SIAM: A Practical Approach

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Session Description

In the last couple of years, the way IT delivers their services went through a critical shift. It was an awakening to create and deliver business value, to offer end to end services and to save cost by optimizing the usual ways of working. The evolution of service management resulted in SIAM; service integration and management; which is a lot more than service management based on ITIL. In this session, learn more about the evolution of service management into the complex (yet standardized) approach of SIAM via real-life examples of practical implementation. *(Experience Level: Intermediate)*

Speaker Background

Andrea Kis is an ITIL, PRINCE2, and Green IT-qualified service integration and management (SIAM) consultant with a strong practical background in and passion for service management and business relationship management. Andrea started her IT career in 2002, working in a multilingual IT help desk in Budapest, Hungary. She’s a practitioner of best practices with a chameleon-like skill for being able to adapt to and understand a wide variety of customers.
SIAM: A practical approach

Andrea Kis
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Complexities of Today’s IT Environments

How should I be managing cloud based delivery models differently than traditional services?

How do I stop finger pointing between my Service Providers?

How can my Service Provider SLAs be green, yet my business users are unhappy?

How can I be more proactive with my business users versus in constant reaction mode?

How do I keep controls in place as my environment becomes so diverse?

Am I achieving the value I expected from sourcing/insourcing?

Is the size and cost of my operation comparable to the industry?

IT departments are struggling to reposition themselves

IT is too slow! We need to be digital, and have no time to lose!

Let’s call Salesforce directly – I hear they are fast!

We need to be part of the business!! Get ready for agile, and release your best teams

But we are busy with our legacy environment and constant requests

We saved costs on App Support, now how do we tackle App Development?

Can’t we get better at contract management and RFPs?

Business conversation

IT conversation

Sourcing conversation
The evolution of sourcing and SIAM

**The Evolution of Service Delivery Strategies**

- **1980s: Monolithic**
  - Managed Services outsourcing is a business strategy
  - Predominantly IT
  - Mainly cost driven business objectives

- **1990s: Bipartisan**
  - Outsourcing is in vogue
  - BPO begins
  - Captive monetization
  - Offshore becomes mainstream
  - Indian Service Providers emerge
  - Lift and shift

- **2000s: Pluralistic**
  - Diversification of Service Providers
  - Process improvements through use of technology
  - Rise of Eastern based Providers
  - Maturing governance processes

- **2010s: Confederate**
  - Global Business Services Principles emerge
  - Multi-sourcing is the norm
  - Labor Automation Providers emerge
  - Captive monetization - wave 2

**Technology & Innovation**

- **1980s:** Pagers, Cassette Tapes
- **1990s:** Internet (WWW), Email, Cellphones, CD Players
- **2000s:** GPS, PayPal, Google, Kindle, Wi-Fi, Digitalization, Utility Compute, Cloud 1.0, Web 2.0, Virtualization
- **2010s:** Facebook, Twitter, Tablets Explosion, Cloud, Mobility, BI / Analytics, 3D Printing
- **2020s:** Robots, Droids, Full Scale Automation, Artificial Intelligence, Smart networks

**Constant:** Shared Services / Captives / Staff Augmentation
Shift to Service Integration

Managing multiple Service Providers

Integrated Demand – Supply Dynamics

SIAM in context

SIAM is not a stand-alone corporate unit;
SIAM is a view and approach of how to manage shared and business services in an integrated fashion.
Evolving SIAM – Original SIAM models

The Next Generation of SIAM

Service Integration is the \textit{coordination and management} of individual services from \textit{internal and/or external} Service Providers; consolidating \textit{end-to-end services} for end users such that these services meet business objectives and requirements for \textit{performance, quality and cost}. 
ISG SIAM Blueprint

SIAM of the Future: Smart SIAM

Principles of Smart SIAM:

1. Intelligent Integration
2. Digital Solutions
3. Big Data & Analytics
4. Business Engagement
So how do you get started?

SIAM Journey

Inform

- What is SIAM?
- What is happening in the market?
- Which processes and tools are required?
- What does SIAM mean for me?
- What are the building blocks to be considered?

Assess

- What is the right scope? What to retain? What to source?
- What to retain? What to source?

Design

- What contractual and commercial relationships are required?
- Which processes and tools are required?
- What does SIAM mean for me?

Execute

- How do you govern across the operating model?
- How will I change my organization?
- What should I measure and report?

Operate

SIAM Operating Model

- Value
- Services
- Processes
- Organization
- Technologies
- People
- Partner Ecosystem
- Governance

Iterative

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Typical Challenges if SIAM is not in place

1. I am confused. I don’t understand who provides which part of a service…
   - Transparency

2. I am unsure who is responsible for the system I am working with.
   - Accountability

3. I feel pressured to respond to the required business objectives because I am constrained by contractual obligations.
   - Compliance

4. It was so easy to call Steve from IT and tell him to quickly fix my issue. Now nobody knows who I am.
   - Communication

5. I keep reading Green SLA reports telling me that everything is fine but the system is always down when I need to use it.
   - Service Excellence

6. I’ve heard about this new revolutionary app but I’ve been told it is too expensive and takes too much time and effort to implement.
   - Sourcing Flexibility

Global Manufacturing Client

**Client Background**
- Global Client and Infrastructure services are delivered by one provider
- Client wants to multi-source but they had to get ready and fit for it
- Client wanted to retain SIAM but outsource service delivery
- Client purchased an industry standard ITSM tool they were keen to use
- Service Management maturity is at varying levels

**SIAM Benefits & Value**
- Buy in for SIAM from all stakeholders
- Clear SIAM strategy and vision
- Clarity over dealing with multiple suppliers and multiple contracts
- Understanding true process maturity and having a plan to address the different levels
- Clarity over which tools to use and integrate
- Confidence and Trust
Global Petrochemicals Client

**Client Background**
- Global presence
- IT services provided by multiple vendors including a SIAM provider
- Client wanted to move SIAM responsibilities in-house
- Process definitions created in-house in silos, not all compliant with industry models
- Varying levels of maturity across their many different organisations in global locations.

**SIAM Benefits & Value**
- Clear understanding of what SIAM responsibilities need to be moved in-house which are recommended to stay with supplier
- Integration of silos has begun
- Understanding true process maturity and having a plan to address differences

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Public Sector Client

**Client Background**
- Client’s IT services at different maturity and versions, legacy systems mixed with new
- IT services provided by a mix of external providers and in-house teams
- The long-term delivery contracts approaching term
- Service performance not always fit for purpose
- Pressure from central government to modernise services and significantly reduce cost;
- Varying processes, tools and levels of maturity in Service Management.

**SIAM Benefits & Value**
- Stakeholder commitment and collaboration
- Clear SIAM strategy and vision
- SIAM Target Operating Model
- SIAM provider management framework
- Creation of e2e SIAM processes
- SIAM Governance to manage and address risks in the e2e supply chain
Q&A

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SIAM and IT4IT

*IT Value Chain*

"Describes the Business of IT"

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<tr>
<th>Plan</th>
<th>Source</th>
<th>Offer</th>
<th>Manage</th>
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<tbody>
<tr>
<td>Strategy to Portfolio</td>
<td>Requirement to Deploy</td>
<td>Request to Fulfil</td>
<td>Detect to Correct</td>
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<td>&quot;Align IT Portfolio to Business Innovation&quot;</td>
<td>&quot;Build what the business needs, when it needs it&quot;</td>
<td>&quot;Utilize, fulfill &amp; manage service usage&quot;</td>
<td>&quot;Anticipate and resolve production issues&quot;</td>
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**Goal is Speed and Flexibility**

**Speed of Change** to rapidly respond to emerging business requirements for applications that provide differentiation by opening new channels, products, or even markets, and / or delivering value in new or improved ways.

**Flexibility** to pivot based on new or evolving market opportunities, threats, or evolving business needs.

A value chain approach to model the functions that IT performs helps organizations identify the activities that contribute to business competitiveness.

*Service Integration is embedded in the Value Chain*
Thank you for attending this session.

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