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

Claire Agutter · Suzanne D. Van Hove · Randy Steinberg · Dave vanHerpen · Doug Tedder · Johann Botha · Karen Ferris · Krzysztof Politowicz · Leo van Selm
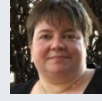
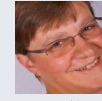Robert den Broeder · Clare McAleese · Rob England · Simon Dorst · Gary Hibberd · Steven R. Matthews · Wendie Adams · Yong Mei Liu · Helen Morris
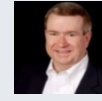
Aureo Antunes · Chris Littlewood · Masaya Kobayashi · Steve Leach · Rory Canavan · Daniel Breston · Alison Cartlidge · Victoriano Gomez · Sachin Bhatnagar
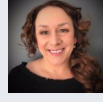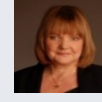
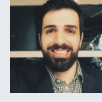Reni Friis · Stephen Mann · Lewis Herbert · Andrea Kis · Michelle Major-Goldsmith · Sandra Whittleston · Vinícius Luna · Simone Moore · Luis Anderson
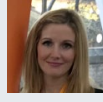
Peter Brookes · James Gander · April Allen · Anna Leyland · George Nawara · Jan Bouman · Richard De Kock · Rachel McElroy · Andy Humpprey

… and many more

Broad Representation

... and many more
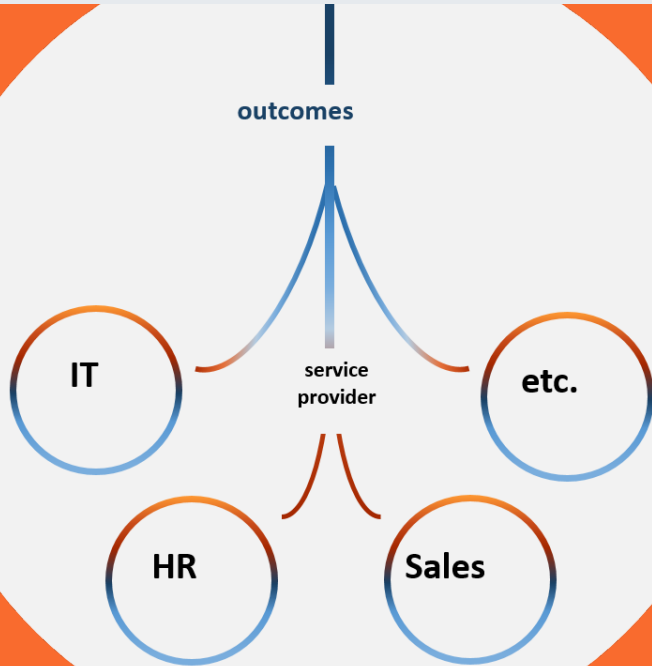
VeriSM™ Approach

Value-driven
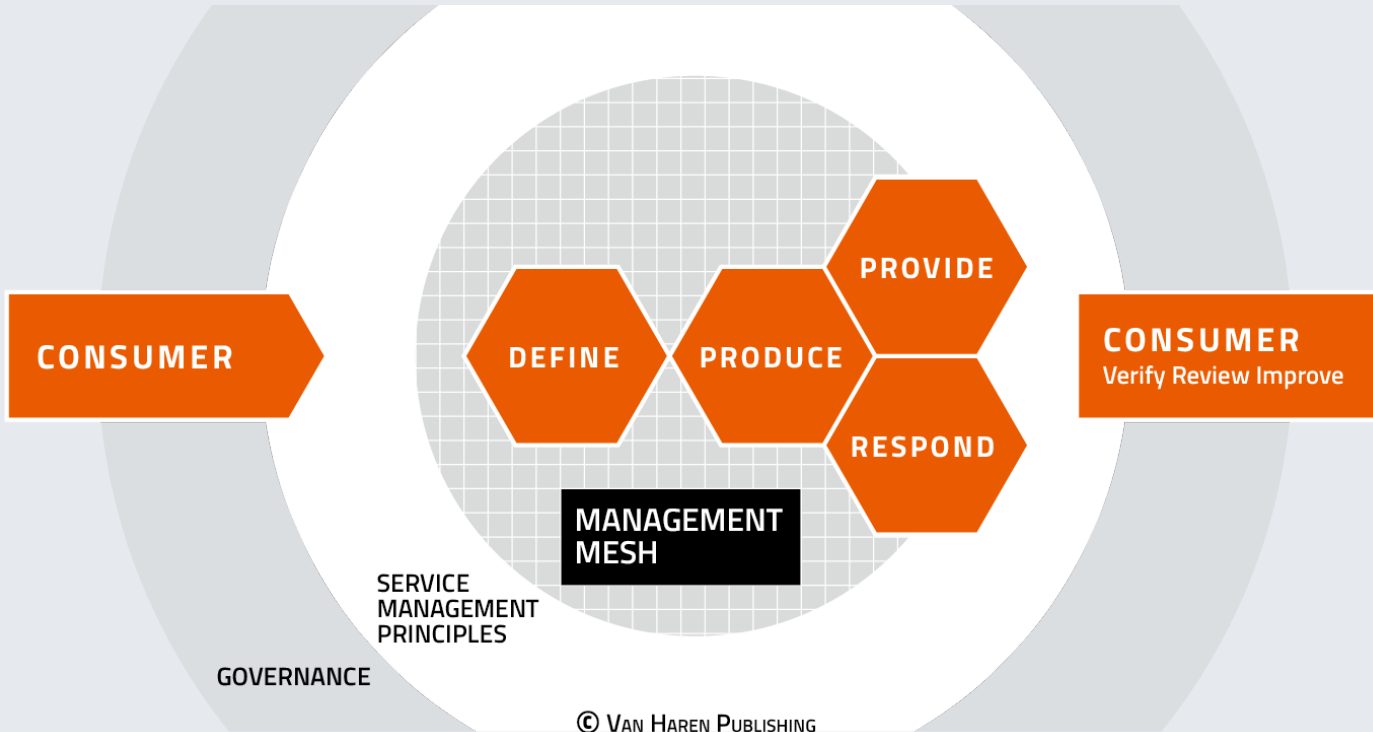
Evolving

Responsive

Integrated

Enterprise Service Management

An organization has to use all of its capabilities to deliver value to the consumer through products and services

VeriSM™ Model
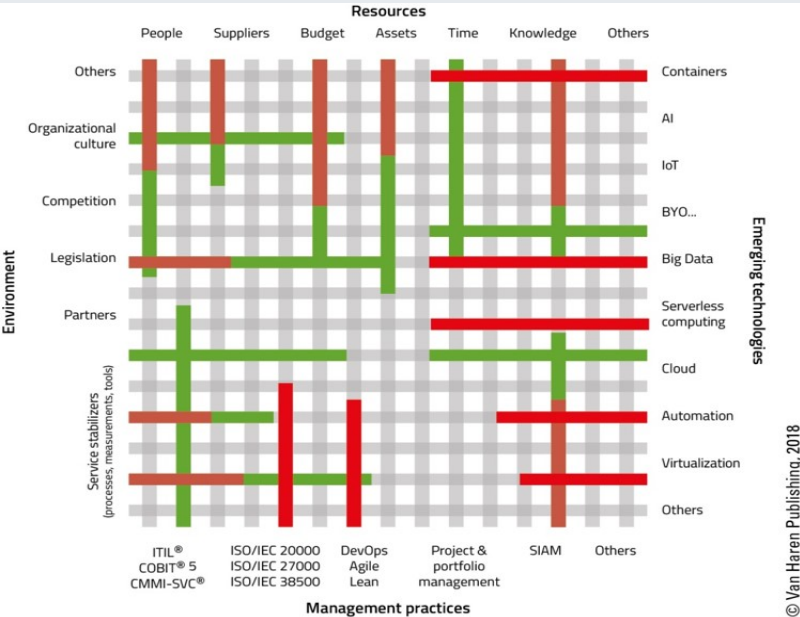
VeriSM™ Management Mesh

Figure 74 VeriSM unwrapped: interpreting the gaps
Source: VeriSM™: Unwrapped and applied

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

1. Establish Digital Leadership
2. Establish Enterprise Governance
3. Define Transformation Approach
4. Organize To Embrace Change & Digitalization
5. Develop & Embed Collaborative And Consumer Centric Behaviors
6. Organize To Learn, Unlearn & Relearn
7. Create Current View Management Mesh™
8. Create Desired State Management Mesh™
9. Close Gaps & Manage Through The VeriSM™ Stages
10. Get VeriSM™ Trained & Certified!

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.

VeriSM™ used in varied environments

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
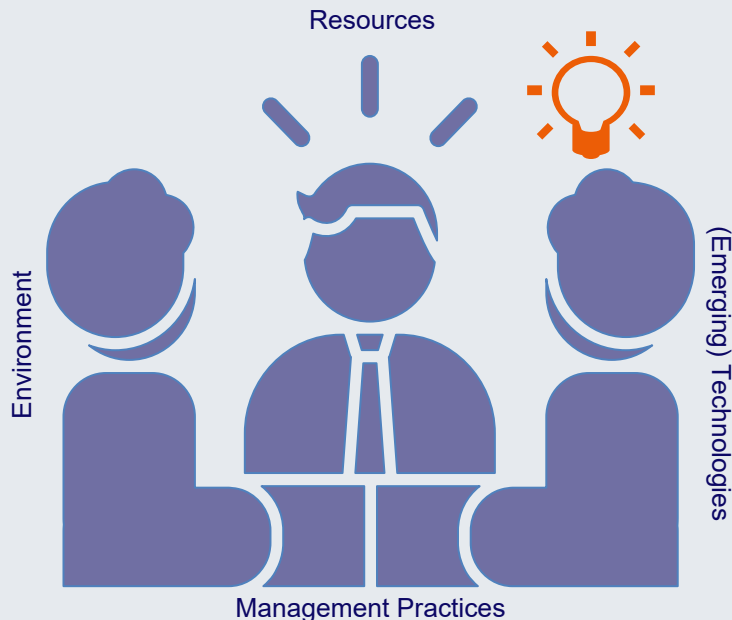
Desired State

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

Resources

Environment

(Emerging) Technologies

Management Practices

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 <u>collaborate</u>, <u>organize ourselves</u>, and our <u>attitude</u> 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:

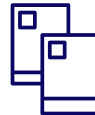| Service Reliability	Service Risk	Commercials	Service Maintainability	Data Integrity
Knowledge	Service RoadMap	Processes	Architecture	People

Outputs

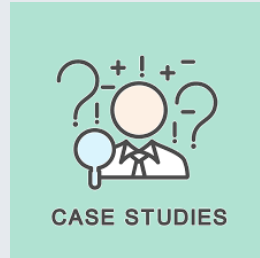- **Recommendations agreed with C-Level**
- **Actions to improve incrementally**
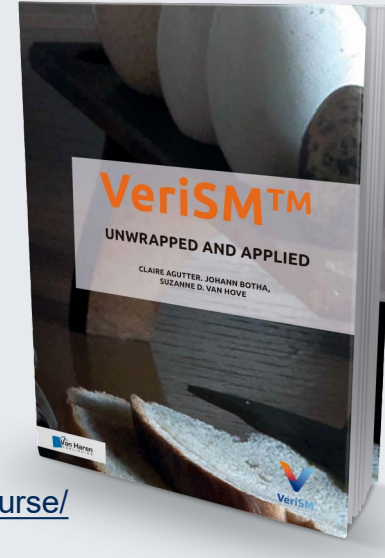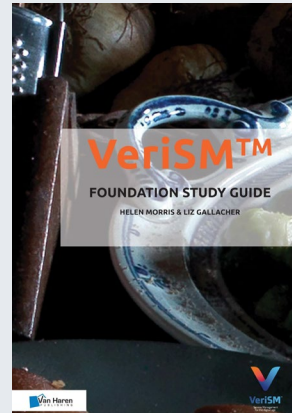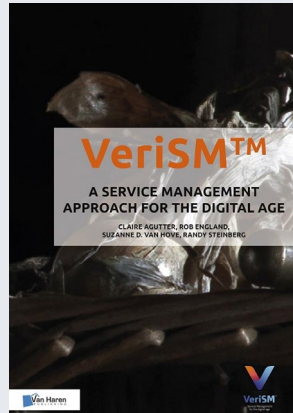- **Rolled up regional recommendations**
- **Entry point into global right practice process**

VeriSM™
Service Management
for the digital age

Resources

CASE STUDIES

WhitePaper

BLOG

www.verism.global

VeriSM™
A POCKET GUIDE
DOUG TEDDER
MICHELLE MAJOR-GOLDSMITH
SIMON DORST

VeriSM™
A SERVICE MANAGEMENT
APPROACH FOR THE DIGITAL AGE
CLAIRE AGUTTER, ROB ENGLAND,
SUZANNE D. VAN HOVE, RANDY STEINBERG

VeriSM™
FOUNDATION STUDY GUIDE
HELEN MORRIS & LIZ GALLACHER

VeriSM™
UNWRAPPED AND APPLIED
CLAIRE AGUTTER, JOHANN BOTHA,
SUZANNE D. VAN HOVE,

https://training.itsm.zone/free-courses/free-verism-overview-course/

VeriSM™ Certification Program

Module

VeriSM™

Certified by EXIN
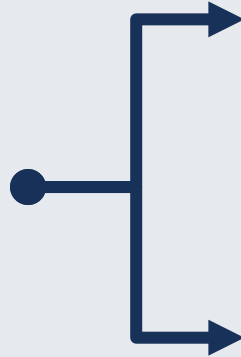
VeriSM™ Professional
VeriSM™for practitioners

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

Thank   You !

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