

# SIAM in Daily Life

Jacob Andersen

# About Jacob Andersen

- Some of the roles 2000 - 2016:
- Service Manager,
- Change Manager,
- Operation Manager,
- Project Manager,
- Process Owner,
- ServiceDesk Agent,
- Database Administrator

- Some of the companies since 2000 - 2016:

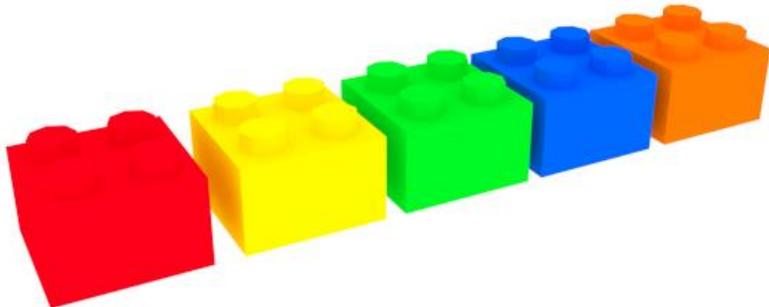


# SIAM Visually speaking

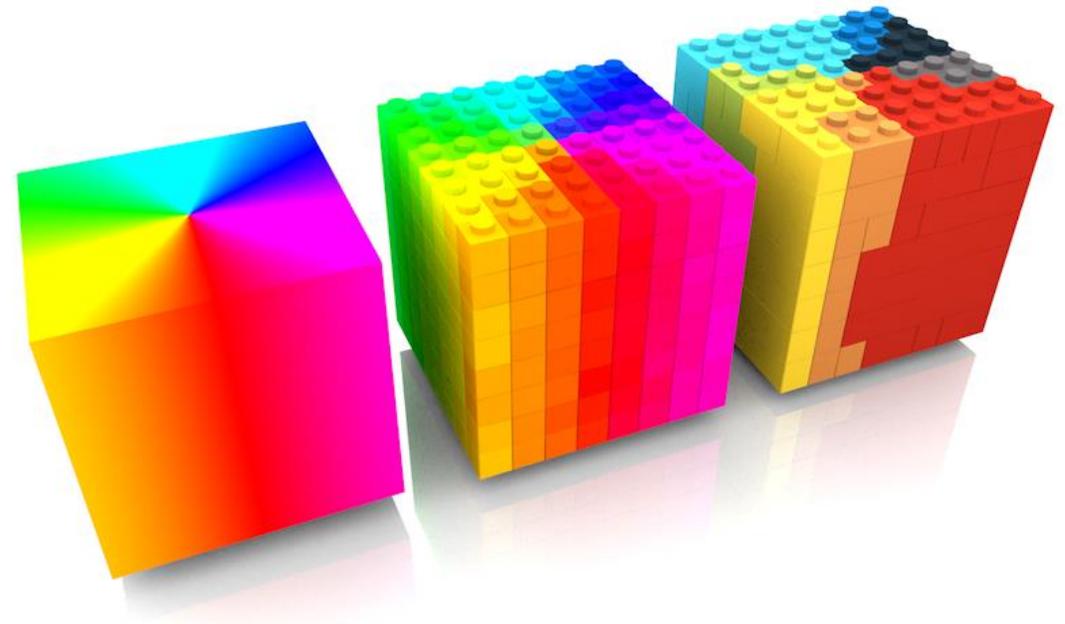
Single vendor sourcing



Simple multi-vendor sourcing



The emerging multi-vendor sourcing model



# What is SIAM – Service Integration And Management?

## Key Concepts

- Return On Value or ROV
- Total Cost Of Consumption or TCC
- SIAM Knowledge Management System (SIAMKMS): A number of management and information systems constitutes SIAMKMS.
- Federated Knowledge Management

## 4 Key Challenges

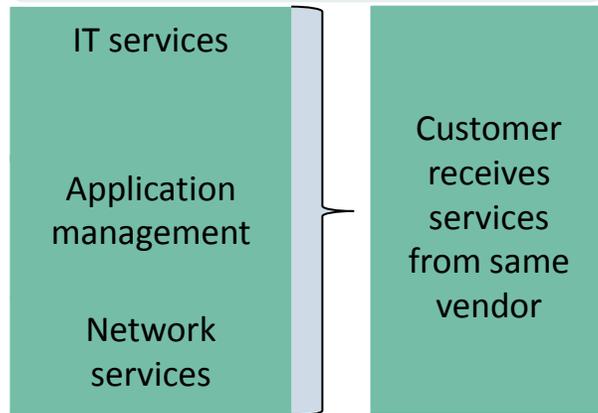
- Measuring services end-to-end
- Aligning scope and specifications across provider contracts
- Managing relationships and collaboration with and between providers
- Defining standardization and modularization

# Benefits of SIAM

- By playing to supplier strengths, SIAM organises the ‘best fit’ services for the business.
- Frees up your retained organisation to drive more strategic aspects of service delivery— such as developing a customer-centric approach—and better manage the relationship with the business.
- Offers clear lines of responsibility for greater control—playing to the different strengths of each supplier.
- Introduces a ‘best-of-breed’ approach by selecting the most appropriate mix of services or solutions within a flexible “plug-and-play” environment—avoiding supplier, brand or timescale “lock in” and the potential for end-to-end service silos.
- Increases healthy competition to encourage “value for money” pricing and terms, so that public sector agencies can be more cost effective.
- Meets the need for greater transparency and accountability in delivered services.
- Takes responsibility for building a collaborative framework between the underlying eco-system of suppliers that encourages the right behaviours to support the contracted outcomes.

# SIAM models

## Single vendor sourcing

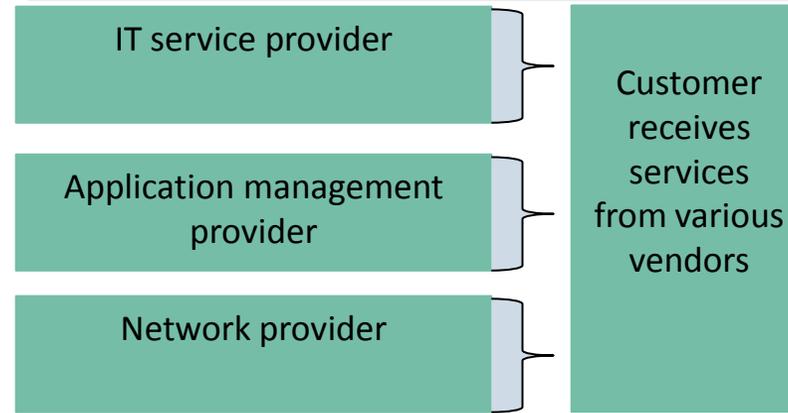


**Service integration:** Supplier is responsible for service integration across supplier service portfolio

**Risk allocation:** Single point of blame

**Basis for excuse:** Customer's non-performance

## Simple multi-vendor sourcing

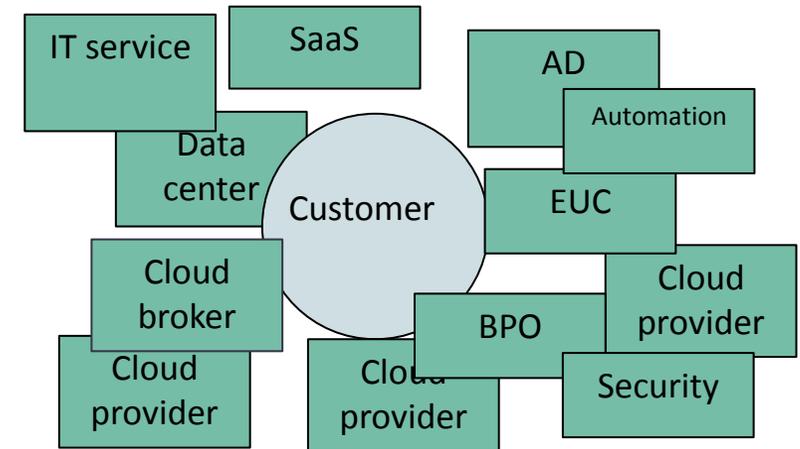


**Service integration:** Service integration across limited service towers

**Risk allocation:** Each supplier is liable within its service tower. Customer takes on residual risk of service integration.

**Basis for excuse:** Customer's non-performance and non-performance by other suppliers

## The emerging multi-vendor sourcing model



**Service integration:** Complex service integration between tailored solutions, commodity services and dynamic supplier landscape

**Risk allocation:** Supplier's services range from tailored solutions to commodity services and risk allocation reflects supplier offerings.

**Basis for excuse:** Many and often not clear. Customers ends up taking SI risk.

# Purpose of SIAM at the Datacenter

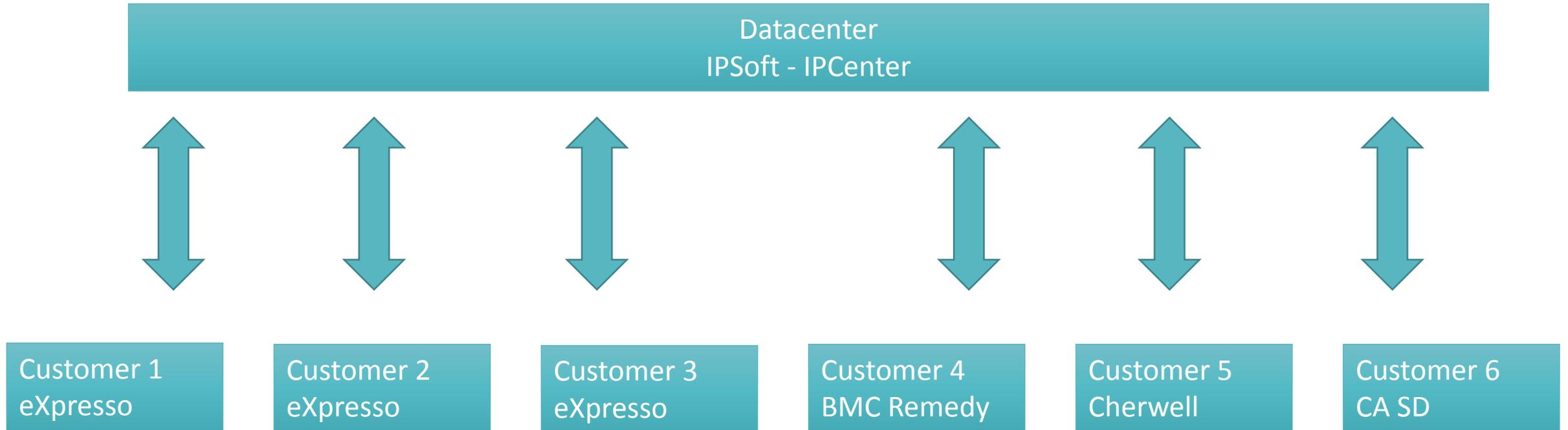
**Going from Datacenter to Service Provider and moving towards an automated datacenter**

- Easier onboarding of new customers
- More efficient usage of staff
- Unified monitoring for all clients
- Unified processes for all clients

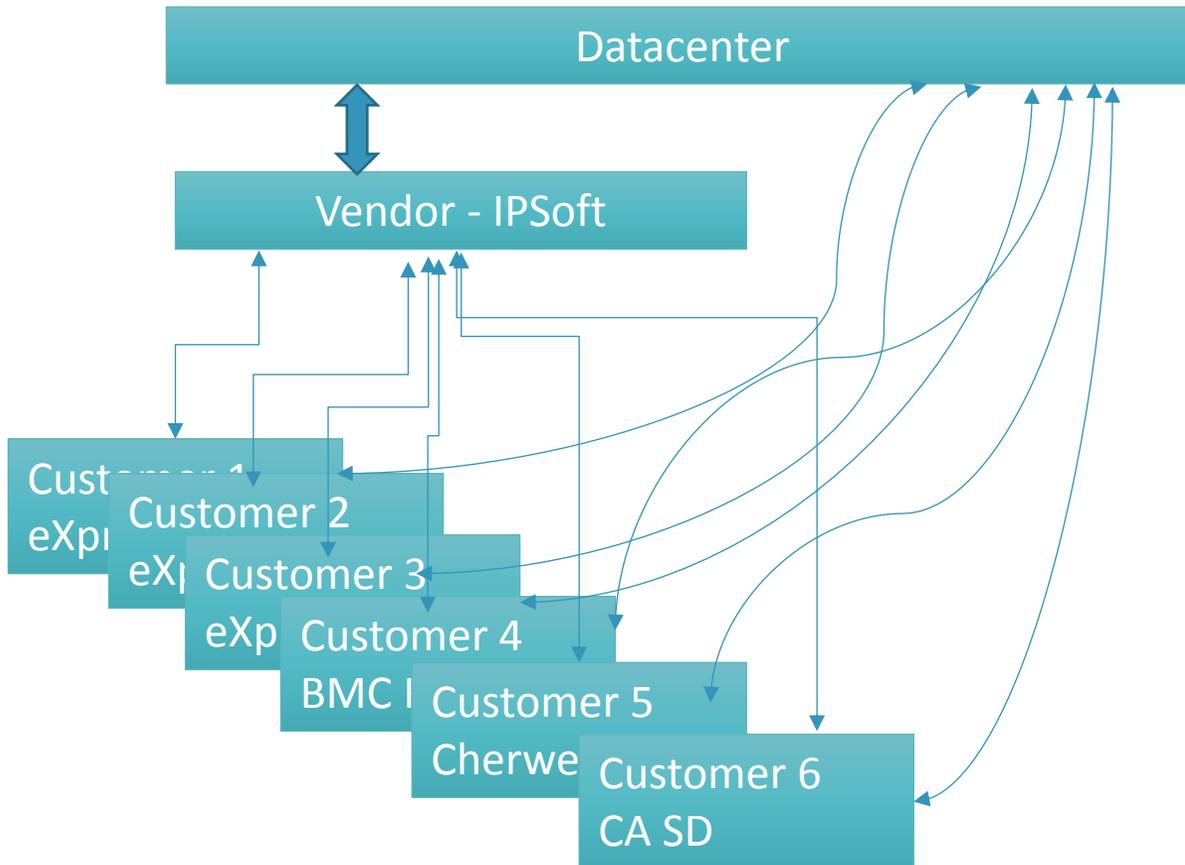
**Handle work-tasks and workflows in a more effective manner through Technical support of processes which helps:**

- Free up resources for other tasks
- Lower complexity of daily tasks
- Improve Delivery Quality
- Support and enhance quality of processes
- Increase operations stability
- Increase employee satisfaction

# The scope of Automated Datacenter programme



# How it was organised

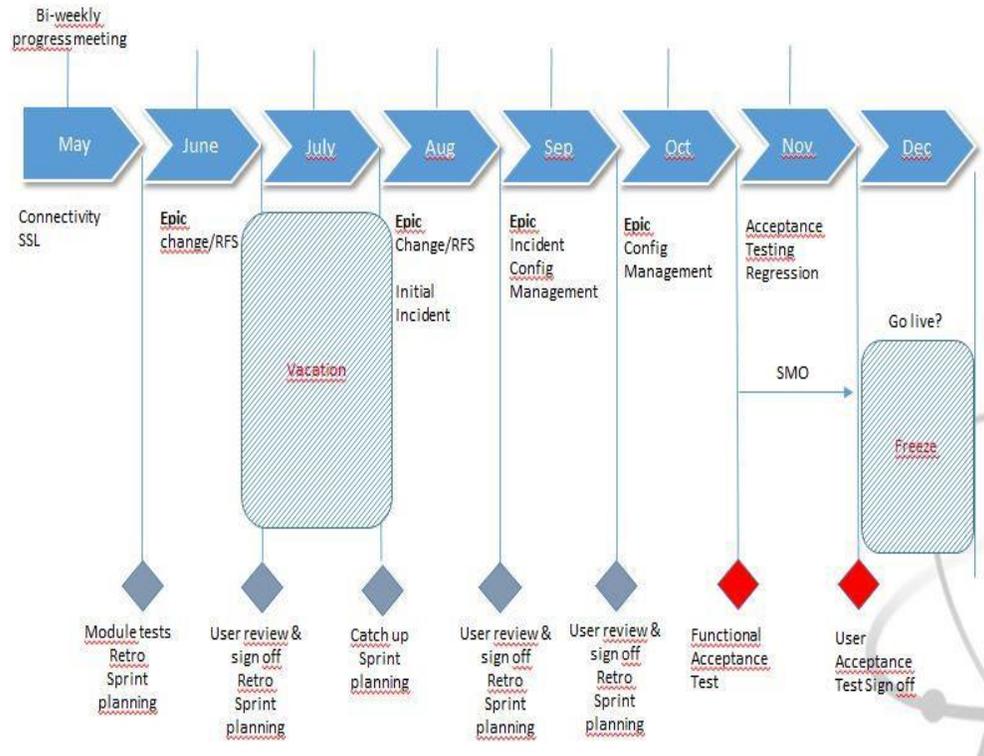


## Std. Prince2 model

- Agile approach
- Bi-weekly progress meetings between Datacenter PM, Vendor PM and one Customer PM.

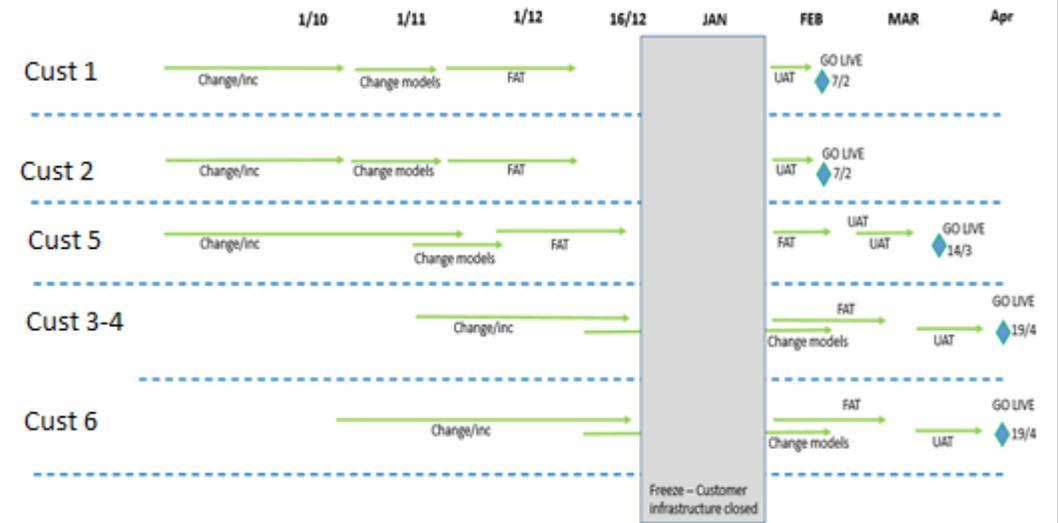
# Plans and real life

## Early Spring 2016



## Late Autumn 2016

### Time Plan Integrations



# A plunge into one of the issues – that lead to project plan adjustment

## **At datacenter: cmdb is the core**

- Service
- CI – the key

## **At customer 5: no cmdb**

- Business Service is the key
- One Business Service – can contain of more services from datacenter
- CMDB present – but was not in use

# Outcome until now.

## **Benefits – value added**

- Incident- and Change processes now aligned between datacenter and customers.

## **Lessons learnt**

- Do our vendor fully understand the objectives?
- Can our vendor and subvendors deliver according to plan?
- Are the contracts signed?
- Are contracts really reflecting Agile approach or is it still tailored for Waterfall approach
- Are we as agile as we want to be – or are we still running SW-projects using the waterfall model?
- Are we adding value to our customers – or are we slowing their businesses?

# Were the Purpose met?

## **Going from Datacenter to Service Provider and moving towards an automated datacenter**

- Easier onboarding of new customers - ok
- More efficient usage of staff - TBD
- Unified monitoring for all clients - TBD
- Unified processes for all clients - ongoing

## **Handle work-tasks and workflows in a more effective manner through Technical support of processes which helps:**

- Free up resources for other tasks - ok
- Lower complexity of daily tasks - ok
- Improve Delivery Quality - TBD
- Support and enhance quality of processes - ok
- Increase operations stability – TBD after go-live
- Increase employee satisfaction - ok

## What else?

Could there have been other approaches?

- Other ways of meeting the objective?
- Other approach
- Other tools

# Questions?



## Further inspiration:

<https://www.axelos.com/case-studies-and-white-papers/introduction-to-service-integration-management>

<https://www.axelos.com/case-studies-and-white-papers/who-is-the-king-of-siam>

<https://www.axelos.com/case-studies-and-white-papers/an-example-itil-based-model-for-effective-siam>

# Thank You!

- Jacob Andersen
- [Jacob.andersen@itsmf.dk](mailto:Jacob.andersen@itsmf.dk)
- +45 2972 4424

