Developing Digital Transformation Capability

An Introduction to Applying VeriSM™
Agenda

- Who are we?
- The Challenge and the Opportunity
- Chief Architect Perspective: The Why and How of VeriSM™
- VeriSM™ in a Nutshell
- Consultant Perspective: Practical Experiences of Applying VeriSM™
- Resources & Professional Certification Scheme
About the Speakers

• **Claire Agutter**: Service Management trainer, consultant and author. Director at ITSM Zone, providing accredited eLearning and also at Scopism, publisher of the SIAM Foundation and Professional BoKs. Claire is the host of the popular ITSM Crowd hangouts, and Chief Architect for VeriSM™.

• **David Barrow**: Independent Consultant with 20+ years of experience in IT Service Management roles across multiple industries, working within IBM, CapGemini, O2 and HSBC amongst others. VeriSM™ Professional certified. David focuses on delivering solutions that are both outcome-based and customer-focused.

• **Suzanne Galletly**: Portfolio Director at EXIN, with responsibility for EXIN’s broad certification portfolio in line with changing industry needs. VeriSM™ Contributor and VeriSM™ Chief Examiner at the IFDC. Suzanne is a regular international speaker on the subject of digital competence development.
The Challenge of Digital Transformation

‘Research indicates that 70% of Digital Transformation initiatives will not reach their stated goals, equating to $900 billion ‘waste’.‘

(Forbes, Harvard Business Review, McKinsey)

- Unclear or unaligned strategy / goals
- Lack of the right mindset needed to bring about change (Fear, Outside-In, Agility)
- Capability gap; Scaling
- Lack of a holistic approach (Silos)
“The challenge is not to design a more digitally-savvy IT unit; the question is how to organize the entire firm for success with technology. As such, IT as a wholly separate functional unit should cease to exist.”

Joe Peppard | Principal research scientist at the MIT Sloan Center for Information Systems Research
The Opportunity of Digital Transformation

- Research from Deloitte has shown that organizations with a strong learning culture are 56% more likely to be **first to market** with a product or solution. Moreover, they will also **outperform the profitability** of their peers by 17%.

- Research from McKinsey Global Institute has shown that data-driven organizations are **19 x times as likely to improve ROI**.
Community Driven
Broad Representation
VeriSM™ Approach

- Value-driven
- Evolving
- Responsive
- Integrated
An organization has to use all of its capabilities to deliver value to the consumer through products and services.
The VeriSM™ Management Mesh is unique to your particular organization and can be flexed based on new and changed requirements. It helps identify the right balance of technologies and management practices to support your digital strategies.
10 Steps to Adopting, Adapting & Applying VeriSM™ Service Management for the Digital Age
The VeriSM™ approach helps organizations to develop the agile culture needed for digital transformation. It helps them to integrate methodologies and technologies that support their digital strategies – and govern them under one model.
Current State

- Digital Services reliant on aging technology
- SILO’d teams with varying / sometimes conflicting objectives
- Varied layers of governance and risk management
- Major investments in place
- Services Level mismatch with users
- 3rd Party delivery not always understood

Desired State

- Service’s mapped and fragility understood
- Joined-up customer focused objectives
- Governance understood and right-sized where appropriate
- Continue to invest, with a plan
- Redefine SLA’s to XLA’s
- Contracts reviewed and amended

VeriSM™ used in varied environments

- Built a network of impactors & influencers across the org
- Identified Proof of Concept Services, red to green or green to red
- Embedded knowledge and shared values via Service Quality Practice(s)
- Understood, engaged and reviewed governance and risk approaches
- Agreed to a customer-focused view to develop Experience Level Agreements
- Identified elements that make service(s) ‘fragile’ and iteratively reviewed
VeriSM™ used in varied environments

The consumer is at the heart of VeriSM, how we collaborate, organize ourselves, and our attitude is reflective in our delivery and management of services. I have used my own interpretation of the 'Management Mesh' to improve Service Quality thinking across 3 global businesses, here's how (in a nutshell).

**Focus areas:**

- Service Reliability
- Service Risk
- Commercials
- Service Maintainability
- Data Integrity
- Knowledge
- Service RoadMap
- Processes
- Architecture
- People

**Outputs**

- Recommendations agreed with C-Level
- Actions to improve incrementally
- Rolled up regional recommendations
- Entry point into global right practice process
Resources

www.verism.global

https://training.itsm.zone/free-courses/free-verism-overview-course/
VeriSM™ Certification Program

Program

Module

VeriSM™ Professional
VeriSM™ for practitioners

VeriSM™ Foundation
VeriSM™ for all staff involved in service provision

VeriSM™ Plus
VeriSM™ for certified (IT) Service Management professionals

VeriSM™ Essentials
VeriSM™ for professionals at the start of their career
Management Mesh Workshop

Event update: itSMF UK's annual conference will take place online November 16 and 17 with #VeriSM and the #ManagementMesh on the program. Lead ...see more

ITSM2020 - Management Mesh Workshop VeriSM
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