEN NOT STIRRED

Andrea Kis, Deloitte
Day: 1 - 18th Nov **Time:** 12.00-12.45
In this digital era where new, niche players appear in the market alongside well-established providers, the role of technology vendor management needs to be shaken up, not just stirred. This is especially true for service management where so many organisations are moving towards to a multi-vendor integrated operating model. Vendor management is an often forgotten, non-priority capability within service management which needs innovation, new operating models, new tools and a refreshed identity. This presentation introduces a perfectly shaken cocktail of challenges faced by vendor management with some suggested solutions; it provides ideas and examples for digital vendor management, including the improved role of vendor and supplier managers. Andrea will share some examples of exciting tools, technologies and models available on the market, which should be in the toolkit of any vendor manager, contract manager, service manager or service integrator who is closely involved in working with complex vendor and supplier ecosystems and SIAM models.

CLOUD - MONDAY

VALUE-DRIVEN SERVICE MANAGEMENT IN HYBRID CLOUD ENVIRONMENTS

Nicola Reeves and Raj Mistry, HPE
Day: 1 - 18th Nov **Time:** 14.00-14.45
As public cloud services gain popularity, business leaders are putting pressure on IT to deliver consumption-based experiences. At the same time, demands for security and

control remain high. For IT teams, it's a catch-22 situation. Building IT on-premises serves compliance, control, and security purposes, but takes a lot of time and effort and up-front capital. Consuming IT from the public cloud enables speed, scale, and convenience, but at the expense of on-premises control. Different workloads have different requirements, which is why hybrid solutions are so appealing. The reality though is that hybrid IT is complex, requiring time, resources, and skillsets that are not always available when you need them. It's a well-known fact that the majority of IT resources are still devoted to day-to-day operations, leaving little time to focus on delivering technology innovation to meet business demands. This raises the question: how do businesses tap into the flexibility and convenience of the cloud, still maintain security and control, and alleviate the operational burden on IT? Join HPE to understand how keeping focused on your service management delivers value in increasingly complex hybrid environments.

SERVICE INTEGRATION - MONDAY

THE IMPORTANCE OF INTEGRATION IN THE DIGITAL AGE

Mark Haywood & Ash Townsend, Perspectium
Day: 1 - 18th Nov **Time:** 14.45-15.30
According to a recent Forbes survey, just 34 per cent of executives have achieved a single view of the customer as a result of aggregated customer data. Contributing problems include scattered or siloed data (51%) and applications (52%). Join Perspectium to learn more about the importance of integration in the digital age and understand the criticality of integration in an effective service management strategy. Perspectium will highlight the role technology plays in linking management practices and business initiatives, including digital transformation, SIAM and customer engagements.

SECURITY - MONDAY

SECURELY AUTOMATING SERVICE MANAGEMENT - THE HIDDEN RISKS AND HOW TO FIX THEM

Mark Warren, Osirium
Day: 1 - 18th Nov **Time:** 16.00-16.45
Most organisations have, or are working on, automating service delivery; but generally that only covers the change review, approval and delegation steps. They might be nicely automated but, at some point, work will have to be done to implement the changes. At that stage control is lost: manual tasks have to wait for the right experts to be available, manual steps aren't recorded, security shortcuts are taken, and end users are unhappy. Overall, there's a lack of visibility and control and poor customer service. In this session, we'll be reviewing some of the common faults and security gaps in most IT service desk and operations processes. We'll provide solid recommendations for improvements and demonstrate how these traditionally manual activities can be securely automated to 'shift left' service desk operations and improve security.

MANAGED SERVICES - MONDAY

THE CLIENT AND ME: EFFECTIVE SERVICE DELIVERY FOR MSPs

Sej Naul, Digital Craftsmen
Day: 1 - 18th Nov **Time:** 16.45-17.30
As Service Delivery Manger for Digital Craftsmen (an MSP), I have the responsibility to ensure that our clients are transitioned from pre-sales or project to BAU. I manage

the relationship, ensure the successful delivery of service and report back transparently on our (and their) contractual obligations. My talk is deigned to help those in a service delivery or management capacity understand and cope with the demanding requirements clients can make. The session provides honest insights and simple strategy that audience members can take away and immediately implement in their day-to-day management. Topics include: * what is a service delivery manager? * time and workload management; * project management; * ITSM framework adoption and implementation; * client reviews: transparency, value and relationships. I hope to supply the audience with a bird's eye view of client management from an MSP's perspective, providing insights into specific areas and offering tips to help audience members transform their management. The session will be practical, poignant, and not too pedantic with a few laughs for good measure.

SKILLS AND PROFESSIONALISM - MONDAY

AN INTRODUCTION TO BEING A SERVICE ARCHITECT

Claire Drake, Fujitsu Services Ltd
Day: 1 - 18th Nov **Time:** 11.15-12.00
This session will provide an overview of the role of a service architect, focusing on its scope and the skills required to do the job effectively. To illustrate the points made, I will be using a high level analogy of the service architect role - using the example of a car and the thought processes employed when designing services. The presentation also includes a week in the life of a service architect, and a view of my personal journey in the role.

SOFT SKILLS - A TOOL FOR IMPROVING CUSTOMER SATISFACTION

Viola Atey, Capacitas Solutions
Day: 1 - 18th Nov **Time:** 12.00-12.45
As ITSM needs to meet customer requirements and ensure customer satisfaction, the place of soft skills within the workforce is rapidly growing in importance. At the service desk level, it is important that staff are able to apply the skills of problem solving, planning, effective communication, listening, and friendliness, and demonstrate situational awareness when dealing with customers and colleagues in IT. The change manager needs to be able to deploy time-management , conflict resolution and critical thinking; and the second-line support team member needs to be able to engage with the user community effectively and confidently. Likewise, making sure that all service levels are properly defined and performance indicators are in place requires service managers to be aware of business objectives and customer service goals. With customer needs changing daily and users expecting a shorter resolution time, the ability of ITSM professionals to demonstrate the right soft skills is more important than ever. This session explores the skills required and the best ways to provide them.

FOUR SCHOOLS OF MANAGEMENT

John Black, Johnson & Johnson
Day: 1 - 18th Nov **Time:** 14.00-14.45
In his role at Johnson & Johnson, the presenter places great importance on the value of management style, coaching his colleagues in the best ways to manage upwards as well as downwards. In this presentation, he considers the benefits and pitfalls of four different types of management technique and how they fit with higher strategic drivers.

IT RESILIENCY - PROTECTING THE PAST FOR THE FUTURE

Paul Love, ITSCMA

Day: 1 - 18th Nov **Time:** 14.45-15.30

An overview session on how to ensure your organisation has a fit for purpose recovery capability, it provides focal points for attendees to take away to assist them in improving their skills and maturity in IT service restoration. The presentation covers key technologies such as cloud and the age-old discussion of a 'project versus process' approach for a successful implementation in the modern day. The session provides detailed steps on how to ensure evergreen processes are adopted to retain the increased maturity level.

UPSKILLING TO BECOME THE SERVICE DELIVERY MANAGER OF THE FUTURE

Dav Panesar & Jason Kenward,
BAE Systems Applied Intelligence

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 specialism 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 patched 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.

2019 CCC DIGITAL SKILLS SURVEY: WHAT DOES IT MEAN FOR YOU?

Mark O'Loughlin, Cloud Credential Council

Day: 1 - 18th Nov **Time:** 16.45-17.30

In today's world, all organisations all rely on some form of IT and technology to meet the goals of their business and the needs of their customers. Strategic choices are made and plans executed daily. The CCC set out to capture an initial view of the digital landscape from those who are right at the coal-face of all things digital – IT professionals and organisations, across the globe. The CCC Global Digital Skills Survey 2019 identifies three critical and eight key findings. The analysis covers cultural, individual, and organisational readiness for the changes which are being brought about through the impact of digital and cloud. This presentation, from well known industry speaker Mark O'Loughlin, outlines the key findings of the research and offers plenty of takeaways.

AGILE ITSM - TUESDAY

ITIL AND SAFE - FRIEND OR FOE?

Barry Corless, Global Knowledge

Day: 2 - 19th Nov **Time:** 10.30-11.15

We were recently working with a large Scandinavian organisation where developers and operations were fighting

what one person described as 'religious wars' - developers in the world of Scaled Agile (SAFe) and operations with ITIL. On different planets, or were they? We sat down and looked closely at the guiding principles of both SAFe and ITIL and decided that they actually were much more closely aligned than we thought possible. This session will highlight the findings of our analysis with tips for your journey to reunite development and operations.

ALIGNING SERVICE MANAGEMENT WITH AN ENTERPRISE AGILE SERVICE DELIVERY

Richard Wilson, BJSS Limited

Day: 2 - 19th Nov **Time:** 11.30-12.15

BJSS have been delivering service management in an agile way for many years. Having developed the Enterprise Agile approach to help organisations realise greater value through increased flexibility to meet user needs, here we look at how service management is delivered alongside agile delivery. This is an approach that has been developed by expert practitioners and draws on 25 years' experience of successful delivery.

JUMP STARTING FINANCIAL MANAGEMENT WITH AGILE AND LEAN

Nik Laskaris, Independent Consultant

Day: 2 - 19th Nov **Time:** 12.15-13.00

This session provides an introduction to the fundamentals of adding financial management to CSI and all IT processes. It integrates financial management with incident, problem, change, and release and deployment and all levels of daily IT service delivery. Implementation using agile and lean concepts gives participants a clear and structured approach to implementing the necessary components of CSI and financial management within a month of returning to their organisation. This includes gaining C-Level appreciation of the value of IT investments.

DELIVERING EVOLVED ITSM SERVICES TO A RISK-AVERSE 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 along the lines of 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 gained 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, consistent levels of support

and reduced staffing levels for the service desk, in turn freeing up valuable resources to work on proactive support and more continual service improvements.

ITIL EXPERIENCE - TUESDAY

ITIL 3 - ITIL 4 - OUR JOURNEY

Nargis Mirza and Nicola Gibson, Home Office

Day: 2 - 19th Nov **Time:** 10.30-11.15

A walkthrough of how I discovered ITIL 4 and started on a journey to enable Home Office and other government departments to collaborate with AXELOS and focus our digital transformation on bridging the current gap between Dev and Ops. The presentation considers how the Service Value System, Four Dimensions and Guiding Principles of ITIL 4 can be used to create a service management team that fits the needs of IT organisations today, tomorrow and for the foreseeable future (or until ITIL 5 is released at least).

CUSTOMER EXPERIENCE - TUESDAY

SERVICE MANAGEMENT MEETS DIGITAL

Steven Allcock and Sundeep Singh, Co-op Digital

Day: 2 - 19th Nov **Time:** 11.30-12.15

This session is an overview of how we adapted a traditional ITIL framework for the Co-op and embedded this into a new way of working (based on DevOps). We will talk about incident management, cost management, monitoring and alerting and change management and how we have adapted them to complement our product teams' ways of working, with very significant results.

CUSTOMER DRIVEN SERVICE DESK – WHY AND HOW?

Sami Kallio, Happy Signals

Day: 2 - 19th Nov **Time:** 12.15-13.00

This presentation considers why it's important to change an established ITSM strategy to be more focused on customer experience. We will also share practical examples of how to use experience data inside IT or with different partners. Sami Kallio will also share conclusions derived from data that Happy Signals has collected from 1.5 million employee feedback forms from more than 120 countries.

ARTIFICIAL INTELLIGENCE - TUESDAY

THE RISING NECESSITY FOR AUTOMATION AND AI IN IT SERVICES - AND WHERE TO START WITH IT

Roeland van Rijswijk, TOPdesk

Day: 2 - 19th Nov **Time:** 14.00-14.45

IT, the big enabler of office automation and innovation, is now at risk of becoming the 'department of no': unable to keep up with business needs in digitisation, incapable of responding to the ways in which organisations and their employees want to work. To be able to look ahead, rather than cleaning up yesterday's mess, IT services need to transform and start working more cleverly. How? By using tools that are widely available, and preparing for new possibilities that will be here in the future. Learn how to start with automation today, what you should definitely not do, and learn how far we have progressed in making AI our everyday helping hand.

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CONTINUAL IMPROVEMENT - TUESDAY

CSI AND ITSM OUT-OF-THE-BOX TOOL IMPLEMENTATION, SUCCESS OR FAILURE?

Paula Määttänen, Independent Consultant
Day: 2 - 19th Nov **Time:** 14.45-15.30
 Should we start the ITSM tool implementation still in waterfall model, or are we ready for a more agile way or working? Or... would we consider using an ITSM system out of the box? In this presentation, we 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

DEMOCRATISING TECHNOLOGY: GIVING END USERS CONTROL OF THEIR OWN AI SYSTEMS

Dan Leighton, Agilis 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 though... 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: EARLY ADOPTER 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 CONTINUAL IMPROVEMENT AT VOCALINK MASTERCARD

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, focusses on value and incorporates new management practices, technologies and ways of working.

DIGITAL TRANSFORMATION - TUESDAY

SERVICE DESK DIGITALISATION JOURNEY

Elvinas 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/innvationspris_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-focussed 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).

DIGITAL TRANSFORMATION - TUESDAY

TRANS4MATION FOR DUMMIES

Paul Wilkinson, GamingWorks
Day: 2 - 19th Nov **Time:** 14.00-14.45
 Digital transformation is the latest industry buzzphrase. Nobody knows what it is but everybody wants it. One thing is a fact. We are all faced with digital disruption. Does this disruption means that IT organisations and IT professionals need to transform? But transform from what to what? In this session Paul will reveal 12 areas that need to transform, based on observations and feedback from more than 400 organisations faced with 'transformation'. You will gain insights into what YOU need to do differently, starting tomorrow!

SERVICE INTEGRATION - TUESDAY

SIAM IN AN ITIL 4 CONTEXT

Andrew Turner and Richard Oliver, SIAM SIG
Day: 2 - 19th Nov **Time:** 14.45-15.30
 This session will focus on how Service Integration and Management (SIAM) and ITIL 4 can be combined to support the business, integrating the IT organisation and suppliers to deliver a cohesive and effective set of IT based services. It draws on the combined expertise of the itSMF UK SIAM special interest group, an experienced think-tank of service management professionals.



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01. Find out about the content and member services available through our member portal

06. Take a tour around PSMF and demo the new PSMF Global platform

02. Pick up some information about our masterclasses and member events

07. Give us your feedback on industry directions and the challenges you face

03. Grab a copy of ServiceTalk magazine with the latest ITSM news and views

08. Book your place at next year's Conference, or reserve a seat at the PSMA19 dinner

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.

09. Find out about the CCC Global Digital Skills Survey and how it can help your organisation

05. Browse the latest ITSM titles, grab yourself a bargain, and find out about the new ITIL 4 Managing Professional publications

10. Just stop for a chat... we would love to meet you

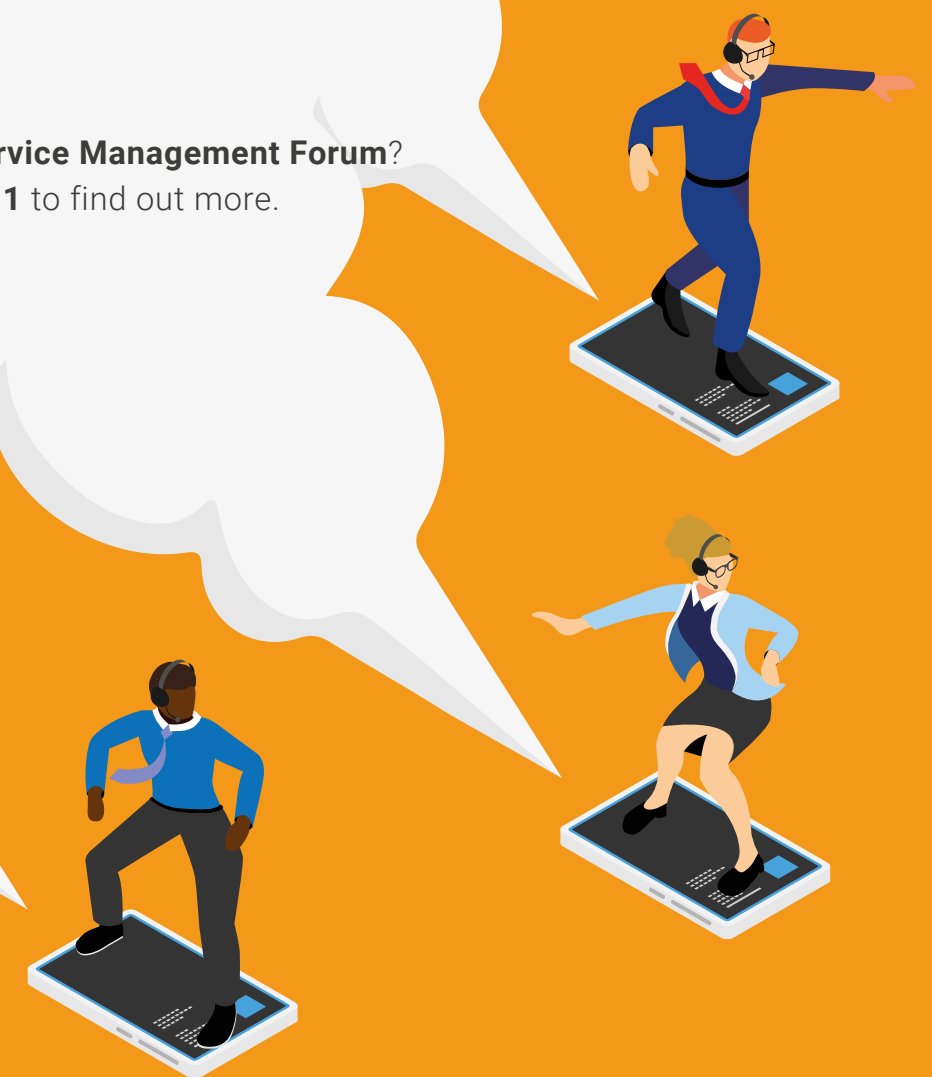
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