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ITSM23 CONFERENCE PREVIEW GUIDE



itSMF UK

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NOVEMBER

ITSM 23



ITSM23: YOUR CONFERENCE PREVIEW GUIDE

ITSM23, our annual Conference and Awards, returns to Reading on 13-14 November 2023, and we're delighted to say it's bigger and better than ever.

With more than 50 presentations from across the industry plus the Professional Service Management Awards, ITSM23 offers a plethora of great content, discussions and networking opportunities.

Reading's Madejski (Select Car Leasing) Stadium – close to M4 junction 11 and a mainline railway hub – provides a perfect venue for the event, and we have a sparkling line-up of service management presentations from organisations such as BT Enterprise, Vodafone, Sheffield City Council, Barclays Bank, Direct Line, ITV, Home Office, Danske Bank, Department for Work & Pensions...
the list goes on.

Join us for:

- Four tracks of first-class content from leading advocates of service management
- Flexible agenda format: jump between tracks as you wish
- Recordings of the sessions you miss
- Sunday networking reception
- Round-table discussions
- Face-to-face networking and interaction
- Our PSMA23 annual awards gala dinner.

In the pages that follow you will find further information about each of the presentations.

Simply find the session number on the **agenda** and look up the corresponding synopsis.

SUNDAY EVENING RECEPTION

Food, drink, and very good company will be available from 19.00 at Club 106 (right next door to the venue entrance) courtesy of our sponsors PeopleCert. Please do join us there if you arrive on Sunday – we'd love to meet you before the busy conference agenda commences and it's a great opportunity to network with industry colleagues.

OPENING KEYNOTE

Our opening keynote session at ITSM23 features **Mandy Hickson**, one of the first female pilots to serve in a front-line Tornado GR4 squadron, playing an active role in the conflict in Iraq.

After twenty years' service, she now talks about the personal and strategic lessons learned with frankness and appropriately wry humour. From motivation to decision-making, Mandy gives a vivid insight into the leadership, teamwork and communication required to define and then realise specific goals in high-pressure situations - the perfect start to our agenda.



PSMA 23

Nominations are now open for this year's ITSM Team of the Year, Service Innovation, Young ITSM Professional, Ashley Hanna Contributor of the Year, and Thought Leadership awards - see the website for more information.

The winner in each category will be announced at our gala awards dinner on the Monday evening of ITSM23, an outstanding evening of celebration and entertainment. This year's award dinner special guest is **Troy Hawke**, through whom the viral Greeters Guild series was born. Troy is an erudite home-schooled 1930s throwback... the Errol Flynn of the high street. Educated, sophisticated, but utterly clueless, he has been performing full time on the domestic and international comedy circuit for the last ten years and has won several awards.



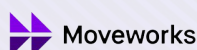
MONDAY 13TH NOVEMBER 2023

08:30 – 09:00	Registration and Refreshments			
09:00 – 09:20	Conference Opening – Karen Brusch, itSMF UK Chair			
09:20 – 09:30	itSMF UK Operations Update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:30 – 10:00	Keynote – Mandy Hickson			
10:00 – 10:20	Refreshments and Networking			
	Track 1 - Princess Suite	Track 2 - Royal Suite	Track 3 - Premier Suite	Track 4 - Midea Suite
10:20 – 11:05	1. The Gartner ITSM Hype Cycle in plain English Aaron Perrott & Andrew Davies, KTSL	8. IT asset management - tips from the trenches Julia Veall, Vodafone	15. Implementing SIAM in a global retailer Peter Hubbard & Karl Twort, The Body Shop	22. Mental health in the workplace hosted by Daniel Breston Interactive session with guest contributors
11:10 – 11:55	2. From ITSM to agile: a journey towards agile service management Andy Ferguson & Faith Thomas, University of Birmingham	9. A menagerie of meaningless metrics - green is good... right? Sean Burkinshaw, BT	16. Getting more value out of CMDB by understanding your services Milla Kuosmanen, Efecte Finland	
12:00 – 13:00	Lunch and Round-Table Discussions			
13:00 – 13:45	3. Service-centric architecture for business agility Cor Winkler Prins, 4me	10. Service Influence - an alternative approach to service management Michelle Major-Goldsmith & Simon Dorst, Kinetic IT	17. The DirectLine journey (PSMA22 Team of the Year) Lee Ham & Mark Curry, DirectLine Group	23. Good, better, best... never let it rest... until your good is better and your better best. Go compare! Ian MacDonald, Edenfield IT Consulting
13:50 – 14:35	4. We know the value should we tell the rest? Paul Kelsall, SCC	11. My year as an ITSM young professional Lucy Banks, Barclays	18. When did IT change management become change prevention? Chris Good & Sammy Allanson, Mason Advisory	24. How Nestlé IT are modernising ITSM Osvaldo Santos, Nestlé
14:35 – 14:55	Refreshments and Networking			
14:55 – 15:40	5. NHS Wales - a service management and regulatory journey Keith Reeves & Paul Evans, Digital Health & Care Wales	12. The importance of women within technology Hannah Hammonds, Prolific	19. The hitchhiker’s guide to ITSM practices and standards Rob Akershoek, DXC Technology / The Open Group	25. Measuring true value - showcasing IT with business SLAs Martin Goble, Tata Consultancy
15:45 – 16:30	6. Building ITIL 4 Service Value Streams Akshay Anand, Atlassian & Roman Jouravlev, PeopleCert	13. The evolution from problem management to reliability management Sean Auckland, Vodafone	20. Service management in a changing healthcare world Iona McCann, BJSS	26. From service management to service manageability David Billouz, OCIRIS Global
16:35 – 17:20	7. The more we practise, the luckier we get... Spenser Arnold & Jo Aybedis, HM Land Registry	14. Outcome centric options Jane Humphries, Fujitsu Services	21. Who wants to be a Chaos Monkey? Cristan Massey, Pearson	27. Unlocking real value through ITSM business transformation Misha Macinski, Pink Elephant
17:20 – 18:00	Delegate Drinks and Networking			
18:00	Conference Close			
19:00 – 19:30	PSMA23 Pre-dinner drinks			
19:30 – 00:00	PSMA23 Awards Dinner with special guest Troy Hawke			

TUESDAY 14TH NOVEMBER 2023

08:30 – 09:00	Registration and Refreshments			
09:00 – 09:30	Neurodiversity in the Workplace - Interview discussion with Karen Brusch, itSMF UK Chair & James Finister, Engagement Director CIP Advisory			
	Track 1 - Princess Suite	Track 2 - Royal Suite	Track 3 - Premier Suite	Track 4 - Midea Suite
09:35 – 10:20	28. ITV: big shows, big audiences, how to provide great service Bhuvana Sriharimohan & Munir Patel, ITV	35. Roles & responsibilities in modern ITSM Akshay Anand, Atlassian & Roman Jouravlev, Peoplecert	42. The journey to proactive experience management Tom Hogg & Simon Wilson, Computacenter	49. StressLess© - Building your Well Being Toolbox of Techniques Simone Moore, SJM, Humanising IT
10:25 – 11:10	29. Does IT service management need to change? Dean Clayton, OpenText	36. Managing service for sustainability Frieda Morton-Evans & Barry Corless, CGI	43. ISO/IEC 20000 - an evolutionary journey Lynda Cooper & Scott Standen, ISO/IEC/IST/60/2	
11:10 – 11:30	Refreshments and Networking			
11:30 – 12:15	30. Evolving through an ITSM strategy & beyond Patrick Briscoe & Nicola Gibson, Home Office	37. Building an AI copilot strategy to automate employee support Mark McGill, Moveworks	44. How to successfully pivot from ITSM to ESM Darren Rose, FSP	50. HaloITSM session
12:20 – 13:05	31. Practical aspects of IT resilience management Vytautas Adomaitis, Danske Bank	38. Embedding continual improvement into service operations - AgileOps Geoff Soper & Gareth Watkins, IPO	45. Modern Support: how to use it to improve service to employees Neville Hughes & Mark Bewick, CloudStratex	51. 10 steps to be unsuccessful with ESM tool implementation Paula Määttänen, GuideVision Finland
13:05 - 14:00	Lunch and Round-Table Discussions			
14:00 – 14:45	32. Jamming with assets - getting started with asset and configuration management Gary Blower, Eficode	39. Your ITSM data where you want it: migrate, archive, replicate, synchronise Mark Herring, Precision Bridge	46. Enterprise SIAM as a key enabler of the Defence Digital Backbone Lucy Murray Brown, Defence Digital and Nigel Gill, Atkins	
14:45 – 15:00	Refreshments and Networking			
15:00 - 15:45	33. Wax on Wax off - Putting the shine on Service Design Simon Walker & Phil McClure, Department for Work & Pensions	40. Let's chat - looking at the potential impact of generative AI in the enterprise Shane Carlson, ServiceNow	47. Global best practice - adoption and adaption to drive IT organisational improvement Nicola Postlethwaite, BT Business	
15:50 – 16:35	34. LEAN in to hear how a war dance inspired my team to succeed Stephanie Ward, Scopism	41. Armed Forces Community of Practice	48. Using capacity management with service transition to deliver great services invisibly Vawns Murphy, i3Works	
16:40 – 17:00	Conference Close: Karen Brusch, Chair, itSMF UK			
17:00	Conference Ends			

SPONSORED BY:



MONDAY - OPENING SESSIONS

➤ Conference opening

9.00 – 9.15

itSMF UK Chair Karen Brusch welcomes attendees and discusses recent developments in service management.

➤ Operations update

9.15 – 9.30

Graham McDonald and Mark Lillycrop provide an update on itSMF UK member services and preview the conference.

➤ Opening keynote

9.30 – 10.00

One of the first female pilots to serve in a front-line Tornado GR4 squadron, Mandy Hickson gives a vivid insight into the leadership, teamwork and communication required to define and then realise specific goals in high-pressure situations. She also highlights the value of honest and open debriefing after any project or phase; something the Royal Air Force always do, but which businesses often overlook.

MONDAY - TRACK 1

1. The Gartner ITSM Hype Cycle in plain English

Aaron Perrott and Andrew Davies, KTSL
10.20 – 11.05

Gartner carry out their ITSM Hype Cycle analysis each year to help IT leaders develop their ITSM roadmaps. The Gartner analysis evaluates the maturity and benefit of trending technologies. We'll go through the key topics on the Hype Cycle and present our plain English guide to what's trending and how you can benefit.

2. From ITSM to Agile: a journey towards Agile service management

Andy Ferguson and Faith Thomas, University of Birmingham
11.10 - 11.55

Are you an ITSM practitioner looking to support Agile delivery teams? Or perhaps you are part of an Agile team that wants to understand how to integrate ITSM practices into your work? If so, join us for a talk on Agile Service Management. When our organisation restructured into Agile delivery teams, we knew that the way we delivered ITSM had to change if we were going to remain relevant. In this session we will describe how we went from supporting Agile delivery teams to becoming one ourselves. We will present our Agile Manifesto and explain how changes to the way we work have led to our organisation becoming better at delivering functional and supportable services. We will share our journey, including the challenges we faced and the lessons we learned along the way.

3. Service-centric architecture for business agility

Cor Winkler Prins, 4me
13.00 - 13.45

This session introduces the service-centric data structure of the 4me platform and explains how it provides senior management with information that, once seen, they will not want to be without. Cor will take you on a journey from the founding ideas behind the service management platform to the profound transformative impact it has on collaboration across organisational boundaries, not just between the different departments of an enterprise but also with its customers and suppliers. Together, these advanced but easy-to-implement capabilities enable outcomes traditionally deemed impossible or too costly to achieve.

4. We know the value should we tell the rest?

Paul Kelsall, Sheffield City Council
13.50 - 14.35

Local authorities face challenges like never before. The last couple of years have brought unique budgetary challenges while the expectations of staff and citizens for a digital engagement skyrocketed. Nowadays, the councils must also compete fiercely for their staff's loyalty. Olivia and Mike imagined a unique way forward and embarked on the journey to generate new value for their citizens' money. Expect this session to cover several razor-edge innovations, such as AI-enabled cameras and workflows addressing fly-tipping.

5. NHS Wales - a service management and regulatory journey

Keith Reeves and Paul Evans, Digital Health & Care Wales
14.55 - 15.40

A light-hearted presentation of how our approach to service management has been embedded into the ever-changing world of NHS Wales over the last 15 years, and how best practices and frameworks have been adopted and adapted to incorporate the digital challenges around patient safety, clinical risk, validation and quality systems. The session will cover off some of the more recent areas of interest within the health sector and discuss how the various service management practices followed by NHS Wales are being adapted to help ensure quality of service to clinicians, patients and the general public. For those who work outside healthcare, this is a great opportunity to understand some of the additional pressures that are unique to the health sector, and some which are even more unique to Wales.

6. Building ITIL 4 Service Value Streams

Akshay Anand, Atlassian & Roman Jouravlev, PeopleCert
15.45 - 16.30

As the pandemic hit in 2020 it was expected that the demand for technology and managed services would plateau, but instead we saw huge demand for our services within the health sector. This presentation explains how we coped with fast-paced change during this time to track, analyse and distribute vaccinations and health

data. Drawing on case studies for UKHSA, Co-hosting as a Service, and Data Processing Services, we explain how BJSS pivoted to provide agile practices, minimal viable services and a DevOps lens to quickly and efficiently help customers in healthcare reprioritise their strategies and support the sudden demand for data, development and live service support.

7. The more we practise, the luckier we get...

Spenser Arnold, HM Land Registry
16.35 - 17.20

Here at HM Land Registry we've been transforming how we organise our teams, with a view to becoming more customer focused and Agile driven, and at the same time building everybody's skills. We've formed into a practice, and this is what truly unites us as a team and ensures that everybody contributes to one another's success. Find out how we built our skills, measured our capability, and continued to improve and simplify our processes by mining people's skills and making the best use of our memberships and training opportunities.

MONDAY - TRACK 2

8. IT Asset Management – Tips from the Trenches

Julia Veall, Vodafone
10.20 - 11.05

Vodafone has developed a mature IT Asset Management (ITAM) service internally, which is recognised in the ITAM community as one of the programmes leading the way. This session will share top tips and best practices on how to take your ITAM practice to the next level including:

- How can good asset management help your other ITSM practices?
- How do you sell ITAM in your organisation and make it relevant to your stakeholders?
- How do you gain C-level engagement and support?
- How do you create a business case for people, tooling and process change?
- How do you assess risk levels in your organisation and communicate them in the most effective way?
- How do you demonstrate the success of your team and support growth in your organisation?

9. A menagerie of meaningless metrics - green is good... right?

Sean Burkinshaw, BT
11.10 - 11.55

How do we measure value? How do we cut through the myriad of opinions on what 'good' looks like to get data we can use to make valuable business decisions? How do we avoid the temptation of just 'making it all green'? Hear from PSMA22 Ashley Hanna Contributor of the Year winner Sean Burkinshaw, a man with 30 years' ITSM experience and a passion for learning new things and sharing knowledge.

10. Service influence – an alternative approach to service management

Michelle Major-Goldsmith & Simon Dorst, Kinetic IT
13.00 - 13.45

The term 'influencer' is widely used today within a niche or industry. But it is something that resonates more within social media than service management. Service management is often seen as the formalisation of process and targets for staff to follow. This is certainly not the only and arguably not its most important role. The application of positive influence is a key success factor of an effective service provider to customer relationship. In modern practices (like SIAM, ITIL 4, and Agile) concepts like collaboration, communication and improvement, whereby people work together towards a shared goal, are widely discussed. Within that the role of a manager is to bring individuals together and establish the combined and collaborative outcome of the whole team. The manager influences the team members (and vice versa) beyond the hierarchical lines of authority or the stipulations of the individual contracts, in order to achieve better results for the individual, the team but also the receiving consumers. In this presentation we want to call out the role of service influence and provide examples of how to improve this within your service management environment.

11. My year as an ITSM Young Professional

Lucy Banks, Barclays
13.50 - 14.35

Following on from receiving my award as PSMA22 ITSM Young Professional of the Year, I wanted to talk about what it is really like to be young and in tech. My presentation will focus on my career to date, my challenges and my triumphs, and what opportunities have come my way in the year following my award win. Speaking to all members of the ITSM community, I want to showcase the benefits and opportunities that comes with early and developing careers in technology and how emerging talent can stem from any young professional.

12. The importance of women in technology

Hannah Hammonds
14.55 - 15.40

As women within tech we need to accept that we face challenges within the industry, so how about we start raising awareness of how we can support the next generation and address the bias? I will be doing this through reflection of my own journey, after being in service management for 8 years. I will highlight the fact that failures aren't always bad; on the contrary they are part of our personal growth, and after facing blockers at the beginning of my career I learnt how to overcome these to get to where I wanted to be. I have proudly shaped and supported a community within cinch to empower Women In Tech (WIT), and after growing the WIT community in a short period of time (just 6 months) we have lots of learning to take away as well as achievements to call out. I hope this session sparks a conversation and empowers businesses to reflect on the needs of their employees; and I hope to encourage others in creating, running & managing a similar community for women to help make the working environment overall a more diverse place.

13. The evolution from problem management to reliability management

Sean Auckland and Thomas Krenz, Vodafone
15.45 - 16.30

When we look back a couple of years, the way our problem management process was set up was very reactive, with outdated practices, and we were not fully leveraging our opportunities nor addressing glaring gaps in terms of global reach. At the start of FY23 we set about a bold vision to address this and transform ourselves into a reliability management practice. The rebranding was not done purely in name but rather to reflect our move beyond the reactive problem space to driving a culture of proactive problem remediation, increased collaboration, and continual learning and improvement, at the same time taking massive strides towards being a truly global function for reactive problem management. And as we move into FY24, we will be pushing the boundaries further, launching the Reliability Management 2.0 framework. This session will describe our journey to date and plans for the future.

14. Outcome-centric operations

Jane Humphries, Fujitsu Services
16.35 - 17.20

ITIL 4 takes us back into the important world of stakeholders, value streams and, importantly, business outcomes – something that seems to have become lost with a process focus over recent years. With the re-introduction of these valuable concepts how can we quickly add value to the business, driving down complexity, improving delivery times, and delighting the customer in an increasingly agile and complex world? An outcome-centric focus across the lifecycle will also assist to drive a culture of continual improvement throughout the organisation.

MONDAY - TRACK 3

15. Implementing SIAM in a global retailer

Peter Hubbard and Karl Twort, The Body Shop
10.20 - 11.05

The Body Shop is an internationally recognised brand with over 2000 stores in more than 60 countries. Over the last two years it has been on a transformational journey, moving from traditional system management to an integrated service management approach with a key external SIAM partner. Join Peter and Karl as they walk you through the journey of a complete global transformation from siloed system, to internal service-led, to blended SIAM ways of working. Key issues covered will be what structure you need to put in place; the importance of the ITSM toolset; key roles (internally and externally) and when to bring them in; and how not to drop the ball (too much) while moving from system to service.

16. Getting more value out of CMDB by understanding your services

Milla Kuosmanen, Efecte Finland
11.10 - 11.55

The same best practices work for all corporate services: IT, internal support services and business services. Many companies have started to plan and implement shared platforms for service management. How do we ensure that the service management platform is utilised in the best possible manner? How can we help IT to create a common language shared with all units? How do we sell the idea inside the company to achieve best TCO for investment? In my presentation I will present an easy model for unifying service management that will suit all services and underline what pitfalls to avoid.

17. Direct Line's agile transformation

Lee Ham and Mark Curry, Direct Line Group (PSMA22 Team of the Year)
13.00 - 13.45

Over the past 2 years we've been at the heart of a transformative journey for Direct Line, embracing an agile transformation, introducing record breaking levels of business and technology change safely, responding to game changing regulation such as the pricing practices review and operational resilience (Op Res), removing millions of pounds of technology cost, and developing our people, processes, technology and data to be future ready. Our self-led journey to evolve our ways of working and do things differently has delivered a monumental step change in our maturity and ability to enable the business. Our visionary service strategy, launched mid-2020, has paved the way for us to align around a shared mission, and operate effectively and efficiently across all domains - be it strategy, change, run and recover - and ultimately maximise our contribution to group objectives and key results. In this session we share our award-winning story.

18. When did IT change management become change prevention?

Chris Good and Sammy Allanson, Mason Advisory
13.50 - 14.35

Change is typically the cause for around 80% of major incidents. Yet enabling change is critical to achieving an organisation's goals. What gives? This session takes a close look at the underlying causes of change-related incidents.

19. The hitchhiker's guide to ITSM practices and standards

Rob Akershoek, DXC Technology / The Open Group
14.55 - 15.40

How do you navigate through the digital galaxy of IT management practices, standards and methods - ITIL 4, DevOps, SAFe, IT4IT, COBIT 2019, BRMBok, SRE, Scrum, Enterprise Service Management, Observability, Digital Experience Management, XLA, Lean Portfolio Management etc. This presentation provides a clear-cut overview of practice trends in the market, and positions them in one overarching digital management galaxy map. It also answers the following questions: What kind of practices and standards do you need to manage

the digital galaxy? How do you create a holistic and integrated digital operating model blending various practices together? What is the ultimate combination of practices? How do you select and implement the right set of practices to build the ultimate digital management capability? Oh, and don't forget to bring a towel!

20. Service management in a changing healthcare world

Iona McCann, BJSS
15.45 - 16.30

ITIL 4 introduced many new concepts such as the Service Value System, the Four Dimensions, and so on. One of these new concepts - service value streams - has been hotly discussed and debated by the practitioner community, and for good reason! Adopting value stream mapping aligns the language and perspectives of ITSM practitioners with Agile and DevOps practitioners, and also helps communicate expectations around the flow of information and value across teams before ultimately creating value for different stakeholders. One of the frequent requests from the ITSM community was for more examples of value streams and in-depth guidance on how to map and analyse them. In this session, Akshay and Roman will ask the audience for a (hopefully simple) example of a value stream and build a simple value stream map grounded in ITIL 4. In doing so, they will explore the relationship between the practices, processes, and value streams in the organisation's service value system.

21. Who wants to be a chaos monkey?

Cristan Massey, Pearson
16.35 - 17.20

Chaos engineering is the discipline of experimenting on a system in order to build confidence in the system's capability to withstand turbulent conditions in production. Why can't this cover service management as well? cinch's service delivery team helps facilitate Chaos Days, not only testing our system but all service considerations and supporting processes. Let's flirt with danger, to avoid any future major disruption. This presentation explains how to do it.

MONDAY - TRACK 4

22. Mental health in the workplace

Daniel Breston and friends
10.20 - 11.55

There are many reasons for anxiety and depression in the working environment, some more obvious than others. Assisted by members of the itSMF UK Board, Daniel Breston leads an interactive session that explores various pressures on mental health and considers what colleagues and employers can do to lighten the load.

23. Good, better, best... Never let it rest... Until your good is better and your better best. Go compare!

Ian MacDonald, Edenfield IT Consulting
13.00 - 13.45

Having a clear understanding of 'what good looks like' is essential to ensure continual improvement is focused on the right things and that you can assess where improvement is required and when to raise the bar by setting more challenging targets. However, thinking you are GOOD can be very subjective. It all depends on the reference points you use as the basis for the targets and improvements you progress. Being GOOD is not necessarily the same as being BEST. In this session we look at the ABC of external comparisons:

- > Assessment
- > Benchmarking
- > Certification.

By using the above, we provide practical guidance to show how comparing your performance against external reference points moves you from simply thinking you are good to become demonstrably best.

24. How Nestlé IT is modernising ITSM

Osvaldo Santos, Nestlé IT
13.50 - 14.35

In the last three years we have reshaped ITSM, incorporating a Scrum methodology and Agile mindset. We have established a Three Es product roadmap in synergy with partners and internal IT teams. Focusing on essentials – essential core, foundations, how to be brilliant at basics, driving MVPs; enhance – intensify and improve the quality of existing solutions and practice (prepare for rapid/future changes); and evolve – aim to drive initiatives connected with emerging tech trends. As a result we have a very solid framework and standard, established at global level and mandatory for partner operations, designed mainly to delight our users (employees) and eradicate business disruptions. In this session we tell our story.

25. Measuring true value – showcasing IT with business SLAs

Martin Goble, Tata Consultancy Services
14.55 - 15.40

We, as IT, report many performance metrics on a daily, weekly and monthly basis but what do these mean to our business customer? Frequently the answer is not a lot! There is an increasing interest and demand for more business-friendly reporting including business SLAs. In this presentation I will discuss what business SLAs are, sharing real examples that we report to our clients in different industry sectors. I will explain how to develop SLAs that are relevant to your business, working through an example to demonstrate how to think like your business.

26. From service management to service manageability

David Billouz, OCIRIS Global
15.45 - 16.30

Utility, warranty and experience are more about the products/services than the underlying processes (delivery, operations). They are of course closely related. Velocity and agility are more about the processes. In this presentation we describe this relationship between the quality aspects of products and services and the newly defined velocity and agility of processes. We look at the warranty (fit for use) of operations versus the agility (incremental and iterative) of delivery and ask, does that mean operations cannot be agile and delivery cannot have warranty? Service management is about organisational capabilities so should the organisations focus more on service manageability? We discuss the difference between service management (focus on identifying capabilities) and service manageability (focus on transforming capabilities to resources). Combining utility, warranty, velocity and agility in service management aims to optimise service manageability. What do these optimisations mean for the service stakeholders?

27. Unlocking real value through IT service management business transformation

Misha Macinski, Pink Elephant
16.35 - 17.20

Based on real cases, we share what works and what does not when executing an IT business transformation with a service management maturity programme at its core. We focus on a set of processes, methods, and tools used to align service management with the needs of a business. And we identify the key parts of any successful business transformation strategy as well as providing measurable results.

TUESDAY - TRACK 1

28. ITV: the UK's largest commercial broadcaster - a service management case study

Bhuvana Sriharimohan and Munir Patel, ITV
09.35 – 10.20

ITV is the UK's largest commercial broadcaster with unrivalled audience and reach. ITV has experienced significant growth in the serviceable addressable market, driven by ITVX - our streaming service and Planet V - our self-service, programmatic addressable advertising platform for digital content. Now our streaming and advertising service management teams have joined forces to manage service during some of our biggest TV events (with typically 2m+ concurrent viewers) and the organisation plans to double digital advertising revenues by 2026. We have had to very quickly mature and modernise our approach to providing service on our digital platforms to meet the broadcast quality experience our viewers expect. In this session we explain how we prepare, run and learn from supporting big live events, covering support models, observability, service escalations and supplier management.

29. Does IT service management need to change?

Dean Clayton, OpenText
10.25 – 11.10

ITSM has had a long history since the mid-1980s. Since then, it has evolved conceptually to provide better IT services and business outcomes. But analysts' data shows that 62% of employees avoid the service desk, and 58% live with ongoing IT issues that the service desk cannot fix. Changing this behaviour becomes more difficult as budgetary constraints emerge in response to macroeconomic conditions. We need a more advanced approach to ITSM automation. The adoption of the latest technologies – including virtual agents, automation, analytics, and ITIL 4 – remains incomplete. Great ITSM potential still waits to be tapped for creating superior user experiences, which will also meet Gen Z demands; improving IT agility; and reducing risks and better controlling costs. During this session, Dean will discuss how to transition to advanced ITSM to enable a more efficient IT department while driving better business outcomes. He'll talk about the benefits that can be achieved with advanced ITSM and provide tips on how to address shifting business demand.

30. Evolving through an ITSM strategy and beyond

Patrick Briscoe & Nicola Gibson, Home Office
11.30 – 12.15

The Digital, Data, and Technology (DDaT) profession is a critical team within the Home Office and one of the biggest Government departments, supporting over 700 products and running the services that help people apply for visas and passports and which support policing and counter-terrorism operations and protect the UK's borders. The world that we navigate is predicated on

TUESDAY - OPENING SESSION

➤ Panel discussion: Neurodiversity in the Workplace

Hosted by Karen Brusch, itSMF UK Chair
9.00 – 9.30

very complex systems that are supported by a large matrix of suppliers, as well as internal teams. It is built across multiple platforms which are a combination of legacy and modern; with a desire to deliver modernised platforms and joined up technologies with an efficient cost-saving approach. As a department we have faced some challenges, particularly with adopting product lifecycle management across multi-disciplinarily teams. We have been trying to adopt a product-centric way of working and our presentation aims to provide an insight into some of the challenges we have faced with different levels of maturity across the department and in trying to incorporate Agile ways of working.

31. Practical aspects of IT resilience management

Vytautas Adomaitis, Danske Bank
12.20 – 13.05

IT resilience management is essential for organisations of all sizes and industries. It enables businesses to build a resilient IT environment that can withstand any type of disruption and quickly recover from it. With the increasing reliance on technology in business operations, IT resilience management has become more critical than ever. In this session, we will discuss the importance of IT resilience management as a practice and the benefits it can bring to organisations. Vytautas Adomaitis, Head of IT Resilience at Danske Bank, will share practical aspects of resilience management starting from impact assessment, ensuring resilience, organising tests, and embedding the practice into the organisation.

32. Jamming with assets – getting started with asset and configuration management

Gary Blower, Eficode

Understanding and configuring your IT assets from the ground up.

33. Wax on, wax off – putting the shine on service management

Simon Walker and Phil McClure, Dept for Work and Pensions
15.00 – 15.45

The DWP Service Operations Design & Transition team have delivered significant business benefit through robust processes to ensure that any new services and any significant changes to its existing (sic) 350 services result in the creation of a service design pack and robust verification of the necessary activities to ensure a safe transition into live. The team achieved this by adopting the 7 ITIL v4 Guiding Principles. With the support of new leadership, a runbook was developed allowing the team to work within the constraints of the project deliveries, supporting less experienced team members whilst setting a framework for the more experienced to ensure delivery of a consistent product and supporting collateral. Then, during 2022, the team 'formed, stormed & normed' with a mixture of existing and new team members, defined new processes, created and refined its service offerings and developed a Service Design Pack. In our presentation

we will tell the whole story and show how we applied the seven ITIL 4 principles to support our journey.

34. Lean in to hear how a war dance inspired my team to succeed

Stephanie Ward, Scopism
15.50 – 16.35

This session is about how multi-national manufacturing company Nestlé found their built-for-purpose software wasn't 'fit' for purpose and how the internal, non-specialist teams overcame this and excelled in the process. This presentation will focus on continuous improvement and how behaviours and mindset can help create a culture to support and sustain improvements long-term within any environment. Helping delegates to appreciate the principles of Lean, we describe a journey through software implementation in an ISO-accredited environment using Lean Office and continuous improvement methodologies across multiple offices, laboratories, and manufacturing sites, with very significant benefits in terms of cost and performance.

TUESDAY - TRACK 2

35. Roles and responsibilities in modern ITSM

Akshay Anand and Roman Jouravlev, PeopelCert
09.35 – 10.20

The introduction of Agile about 25 years ago and the rise of DevOps about 8 years ago have raised serious questions about the role of ITSM in modern product-centric organisations. In particular, the need for dedicated ITSM roles (and teams) is being challenged. How do organisations justify the need for service owners when they have product owners? Is a centralised incident management practice (née process) owner still needed in a world where teams can choose to define their own ways of working? In this session, Akshay and Roman will examine the differences and overlaps between service management and product management roles and responsibilities, and offer practical suggestions on how organisations can blend the two to create a software-centric service management model.

36. Managing service for sustainability

Frieda Morton-Evans and Barry Corless, CGI
10.25 – 11.10

Celebrated author Robert Swan said that "The greatest threat to our planet is the belief that someone else will save it." That message has been heard loud and clear by organisations across every sector which now, almost without fail, have sustainability targets and objectives. Many are working towards or even achieving carbon neutrality. With reliable subject matter experts still painfully thin on the ground, CGI's Climate Change and Sustainability practice has an enviable record in delivering positive results both internally and for clients with digital, innovation and service management at the heart of their strategy. Our presentation will highlight the journey that both CGI and others have been on, with hints and tips to help us all create a better world for us all to live in.

37. Building an AI copilot strategy to automate employee support

Mark McGill, Moveworks

11.30 – 12.15

The Moveworks Enterprise Copilot can help you streamline work processes, improve the employee experience, and promote productivity across multiple departments. Using natural language, employees can effortlessly connect to several business systems and change the way work is done. During this session, we'll demonstrate how companies can automate work with generative AI that is trained on the world's most advanced large language models.

38. Embedding continual improvement into service operations - AgileOps

Geoff Soper and Gareth Watkins, IPO

12.20 – 13.05

We all know that continual improvement should be part of everyone's job description. In our organisation, continual improvement was happening in service operations but was sporadic and not managed or recorded. What has been implemented at the IPO is a framework (using ADO) to gather feedback via our ITSM tool, monitor the progress of CI, confirm our definition of done is complete and go again. In this session we explain the thinking behind our new approach to continual improvement.

39. Your ITSM data where you want it: migrate, archive, replicate, synchronise

Mark Herring, Precision Bridge

14.00 – 14.45

Moving ITSM data used to be a real challenge but this is no longer the case. Automation has made this much simpler, which means you can have your data where and when you want it, whether in a data lake for reporting, archived to an external database to increase performance whilst meeting data retention requirements, or taking it with you when migrating to a new platform. In this session we compare the relative benefits of different options for ITSM data storage.

40. Let's chat - looking at the potential impact of Generative AI in the enterprise

Shane Carlson, ServiceNow

15.00 – 15.45

As the buzz around Generative AI starts to reach the executive offices, it's easy to dismiss it as the next fad, or for execs to assume it won't have an impact on how they do business. The reality is that it is already being used in many businesses to create artwork, provide ad copy, write emails and respond to customers. As we navigate these technologies, entering the workplace in official and un-official capacities, we need to think about ways in which we can proactively incorporate them. For this session we will cover how Generative AI can support chat apps, knowledge management, email, notifications and alerts, marketing campaigns, blogs and social posts.

41. Armed Forces Community of Practice

Cristan Massey and others

11.30 – 12.15

This session will review the work of itSMF UK's newest Community of Practice, formed to help those leaving military life to make full use of their transferable skills, and highlight some of the experiences of members in transitioning from life in the Forces to a service management-based role in Civvy Street.

TUESDAY - TRACK 3

42. The journey to proactive experience management

Tom Hogg and Simon Wilson, Computacenter

09.35 – 10.20

In this session we present Computacenter's journey to become a provider of real proactive experience management. Delivering proactive experience management means to deliver the 4 Ps, which are proactive, predictive, pre-emptive and preventive services to customers. This requires fundamental changes to ways of working, tools to be used and roles involved. Here we take attendees through Computacenter's journey to achieve this.

43. ISO/IEC 20000 - an evolutionary journey

Lynda Cooper and Scott Standen, ISO/IEC/IST60

10.25 – 11.10

This presentation aims to engage and update newcomers through to experienced practitioners about the ISO/IEC 20000 service management standard. Since the 'go-live' of ISO/IEC 20000 in 2005, the international standard for service management is now adopted world-wide in almost 90 countries with over 12000 certifications – making it the world's eighth most popular management system standard for the third year running. As well as introducing the standard, we will discuss some recent updates, including a new part 14 for using ISO/IEC 20000 with SIAM and a new part 15 which covers Agile and DevOps. Finally, we will discuss how we are actively helping to align ISO/IEC 20000 to the London 2050 agreement on climate change and the UN Sustainable Development Goals.

44. How to successfully pivot from ITSM to ESM

Darren Rose, FSP

11.30 – 12.15

How do you take a successful ITSM strategy and replicate it across the enterprise? How do you take IT terminology and language and make it applicable across HR, finance and facilities? How do you convince others in the organisation to trust IT to lead them on their own service management journey? Adopting service management across the enterprise sounds easy in principle, but simply trying to apply ITIL best practice on unsuspecting teams isn't going to result in a successful Enterprise Service Management (ESM) strategy. What's required is a change of approach, which isn't seen as IT telling other teams how to work. After all, ESM isn't about technology, it's about service. This is where a Service Management Office (SMO), who sit outside of IT, can successfully lead and deliver ESM across the organisation. In this session, I'll talk about how to create an SMO, how it is structured, and what its responsibilities are, as well as how to avoid some of the pitfalls along the way.

45. Modern support: how to use it to improve service to employees

Neville Hughes and Mark Bewick, CloudStratex

12.20 – 13.05

Modern support identifies and uses appropriate service management best practices and technologies to provide a great service to employees. It promotes a shift from a 'manual reactive' to an 'automated predictive' approach, which benefits both employees and the organisation. Employees benefit from reduced disruption and faster delivery of services, which leads to increased productivity and happiness – and this includes IT staff who will have more interesting work! The organisation benefits from a happier workforce with less turnover, and a more cost-effective IT service. Modern support includes multi-channels with a heavy focus on self-service and automation. It also advocates taking feedback from employees regularly, to ensure the service delivered is what they need and want. This session will draw on the presenters' experience working for and with global organisations utilising both internal and external service providers. It will give delegates a toolkit to take to their own organisations to start them on their journey.

46. Enterprise SIAM as a key enabler of the Defence Digital Backbone

Lucy Murray Brown, Defence Digital and Nigel Gill, Atkins

15.50 – 16.35

SIAM is the operating model that is delivering the Defence Digital Backbone and enabling the Defence Digital Foundry. Defence Digital OSM has been established as the in-house live service integrator. OSM is the orchestrator of service transition and service operations across Defence Digital, and there is now a need to mature that capability and expand the core SIAM model across defence - to deliver enterprise SIAM. Enterprise SIAM contributes to providing the step change required in the Defence Digital Strategy. That is being achieved by bringing the core components of the Defence Digital Backbone under OSM oversight; by collation and exploitation in real time of live service data; and by data-driven management of

the core components of the Defence Digital Backbone. In this session we explain why SIAM plays such a critical role within our sector.

47. Global best practice - adoption and adaption to drive IT organisational improvement

Nicola Postlethwaite, BT

15.00 – 15.45

The IT professionals and leaders of today are faced with an ever-growing list of best practice frameworks and methodologies. Many organisations feel pressure to adopt the best practice as it stands for fear of seeming out of date, rather than focusing on the value that can be derived from adaption. Both approaches have associated benefits and drawbacks that need to be taken into account as part of the drive towards business maturity. In this presentation I aim to cover some pre-enablers that need consideration before setting out, plus some of the common best practice and how it can be applied in a value-added way in IT.

48. Combining capacity management with service transition to deliver great services invisibly

Vawns Murphy, i3Works

14.00 – 14.45

This session will examine how capacity management can enable great CX and help IT departments level up service delivery. Capacity management is the ITIL practice that doesn't get the love or recognition that it should. Done well, it can help organisations improve performance and throughput while minimising costs. While it is dependent on the wider service design and transition space, it can help IT departments to level up their service offerings and, contrary to some opinions, it is still relevant in a cloud environment. This presentation will draw on four threads: * Lack of failure is invisible to the wider organisation – we need to get better at promoting our successes. * When we don't have capacity problems - is that down to luck or good management (and lots of hard work)? * Waste versus efficiency - what is the sweet spot between over-provision and cost management in terms of being efficient for the organisation? * Why capacity management is still relevant in a cloud-based and SaaS environments. This session will look at why we should incorporate capacity management into service design and transition activities to maximise the benefits and minimise risks.

TUESDAY - TRACK 4

49. StressLess: building your well-being toolbox of techniques

Simone Moore, SJM

09.35 – 10.20

Health is not everything, but without health everything is nothing! Stress hormones are like arsenic: each drop that is secreted can add up over a lifetime, damaging tissues and organs. Wherever a thought goes, a chemical goes with it. It is not the stressors but our response to them that is a determining factor in whether we stay well or develop

disease. The gap between feeling the shift and actioning the shift is often when we feel trapped, the point where we find ourselves entering the looping spiral within our story that spins us into oblivion. There are more than 16 Stress Coping Mechanisms (SCMs), some serving us better than others, and they are in operation at work, home or play. We cope the best way we know how so learning and experiencing more builds our toolbox and resilience. Balancing stress and distress, this interactive session, originally created for service desk analysts unable to leave their desk, is designed to enhance your understanding and experience of the mind-body paradigm with some practical techniques to get you started on your journey to better well-being. Help yourself become more switched-on, energised and brimming with productive energy for increased vitality, clarity of thought, mental and emotional resilience and effective decision-making.

50. HaloITSM session

11:30 – 12:15

51. Ten steps to unsuccessful implementation of an ESM tool

Paula Määttänen, GuideVision Finland

12.20 – 13.05

Any ESM / ITSM tool implementation project should bring value for the organisation – but how does this value materialise? There are some common pitfalls in tool implementation which means that the promised value is often not achieved. These same pitfalls are happening again and again. Why it is so difficult to see them coming when they are so well known? Hear about the ten most common reasons why these projects normally fail and what you can do to avoid them.

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