

Enterprise Service Management: It's Time to Share ITSM Best Practice Outside of IT

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Session Description

IT didn't invent service management. Nor is it the only corporate service provider that can benefit from service management or ITSM. Other corporate service providers such as HR, facilities, and legal have similar operational and service management requirements to IT and, as such, they can also benefit from proven ITSM best practices and capabilities such as ticketing, workflow and automation, knowledge management, and self-service. All of which can help to improve services, increase efficiency, and deliver a better customer experience. Enterprise service management is one of the hottest ITSM and business improvement trends right now so what are you waiting for?

Attend this session to:

Understand the common issues and opportunities across corporate service providers such as IT, HR, and facilities, and how enterprise service management can help.

Come away with an appreciation of what enterprise service management entails and how ITSM processes and technology can support other business functions.

Receive practical tips on how to best start out, plan, deploy, and succeed with enterprise service management.

Speaker Background

Principal and Content Director at the ITSM-focused industry analyst firm ITSM.tools. Also an independent IT and IT service management marketing content creator, and a frequent blogger, writer, and presenter on the challenges and opportunities for IT service management professionals. Previously held positions in IT research and analysis (at IT industry analyst firms Ovum and Forrester and the UK Post Office), IT service management consultancy, enterprise IT service desk and IT service management, IT asset management, innovation and creativity facilitation, project management, finance consultancy, internal audit, and product marketing for a SaaS IT service management technology vendor.

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Enterprise Service Management

IT'S TIME TO SHARE ITSM BEST
PRACTICES
OUTSIDE OF IT

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Coverage

- 1 What **Enterprise Service Management** is
- 2 The **Drivers and Benefits**
- 3 Where **Enterprise Service Management** is and is going?
- 4 **Practical Tips** on how to succeed
- 5 Did someone say "**Digital**"?
- 6 **Key Takeaways** and Q&A

Audience questions

HOW MANY OF YOU (YOUR COMPANIES):

- 1 Know what **Enterprise Service Management** is?
- 2 **Do** Enterprise Service Management?
- 3 **Do** it well?
- 4 **Plan** to start/do more?
- 5 Think it's a **complete waste of time**?

Enterprise service management

— *is* —
nothing new

Enterprise service management

From Wikipedia, the free encyclopedia

Enterprise service management (ESM) is a category of business management software—



DEFINITION: ENTERPRISE SERVICE MANAGEMENT (ESM)



- Enterprise Service Management is about **applying a service-oriented business model** to the way your organization works *internally*. (Axios systems)
- Create a modern work environment by placing **a service-oriented lens on the activities, tasks and processes that make up day-to-day work life**. This service model enables enterprise service domains to define services, provide an **intuitive service experience**, deliver service, assure service **availability** and **analyze** critical service **metrics**. (ServiceNow)
- A modern service delivery experience doesn't have to be limited to IT. Other **business units often need to become more efficient** and proactive by **transforming manual process** currently driven by ad hoc emails, dated spreadsheets or paper documents. (Heat Software)
- Traditional IT services and management are evolving. We are moving from delivering by technology towers **to managed enterprise services**. IT Service Management is the focal point to ensure your organization flows with this evolution. (HP)

“The use of ITSM principles and capabilities in other business areas to improve performance and service

Enterprise service management

— *is* —

common sense

Each business function mirrors the IT organization in terms of dealing with “customer” requests for:

1 Help

2 Information

3 Services

4 Changes to existing services

They also provide services to internal or external customers

ESM is a “hot topic” at events +

1

A late-2014 HDI survey reported that 51% of respondents are either already doing or are planning to...

2

A late-2015 SDI survey reported that 55% of respondents are planning for enterprise service management.

3

A TeamUltra 2016 survey backs the growth – only 14.9% of respondents not using ITSM practices in other LOBs.

4

SDI 2017 Q2 report and possible HDI report.
Forrester has a new Principle Analyst to cover the space.

The drivers for ESM

- 1 Consumerization
- 2 Business function demand
- 3 Better ITSM solutions
- 4 Increased vendor marketing
- 5 *Digital transformation...*

The perfect storm for enterprise service management

The benefits of ESM

- 1 Better service and customer experience
- 2 Improved efficiency and reduced operational costs
- 3 Self-service efficiencies and workload reductions
- 4 **A better ROI on the corporate ITSM solution**
- 5 Improved effectiveness
- 6 Improved visibility into operations and performance

The benefits of ESM

- 7 Increased control and governance
- 8 The opportunity for improvement
- 9 Improved access and communication channels, plus more effective communication
- 10 Improved accountability
- 11 Better understanding of what services are needed and provided
- 12 Standardization

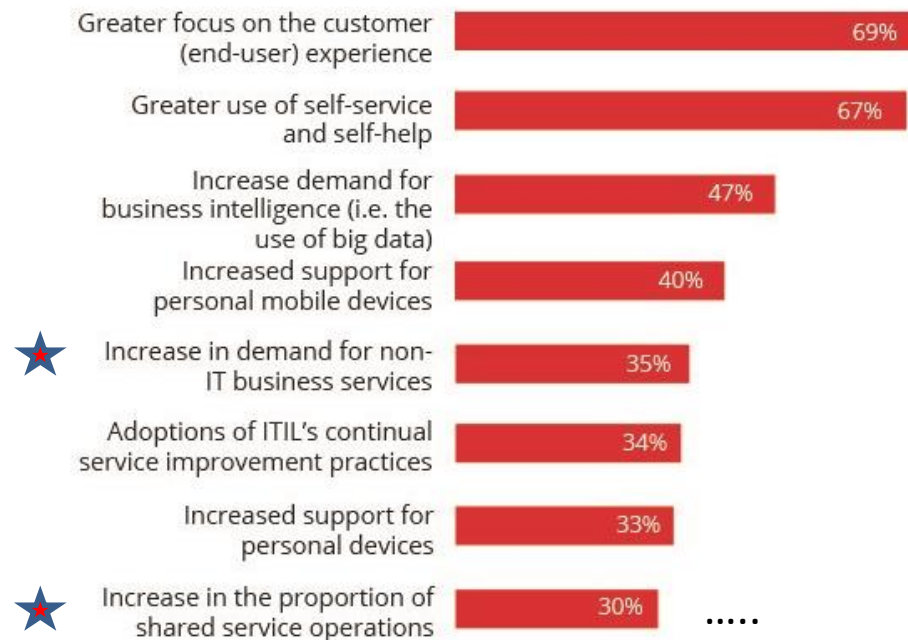


The who, when, and where

— of —

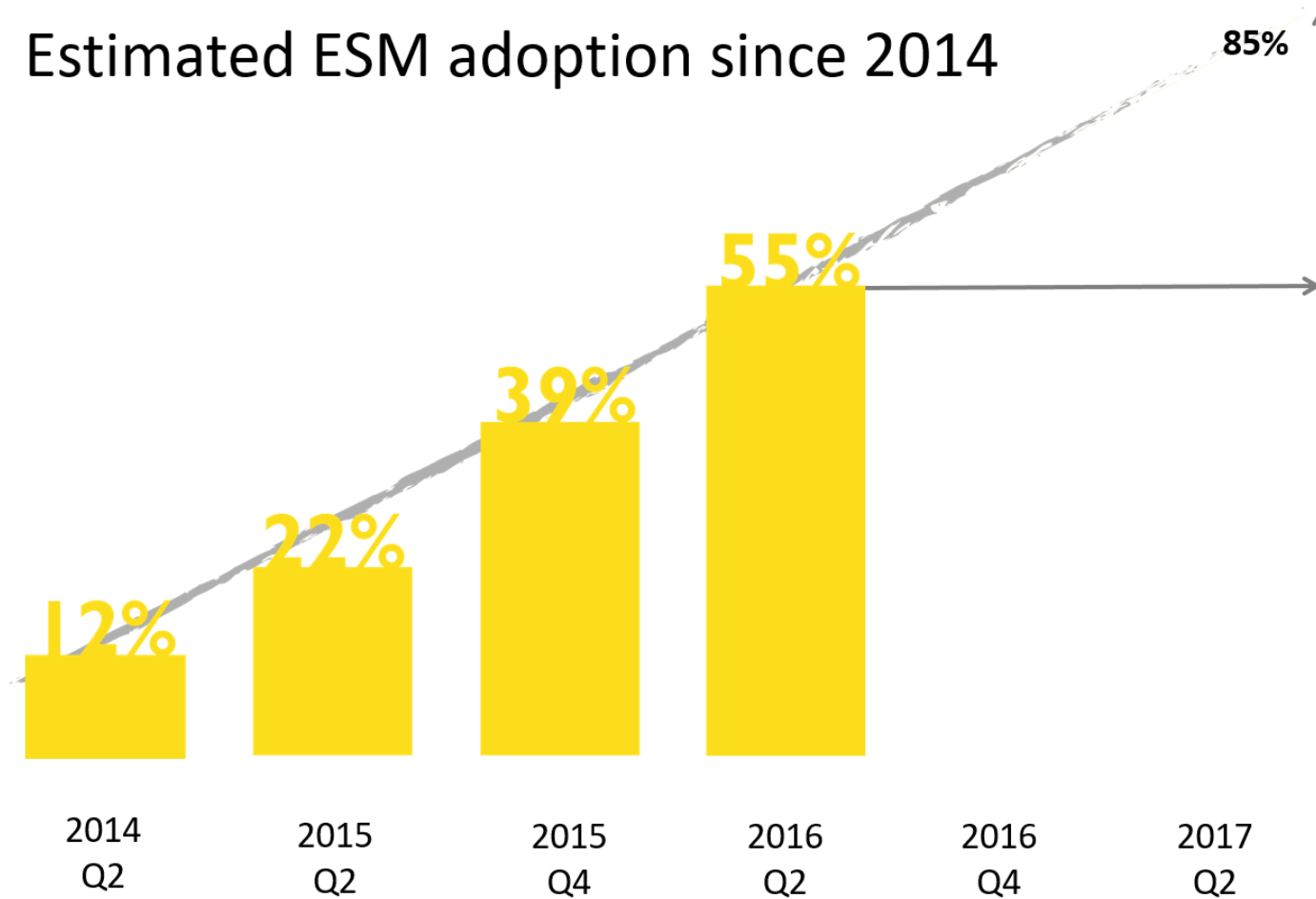
enterprise service management

During 2016, which of the following do you expect to see?



Source: SDI, "Life on the Service Desk in 2016"

Estimated ESM adoption since 2014



Powered by
[SDI] intelligence

How individual ITSM capabilities can help other business functions

Incident management

Service request fulfilment

Change management

Problem management

Self-service

Knowledge management

Service catalog management

Service level management

Asset management

Chat

Service
desk?

IT can be more than process adoption



Image source: AXELOS

1. **Service strategy.** Which defines the perspective, position, plans, and patterns that the corporate service provider needs to execute
2. **Service design.** It's not only the design of the services but also the governing practices, processes, and policies
3. **Service transition.** To quote ITIL: "Service transition ensures that new, modified, or retired services meet the expectations of the business"
4. **Service operation.** It's the activities and processes required to deliver and manage services at agreed levels
5. **Continual service improvement.** It's identifying and implementing improvements to services or business function operations

Common LOB use cases

HR

- Employee queries and complaints
- Payroll and benefit admin
- Learning and development admin
- Recruitment
- Demand planning
- KM across all HR domains

Facilities

- Health and safety
- Security
- Maintenance, testing, and inspections
- Cleaning and other office services
- Building management
- Workspace management (including moves)

Plus the benefits of employee self-service and self-help

Educational institutions

The admissions office

The alumni office

Faculty services

Libraries

Medical centres

Research departments

Students => there will most likely be an even greater expectation for consumer-world, tech-supported, support and customer service

How to improve your chances

—— of ——
ESM success

Don't treat ESM as an IT project

1. Requires organizational change as much as technology change
2. Not just about implementing ITSM processes and technology outside of IT
3. It's ultimately about improving other business function service delivery and the service experience

Allow for the differences

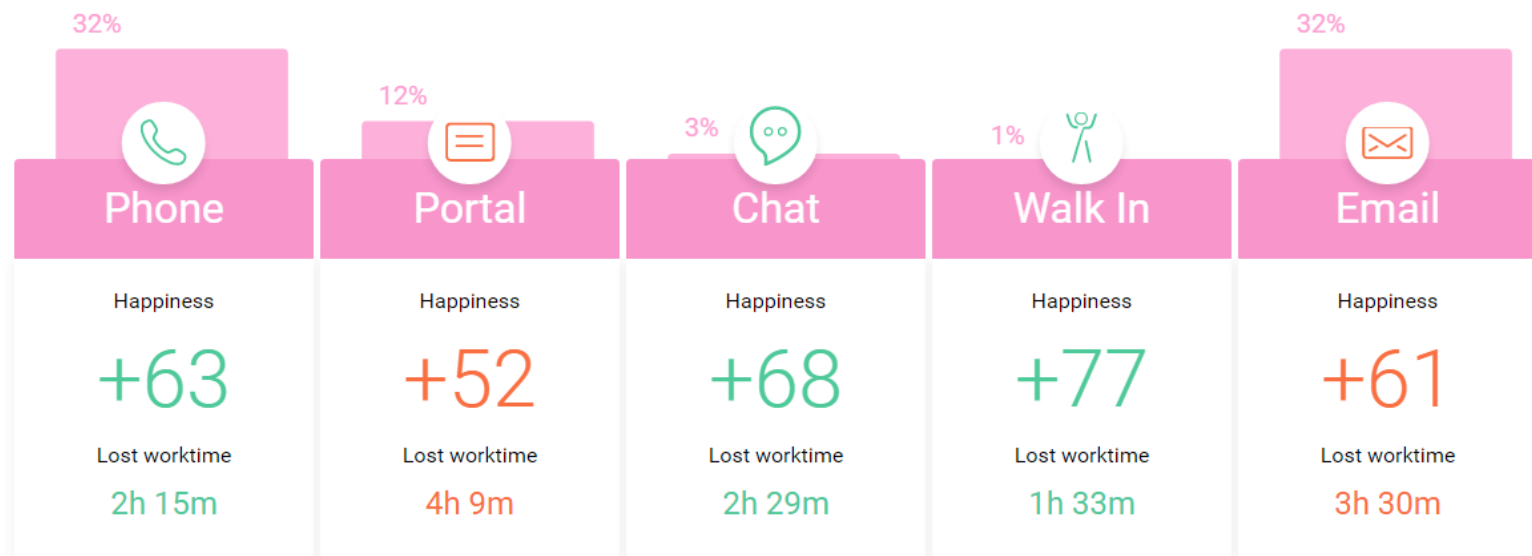
1. Recognize that some business functions will be more “excited”
2. Recognize and accommodate inter-team differences
3. Definitely don’t try to force-fit other business functions to your ITSM tool

Don't try to help other corporate service providers before helping yourself

1. Ensure that IT's ITSM capabilities are working well/optimized
2. Don't assume that IT has all the answers and all the best processes
3. Remember that the goal here is business improvement, not to impose IT's way on the rest of the organization.

Channels - It matters how people start their process.

2017 still seems quite traditional when looking at the channel distribution.



Apr 10th 2017

HappySignals

Don't assume that ESM will sell itself – justify it in business terms

1. The benefits need to be clearly articulated in business terms
2. Don't just sell the theory of enterprise service management
3. Refrain from using IT, ITSM, or ITIL language*

Think long and hard about how to deliver the ESM project

1. A big bang approach will be difficult and risky
2. Build on your successes, communicating achievements maintain interest, excitement, and momentum
3. Quick wins are just as applicable to ESM as they are to ITSM – so plan what you deliver when carefully

Did someone say “digital”?

Why are we pushing “**enterprise service management**” when the business wants “**digital transformation**”?



Digital transformation =

“The use of technology to radically improve performance or reach of enterprises ... to change customer relationships, internal processes, and value propositions” (Sloan MIT)

Source: <http://sloanreview.mit.edu/article/the-nine-elements-of-digital-transformation/>



Key takeaways

- 1 Understand that enterprise service management is about **more than sharing an ITSM tool and service desk best practices**
- 2 Ensure that the available benefits are sold and aimed for – **don't “do” enterprise service management as “a good thing to do”**
- 3 **Get your IT house in order first**
- 4 **Create business function solutions** not IT's solution for business functions – remember to appreciate the differences
- 5 Use the **terminology that's right for each line of business**

Thank you for attending this session.

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