

itSMF Estonia
11th ANNUAL CONFERENCE
ITSM ALL-STARS EDITION

#itSMFest

Where every presentation is a keynote

December 8, 2016
Swissotel Tallinn

#itSMFest
#ESM #ITSM

CONSIDER USING YOUR ITSM TOOL BEYOND IT?
DO YOUR HOMEWORK FIRST!

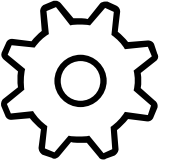
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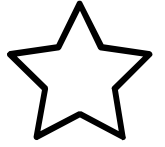
AGENDA

- WHAT IS ENTERPRISE SERVICE MANAGEMENT (ESM)?
 - ITSM Vendors' definitions
 - My take on the ESM
- CHARACTERISTICS OF THE BUSINESS UNITS
 - Internal Business Units
- THE APPROACH
 - Bi-modal ESM
 - How to get started?
 - The tool
 - The benefits



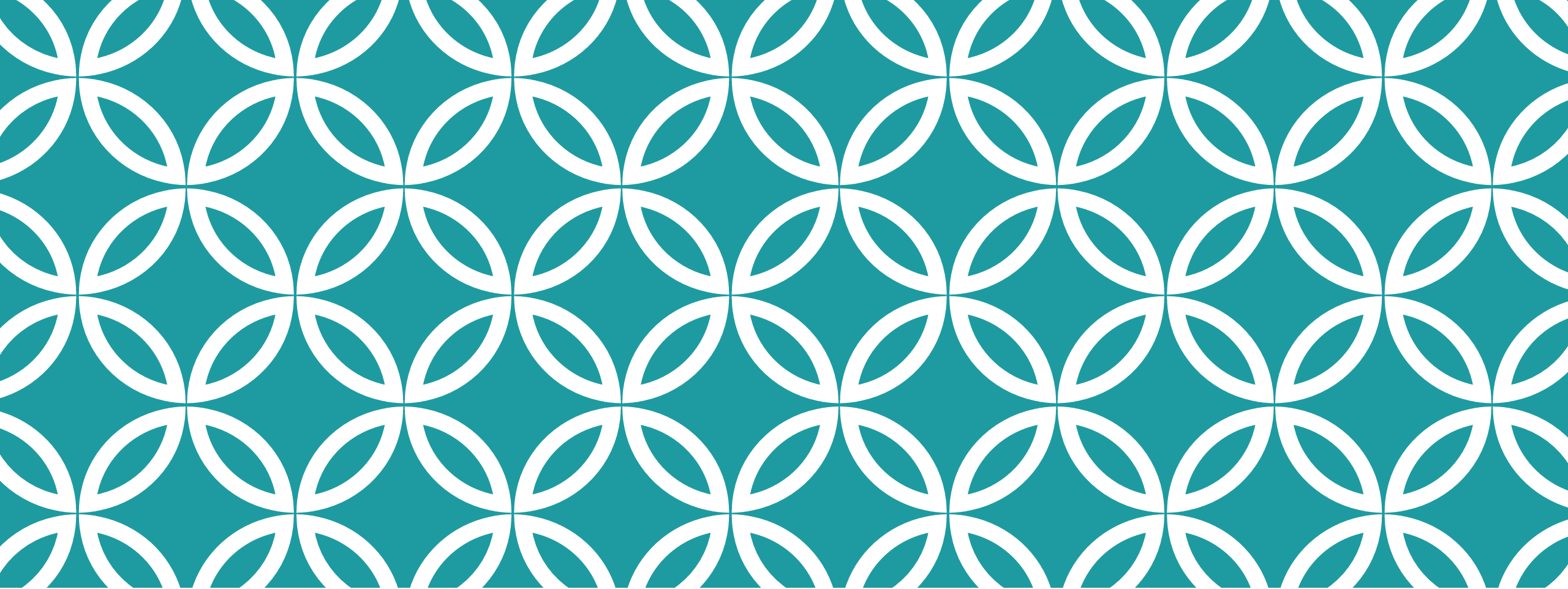
DEFINITION: ENTERPRISE SERVICE MANAGEMENT (ESM)

- 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)



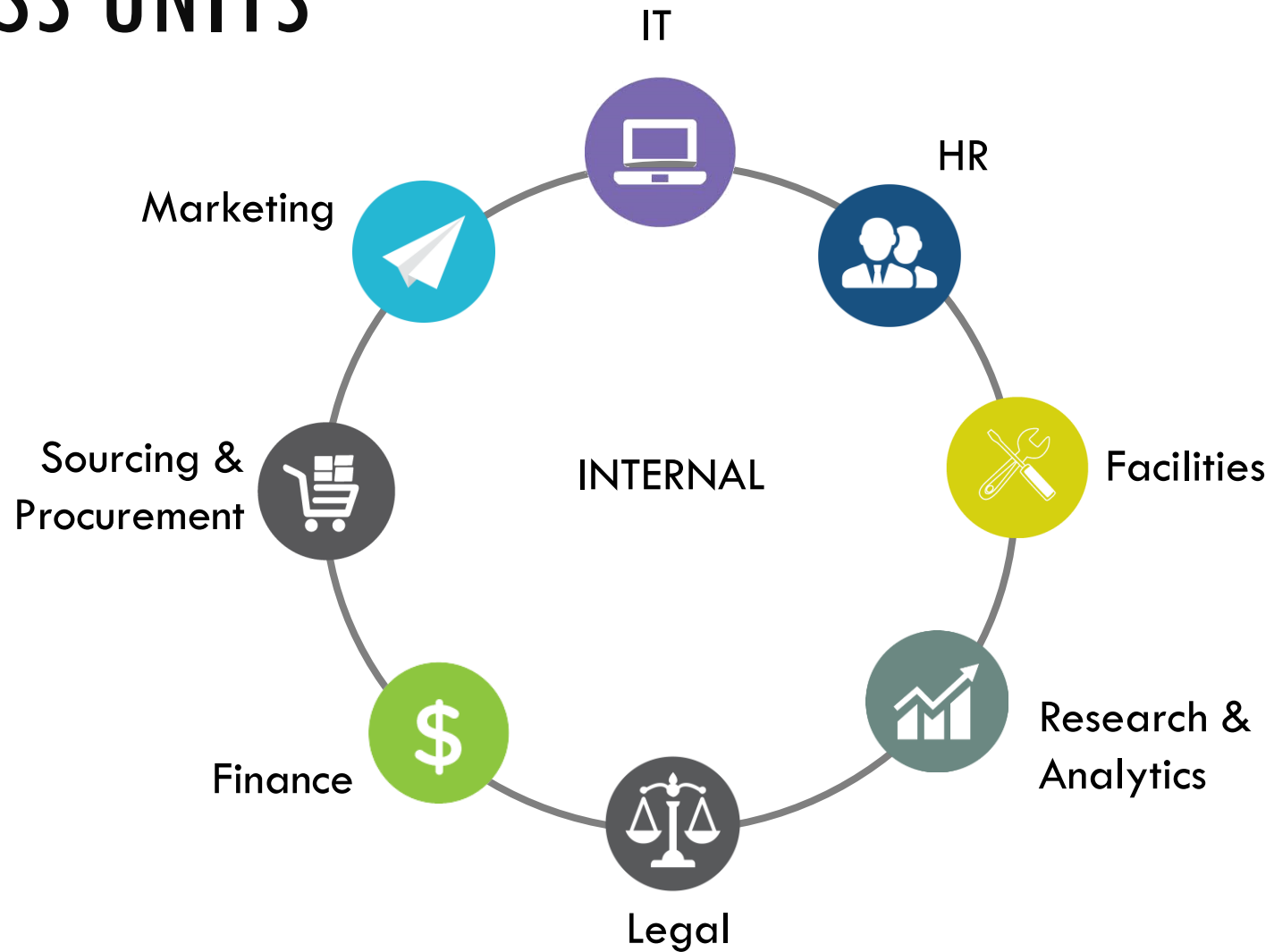
WHAT ESM ACTUALLY IS THEN?

- “Service Management is a set of specialized **organizational capabilities** for providing value to customers in the form of services” (ITIL)
- However, that’s nothing new! 😊
- What is new then?
 - Digitalization of the manual processes
 - Making corporate services easily available (consumerization)
 - Visualization
- But do not make the mistake and forget the processes, organization, people and the whole lifecycle of service management!



CHARACTERISTICS OF BUSINESS UNITS

BUSINESS UNITS



HUMAN RESOURCES



- Employees requests and corporate services
 - Payroll and Timesheet queries
 - Visa, immigration
 - Employee on-boarding, off-boarding
 - Recruiting
 - Performance management
 - Talent development
- Handles personal information, confidentiality
- Location based services and knowledge
 - Home base, Travel locations

FACILITIES MANAGEMENT



- Location based services, queries and incidents
 - Meeting room management
 - Visitor management
 - Reception services
 - Catering requests
 - Out and indoor facilities management
- Mobile workforce
 - The employees are not necessarily sitting by the desk or use computers
- Multi-language support
 - The employees do not necessarily speak English
- The opportunities of new technology, e.g. indoor navigation, QR codes.

RESEARCH & ANALYTICS UNIT



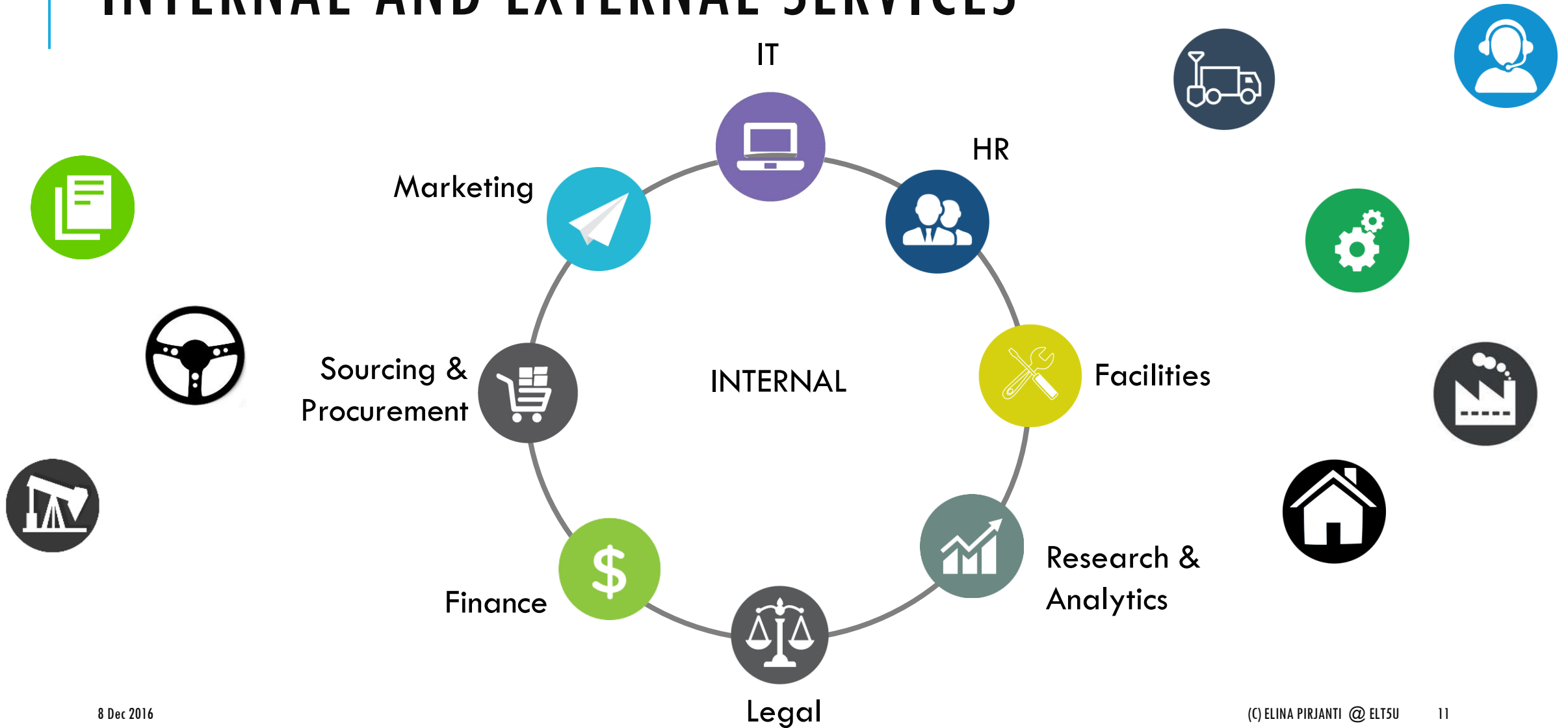
- Gathers and delivers research reports from external sources
 - Adhoc, scheduled
 - Lead time/reminders
- The requestors of the reports can be very high profile
- The content of research report can be blurry in the beginning
 - Constant bi-directional communication with the requestor

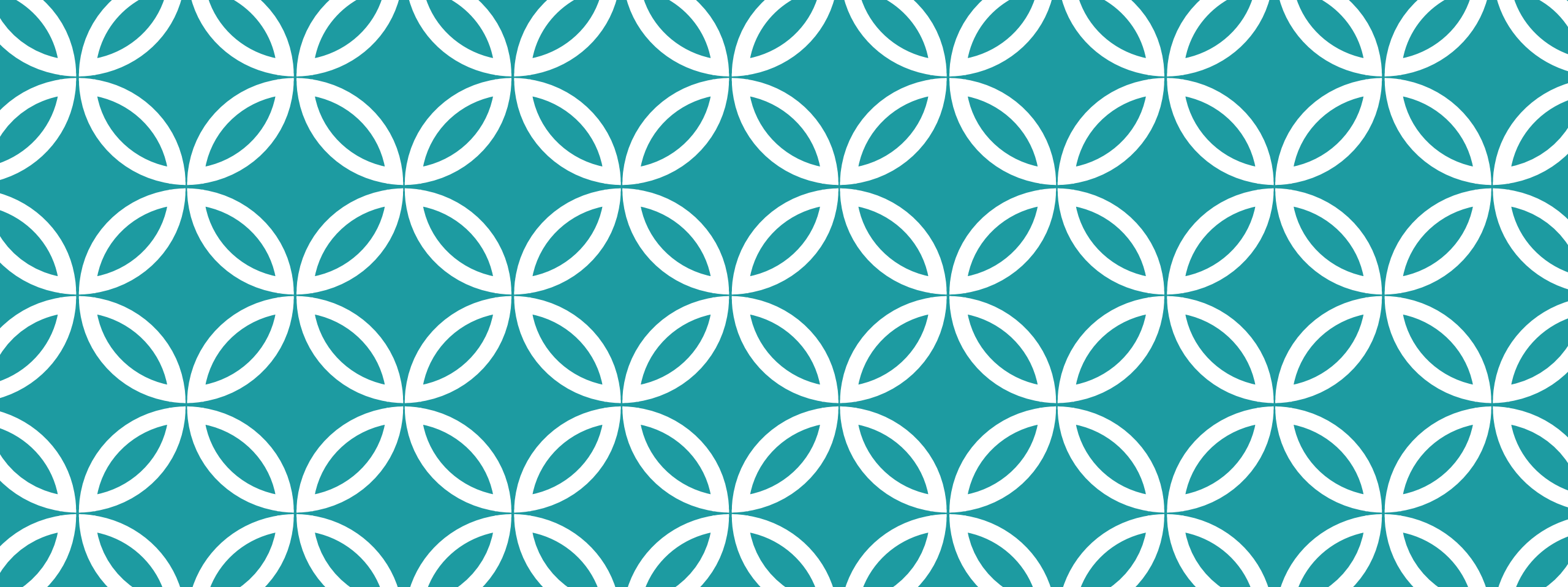
FIELD SERVICES



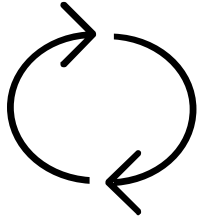
- Sends engineering team on-site
- Location based services
 - Maps, coordinates
 - Offline content and upload
 - Mobile usage
 - The nearest engineer
 - Location log file
- Knowledge-based services
- Scheduled maintenance tasks
- Recording time & material

INTERNAL AND EXTERNAL SERVICES





THE APPROACH



BI-MODAL ESM

Mode 1: Service delivery – Making things happen

- Keeps the wheels turning
- Transaction-based
- Value for money
- Ensures efficiency and productivity
- Meets the regulatory requirements (audit trail)

Mode 2: Innovation – Leading the change

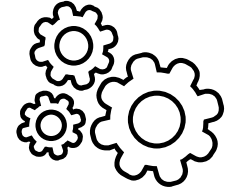
- Creates new value
- Transformational
- Creates capabilities for the future
- Drives and accelerates business strategy
- Takes the advantage of the new opportunities



HOW DO I GET STARTED?

1. Stop calling it Enterprise Service Management
2. Find a sponsor inside your organization. Sell the benefits, not the technology.
3. Understand the characteristic of the each business division.
4. Speak business divisions' language, not IT jargon.
5. Start with small, e.g. proof of concept. Fix the biggest pain point. Extend to program.
6. Create a self-service portal. Pay attention to customer experience!
7. Sell the benefits for the system users, organizational change management
8. Run ESM as a service! Remember the full lifecycle. Design your offerings and build your organization around it.
9. Provide consulting services to business divisions. Be a partner. Innovate together.
10. Choose the best fitting tool.

THE TOOL(S)



- **a system of engagement**
 - the single point of contact for the end-users
- **a system of record**
 - manage the flow of work and take it out from emails, enable audit-trail
- **a system of insight**
 - make smarter decisions and optimizations based on data and analytics
- **a system of innovation**
 - don't stick to ordinary; look for ways to support the business divisions

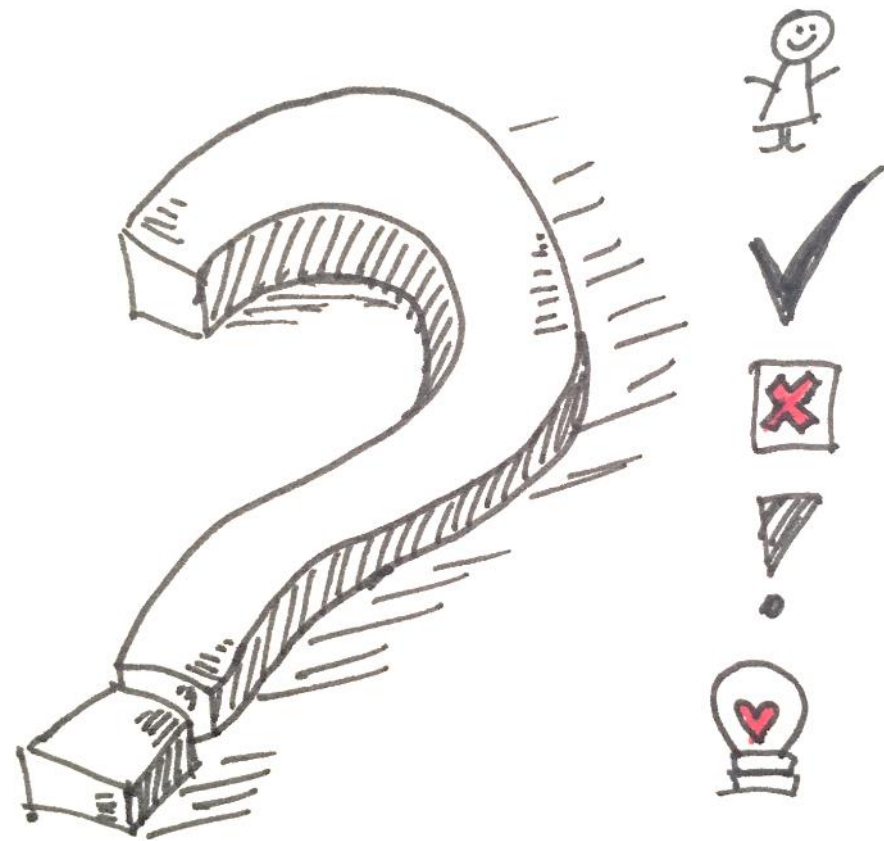
1. The scope, strategy and roadmap
2. The best fitting tool(s)
 - ESM is a marketing strategy of ITSM tool vendors, not a new market
3. Consider benefits of common platform
 - TCO, ROI, common data, usability etc.
4. Consider the risks of the common platform
 - Confidentiality, continuity etc.
5. Usability, user experience, productivity
6. Build a service around the tool

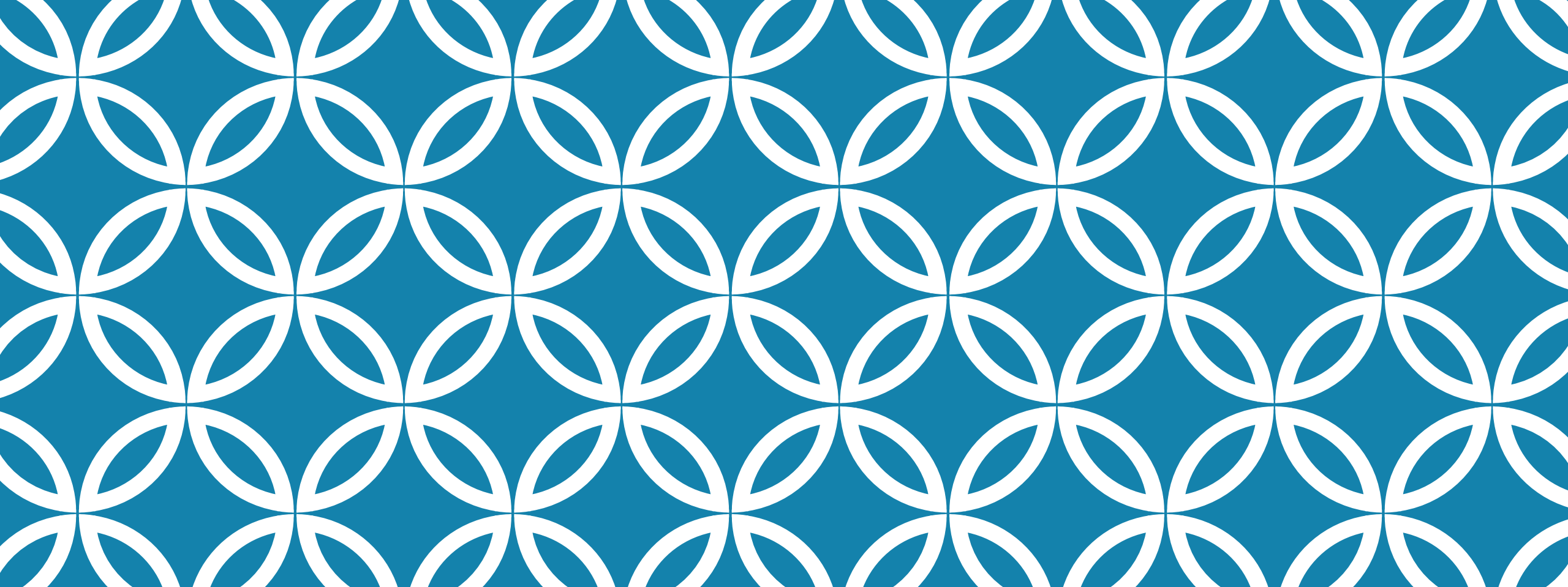


BENEFITS OF ESM

- Better control over flow of work
- Better visibility
- Process optimization, standardization and opportunity for automation
- Ability to drive better business decisions
- Enhanced business users' experience, productivity and service availability
- Service visualization

WHAT ARE YOU GOING TO DO FIRST?





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