

*ITSM for innovation

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Optimalisation
of costs by
introducing
ITSM

Supportive
tools and
approaches
for innovation
with ITSM

Change
management
and mental
change

* Observations based on
the EU project
INNOTRAIN



IT service management (ITSM) helps organisations to **structure** themselves and provides an **optimal** support for processes by the IT.

SERVICE



**Adaptation of the IT to the needs
of the employees and customers**

Approach



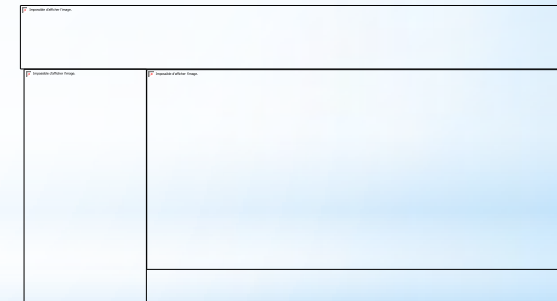
Analysis of existing
ITSM methods

Survey on
ITSM usage in SME

24 case studies from
6 regions



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INNOTRAIN IT (Method and
modelling tool)

Free trainings and eLearning-
platform

* Reasons for ITSM

- * Risk minimization and rise of the flexibility
- * Work relief and cost reduction
- * More transparency with respect to the time and costs
- * Representation of dependences
- * Combination of business and IT processes



* Survey

Did you know that...

...IT staff from SMEs applying ITSM is able to care about 20% - 40% more IT workplaces?

...processes in SMEs using ITSM are five times more often optimized?

...SME using ITSM produces 2,5 times more product innovations?



Learn more at: www.innotrain-it.eu → Downloads

* IT Service Management (ITSM) - Background

IT Management vs. IT Service Management

- Traditional IT management is almost exclusively focused technical.
- ITSM is business-oriented, it establishes a connection between IT and business process. It thus describes advanced techniques to the business processes with the best possible IT support.

The "Information Technology Infrastructure Library (ITIL) is the de facto standard for ITSM. It was developed in the 80s by the British Office of Government Commerce OGC

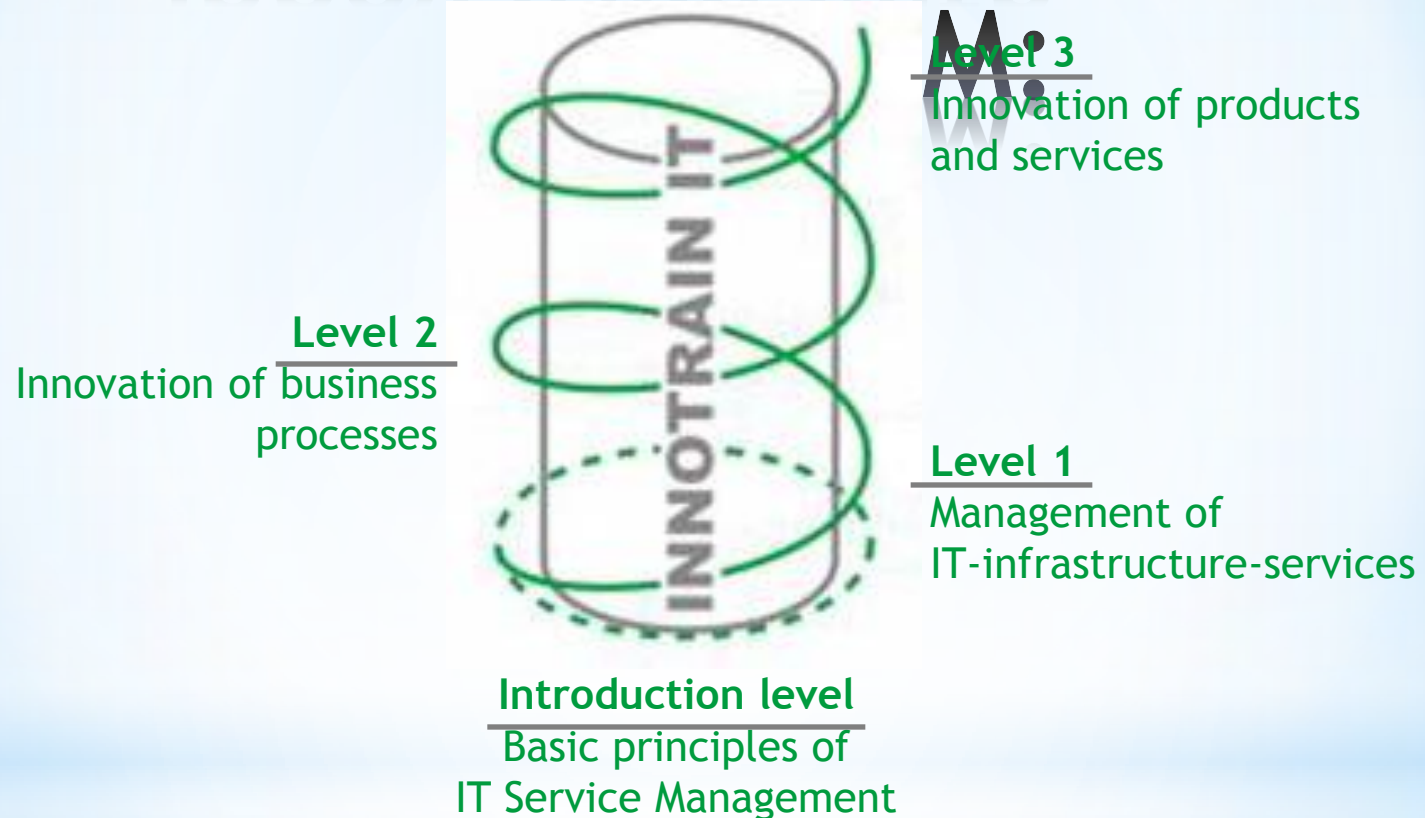
Today ITIL is being maintained by the ITIL itSMF Association (the current version 3)

Other ITSM related standards are: COBIT, MOF, CMMI, ISO20000, PRINCE2

*ITSM Philosophy

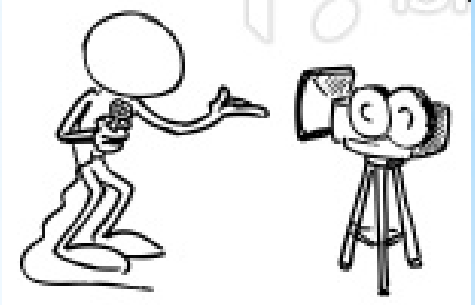
- * ITSM shouldn't be considered as a further management tool. It is a complete philosophy.
- * Using ITSM basic components, the management of the IT can be much more efficient and simple.
- * Every IT service, every underlying process and any IT infrastructure are subject to a life cycle.

*Innovation with



INNOTRAIN IT innovation spiral

*ITSM definitions (1)



- * **Role:** a „behaviour pattern“, define features, functions and rights. Roles are independent of people and functions. E.g. a decision maker, a customer, a transmitter, etc.
- * **Function:** a function is defined by the roles they may take. E.g. a function IT manager or the office staff , these functions may take different roles. Usually, the clerk is not necessarily the „personal representative“ but indeed he can be a „transmitter“.
- * **Process:** a sequence of activities with a defined beginning and the end. Every process consumes appropriate resources (money, working time, commodities, etc.). The result of a process may constitute the trigger for another p



- * **Help Desk:** a central feature of ITSM. It is the link between IT services and operational business. All requests and assistances for the business are handled by this function.
- * **Incident:** an IT problem or an IT service request. E.g., „my Excel crashes“ or „I can´t generate a PDF from Excel“. For later analysis, all incidents should be edited and their status should be maintained from the central Help Desk.
- * **Problem:** exists when multiple incidents create a pattern. The central administration from the help desk can identify recurring problems (for example, Excel keeps always crashing to user XY when he or she is working at the same time with Word) and so long-term solutions could be found.



* ITSM definitions (2)

* **Change:**

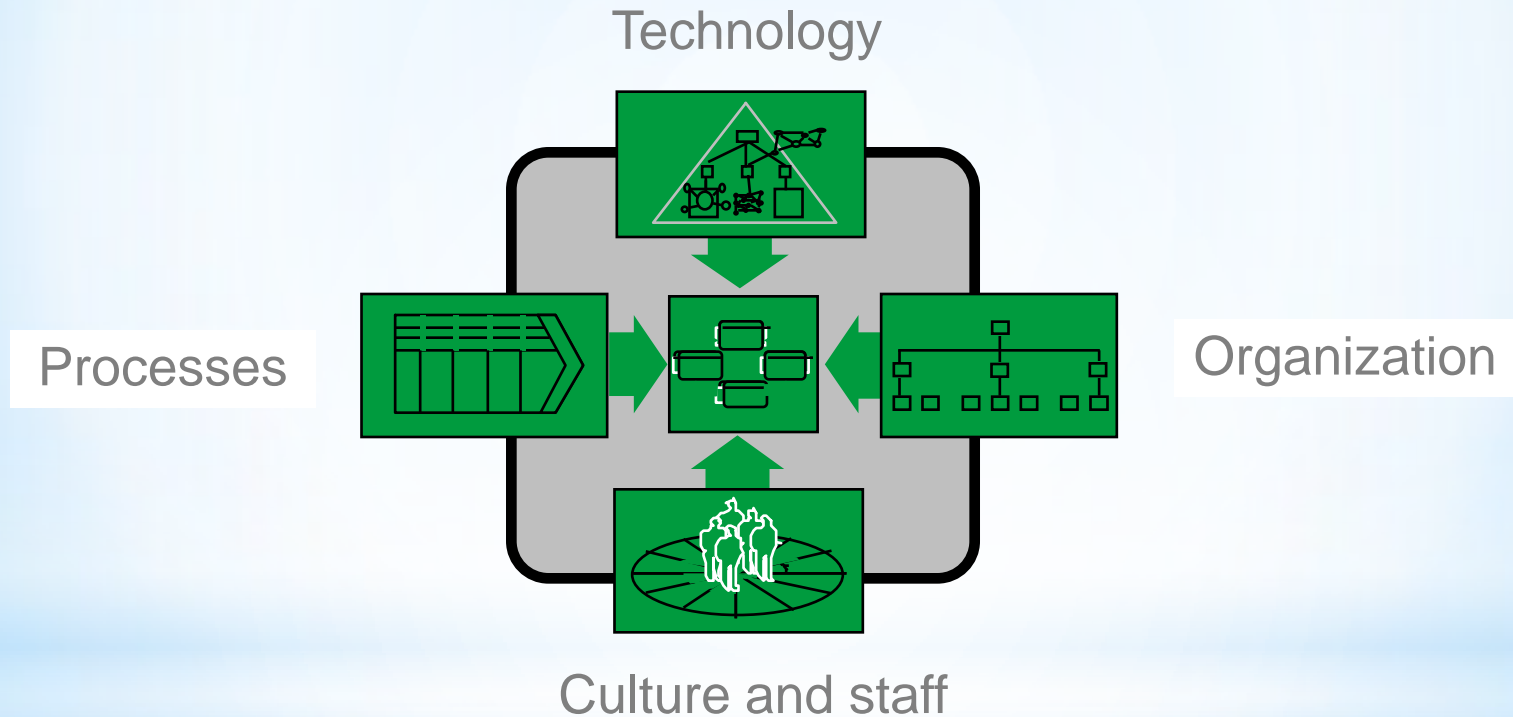
Any change to the existing IT landscape. E.g. identifying a problem can lead to a change if an appropriate solution is found (Excel crashes every time Word is open). A solution for this problem could be the installation of more memory. This change is also called CHANGE.

* **Continuity /Availability / Capacity:**

Important aspects of the ITSM is reliability (Continuity), availability and the capacity of IT services and IT systems. These three aspects are representative for the smooth operation of IT infrastructure.

* ITSM definitions (3)

* Innovation: to consider all aspects of ITSM



Die

The key to successful change management is balancing these four factors.

* Change Management: basic principles

Changes begin by appreciating the past

Changes need sense and future images (visions, strategies, targets)

Changes need professionalism (e.g. concepts)

Changes start in ones „head“ and in ones „heart“

Changes are a learning process

Changes are „personal“ matter

Changes are always accompanied by conflicts

Changes require transparent communication

Changes require a marketing strategy

*Change Management & Gaps

