The Face of ITIL V3®
Service Lifecycle

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Face of ITIL V3

Agenda

• Why ITIL® had to change
• The Service Lifecycle
• What it means for an organisation
  • Some of the new concepts
• ITIL V3 qualifications
Why ITIL® had to change

- Improve consistency - structure, process, etc.
- Add Process Models for every process
- To move with the industry in some key strategic changes such as outsourced services, cultural change factors
- Scalability – address small, medium and large
- To allow synergy with other best practices e.g. COBIT®
- More on business benefits and marketing of ITIL®
- We need to view things from a business perspective
- Consistent terms and definitions
- V3 shows you what to do and more on HOW to do it
The Service Lifecycle

Complementary Publications

CORE

CMMI®
TOGAF™
Etom®
Six Sigma®
PMBOK®
PRINCE2™
SOA
COBIT®
M_o_R®

ITIL

Service Strategy
Service Design
Continual Service Improvement
Continual Service Improvement
Service Transition
Service Operation

Web Support Services

ISO/IEC 20000
SOX
Certified Training
ISO/IEC 17799
ISO/IEC 19770
Strategy Generation
Strategy Implementation
Value Networks
Service Portfolio Mgmt,
Financial Management,
ROI

Policy, Planning & Imp
Five Aspects of Service Design
Availability, Capacity,
Continuity, Service Level Mgmt,
Supplier Mgmt., Security Mgmt.
Outsourcing Design

Change, Build and Test,
Release & Deployment,
Service Asset and
Configuration,
Knowledge Mgmt

Event, Request, Incident,
Problem, Technology,
Operations, Access,
Monitoring & Control

Measurement, Trends,
Reporting & Analysis,
Review, Assessment, SIP

The Big Picture,
Service Model Maps,
Practice Basics,
Getting Started

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What it means for an organisation
Service Strategy

- **Principles and strategy**
  - Value creation
  - Service assets and structures
  - Develop the offerings and strategic assets

- **Service economics**
  - Financial management, Return on Investment
  - Service Portfolio Management
  - Demand Management

- **How to design, develop and implement service management**
  - As an organizational capability
  - As a strategic asset

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ITIL® Delivering Value through Service

What the customer gets
‘fit for purpose’
(functionality offered)

How is it delivered
‘fit for use’
(assurance that it will meet performance criteria)

Return on assets

Performance of customer assets

Utility

Warranty

Performance average

Performance variation
Service Management as a Strategic Asset

- Service
  - A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks

Business Outcome

Value

Customer Assets

Services
  - Utility & Warranty

Performance
Service management is the art of transforming resources into valuable services by exploiting the organization’s capabilities.

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Resources and Capabilities

Organizations use them to create value in the form of goods and services.
The Service Portfolio represents investments across the Service Lifecycle necessary to implement strategy.
Service Design

- Converts strategic objectives into portfolios of services and service assets
  - Policies, architectures, portfolios
- Guidance on the design & development of
  - The solution
  - Service package of utility, warranty, capability
  - Technology, architecture and management systems
  - Processes required
  - Measurement methods and metrics
- Delivers a Service Design Package
- Outsource, shared services, co-source models?
Service Transition

- Integrating new or changed IT services with the customer’s business
- Ensures that the changed service can be used in a way that maximizes value to the business operations
- Deliver more change successfully
  - Across the customer base
  - Reduce unpredicted impact and risks
  - Services - fit for purpose, fit for use
Service Transition

Change Management
- RFC1
- RFC2
- RFC3
- RFC4
- RFC5
- RFC6

Service Asset and Configuration Management
- BL
- BL
- BL
- BL
- BL
- BL

Oversee management of organization and stakeholder change

Service Transition Planning and Support
- Plan and prepare release
- Build and test
- Service testing and pilots
- Plan & prepare deployment
- Transfer, Deploy, Retire
- Review and close service transition

Release and Deployment

Early Life Support

Service Validation, Testing and Evaluation

Knowledge Management

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Service Transition
Managing organizational change

- Strategies to manage organization, stakeholder, people change
- People’s commitment, roles and emotions

The emotional cycle of change

- Performance
- Time

- Shock
- External blame
- Self blame
- Avoidance
- Optimum performance
Service Operation

- **Principles, processes**
- **Organisation of Service Operation**
- **Execution of all ongoing activities required to deliver and support services:**
  - **The services themselves**
  - **Service Management processes**
  - **Technology**
    - **Management of the infrastructure used to deliver services**
  - **People**
    - **Who manage the technology, processes and services**
Service Operation Functions

- Service Desk
- IT Operations Management
  - Operations Control
  - Facilities Management
- Technical Management
- Application Management
Service Operation

User interface
- Web
- Via Service Desk

- Incident Management
- Request Fulfillment
- Change Management
- Deployment
- Access Management

Asset or CMDB
Service Operation – End to End Monitor Control Loops
V3 Qualifications

- Global certification board
- Global Examiner Panel creating certification scheme
- Accredited Examination Institutes
- Globally fit for purpose examinations
- Audited Training Organizations
- Single standard for exams
- Blooms taxonomy based
ITIL Foundation for Service Management

ITIL Service Lifecycle Modules

Managing through the Lifecycle

ITIL Service Capability Modules

ITIL Diploma

Advanced SM Professional Diploma
ITIL® Web Site


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ITIL Glossary
ITIL Publications
ITIL Qualifications
itSMF International
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