

**ITSM**

**25**

**STADIUM MK  
MILTON KEYNES  
10-11 NOVEMBER**

# CONFERENCE GUIDE

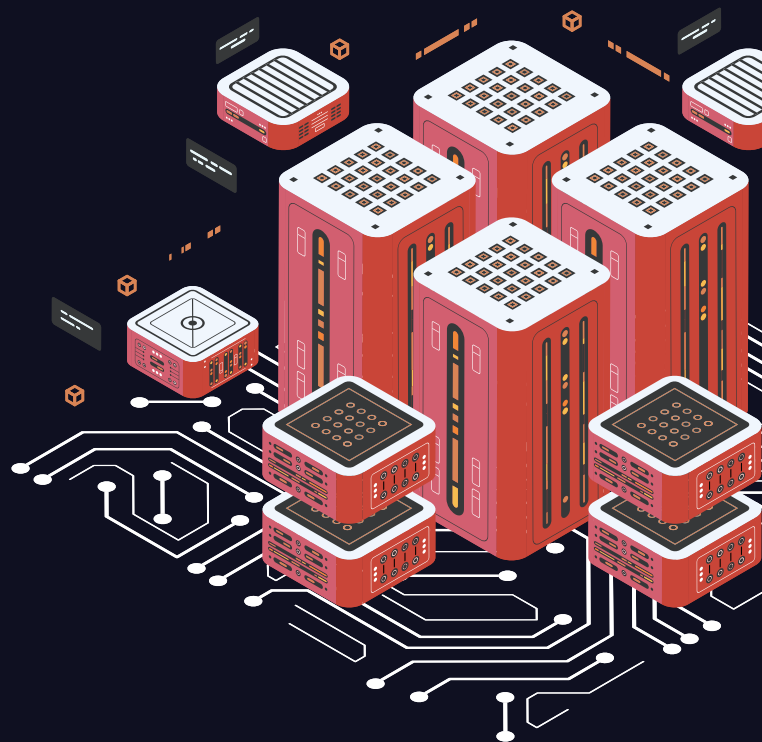


*itSMF UK*

# We have one simple goal.

Improve the service, productivity, and automation experience for you and your customers.

We can help you analyse faster, scale better and unlock capacity within your business.



## We start by understanding how you operate today and how we can help you transform your service.

Identifying where we can add the best value and deliver measurable results. Looking at how to integrate, automate and innovate

across either your existing toolset or by leveraging the right partner technologies and our own innovation.

### Integrate



Across your internal business or to your suppliers, let's take out the steps you don't need. Service Transformation.

### Automate



Identify where it's cost effective to automate. Freeing up time in your business, speeding up development and service.

### Innovate



What's next in Service Management. We look at what is coming to get you ahead of the curve. From self healing to collaboration.

## Our expertise spans a wide range of industries across public and private sectors.

With an 80-strong network of consultants and our own internal development and IP team we have successfully delivered over 1000 projects for our customers. With resources based in the UK, Ireland and India, as well as our consulting partners across the globe, we can deliver when and where you need us.



Increased Business Efficiency



Better Employee Experience



Reduced Business Costs



Reduced Downtime



Identify, Evaluate & Reduce Risk

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# WELCOME TO ITSM25

## Welcome to ITSM25, our 34th Conference and Awards!

This Guide contains details of all the presentations and activities occurring throughout the event as well as a map to get you to the right room at the right time. For convenience, the floor plan is also printed on the back of the jotter in your delegate bag.

Please use the information in this Guide and our new online Schedule Builder to plan your personal agenda, and feel free to hop between the four tracks of content as you wish. All the sessions will be recorded and we'll send you the link after the event. So if you do miss a presentation, you can catch up later.

All four Conference breakout rooms, the networking area where the sponsors are situated, and lunch and refreshments can be found in close proximity on the first floor.

If you are attending the PSMA25 awards dinner on Monday evening, this will take place in the Ballroom, with pre-dinner drinks starting at 19.00. Again, further details can be found in this Guide.

## GENERAL INFORMATION

### Registration and badges

On arrival, make your way to the Conference registration desk to pick up your delegate badge and bag. Please wear your badge at all times – it's your entrance pass to the event.

### Sponsors

We are very grateful to our sponsors – BigPanda, BMC Helix, Cutover, Freshworks, KTSL, ManageEngine, ONEiO, PeopleCert and QA – and our exhibitors and partners Diversified, EasyVista, HaloNinjas, and Xcession, without whom this event would not have been possible. Please take the time during the event to visit them at their booths to learn about the latest industry developments.

### Data privacy

We greatly value your privacy and will do everything we can to protect your personal data from misuse. Our sponsors receive contact details for ITSM25 delegates so that they can follow up after the event. Please let us know if you do not wish to be contacted and we will remove your name from the list.

We will also be having a photographer at the event, taking

photos for our records and for future publicity. If you do not wish to appear in any published photos, please inform a member of the itSMF UK team.

### Social media

Please feel free to share your Conference experiences online. The hashtag #ITSM25 will bring you together with like-minded delegates – please remember it when you're tweeting about the sessions that you attend.

### Feedback

Do let us have your feedback on ITSM25. It is very important and will help us with our plans for future events. You will find a QR code on the screen at the end of each breakout session – please use this to let us know your thoughts. There are also QR links to the general feedback and session feedback forms inside your jotter.

### Car parking

Parking is free to ITSM25 attendees at the venue. Please make sure you park in zones W1 or W2 (immediately in front of the venue) or S1. Then add your car registration details at one of the screens when you register for the event. If you are staying at the on-site DoubleTree Hotel on the Sunday evening, look out for car registration instructions when you arrive.

### Disabled access

The venue is fully wheelchair accessible. If you need any assistance on the day, please notify the Events Team via 07977 575414 or [conference@itsmf.co.uk](mailto:conference@itsmf.co.uk). Accessible parking spaces are available in car parks W1, S1, E1, E2, N2, and N3, which are available on a first-come, first-served basis. A valid Blue Badge must be displayed. Please use W1 or S1 if possible.

### Dress code

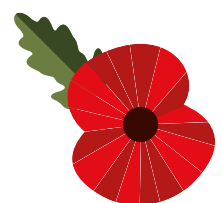
Conference: smart casual. Awards dinner: black tie and posh frocks (or smart).

### Questions?

Inevitably there will be things you need to know that are not covered by this Guide. If you have any questions during your time at ITSM25, please ask at the registration desk or speak to one of the Conference team.



## ARMISTICE DAY

Please note that the second day of Conference this year falls on Armistice Day, and we will observe two minutes' silence at 11.00. Thank you in advance for your support.



# Meet BMC Helix Agentic AI-powered ServiceOps modernisation

BMC Helix delivers custom AI capabilities for mission-critical ITSM and ITOM processes, enabling efficiency, stability, and innovation for your enterprise.



Find out how **Balfour Beatty** left their legacy ITSM supplier and moved to future-ready **BMC Helix ITSM**

**Track Three – Ballroom North**

Monday 10th November | 13:50-14:45



**HALONINJAS**

**HALO**

*Come see us at  
our booth!*

# HALOITSM IS FOR ALL SERVICES NOT JUST IT



## ENTERPRISE

Enterprise-wide by **design**: One platform for requests, SLAs, knowledge, and portals across all departments.



## EXPERIENCE

20+ years' experience: Trusted, pragmatic delivery of large-scale service management.



## OUTCOMES

Fast outcomes: Services LIVE in WEEKS, not months. Lower TCO.

**Right** platform. **Right** price. Done the **Right** way.

- 100,000+ people use **Halo** worldwide
  - 75+ countries run HaloITSM
  - 24/7 global support coverage



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[sales@haloninjas.com](mailto:sales@haloninjas.com)  
[haloninjas.com](https://www.haloninjas.com)

# ITSM25 SPONSORS

**SUNDAY RECEPTION,  
PSMA25 AND MAIN  
SPONSOR**



[www.peoplecert.org](http://www.peoplecert.org)

## EVENT SPONSORS

**ManageEngine**

[www.manageengine.com/uk](http://www.manageengine.com/uk)

**bmc helix**

[www.helixops.ai](http://www.helixops.ai)

**ONEiO**

[www.oneio.cloud](http://www.oneio.cloud)

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**KTSL**

[www.ktsl.com](http://www.ktsl.com)

**QA**  
Learn. To Change.

[www.qa.com](http://www.qa.com)

## EXHIBITORS

**EASYVISTA**

[www.easyvista.com](http://www.easyvista.com)

**xcession**

[www.xcession.co.uk](http://www.xcession.co.uk)

**diversified**

[www.servicedeskshow.com](http://www.servicedeskshow.com)



[www.haloninjas.com](http://www.haloninjas.com)

# Agentic IT operations

Automate L1 operations. Augment incident response teams. Stop IT incidents before they happen.



Come and see us in the networking area at ITSM25

[bigpanda.io](https://bigpanda.io)

# KEYNOTE SPEAKERS



## JULIAN FISHER (OPENING KEYNOTE)

Julian Fisher is an intelligence specialist with decades of operational experience, in the private and public sectors. He starred in Channel 4's show *Spies* as one of the lead trainers/assessors. He is also the author of 'Think Like a Spy: Master the Art of Influence' and 'Build Life-Changing Alliances'. In this book, Julian explains how readers can apply the nine secret skills of espionage to help them achieve their personal and professional goals.

After a short career as a City Economist, Julian joined the UK's Foreign Service working across Africa and beyond, before moving into the private intelligence business. Amongst other adventures, he has been invited to help plot a coup in a West African country (he declined!), intercepted camel-rustlers on a drive across war-torn Somalia and worked with security agencies in South Sudan to help prepare the country for independence.

A specialist in the 'people' side of intelligence, Julian talks about what companies and individuals can learn from this world to enhance their effectiveness and productivity, focusing on leadership, interpersonal skills, motivations and influence.

## ANNETTE ANDREWS (DAY 2 KEYNOTE)

Annette Andrews is a leading people and culture executive with over 30 years of experience with companies including Lloyd's of London, Lloyds Banking Group and Ford. A coach, mediator and experienced human resources officer, she considers how organisations and leaders need to adapt to new expectations from employees and the fundamental changes in leadership style and culture this brings.

Annette has worked with CEOs, boards and senior leaders on a global basis in highly regulated organisations and during some of the most challenging periods in their histories. As Chief People Officer at Lloyd's of London insurance market, she worked closely with CEO Inga Beale to radically change a complex, deep-rooted and outdated working culture. Throughout, her work has been to ensure that people and culture are integrated into business strategy and on the agenda at the top table.

Passionate about supporting individuals and organisations to achieve their full potential, she explores what attracts talent and the supporting culture and practices that need to be in place to retain them. The golden thread that runs through her work is diversity and inclusion. Along with these key factors, she looks at what technological, social and industry changes have to say about employees and employers of the future.



## MARK WATSON (AWARDS SPECIAL GUEST)

Mark Watson is one of the UK's leading live comedians, as well as a writer, producer, and director. Nominated twice for the main Edinburgh Comedy award (and winning it the second time), Mark's brand of intelligent observation, friendly banter, and endearing frustration with the world engages and entertains in equal measure.

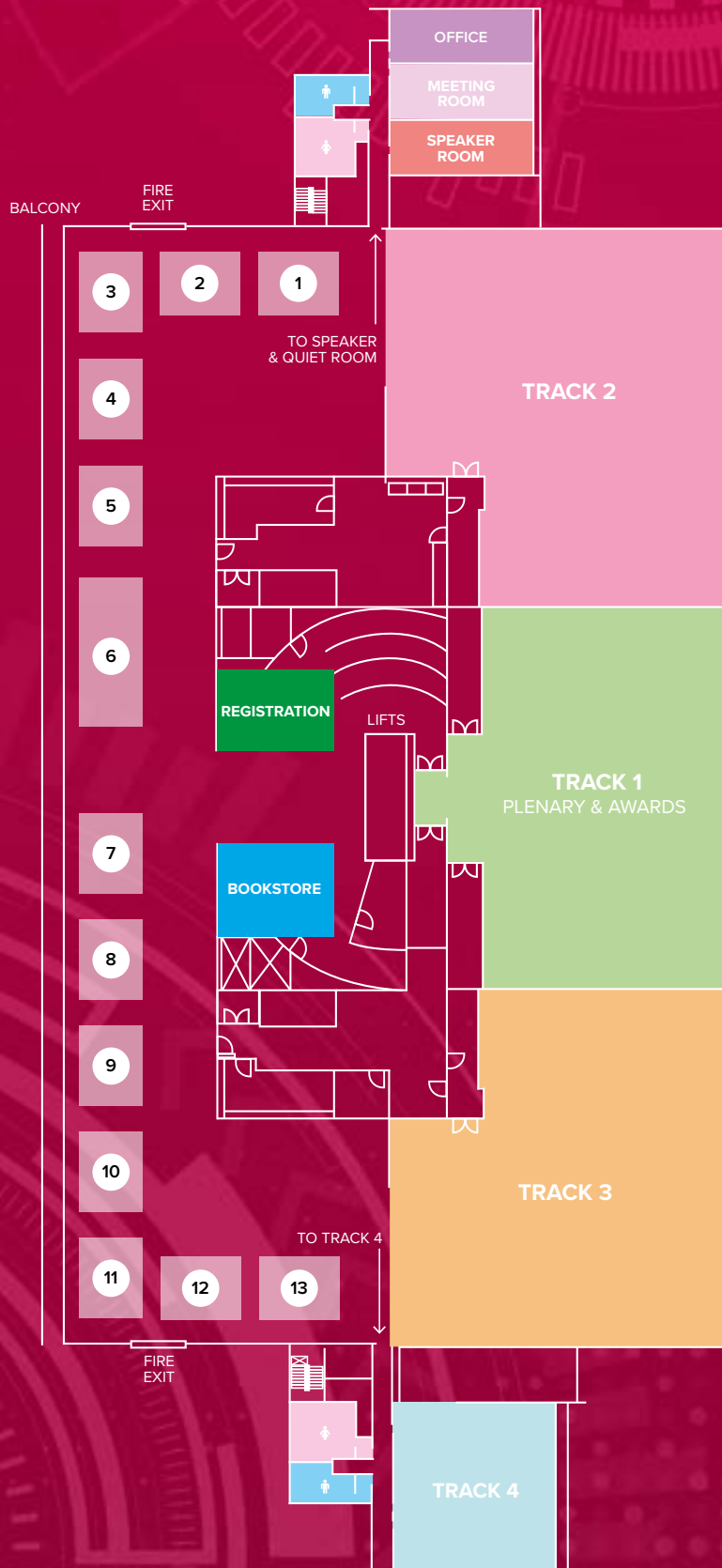
A TV and radio regular, Mark has appeared on almost every panel show going from *Have I Got News...* and *Mock the Week* to *8 Out of 10 Cats* and *Would I Lie To You*. He has also appeared on *This Week*, *Live at the Apollo*, *Taskmaster*, and celebrity editions of *Mastermind*, *Pointless* and *Bear Gryll's Celebrity Island*.

He travelled around Brazil with fellow comic Henning Wehn on a football odyssey in *Road to Rio*, hosted his own surreal take on the celebrity game show in *We Need Answers*, and fronted sports panel show *Mark Watson Kicks Off*. On radio, he's a regular on Radio 4 panel shows, and hosted two series of *Mark Watson Makes the World Substantially Better*, as well as series of *Mark Watson's Live Address to the Nation* and *Mark Watson Talks About Life*.

# FLOORPLAN

## Exhibitor Stands

- 1 BigPanda
- 2 HaloNinjas
- 3 BMC Helix
- 4 Cutover
- 5 QA
- 6 PeopleCert
- 7 SITS
- 8 EasyVista
- 9 Xcession
- 10 ONEiO
- 11 ManageEngine
- 12 KTSL
- 13 Freshworks





## Integration Ops: The missing link in the Ops revolution.

Every major IT discipline has had its Ops moment:

- **DevOps** transformed software delivery
- **SecOps** transformed cybersecurity
- **AIOps** is transforming IT operations

Integrations are still stuck in the pre-Ops era - managed as projects, not as a continuous capability.

### Integration Ops changes that.

Continuous lifecycle management of integrations.



Full lifecycle ownership, governance, automation, observability.

ONEiO provides **Integrations as a Service**, enabling IT and technology providers to adopt the Integration Ops model and remove the last bottleneck of digital transformation.



**ONEiO - The Integration Success Company**  
Discover Integration Ops with ONEiO at itSMF UK  
[www.oneio.cloud](http://www.oneio.cloud)

**ONEiO**  
The Integration Success Company

# CONFERENCE AGENDA

## MONDAY 10<sup>TH</sup> NOVEMBER 2025

08:30 – 08:50	Registration and refreshments			
08:50 – 09:00	Take your seats for the opening keynote			
09:00 – 09:15	Conference opening – Claire Drake, itSMF UK Chair			
09:15 – 09:25	itSMF UK operations update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:25 – 09:55	Keynote – Julian Fisher, Guest Speaker			
09:55 – 10:15	Refreshments and networking			
	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 – Legends
10:15 – 11:00	<b>1 Learning from experience: building agility into operational resilience</b> Gary Mulqueen, Ministry of Defence	<b>2 Value by design</b> Nigel Hopkins, IKEA IT AB	<b>3 Addressing technical debt</b> Duncan Watkins, Forrester	<b>4 What can a bookstore teach us about service management?</b> Roy Atkinson, Clifton Butterfield
11:10 – 11:55	<b>5 Efficient service reporting and service level management through an automated intraday SLA dashboard</b> Francesco Barba, GLEIF and Jan Dix, &effect	<b>6 Strategic organisational management as business enabler</b> Shilpa Thomas, Allianz SE and Rashmi Gunalan, Metafinanz	<b>7 Digital products and services: two different worlds or two sides of one coin?</b> Roman Zhuravlev, PeopleCert	<b>8 Why do so few ITSM professionals make the C-Suite?</b> Mark Boyer, Softcat
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	<b>9 Cleared for take-off: what major incident management can learn from the aviation industry</b> Nigel Murphy, Fujitsu	<b>12 ITSM: experience meets best practice</b> Katrina Macdermid, HIT Global	<b>11 The ch-AI-ngineing landscape of ITSM</b> Aaron Perrott, KTSL	<b>10 For a few problems more...</b> Barry Corless, CGI
13:50 – 14:35	<b>13 Shift left - the right way</b> Andrei Spiridon, Square Enix	<b>14 ADDer's paradise: empowering neurodiverse individuals through agile service management practices</b> Faith Thomas, University of Birmingham	<b>15 From automation to transformation: Balfour Beatty's journey with BMC Helix ITSM</b> Nick Goff, BMC Helix and David Leigh, Balfour Beatty	<b>16 Why are you making your life so difficult? Simplifying service management by tackling data overload</b> Chris Kingsbury, CGI
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	<b>17 Thriving ITSM teams: leading with compassion</b> Emma Wood, STEMCELL Technologies	<b>18 From complexity to control: the new model for major incident management</b> Andrew Peck and Lily Wrist, Cutover	<b>19 Digital transformation - breaking barriers, building the future</b> Agnieszka Bochacka, Lotte Wedel	<b>20 I wouldn't start from here... how to transform your existing service management</b> Martin Goble, TCS
15:45 – 16:30	<b>21 Unlocking IT excellence: the power of unified service models and asset inventory</b> Sean Auckland and Jason Hamer, Vodafone Intelligent Solutions (VOIS)	<b>22 Enabling the journey to service excellence with enterprise service management</b> John Sansbury, ESMi and Sam Heasman, KCL	<b>23 Building an employee-experience focused IT service desk</b> Lee Young, Leeds Building Society and Keith Laughlin, Freshworks	<b>24 The underrated potential of service request management: unlocking efficiency and value in ITIL practices</b> Paul Brandvold, Cegal
16:35 – 17:20	<b>25 Feel-good ITSM: does your ITSM spark joy?</b> Rob Akershoek, The Open Group / DXC Technology	<b>26 SIAM Body-of-Knowledge 2025 – redefining service integration in a changing digital landscape</b> Simon Dorst and Michelle Major-Goldsmith, Kinetic IT	<b>27 Utilising AI in knowledge management</b> Chevonne Hobbs, Illuminet Solutions	<b>28 TOM - bringing ITSM, ESM, XM, and more together</b> Barclay Rae and Steve Cave, Barclay Rae Consulting
17:20 – 18:00	Delegate drinks and networking			
18:00	Conference close			
19:00 – 19:30	PSMA25 Pre-dinner drinks			
19:30 – 01:00	PSMA25 Awards Dinner with special guest Mark Watson			

**TUESDAY 11<sup>TH</sup> NOVEMBER 2025**

08:30 – 09:00	<b>Registration and refreshments</b>			
09:00 – 09:30	<b>Keynote – Annette Andrews, Guest Speaker</b>			
	<b>Track 1 – Ballroom Central</b>	<b>Track 2 – Ballroom South</b>	<b>Track 3 – Ballroom North</b>	<b>Track 4 – Legends</b>
09:35 – 10:20	<b>29 What XLAs are NOT</b> Neil Keating, XLA Institute	<b>30 Are we all doing too much? The significance of cognitive load</b> Cristan Massey, Pearson	<b>31 Are you willing to risk jail because of Shadow AI?</b> Akshay Anand, Mars and James Finister, AI Ethicist	<b>32 Don't be tomorrow's headline. Prepare for resilience.</b> Lisa Delaney and Martin Waters, QA
10.20 – 10.40	<b>Refreshments and networking</b>			
10.45 – 11.30 (including 2 mins' silence at 11.00)	<b>33 Implementing a global SIAM team – the Primark journey to date</b> Neil O'Reilly, Primark	<b>34 Developing and sustaining a culture of CI within a remote ITSM world</b> Katie Trayers, Livestock Information	<b>35 Raise the success ceiling for ITSM processes with AI capabilities</b> Sriram K S, ManageEngine	<b>36 Dopamine versus defence: rewiring human behaviour for cyber resilience</b> Conor Horgan and Dr Clive King, Kepner Tregoe
11.35 – 12.20	<b>37 Transforming major incident reviews for better outcomes</b> Ian Porter, Nationwide	<b>38 The neuroscience barrier: why stressed teams can't adopt change</b> Hannah Holden, Transformation Neuroscience Consulting	<b>39 Practise what you preach: selecting the right tool for a consultancy</b> Simon Powell, AtkinsRéalis	<b>40 ITIL for AI: managing risks, building trust, creating value</b> Dmitry Isaychenko, PeopleCert
12.20 – 13.20	<b>Lunch and networking</b>			
13.25 – 14.10	<b>41 From chaos to control: quality assurance meets service management</b> Bhuvana Sriharimohan and Munir Patel, ITV	<b>42 Global standardisation of risk and impact levels</b> Danielle Dilley and David Heaps, Vodafone Intelligent Solutions (VOIS)	<b>43 Agentic AI - one agent to rule them all</b> Jaro Tomik, CDW	<b>44 Proactive ITSM is a reality: transform change and problem management with agentic ITOps</b> Jason Walker, BigPanda
14.10 – 14.25	<b>Refreshments and networking</b>			
14.25 – 15.10	<b>45 The problem with problem management – and how we transformed</b> Charles Bougon and James Hollinworth, Direct Line	<b>46 Transforming IT configuration data: from chaos to clarity</b> Fiona Benoist and Sarah Routledge, Irwin Mitchell	<b>47 Operating models for the AI era: "If you build it, you run it". The Integration Ops example</b> Jaro Tomik, CDW and Juha Berghäll, ONEiO	<b>48 Hollywood meets service management: the Wrexham way</b> Valerie Wilson and Emma Hanna, BT
15.15 – 16.00	<b>49 Sassy service desk</b> Vawns Murphy, i3Works and Simone Jo Moore, HumanisingIT	<b>50 ISO/IEC 20000, 9001, 27001, 19770 etc - which one is suitable for you?</b> Lynda Cooper, Service 20000	<b>51 From Firefighting to a SolidCloud Managed Service, across Europe and LMICs</b> Ben Clarke, Solidsoft Reply	<b>52 Start small, think big: DTMethod in IT service management</b> Rafal Czarny, Inprogress
16.00	<b>Conference Close</b>			

**SPONSORED BY:**



# JOIN US FOR AN EVENING OF CELEBRATION AND NETWORKING

PSMA25 offers a great opportunity to highlight the achievements of IT service management individuals and teams, whose skills, commitment and imagination have marked them out for special recognition.



The winner in each category will be revealed at our gala awards dinner. Please join us to celebrate with this year's finalists! Note that you can find out more about the Team, Service Innovation, Customer Experience and Young Professional of the Year finalists by viewing their videos at [www.itsmf.co.uk/psma25](http://www.itsmf.co.uk/psma25).

Dress code: Black tie or smart  
**With special guest: Mark Watson**



powered by  


## CONTENT OF THE YEAR

The Content of the Year award is decided through a member vote, choosing from all the eligible content published on the itSMF UK website during 2025. All members are encouraged to submit articles, blogs or vlogs for publication (please send an outline or the completed article to [publications@itsmf.co.uk](mailto:publications@itsmf.co.uk)); it's one of the most effective ways of sharing service management views and experiences – and who knows, you could win this award.

### Finalists...

- Rachael Elliot, CGI
- Valerie Wilson, BT
- Barry Corless, CGI

## YOUNG ITSM PROFESSIONAL OF THE YEAR

Awarded 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...

- Molly Hemeter, BT
- Chloe Mackay, Vodafone
- Ethan Malvern, 3RS IT Solutions
- Josh Nicholl, Irwin Mitchell

## 2025 CHALLENGE CUP

Each year teams of up to four itSMF UK members go head-to-head to compete for this prestigious award, based on a specially devised business simulation. Although the described scenario is fictitious it is based on real events, and the Challenge Cup offers a perfect opportunity for service management professionals to pit their wits against teams from other organisations.

Alongside the learning experience and competition, a charity donation of £1,000 is made on behalf of the winning team.

### Winner...

**Vodafone**

## CUSTOMER EXPERIENCE AWARD

Awarded to an organisation or service management team who have provided the highest level of service to a customer, either internal or external, going above and beyond expectations to provide a truly exceptional customer experience. This might have been achieved through a new project, service improvement plan, organisational design change or new technology, or a combination of these.

### Finalists...

- **Brillio:** Enabling a successful ServiceNow implementation through OCM
- **CGI:** A people-first approach
- **Leeds Building Society:** ITSM tooling upgrade to supercharge colleague experience
- **Ministry of Justice:** Streamlining customer process for assistive technology requests
- **Vodafone:** Global change management transformation

## PEOPLECERT TEAM OF THE YEAR

Awarded 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 trusted relationships with the business to co-create value or adapted their ways of working to support business innovation while simultaneously improving the maturity of service management within their organisation.

### Finalists...

- **Aviva:** Trailblazers of trust – driving service excellence and business growth
- **BT:** Operational resilience with business problem management
- **Serco:** Transformation in service performance and operational maturity
- **Vodafone:** Service management reimagined – price x quantity

## SERVICE INNOVATION OF THE YEAR

Awarded to an organisation that has completed a service transformation project or implemented a solution to a significant service-related issue in the last year, either alone or in partnership with one or more service providers. The successful organisation or partnership will have demonstrated ingenuity in their approach, highly effective management skills, excellent communications and stakeholder engagement, and efficient use of available resources. In addition, the organisation may have adapted new or agile ways of working in order to innovate at velocity.

### Finalists...

- **Capital One:** Customer-centric business process monitoring
- **Coventry Building Society:** Automated access control
- **Manchester Metropolitan University:** Our enterprise service management journey
- **Vodafone:** Driving service excellence through intelligent asset visibility

## ASHLEY HANNA CONTRIBUTOR OF THE YEAR

The Ashley Hanna Contributor of the Year Award is presented to an individual who has made a very significant contribution to the service management profession, either as an itSMF UK volunteer, as a highly dedicated team member within their own ITSM organisation, or in some other way within the community. The individual may be well known for their commitment and achievements, but equally we'd like to hear about any 'unsung heroes' who consistently go the extra mile. This award is named in memory of a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna.

### Finalists...

- **Lynda Cooper, Project Editor, ISO/IEC 20000-1**
- **Chevonne Hobbs, Illuminet Solutions**
- **Julia Veall, Vodafone**
- **Stephanie Ward, Scopism**

## DAVE JONES INSPIRATIONAL LEADERSHIP AWARD

Dave Jones was a popular member of itSMF UK and an influential service management professional for many years. This award, recently introduced in his memory, highlights the achievements of an individual who has demonstrated inspirational leadership within the ITSM world over a significant period.

## PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD

Presented annually to an individual who, in the judges' view, has made a sustained and outstanding contribution over a number of years to the field of IT service management and to itSMF UK. It is the organisation's ultimate recognition for IT service management professionals.

## Itinerary

- 19.00** Pre-dinner drinks in networking area
- 19.30** Doors open
- 19.40** Welcome – Claire Drake, Chair, itSMF UK
- 19.45** Dinner
- 21.00** PSMA25 Awards Ceremony, Special guest Mark Watson
  - Content of the Year
  - Young ITSM Professional of the Year
  - itSMF UK Challenge Cup
  - Customer Experience Award
  - PeopleCert Team of the Year
  - Service Innovation of the Year
  - Ashley Hanna Contributor of the Year
  - Dave Jones Inspirational Leadership Award
  - Paul Rappaport Lifetime Achievement Award
- 22.00** Entertainment and bar
- 00.00** Entertainment closes (bar until 1.00)

# MONDAY 10TH NOVEMBER



› THE LANGUAGE  
OF GROWTH

800  
Government  
Departments

› 200  
Countries



## OPENING SESSIONS

### Conference opening

09.00 - 09.15

itSMF UK Chair Claire Drake welcomes attendees and discusses recent developments in service management.

### Operations update

09.15 – 09.25

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

### Opening keynote – Julian Fisher

09.25 – 09.55

Julian Fisher is an intelligence specialist with decades of operational experience, in the private and public sectors. He starred in Channel 4's show Spies as one of the lead trainers/

assessors. He is also the author of 'Think Like a Spy: Master the Art of Influence' and 'Build Life-Changing Alliances'. In this book, Julian explains how readers can apply the nine secret skills of espionage to help them achieve their personal and professional goals.

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A specialist in the 'people' side of intelligence, Julian talks about what companies and individuals can learn from this world to enhance their effectiveness and productivity, focusing on leadership, interpersonal skills, motivations and influence.

17.20 - 18.00 Delegate drinks and networking

# MONDAY 10<sup>TH</sup> NOVEMBER - 10.15-11.00

## 01 • TRACK 1 Learning from experience: building agility into operational resilience

### Gary Mulqueen, Ministry of Defence

Operational resilience is critical for organisations because it ensures the ability to adapt, withstand, and recover from disruptions whilst maintaining essential operations and delivering key services.

It's not hard to imagine how vital this is for the Ministry of Defence, in ensuring the Armed Forces have the tools they need to defend the realm.

Catering for services adopting traditional Waterfall methods alongside those employing Agile and DevOps styles of delivery, we have removed obstacles so that non-functional requirements are considered as important as the functional elements of service.

We can now assure services against their operational resilience obligations in increasing numbers but with fewer resources, whilst not increasing time to service.

This session will outline a case study, with learning opportunities, from Defence Digital's Operational Resilience lead, Gary Mulqueen.

Gary is a crown servant with a plethora of experience in both industry and government departments who is on a personal mission to remove templates and a one-size-fits-all approach to availability management, capacity and performance management, and service continuity management.

He will outline the strategy he implemented to answer all of these questions together with providing practical examples to help others address these issues and reinforce how none of this can be achieved without considering demand.

## 02 • TRACK 2 Value by design at IKEA

### Nigel Hopkins, IKEA IT

In this session, we will be covering the use of value streams and value-based thinking in transforming IKEA's service management approach - using value-based thinking to bridge between our DevOps engineering teams and our ITIL-based service management.

The approach is also being leveraged to help get the most out of our recent reorganisation of our service management area, with the majority of IKEA employees being moved to another company which now provides the operational service management support.

Additionally, we will cover the reorganisation of the service management team remaining in IKEA, and we'll also talk about the use of gamification during the journey.



## 03 • TRACK 3 Addressing technical debt

### Duncan Watkins, Forrester

An increasing number of organisations are struggling to address technical debt. But as many start on this journey, they don't really understand how to approach the challenge holistically. This session shows how the right business strategies will help you operationalise your technical debt management.

## 04 • TRACK 4 What can a bookstore teach us about service management?

### Roy Atkinson, Clifton Butterfield

During a time when brick-and-mortar stores seemed to be going completely out of fashion, the American bookstore chain Barnes and Noble has performed a remarkable turnaround, adding 57 new stores in 2024. Even through the height of the COVID pandemic lockdowns, Barnes and Noble continued to gain traction, and leveraged reduced real estate occupancy to its advantage.

The story of this success began in the UK at a store called Waterstones, where James Daunt had accomplished a turnaround. His philosophy was considered counter-intuitive, dispensing with high-margin items like toys and focusing on books. Daunt stopped accepting promotional money from publishers. Local managers were given more autonomy, and stores were made more inviting for clientele.

For a long time, service management seemed to lose touch with its constituency, focusing on processes and practices rather than practical business outcomes and the experience of service consumers. We can learn a good deal from the success of Barnes and Noble about how we can leverage experience management and focus on value to produce greater service management success for the organisations we are part of.

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# MONDAY 10<sup>TH</sup> NOVEMBER - 11.10-11.55

## 05 • TRACK 1 Efficient service reporting and service level management through an automated intraday SLA dashboard

**Francesco Barba, GLEIF and Jan Dix, &effect**

How do you manage SLA monitoring with only one person? Beyond simply monitoring compliance of partners, an automated intraday SLA dashboard efficiently supports with pinpointing bottlenecks, streamlining feedback to breaches, ensuring rapid recovery, and providing a seamless way to contact support teams when needed. Partners can effortlessly track their performance, and the SLA dashboard enables them to quickly analyse any breach of agreed targets with just a few clicks, and keep track of both current and past escalations triggered for follow-up actions. Follow us on our journey to efficient service level and reporting management.



## 06 • TRACK 2 Strategic organisational management as business enabler

**Shilpa Thomas, Allianz SE and Rashmi Gunalan, Metafinanz**

This session considers how OM underpins governance, ensuring structured decision making, risk mitigation, compliance and operational efficiency. We also discuss how, when regulatory topics have a high focus (DORA, VAIT etc), OM plays a key role in connecting the expert functions.

## 07 • TRACK 3 Digital products and services: two different worlds or two sides of one coin?

**Roman Zhuravlev, PeopleCert**

Digital products are everywhere, from business to our smartphones. Product teams, product managers, and product owners are in nearly every organisation.

Is product management an evolution of ITSM? Is it a better alternative? What do they have in common and what are the differences? And most importantly, how do we manage digital products and services to ensure value for the organisation and our customers?

## 08 • TRACK 4 Why do so few ITSM professionals make the C-suite?

**Mark Boyer, Softcat**

ITSM, crucial as it is for successful business operations, rarely offers a direct path to the C-suite. Perceived 'technical' leaders are filling roles like CIO or CTO, while ITSM leaders are sidelined.

A recent report revealed only 15% of ITSM leaders felt their roles were critical to strategic decision-making, despite over 60% of CIOs/CTOs citing innovation and strategic alignment as key reasons for their appointment.

The main challenges are:

- \* Perception of ITSM as operational rather than strategic, leading to an underestimation of its contribution to business transformation.
- \* Focus on stability over innovation, as ITSM leaders are often associated with maintaining the status quo.
- \* Over-reliance on metrics that don't translate into business outcomes like revenue growth or market expansion.
- \* Lack of advocacy at the top, as ITSM leaders struggle to highlight their work's alignment with organisational goals.

To break through, ITSM leaders can advocate for their roles, highlight their strategic impact, and focus on metrics that align with business outcomes. They need to focus on how ITSM generates revenue, optimises costs, and retains customers, translating operational achievements into business outcomes. ITSM leaders have the tools and expertise to thrive in the C-suite, but they need to reframe their narrative, focusing on strategic contributions and amplifying their achievements. This session considers how to achieve this.

# MONDAY 10<sup>TH</sup> NOVEMBER - 13.00-13.45

## 09 • TRACK 1 Cleared for take-off: what major incident management can learn from the aviation industry

**Nigel Murphy, Fujitsu**

Embracing the way in which pilots train, rehearse and manage in-air incidents, this session applies some of the lessons learned in aviation to major incidents across IT.

## 10 • TRACK 2 Simplifying ITIL: cutting complexity in change management

**Shameem Akhtar, Wm Morrison Supermarkets**

This session focuses on transforming change management by integrating DevOps culture with modern ITSM tools within the ITIL framework. We'll share real-world examples and practical case studies to show how blending agile DevOps practices with advanced ITSM capabilities can simplify complex change processes, reduce errors, and accelerate outcomes.

Attendees will discover actionable strategies to bridge traditional IT service management with innovative, technology-driven approaches, ensuring effective compliance without unnecessary complexity. Key takeaways include streamlining processes, harnessing tool functionality, and fostering continuous improvement across diverse tech cultures.

This presentation is designed for ITSM professionals eager to adopt cutting edge methods that not only enhance operational efficiency but also create a more adaptable and collaborative change management environment.



## 11 • TRACK 3 The ch'aining landscape of ITSM

**Aaron Perrott, KTSL**

AI is being implemented across ITSM, from generating knowledge to correlating events and enhancing chat; but where will it change ITSM next?

## 12 • TRACK 4 ITSM: experience meets best practice

**Katrina Macdermid, HIT Global**

IT service management has long excelled at ensuring IT systems are secure, reliable, available, and cost-effective. These frameworks provide essential structure, governance, and efficiency—ensuring stability in complex IT environments.

But while these frameworks emphasise the need to be customer-focused, they don't provide guidance on how to design services that work for users, reflect an understanding of their real needs, and make processes and systems truly user-centred. This is where the HIT Global Double Diamond Framework (HITDDF™) comes in. It complements ITSM frameworks, helping IT professionals take a human-centred approach to IT service delivery, and balancing structure with experience.

In this session, we'll explore how leading service-based industries create experiences that IT can learn from, consider the real meaning of human-centred design, decide what ITSM excels at, and explain how HITDDF complements our existing frameworks. ITSM has always been about service—now it's time to include the experience.



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Laurence Lai, Head of IT service and operations at ITSP XMA



Intelligent and conversational AI



Integrated SecOps



Enterprise-wide workflow automation

# MONDAY 10<sup>TH</sup> NOVEMBER - 13.50-14.35

## 13 • TRACK 1 Shift left - the right way

### Andrei Spiridon, Square Enix

Tired of theoretical discussions about 'shift-left'?

This session provides a real-world case study of how we implemented a holistic shift-left strategy, achieving measurable success across our service management ecosystem.

We'll detail our journey of strategically transferring tasks from L3 to the service desk and, crucially, to the users themselves through intelligent automation and self-service.

Learn how continuous analysis and performance metrics fuelled a self-sustaining cycle of improvement, inspiring teams to autonomously embrace shift-left initiatives. Gain practical insights into how to replicate our success and optimise your service delivery..

## 14 • TRACK 2 ADDer's paradise: empowering neurodiverse individuals through agile service management practices

### Faith Thomas, University of Birmingham

Navigating the workplace can be particularly challenging for neurodiverse individuals. Interestingly, certain industries like IT seem to attract a higher number of neurodivergent minds.

In this presentation, I'll share my personal journey as a late-diagnosed neurodiverse woman in ITSM. You'll hear about my experiences and the transformative impact of introducing agile practices into our service management approach.

We'll delve into how agile service management can significantly boost the productivity and well-being of neurodiverse individuals, especially those with ADHD.

By embracing flexibility, adaptability, and collaboration, we can create environments that play to the unique strengths and address the challenges of neurodivergent minds.

Key topics include:

- a brief overview of neurodiversity and ADHD from my perspective.
- the principles of agile service management and their relevance to neurodivergent individuals.
- practical strategies for implementing agile practices to support ADHD.
- tips for fostering an inclusive and empowering workplace culture.

Stay tuned until the end, where I'll reveal my top five 'hacks' for ADHD success in service management functions.

## 15 • TRACK 3 From automation to transformation: Balfour Beatty's journey with BMC Helix ITSM

### Nick Goff, BMC Helix and David Leigh, Balfour Beatty

In this session, Balfour Beatty will share their experience of introducing BMC Helix ITSM into their service management practices, exploring the opportunities, challenges, and lessons learned along the way as well as the benefits they are realising including:

- 92% customer satisfaction
- 100% automated onboarding
- 30% of all service requests fulfilled by automation

During the conversation, we'll reflect on how AI is evolving from incremental automation to a transformative force across ITSM and operations. Together, we'll discuss the broader implications for organisations looking to build resilience, scale intelligently, and prepare for the future of AIOps and enterprise service delivery.



## 16 • TRACK 4 Why are you making your life so difficult? Simplifying service management by tackling data overload

### Chris Kingsbury, CGI IT

Service management and SIAM (Service Integration and Management) rely heavily on the intricate web of data interactions that occur across multiple parties. Whether leveraging asset information to enhance operational practices or building a solid foundation for decision-making, data is at the core of these processes. But are we overcomplicating things? In the era of big data, it's all too easy to get caught up in collecting every piece of information available, often without evaluating its relevance or utility.

This session challenges the status quo, asking: do we truly need all this information? Join us as we dive into practical strategies and proven techniques to qualify and evaluate data, illustrated by examples from our clients, focusing on what truly matters. This session will empower attendees to identify and prioritise useful information, streamline their data management practices, and ultimately enhance their service delivery and integration efforts.

Key takeaways from this session include:

- understanding the role of data in service management and SIAM;
- techniques to distinguish essential data from excess information; and
- strategies for building a solid data foundation that supports efficient practices.

# MONDAY 10<sup>TH</sup> NOVEMBER - 14.55-15.40

## 17 • TRACK 1 Thriving ITSM teams: leading with compassion

**Emma Wood, STEMCELL Technologies**

This session will challenge you to rethink the traditional output-focused ITSM people leadership model, advocating a shift towards leading with compassion. We will explore what 'leading with compassion' means and discover practical strategies, such as regular wellbeing-led check-ins, to build resilience and sustainability within your ITSM team. Learn implementable techniques to create a culture of psychological safety, balanced workloads, and leveraged technology to support team members' well-being, improving performance and staff retention.



## 18 • TRACK 2 From complexity to control: the new model for major incident management

**Andrew Peck and Lily Wrist, Cutover**

Discover how major incident management is evolving into a connected and intelligent process. Learn how automation, orchestration, and AI-powered runbooks elevate incident response beyond manual coordination, enabling reduced MTTR, improved collaboration, and greater operational transparency.



## 19 • TRACK 3 Digital transformation - breaking barriers, building the future

**Agnieszka Bochacka, Lotte Wedel**

Everyone wants digital transformation, yet most companies stumble. Why? Because they treat it as a tech upgrade, not a fundamental shift in strategy, culture, and execution.

In this session, we'll break it down:

- \* the biggest transformation failures – what went wrong and why;
- \* the game-changers – the strategies that turn chaos into success;
- \* the ITSM factor – how structured service management keeps transformation on track.

We'll expose the common traps—lack of strategy, cultural resistance, security blind spots—and show how to make digital transformation work without breaking your business.



## 20 • TRACK 4 I wouldn't start from here... how to transform your existing service management

**Martin Goble, Tata Consultancy Services**

Organisations regularly undergo IT transformations, driven by internal or external factors, top down or bottom up; but what most of them have in common is that they seldom start from a blank canvas!

In this session I will discuss some of the challenges we face when transforming service management to keep up with changing business needs. From tooling to culture, DevOps to difficult vendors, I will discuss the problems encountered and how we have managed them. You will hear how to develop and realise a pragmatic plan for optimising your service management practices, no matter where you are starting from.

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# MONDAY 10<sup>TH</sup> NOVEMBER - 15.45-16.30

## 21 • TRACK 1 **Unlocking IT excellence: the power of the Unified Service Model and Asset Inventory**

**Sean Auckland and Jason Hamer, Vodafone Intelligent Solutions (VOIS)**

The Unified Service Model is a strategic initiative aimed at standardising and simplifying service management across Vodafone.

This model focuses on creating a cohesive framework that integrates various service layers, including business, functional, and technical services. By providing a unified approach, it enhances support for IT operations and observability, ensuring consistent and efficient service delivery.

This alignment with Vodafone's global standards allows for flexibility in local market adaptations. The D&IT Asset Inventory programme complements the Unified Service Model by creating a unified view of all digital and IT assets across Vodafone.

By integrating multiple data sources into a single data lake, the programme improves data quality, avoids asset duplication, and provides comprehensive insights. These insights support various use cases, including incident management, lifecycle management, and compliance with telecoms security regulations.

Together, these initiatives drive significant value for IT teams. The Unified Service Model streamlines service management processes, while the D&IT Asset Inventory ensures accurate and timely data for effective asset management. This synergy enhances Vodafone's ability to deliver consistent, high-quality services, ultimately improving operational efficiency and regulatory compliance.

## 22 • TRACK 2 **Enabling the journey to service excellence with enterprise service management**

**John Sansbury, ESMi Ltd and Sam Heasman, KCL**

Interest in enterprise service management is growing exponentially.

In this presentation, John Sansbury and Sam Heasman will describe the steps that King's College London are taking to achieve service excellence using ESM principles and practices.

## 24 • TRACK 4 **The underrated potential of service request management: unlocking efficiency and value in ITIL practices**

**Paul Brandvold, Cegal**

Service Request Management (SRM) is often overshadowed by incident and problem management in ITIL adoption.

However, SRM holds immense potential for enhancing operational efficiency, improving user satisfaction and driving measurable value.

This session will uncover why SRM deserves more attention, address common implementation pitfalls, and share actionable strategies for maximising SRM outcomes in real-world environments.

## 23 • TRACK 3 **Building an employee- experience focused IT service desk**

**Lee Young, Leeds Building Society  
and Keith Laughlin, Freshworks**

IT service desks must do more than just fix issues - they must deliver exceptional employee experiences that drive real business impact.

Join Leeds Building Society and Freshworks as they reveal how they built an employee-centric IT service desk that puts internal users at the heart of everything they do.

This session explores how Leeds Building Society transformed their ITSM approach by redesigning processes and tools with a relentless focus on accessibility, usability, and user feedback.

Through extensive user experience and acceptance testing, they created a service desk that not only meets technical needs but truly delights users.

Learn how the teams gathered, prioritised, and acted upon user feedback to continuously improve services, resulting in smoother transitions, higher satisfaction, and measurable business benefits.

Discover practical insights and best practices on embedding feedback loops and delivering IT services that empower employees and drive organisational success.



# MONDAY 10<sup>TH</sup> NOVEMBER - 16.35-17.20

## 25 • TRACK 1 **Feel-good ITSM: does your ITSM spark joy?**

**Rob Akershoek, The Open Group / DXC**

Let's face it: IT is a mess! The current system is not designed to support and optimise the digital experience of our IT employees. Despite our best efforts to implement new practices like DevOps and Agile development, and to invest in new tools, we still have suboptimal value streams and poor employee experience. It's time to rethink how we enable our IT employees to do their work. Fortunately, there's a growing focus on human-centric design in IT processes and ITSM tools. By prioritising user experience, we can simplify processes, make tools easier to use, and ensure that the right information is available to support our employees. A prime example of this is the increasing attention to supporting developers through self-service, known as the developer journey. However, we have never designed and architected our end-to-end IT operating model from an employee perspective. Most organisations even lack an architecture of their IT management processes and tooling landscape, which includes project management systems, DevOps tools, ITSM systems, monitoring tools, reporting systems, and documentation scattered across various repositories.

So, how do we optimise the end-to-end journeys of IT employees? How do we enable our employees to make the right decisions with the right information at their fingertips? How can we simplify our processes and provide the right tools in an integrated manner? Join Rob's presentation on fixing the IT operating model by creating a more holistic approach to support our IT employees in the best way possible. Let's fix the system, not the people! Discover the life-changing magic of tidying up IT!

## 26 • TRACK 2 **SIAM Body-of-Knowledge 2025 – redefining service integration in a changing digital landscape**

**Simon Dorst and Michelle Major-Goldsmith, Kinetic IT**

The SIAM Bodies of Knowledge were first published in 2016, with a refresh in 2020. Since then, the digital landscape has evolved significantly, bringing new working practices, emerging technologies, shifting business priorities, and an increased focus on human-centric considerations. In 2025, the global SIAM Community is undertaking a comprehensive update of the SIAM Bodies of Knowledge to reflect these changes.

This refresh not only reinforces the core principles of service integration but also introduces a forward-thinking structure designed to adapt and evolve for the future. Join lead architects Michelle and Simon as they share insights into this major initiative. Discover what SIAM has to offer in 2025 and how these updates continue to support organisations navigating the complexities of modern service management.

## 27 • TRACK 3 **Utilising AI in knowledge management**

**Chevonne Hobbs, Illuminet Solutions**

AI can be used in a magnitude of areas, but knowledge management is one place it can really assist. Trying to navigate and locate information within an organisation is painstakingly difficult. You might be surprised to hear that 47% of digital workers can't find the information they need to do their job. Similarly, the majority of digital workers are held back due to constrained knowledge silos leading to poor decisions, misinformation and the inability to perform their duties.

This is where AI platforms demonstrate real value. This session won't seduce you into thinking the task will be easy, but it will help you understand the steps you need to consider in terms of tool capability, the effort involved and what will be needed to maintain the knowledge management systems you're going to implement using AI at their core. The message is a positive one, and will help transform the way you work in the future, forever.

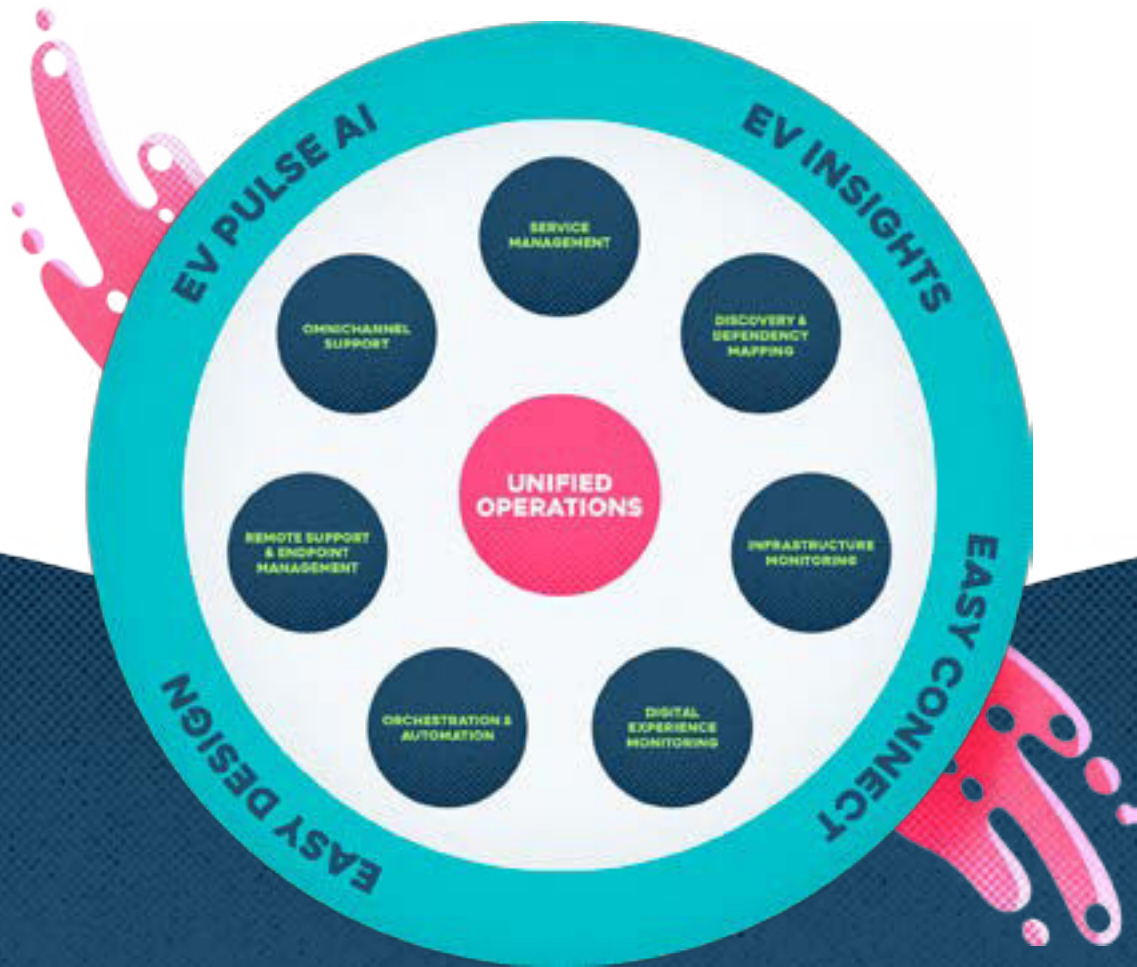
## 28 • TRACK 4 **TOM - bringing ITSM, ESM, XM, and more together**

**Barclay Rae and Steve Cave, Barclay Rae Consulting**

There are many converging models and approaches that are used now for service management and these are all useful and valuable. A Target Operating Model (TOM) is a great way to visualise and socialise the strategic and operational aspects of how we work and what transformation will provide. In this session Barclay Rae and Steve Cave provide practical examples of using TOM as a key tool for development and success, with client examples and stories.

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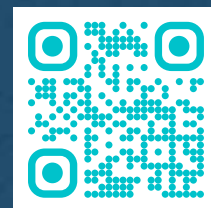
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# TUESDAY 11TH NOVEMBER



## OPENING SESSION

### Opening keynote – Annette Andrews

09.00 – 09.30

Annette Andrews is a leading people and culture executive with over 30 years of experience with companies including Lloyd's of London, Lloyds Banking Group and Ford. A coach, mediator and experienced human resources officer, she considers how organisations and leaders need to adapt to new expectations from employees and the fundamental changes in leadership style and culture this brings.

Annette Andrews has worked with CEOs, boards and senior leaders on a global basis in highly regulated organisations and during some of the most challenging periods in their

histories. As Chief People Officer at Lloyd's of London insurance market, she worked closely with CEO Inga Beale to radically change a complex, deep-rooted and outdated working culture. Throughout, her work has been to ensure that people and culture are integrated into business strategy and on the agenda at the top table.

Passionate about supporting individuals and organisations to achieve their full potential, she explores what attracts talent and the supporting culture and practices that need to be in place to retain them. The golden thread that runs through her work is diversity and inclusion. Along with these key factors, she looks at what technological, social and industry changes have to say about employees and employers of the future.

# TUESDAY 11<sup>TH</sup> NOVEMBER - 09.35-10.20

## 29 • TRACK 1 What XLAs are NOT

**Doug Rabold, XLA Institute**

Experience Level Agreements (XLAs) are all the rage. They have been at the crest of the hype cycle for the last few years.

Everyone is talking about them. Most ITSM practitioners now know what they are. Many know how to develop them. Some have implemented them. A few have realised genuine experience improvement from them. However, one of the unfortunate truths – as with many new approaches and emerging methodologies – is that what they ARE NOT is far too often overlooked.

This simple fact leads to poor design and implementation, which can result in perceived failure. And as the saying goes, “You only get one chance to make a first impression.” Join multiple award-winning CX thought leader and influencer, Doug Rabold, for this session - derived from multiple XLA implementations - which serves as a cautionary tale about the flip side of XLAs: what not to do or expect.

Learn from the experience of others so you can avoid the potential pitfalls in the design and implementation of XLAs.

## 30 • TRACK 2 Are we all doing too much? The significance of cognitive load

**Cristan Massey, Pearson**

We work in an industry where we wear multiple hats. We have many roles, practices, and frameworks. The backlog of work is never empty. Our ambition means we are always aiming higher. When does it shift from being healthy to posing both an individual and operational risk?

This session will explore cognitive load in the world of ITSM, the differences between intrinsic, extraneous and germane loads. We will share best practice and industry insight from a team perspective, look at tools for managing loads when it all gets too much and, most importantly, consider why cognitive load is more important in ITSM than other areas of the business.

## 31 • TRACK 3 Are you willing to risk jail because of Shadow AI?

**Akshay Anand, Mars and James Finister, AI Ethicist**

Shadow AI, much like Shadow IT, poses significant challenges from a governance and risk management perspective.

While Shadow IT involves the use of unauthorised technology within an organisation, Shadow AI represents a more dangerous frontier.

The potential misuse of Shadow AI can have severe consequences, including the leakage of company intellectual property and the incorrect processing of tasks (which in turn can have legal, socio-economic and human impact).

Despite these risks, the covert use of AI continues to rise. In this session, Akshay and James will explore the parallels between Shadow IT and Shadow AI, drawing lessons from our experiences with the former to develop strategies for managing the latter.

They examine the specific implications for ITSM teams, focusing on how the unauthorised use of AI technologies impacts their operations and responsibilities.

They will share actionable insights for mitigating the risks associated with Shadow AI and ensuring robust governance frameworks are in place.

PS: This abstract was drafted by an unauthorised AI ;-)

## 32 • TRACK 4 Don't be tomorrow's headline. Prepare for resilience.

**Lisa Delaney and Martin Waters, QA**

Over the past year, millions of people worldwide have been affected by high-profile business disruptions - service outages, upgrade failures, service breakdowns/interruptions/infiltrations. These 'situations' often get labelled as “tech issues”... but are they really? This session challenges that narrative, exploring how skills gaps - especially in service management, business relationships and customer experience - often sit at the heart of the problem. If you're serious about business resilience, don't just fix problems - prevent them - with skills, knowledge and life-long learning.



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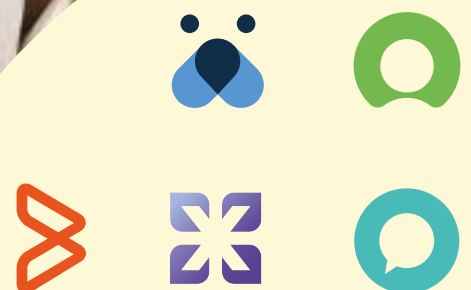
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# TUESDAY 11<sup>TH</sup> NOVEMBER - 10.45-11.30

## 33 • TRACK 1 Implementing a global SIAM team - the Primark journey to date

**Neil O'Reilly, Primark**

This session offers an overview of our journey to date to consolidate SIAM and major incident management teams, spanning multiple vendors and operating in a complex and dynamic environment, into a single global SIAM function.

## 34 • TRACK 2 Developing and sustaining a culture of CI within a remote ITSM world

**Katie Trayers, Livestock Information Ltd**

In an increasingly remote (ITSM) environment, fostering a culture of Continuous Improvement (CI) is both essential and challenging.

This session will explore practical strategies for embedding CI into remote ITSM teams, ensuring service excellence and long-term efficiency.

We'll examine key CI techniques such as Root Cause Analysis (RCA) to drive sustainable problem resolution, virtual Gemba walks to maintain real-time service visibility, and effective stakeholder management to secure leadership buy-in and cross-functional collaboration.

Attendees will gain insights into overcoming the limitations of remote work by leveraging digital tools to implement CI, fostering a proactive mindset on how to gather ideas remotely, and embedding CI principles into daily operations.

Real-world examples will illustrate how high-performing ITSM teams continuously refine processes, enhance service reliability, and drive operational excellence, regardless of location.

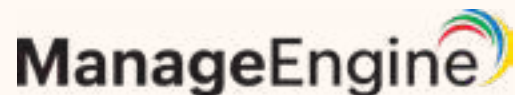
## 35 • TRACK 3 Raise the success ceiling for ITSM processes with AI capabilities

**Sriram K S, ManageEngine**

For decades, ITSM teams have achieved commendable results in service delivery by following established best practices. Now, AI is changing that perception, due to a growing expectation that AI can redefine the limits of traditional ITSM processes.

In this session, we'll explore what happens when intelligence becomes part of the process itself. We'll look at familiar processes in ITSM—Incidents, Requests, Changes, Assets and more—and understand how it can transform with AI capabilities.

Drawing from over 15 years of experience in helping small, medium, and large organizations find efficiency with their ITSM processes, we'll pinpoint where AI delivers the most impact and which process pain points matter the most.



## 36 • TRACK 4 Dopamine versus defence: rewiring human behaviour for cyber resilience

**Conor Horgan and Dr Clive King, Kepner-Tregoe**

Dopamine, the brain's 'feel-good' chemical, drives pleasure during social interactions, rewards, or praise.

While natural, this response creates vulnerabilities in even the most secure IT ecosystems. Cybercriminals exploit human psychology, targeting our desires for connection, recognition, and instant gratification.

This presentation explores the human side of cybersecurity by engineering the performance system: understanding individual behaviours, responses, consequences, and feedback loops. Drawing on real-world experience, we discuss how to shape a security-conscious mindset by addressing the interplay between human psychology and cyber threats.

Cybersecurity extends beyond online training; it requires fostering a robust culture that prioritises long-term resilience over short-term dopamine-driven decisions.

This talk offers actionable insights into building an environment that promotes secure thinking, empowering individuals to resist instant rewards and contribute to a stronger organisational defence.



# TUESDAY 11<sup>TH</sup> NOVEMBER - 11.35-12.20

## 37 • TRACK 1 Transforming major incident reviews for better outcomes

**Ian Porter, Nationwide Building Society**

At Nationwide, we had followed the same major incident review (MIR) process for over ten years. However, feedback from stakeholders highlighted several issues: it took too long; there were too many people involved; discussions were opinion-driven; agreed actions were often irrelevant; unrelated issues were introduced. Change was required! This session will cover...

- The steps we took to refresh our approach to major incident reviews, laying the foundations for success and establishing responsibility for the end-to-end process.
- How we put the right data in place to drive the conversation.
- How we changed the feel and output of the MIR with Kepner-Tregoe Incident Mapping: implementing the approach to add structure to the meeting, focusing on actionable outcomes, and sharing the output in an easily digestible visual format.
- Proactive problem management: how we used the output from incident mapping to strengthen our overall technology control framework.



## 39 • TRACK 3 Practice what you preach: selecting the right tool for a consultancy

**Simon Powell, AtkinsRéalis**

This session considers how a service management consultancy introspectively selects a tooling solution, despite this process not being integrated with their IT service organisation, the accusations of 'Shadow IT!' and the benefit this experience brings to their consultancy engagements.

The journey identifies the most suitable tool by leveraging expertise and industry best practice. It includes a (massively) detailed assessment of requirements (including specific security and data protection needs), stakeholder consultations, and a comprehensive evaluation of available tools.

Key challenges include navigating organisational silos, ensuring unbiased decision-making, and collaboration. These are overcome by establishing clear communication channels, promoting a culture of transparency, and engaging in iterative feedback loops.

## 38 • TRACK 2 The neuroscience barrier: why stressed teams can't adopt change

**Hannah Holden, Transformation Neuroscience Consulting**

70% of digital transformations fail. The top reasons? Poor user adoption, teams that can't pivot when plans change, and workforce resistance that feels personal and irrational.

What if these aren't strategy problems - but biology problems?

When people face change and uncertainty, the amygdala treats it as a threat and triggers the stress response. The prefrontal cortex - responsible for strategic thinking, learning, collaboration, and creative problem-solving - goes offline. Suddenly, teams can't adopt new systems, can't pivot when requirements change, and can't collaborate across IT and business functions.

This isn't resistance. This is neuroscience. And we can use neuroscience to our advantage. When teams learn to regulate their nervous systems, they regain access to the capabilities transformation requires.

Hannah Holden will reveal the biological root cause of why 70% of transformations fail - and shares practical techniques that IT and transformation leaders can implement immediately to shift from the 70% who fail to the 30% who succeed.

## 40 • TRACK 4 ITIL for AI: managing risks, building trust, creating value

**Dmitry Isaychenko, PeopleCert**

Join PeopleCert's Portfolio Director for a practical session on ITIL for AI. The presentation outlines why AI governance matters and how organisations can establish effective AI governance practices guided by the ITIL framework.





# Tech is no longer the differentiator, Service is.

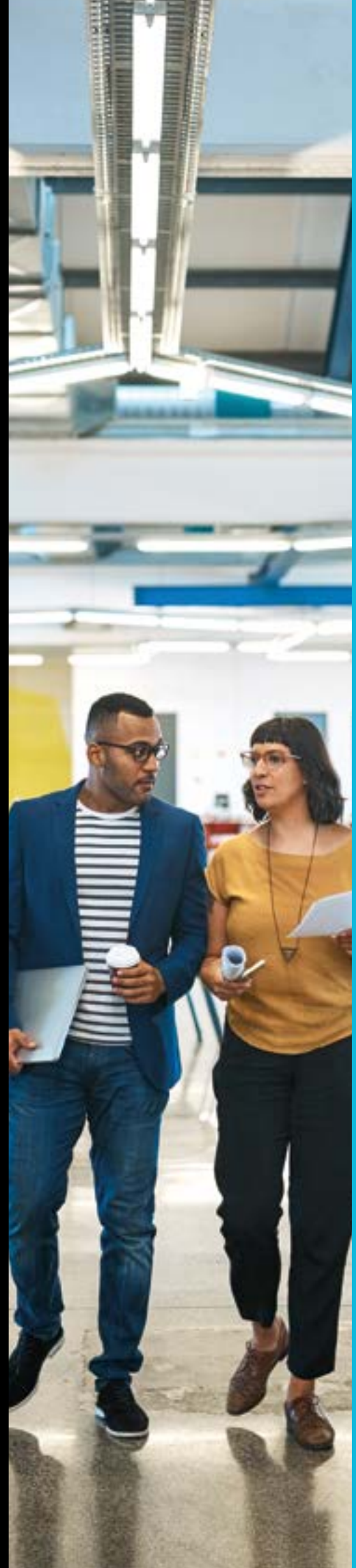
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Service management skills help teams  
deliver real value and stay competitive.

For IT teams and beyond, the skills of  
the people build stronger, resilient,  
high-performing organisations.

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**Explore training at QA, and specifically  
Service management training**



# TUESDAY 11<sup>TH</sup> NOVEMBER - 13.25-14.10

## 41 • TRACK 1 From chaos to control: quality assurance meets service management

**Bhuvana Sriharimohan and Munir Patel, ITV**

Discover how uniting QA (quality assurance) and service management transforms firefighting into foresight.

Our session explores practical strategies to reduce incidents, speed up resolutions, and build a culture of shared responsibility - turning reactive chaos into proactive control.

## 42 • TRACK 2 Global standardisation of risk and impact levels

**Danielle Dilley and David Heaps, Vodafone Intelligent Solutions (VOIS)**

We introduced mandatory objective risk and impact for all changes across Vodafone.

This ensures a standard global view of all changes and ensures that everyone has the same expectations of activities, impacts and risks based on the risk and impact levels of a change.

This in turn streamlines the review and approval process. It also highlights anomalies within any given change such as a lack of testing, so that these too can be addressed.

This has allowed us to improve the CAB, using it as an opportunity to assess higher risk and impact changes and remove noise from CAB calls.

## 43 • TRACK 3 Agentic AI - one agent to rule them all

**Jaro Tomik, CDW**

A lighthearted view of the buzzword of 2025: Agentic AI.

It's happening, whether you like it or not.

We will cover what it means, why it's happening, look at how different vendors and non-ITSM departments approach it, consider its value to the business, explain why it's key to include it in your digital strategy, and discuss how its emergence will affect your colleagues in both positive and negative ways.

Please note: risk of Lord of the Ring references..

## 44 • TRACK 4 Proactive ITSM is a reality: transform change and problem management with agentic ITOps

**Jason Walker, BigPanda**

For decades, ITIL-aligned change and problem management teams have been tasked with balancing speed, safety, and service reliability.

But the reality is often painful: customer-impacting outages due to changes and recurring problems, and stalled innovation due to unnecessary firefighting.

The good news?

A new generation of agentic ITOps is emerging where AI-powered systems don't just assist humans but actively detect risks, surface insights, and recommend actions in real time.

The result is more than efficiency. It's a cultural transformation: fewer incidents, faster time-to-resolution, improved reliability, and the freedom for ITSM leaders to focus on strategic execution instead of perpetual recovery.

Join this session to see how agentic ITOps can predict and prevent incidents, deliver measurable business outcomes, and help your teams move from 'after the fact' responders to true drivers of business resilience.



## 45 • TRACK 1 The Problem with Problem Management - and how we transformed

**Charles Bougon and James Hollinworth, Direct Line**

18 months ago, Problem Management at Direct Line Group was seen as slow, low-impact, and disconnected. We recognised the need for change and worked with stakeholders to understand what value they truly wanted.

With a refreshed team, we shifted our approach – embedding within engineering squads, improving communication, and ensuring a seamless flow from Major Incident into Problem. We focused on outcomes, not process, prioritising what mattered most to the business, our customers, and colleagues.

The change was clear. Problem Management is now seen as an enabler – a trusted partner for messaging, prioritisation, and long-term fixes. CSAT and engagement are high, and we're now focused on proactive insight, reporting, and evolving our service to drive even more value.

Join us to learn about the journey.

## 46 • TRACK 2 Transforming IT configuration data: from chaos to clarity

**Fiona Benoist and Sarah Routledge, Irwin Mitchell**

Until recently our IT configuration data was in disarray, information held in multiple systems and often duplicated or out of date. Our CMDB was a list of assets, with no relationships between them. This caused business disruption and IT outages due to lack of visibility for change management and incident resolution. Recognising the need for change, we embarked on a transformative journey.

We formed a community of practice, undertook workshops and fact finding and identified use cases. We aligned business initiatives around a target operating model, capability mapping, Azure migration and ServiceNow Discovery, creating immediate value using the ServiceNow CSDM framework. We replaced our legacy systems catalogue, started mapping application services and building views of services, which improved change assessments. In this session we will describe our approach and the benefits of bringing clarity to our IT configuration data.

## 47 • TRACK 3 Operating models for the AI era: “If you build it, you run it”. The Integration Ops example

**Jaro Tomik, CDW and Juha Berghäll, ONEiO**

AI now makes building everything from applications to fleets of AI agents easier and faster. Still, the challenge lies in running them safely, reliably, and with production-level quality.

In part one of this session, industry expert Jaro Tomik establishes the standards for AI-era operations under the principle, “If you build it, you run it.” He outlines the requirements for AI-era operating models: clear accountability and a product mindset, a lifecycle extending beyond just building, controls for security/data/change, agent guardrails, and multi-party coordination.

In part two, ONEiO founder Juha Berghäll demonstrates these requirements in practice with Integration Ops, an operating model for managing the full lifecycle of an integration and shifting from a project to a product mindset. You'll see how applying Ops principles fosters accountability from planning to monitoring and cost control, even as implementation volumes increase in complex IT service environments.

This session is designed for IT/ITSM leaders and practitioners seeking new ways to operate modern AI-era IT services.



## 48 • TRACK 4 Hollywood meets service management: the Wrexham way

**Valerie Wilson and Emma Hanna, BT**

From Hollywood to the Racecourse Ground, Wrexham has captured the imagination of fans around the world.

But beyond the feel-good story are lessons that every ITSM leader can use—about culture change, resilience, and the power of people.

In this talk, we'll translate football's most surprising success story into practical takeaways for building high-performing ITSM functions.

Along the way, we'll explore how BT has applied these same ideas, with case studies that bring the parallels to life.

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Recover 50% faster



70% faster planning and testing



60% less regulatory prep time



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**AI-powered runbooks built for your enterprise to de-risk mission-critical IT events such as disaster recovery, major incidents and cloud migrations.**

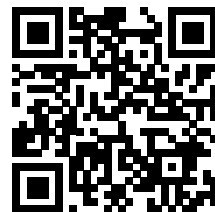
For major organizations, fast and effective major incident management is more important than ever - but many have no structure in place for repeatedly resolving major incidents and have to start from scratch for each new response.

## cutover

Respond and recover faster with AI

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# TUESDAY 11<sup>TH</sup> NOVEMBER - 15.15-16.00

## 49 • TRACK 1 Sassy service desk

**Vawns Murphy, i3Works and Simone Jo Moore, HumanisingIT**

The service desk is the most visible part of service delivery and yet they're overworked, under funded and under appreciated.

This session will look at how to fall in love with your service desk again and offers practical solutions for dealing with common challenges - from tackling backlogs to improving engagement and beyond.

## 50 • TRACK 2 ISO/IEC 20000, 9001, 27001, 19770 etc - which one is suitable for you?

**Lynda Cooper, Service 20000**

So many standards but which one will really help your organisation to work well, and improve and demonstrate their professionalism and quality to their customers? Standards exist for so many topics - service management, information security, quality management, IT asset management, AI etc etc.

Lynda will help you to demystify these various standards and consider what they have in common, what makes them unique, how to choose one, and how they can be used together.

She will provide real-life examples to illustrate how various types and sizes of organisations use standards to their advantage and the benefits they gain from this.

## 51 • TRACK 3 From Firefighting to a SolidCloud Managed Service, across Europe & LMICs

**Ben Clarke, Solidsoft**

What started as a small two-person service desk struggling to keep up with daily incidents has transformed into a fully-fledged, AI-powered cloud managed service operating across 28+ countries using Microsoft Azure.

Navigating the complexities of a highly regulated, GAMP-enforced pharmaceutical environment, we had to balance innovation with compliance, all while managing a centralised CAB and operating in a politically diverse, multi-national landscape spanning European LMICs (low and middle-income countries).

This session will take you on a real, raw journey of transformation, sharing hard-earned lessons on how we scaled from firefighting incidents to delivering:

- 24/7 incident, problem and change management in a complex, multi-jurisdictional environment
- a centralised CAB that works – streamlining global change control while maintaining agility
- GAMP-compliant service management – meeting strict pharmaceutical regulations without stifling innovation
- automated monitoring and proactive alert – shifting from reactive firefighting to predictive service management
- capacity and spend optimisation – managing cloud resources efficiently across diverse economic regions
- scaling from two people to a fully managed global service – how we built a high-performing ITSM operation from scratch.

## 52 • TRACK 4 Start small, think big: DTMethod in IT service management

**Rafal Czarny, Inprogress**

This session offers an invitation to discover how design thinking can easily revolutionise IT service management. We'll present DTMethod, a structured design thinking methodology perfect for beginners, showing you how and where it can be applied even if you're just getting started in ITSM.

We will guide you through the process of exploring problems and challenges, engaging you in creative thinking and finding innovative solutions.

You'll learn how to easily create a service that addresses real user needs by testing ideas in a safe and iterative environment.



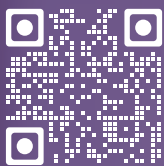


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