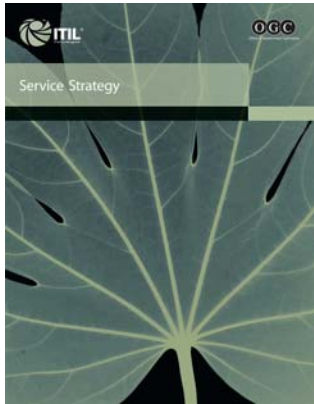




ITIL[®] v3 Overview

George Spalding
VP
Pink Elephant

ITIL V3 Library



Service Strategy



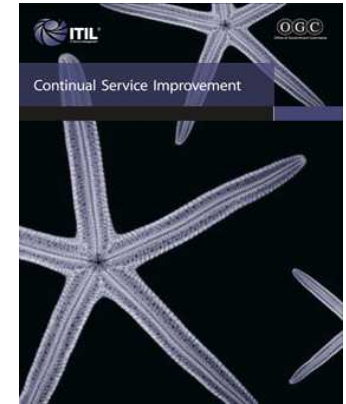
Service Design



Service Transition



Service Operation



Continual Service Improvement

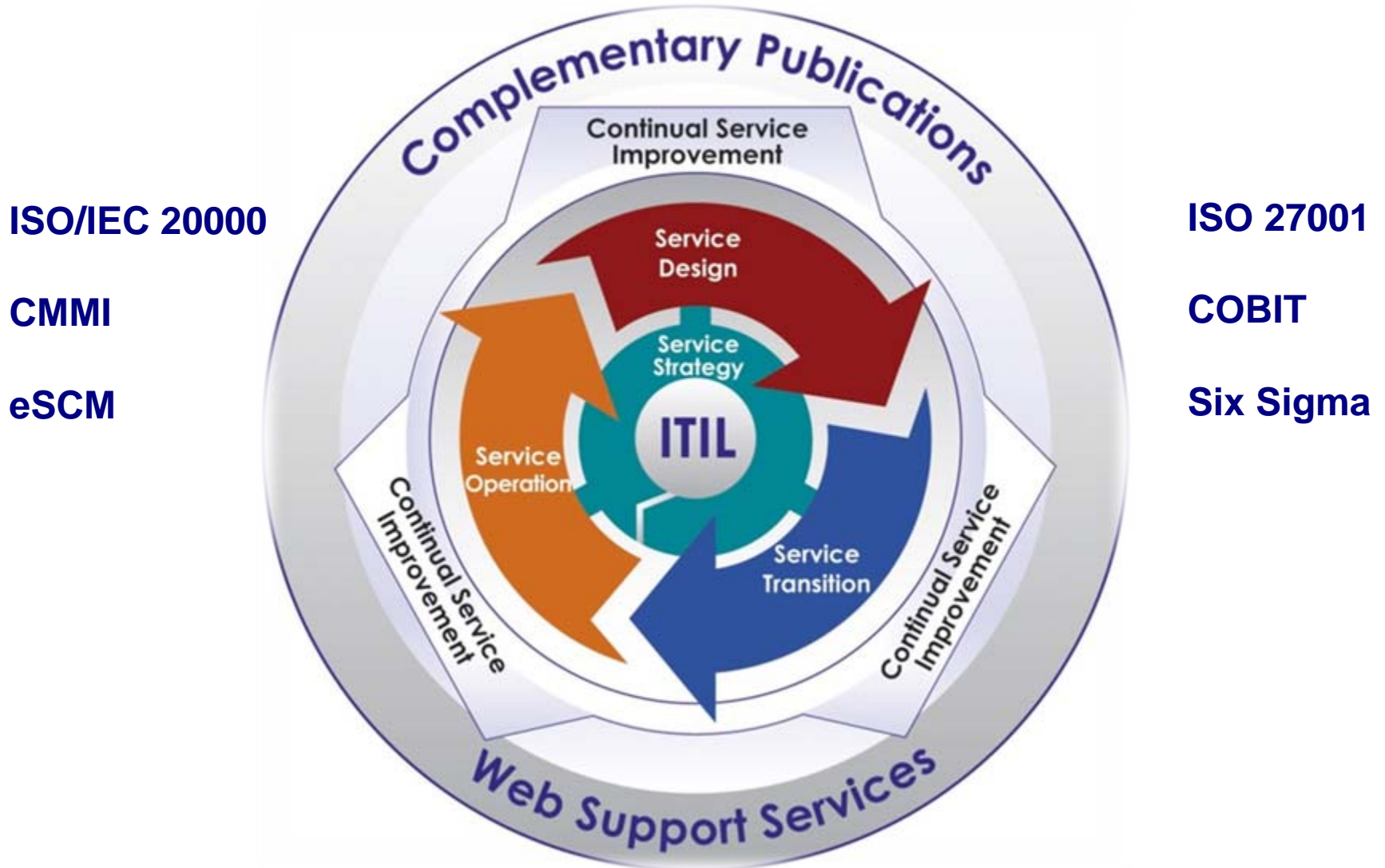


The Official Introduction To The ITIL Service Lifecycle

5 Core Books

+ Complementary Guidance

Core Structure



Parties Involved

- Office Of Government Commerce (OGC)
- The Stationery Office (TSO)
- APM Group (APMG)
- Examination Institutes:
 - APM Group
 - Information System Examination Board (ISEB)
 - Examination Institute for Information Science (EXIN)
 - Loyalist Certification Services
 - Dansk IT
- HDI
 - Local Chapters
- IT Service Management Forum (*itSMF*)
 - Local Interest Groups (LIG)
- Practitioner Organizations
- Pink Elephant

Key Statements of Truth

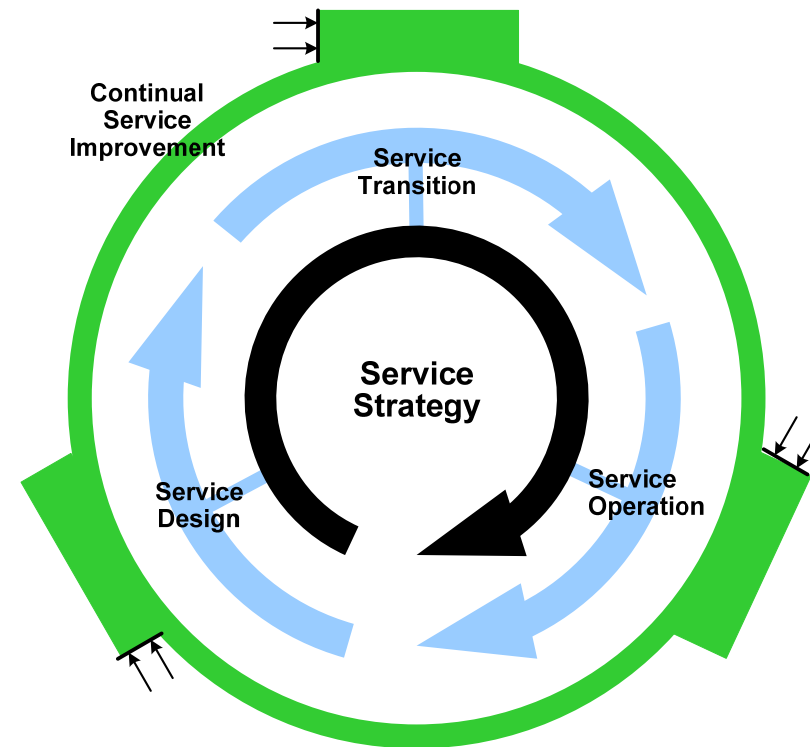
- ITILv3 refresh ensures that ITIL continues to be fit for purpose and improves the usefulness and applicability by addressing the changing needs of users as technology-based and business-based requirements evolve.
- ITILv2 isn't being thrown away but being re-mapped to a new, business-oriented framework
- Reliable and proven ITIL processes as outlined in v2 remain, with greater emphasis placed on making sure that IT services support business needs to a greater extent in v3.

The Purpose Of V3

- Meet the needs of today and tomorrow
- Evolve SM practices to next level of maturity
- Address current practice gaps
- Embed solid processes into a service lifecycle
- Stronger connection to converging frameworks
 - Governance
 - Standards
 - Management

Why A Lifecycle?

- Building on a great practice base
- Enabling integration with business process
- Managing services from cradle to grave
- Removing process silos
- Reflecting the public feedback for holistic lifecycle focus



ITIL Complementary Portfolio



- Supports the ITIL Core
- Topic Specific
- Enhanced Guidance
- Industry Developed
- Research Supported
- Living Library
- Industry owned
- ITIL Branded

- Official Study Aids
- Outsourcing Expertise
- Scalable Adaptation
- Public Sector
- Knowledge System
- Measurement
- ITIL for Executives
- ITIL in various sectors
- ITIL in various platforms

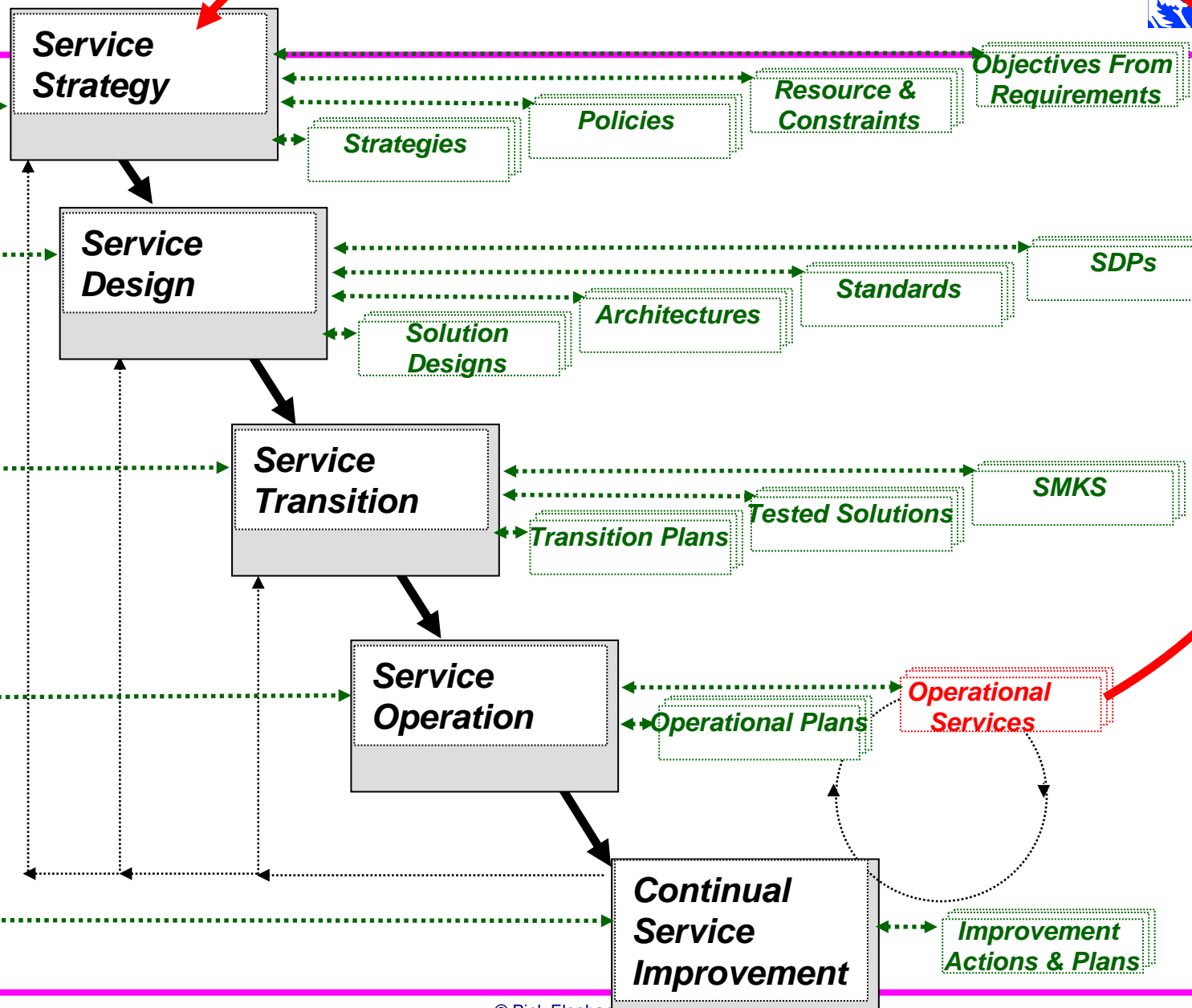


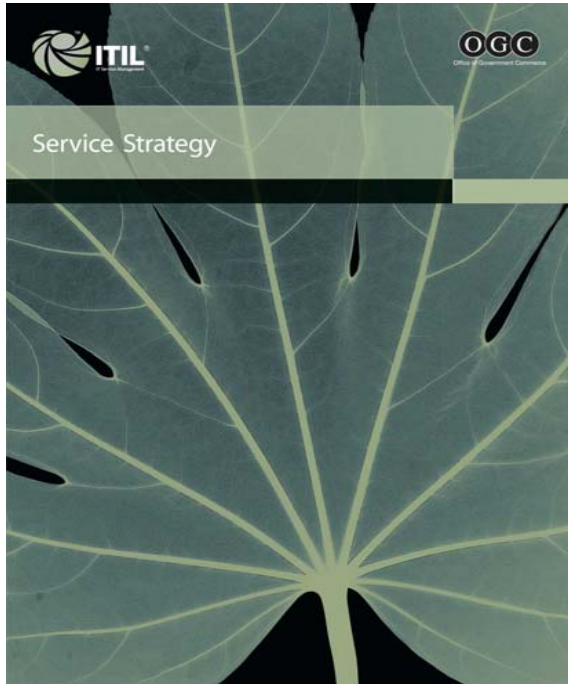
First books Summer 2008

The Business / Customers

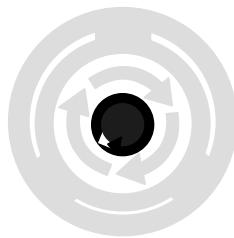
Requirements

Service Portfolio
Service Catalogue





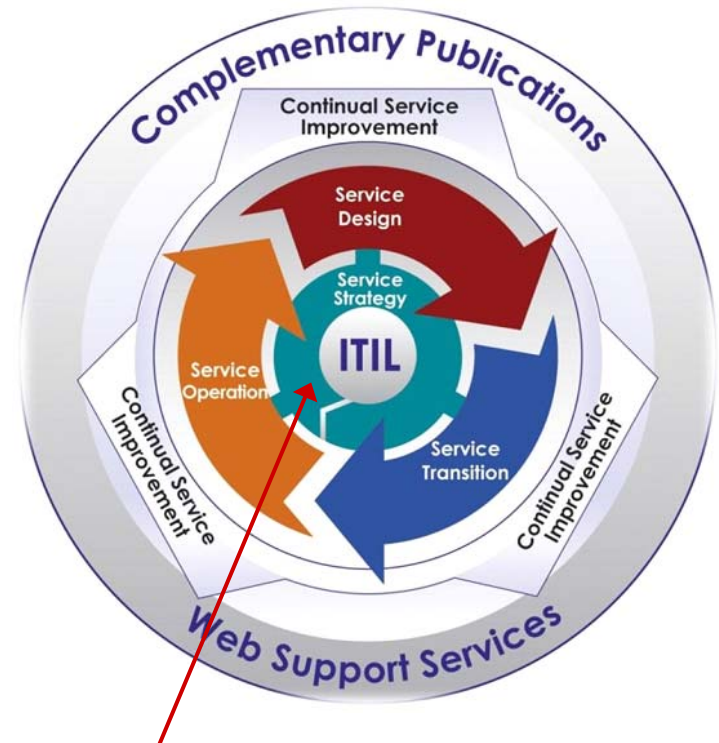
Service Strategy Generation
Service Portfolio Management
Financial Management
Demand Management



What Is The Service Strategy Of ITIL V3?



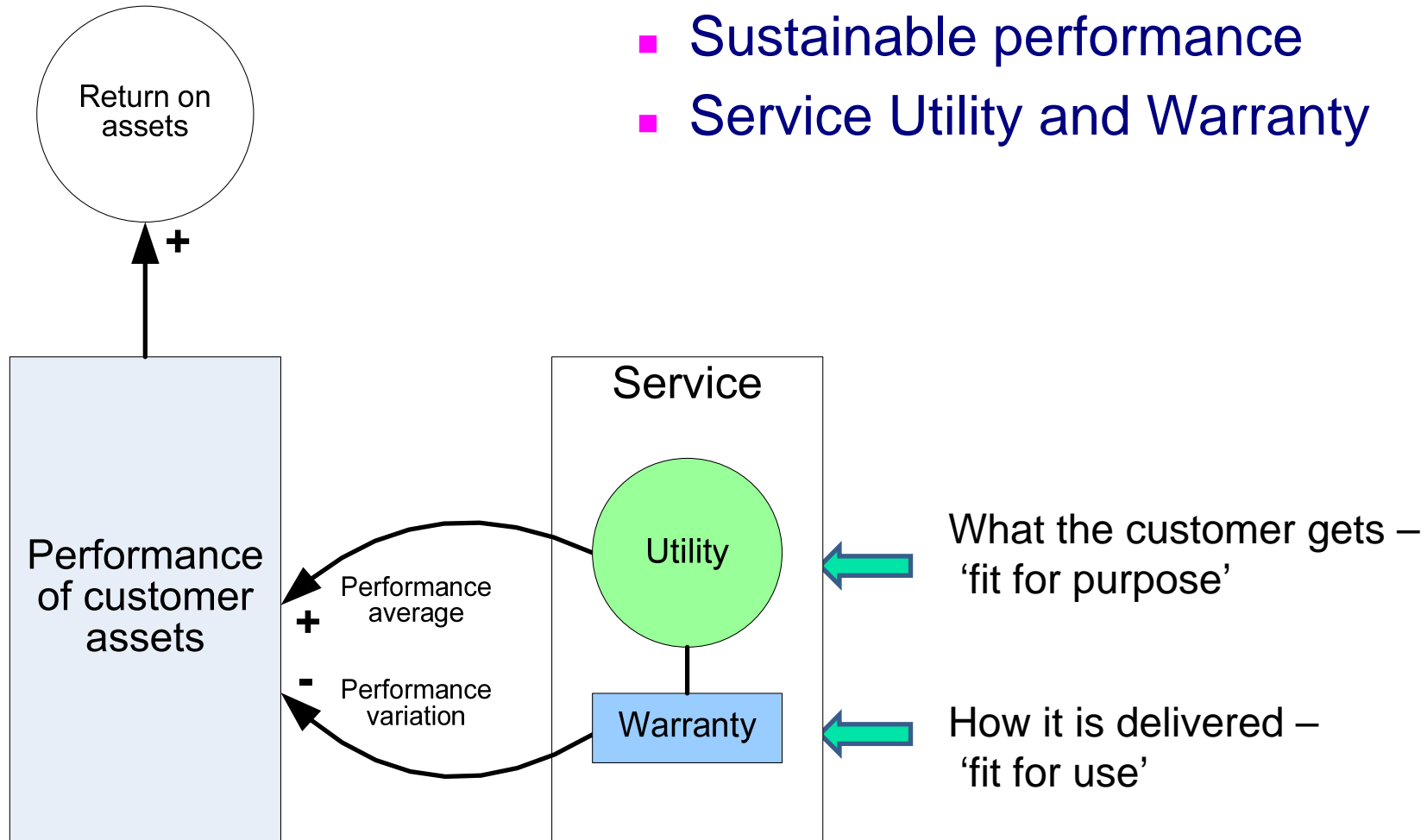
- It is a model whereby **the strategy begins with the customer's desired outcomes**
- “Customers don't buy products, they buy the satisfaction of particular needs”
- This means that what the customer values is often different from what the service provider thinks he or she provides
- Acknowledges that every service provider is subject to competitive forces



Service Strategy sits at the core of the new ITIL V3 Service Lifecycle

Value For Services

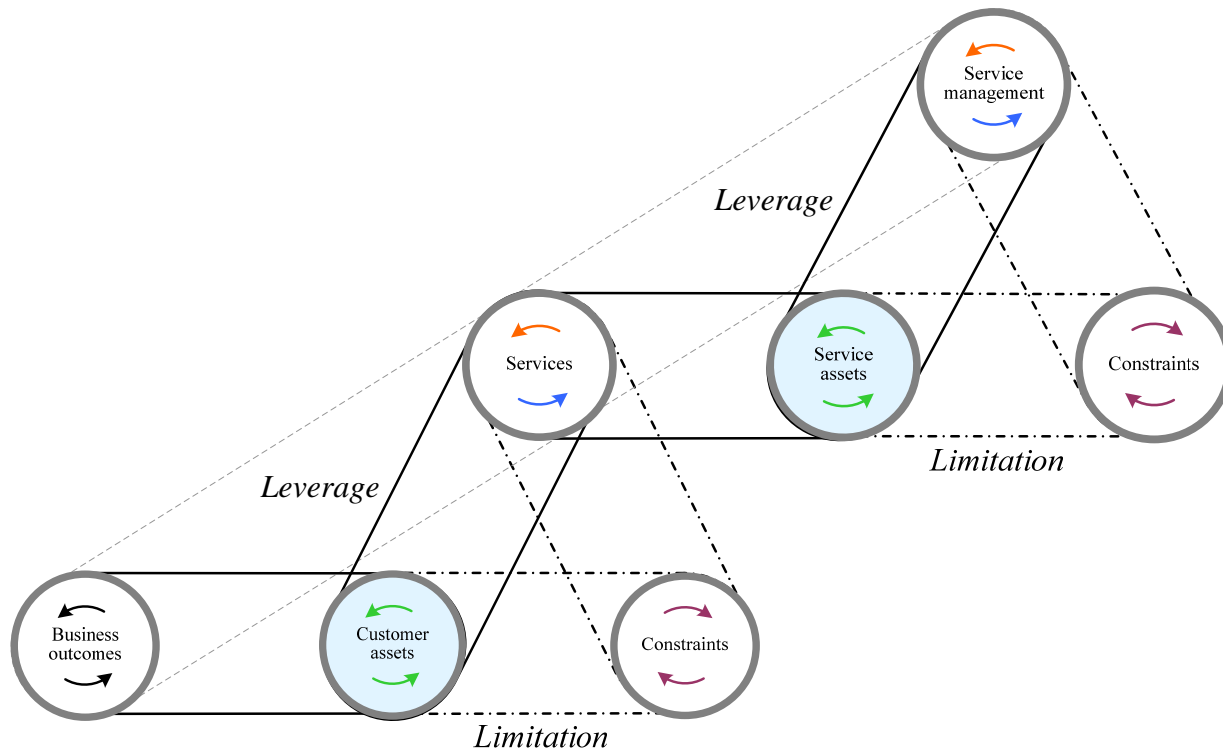
- Services as Assets
 - Sustainable performance
 - Service Utility and Warranty



Valuing Services & Service Management

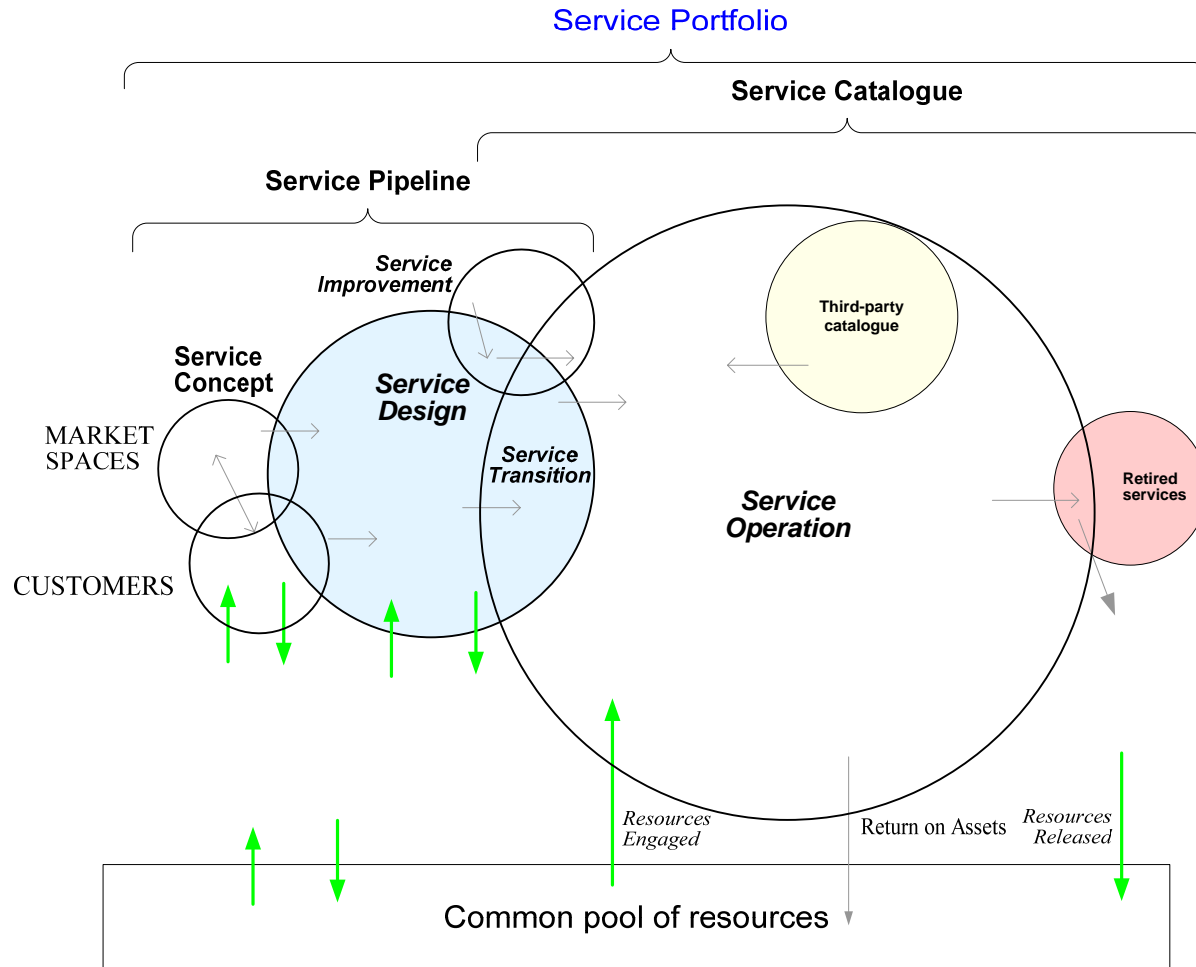


Business outcomes and performance of customer assets are the basis for valuing services and service management.



“People don’t buy quarter-inch drills. They buy quarter-inch holes.”
- Theodore Levitt

The Service Portfolio



Economy does not lie in sparing money, but in spending it wisely.
 - Thomas Henry Huxley



Service Level Management
Service Catalog Management
Availability Management
Supplier Management
Capacity Management
Information Security Management
IT Service Continuity Management





***See first that the design is wise and just: that ascertained,
pursue it resolutely do not for one repulse forego the
purpose that you resolved to effect***

***William Shakespeare
1564 -1616***

A common mistake that people make when trying to design something completely foolproof was to underestimate the ingenuity of complete fools.

Douglas Adams

Definition:

'The design of appropriate and innovative IT services, including their architectures, processes, policies and documentation, to meet current and future agreed business requirements.'

“Design is the art of gradually applying constraints until only one solution remains.”

Resource constraints including schedules

Level of warranty

Desired service solution

Value & ethics

Existing commitments

Acceptable service solution

Comparative unit costs

Technology constraints

Solution space or the set of designs that are allowed with the given set of constraints

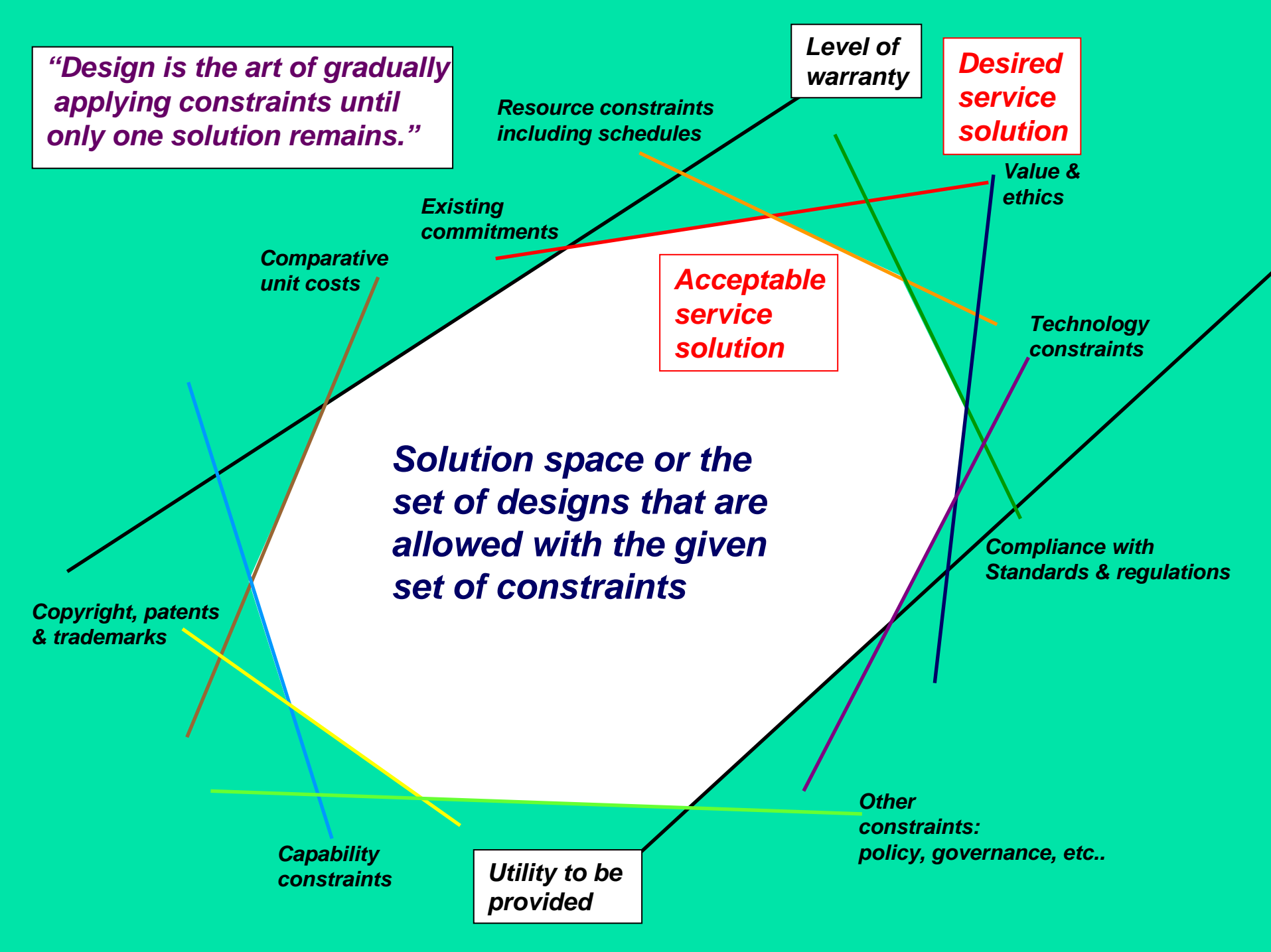
Compliance with Standards & regulations

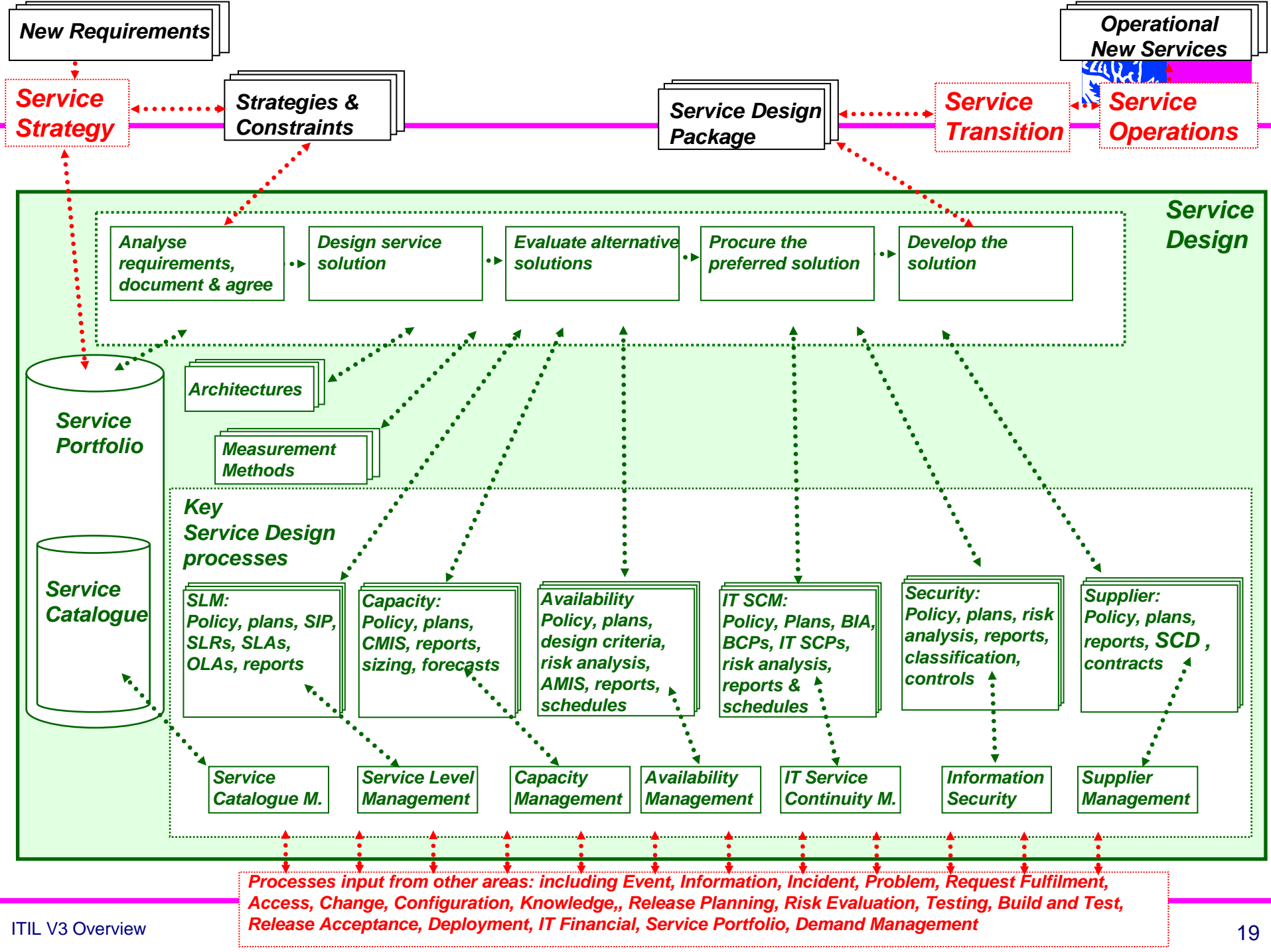
Copyright, patents & trademarks

Other constraints: policy, governance, etc..

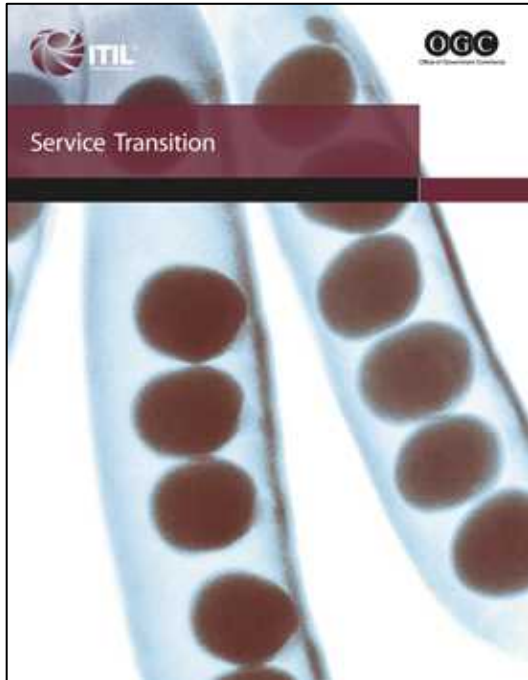
Capability constraints

Utility to be provided





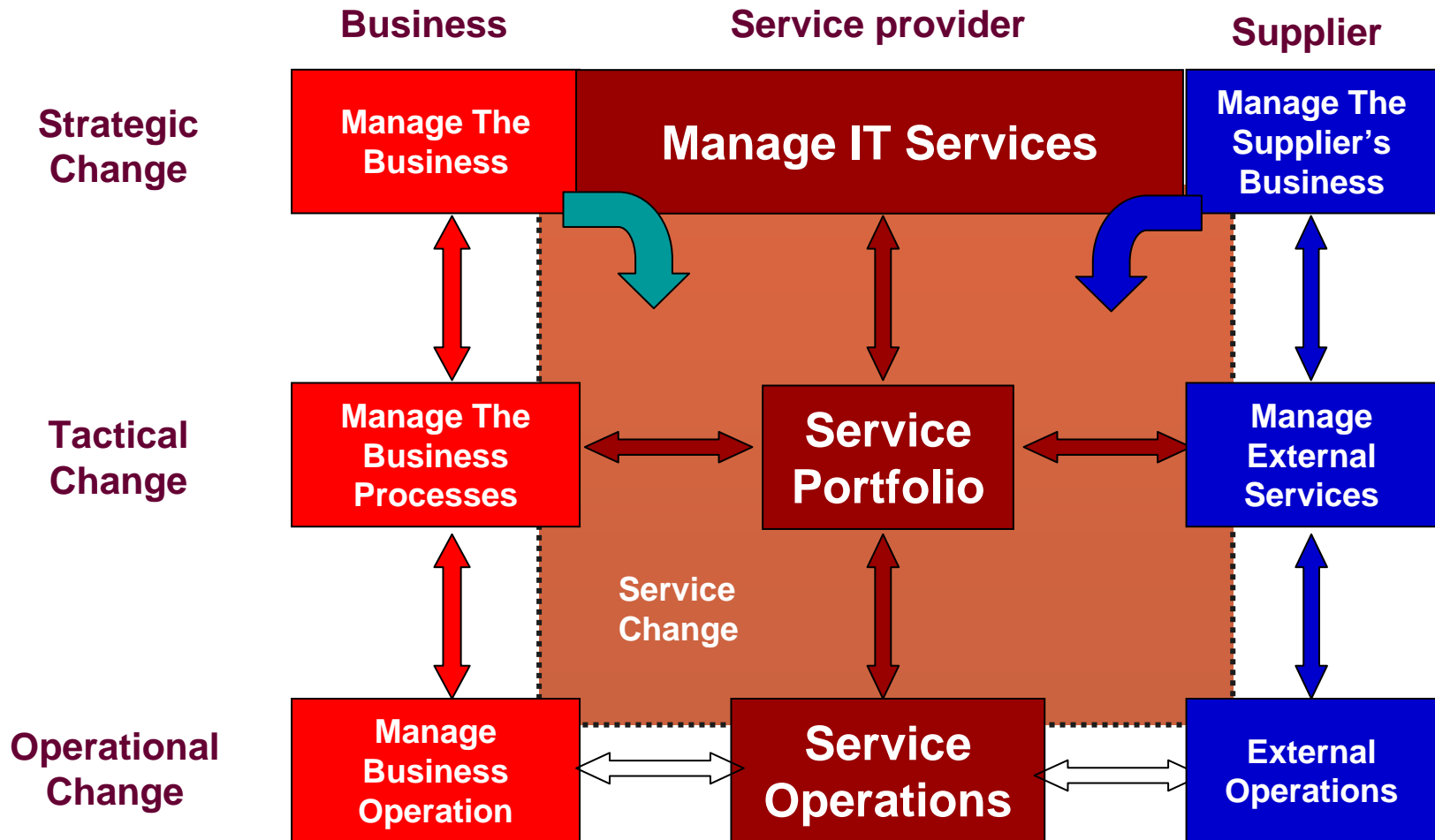
Service Transition



Change Management
Service Asset & Configuration Management
Release & Deployment Management



Change Management Scope



What's Improved Release & Deployment?

Change Management

Service Asset & Configuration Management

Plan &
Prepare
Release

Build &
Test

Service
Testing &
Pilots

Plan &
Prepare
Deploy-
ment

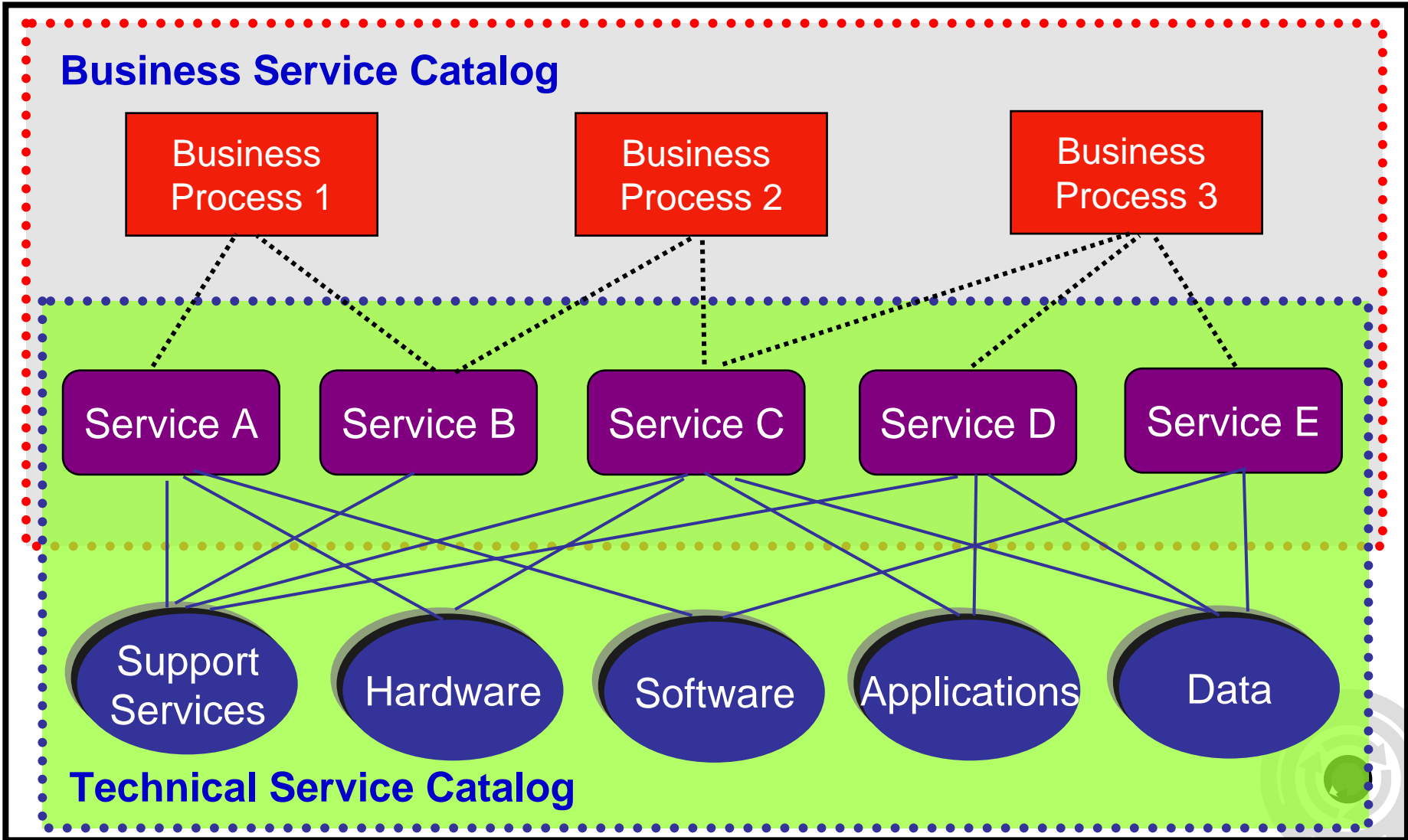
Transfer,
Deploy,
Retire

Review &
Close
Service
Transition

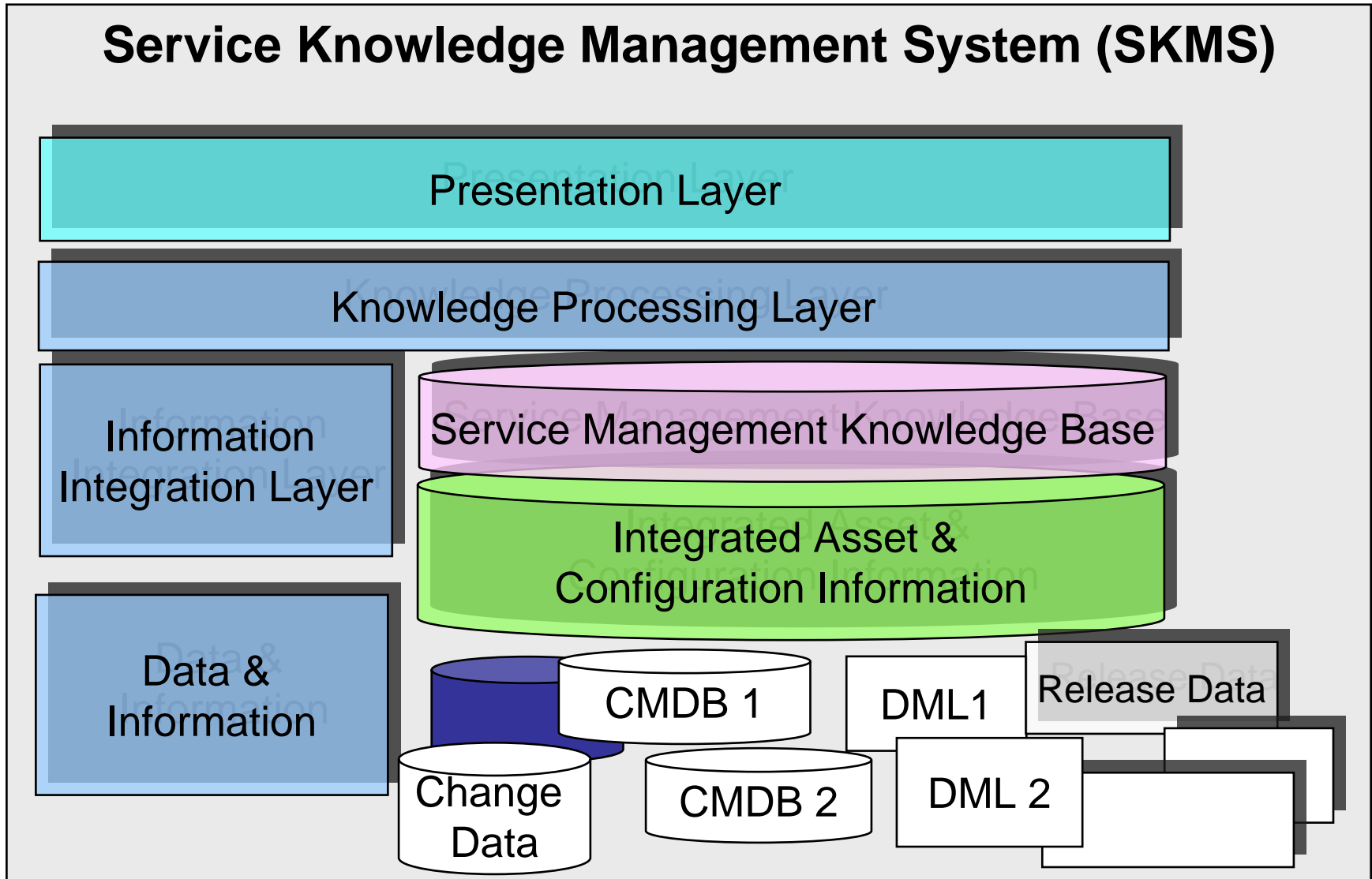
Release & Deployment

Early Life Support

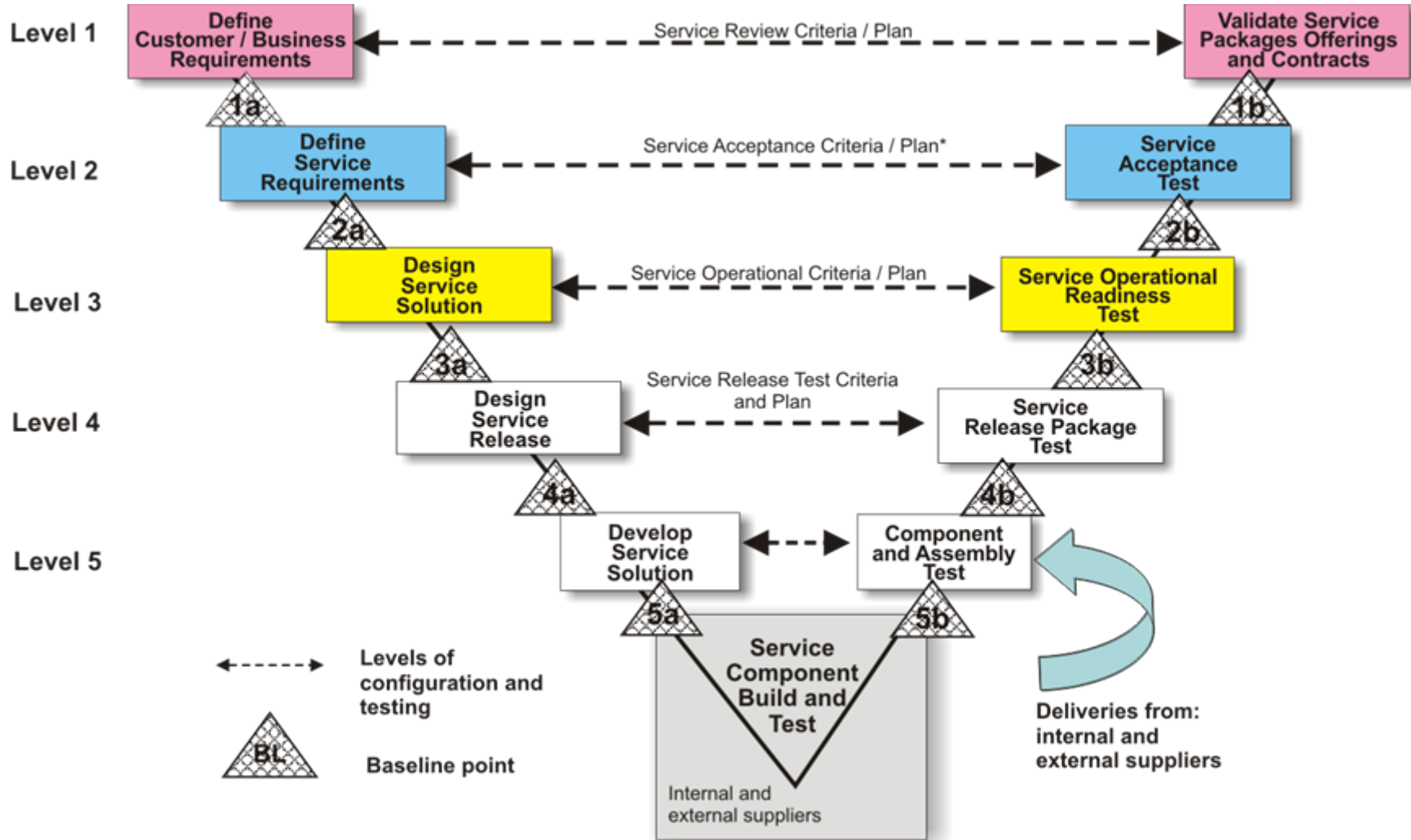
Service Catalog



Service Knowledge Management System



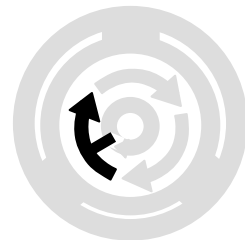
Service V Model



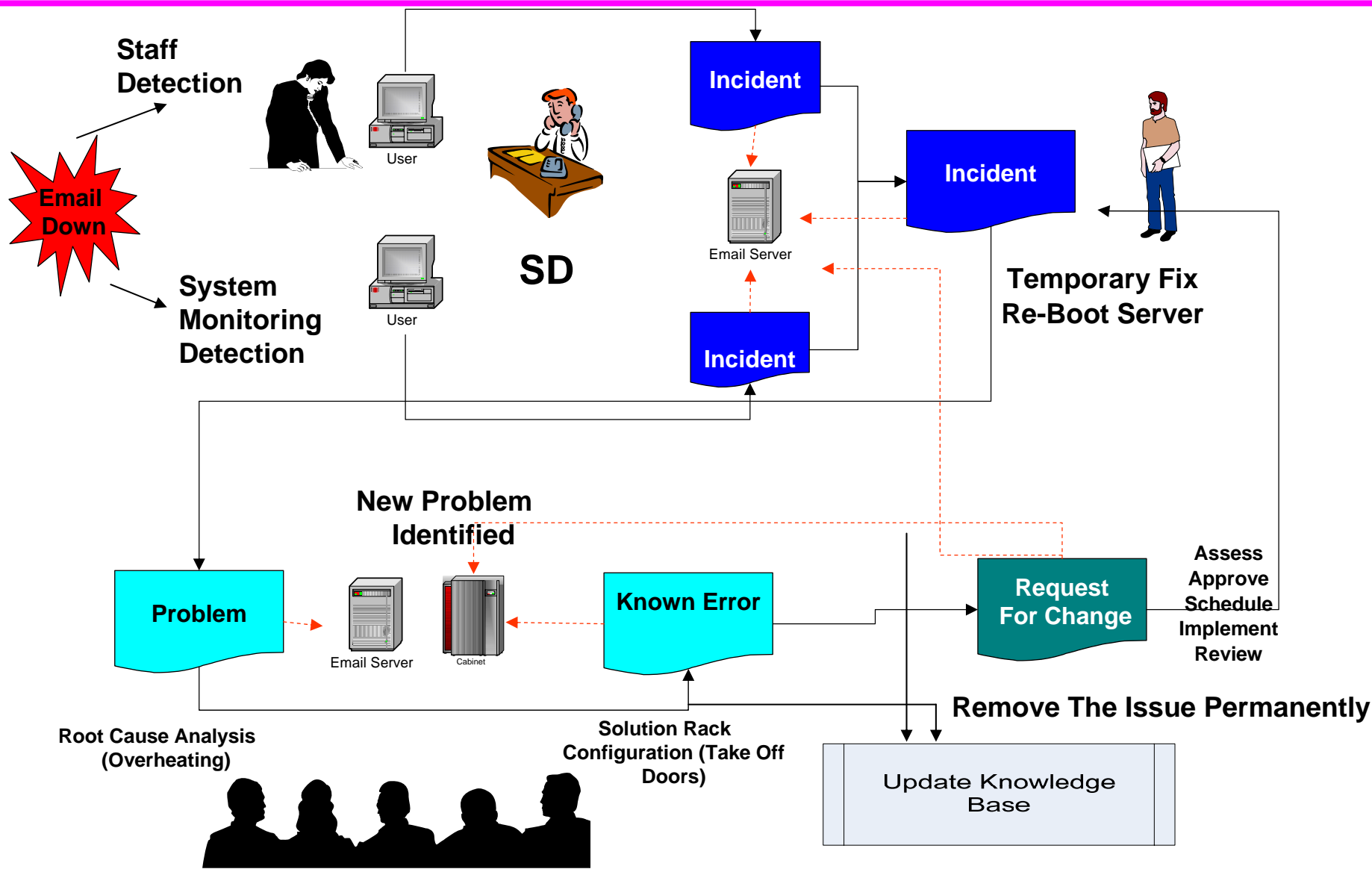
Service Operations



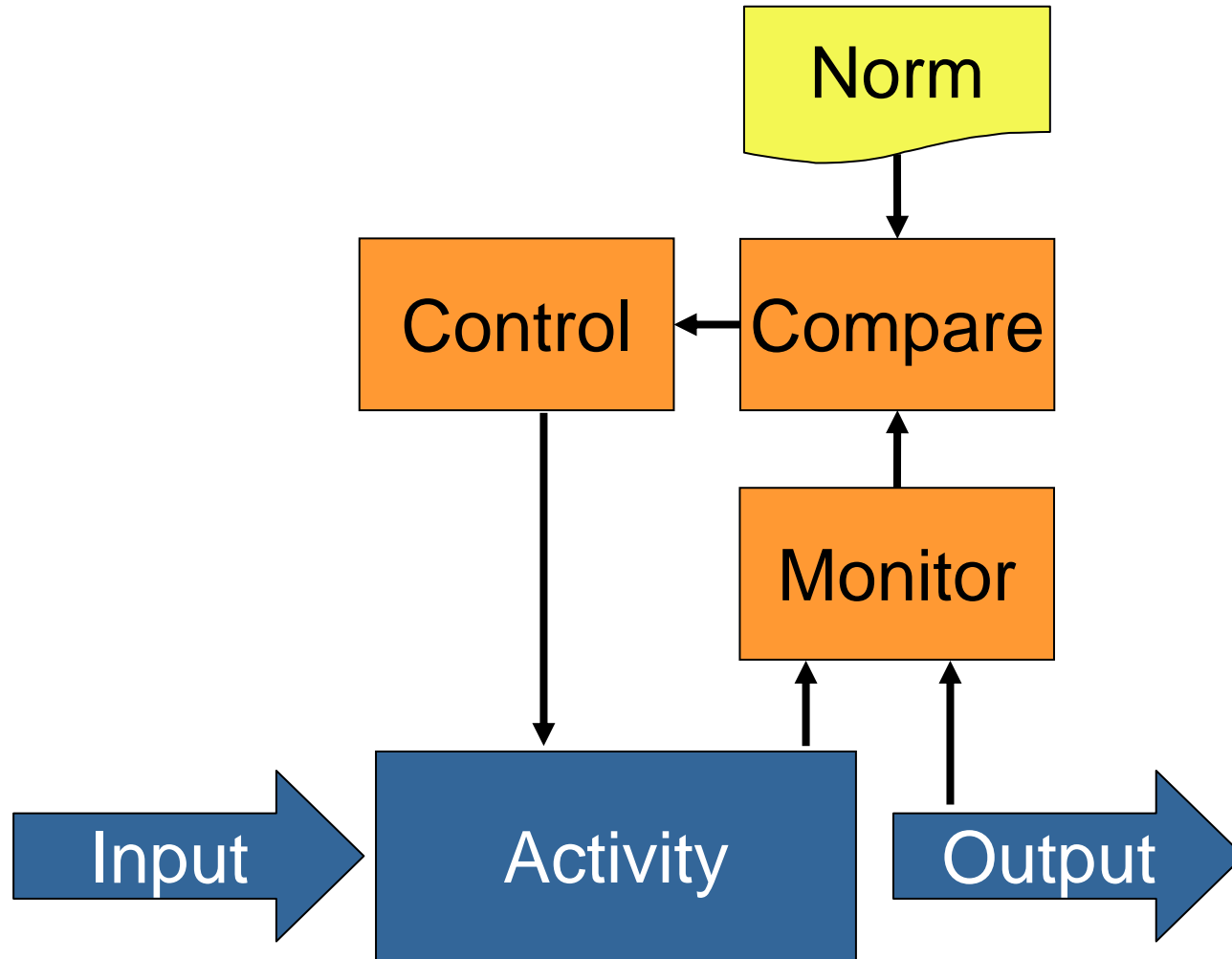
Event Management
Incident Management
Request Management
Problem Management
Access Management



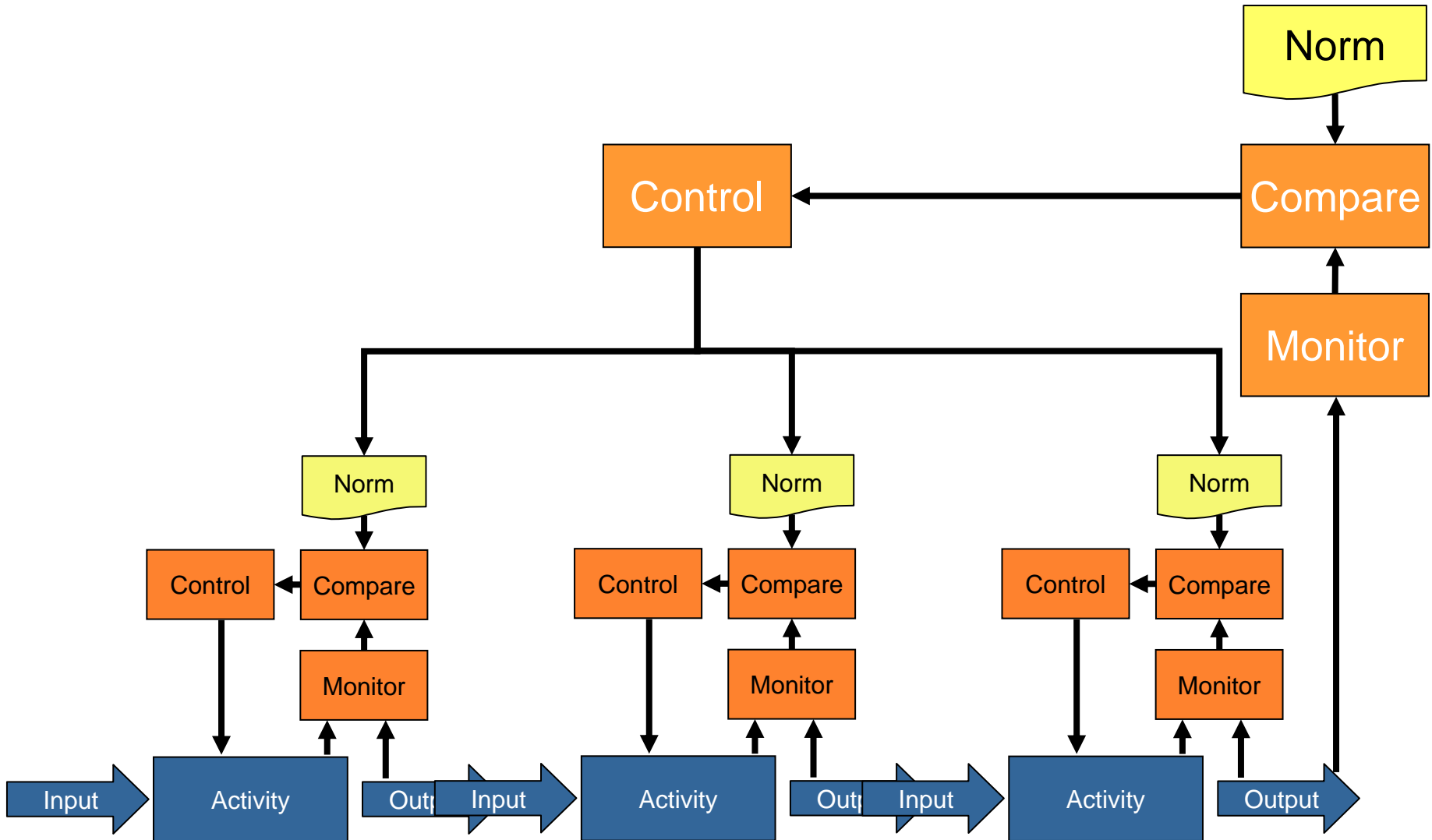
Example Scenario



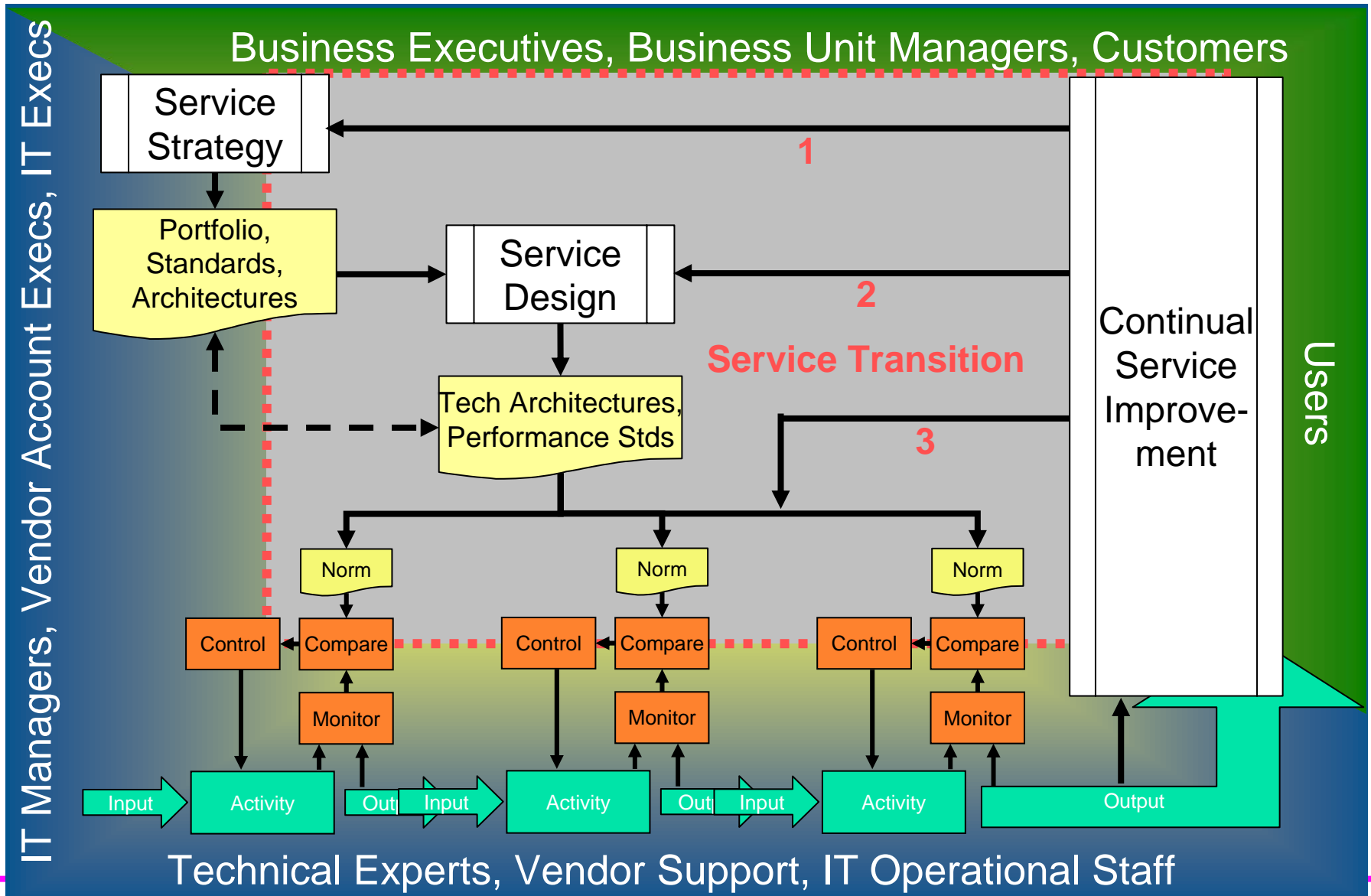
Context – Monitor Control Loop



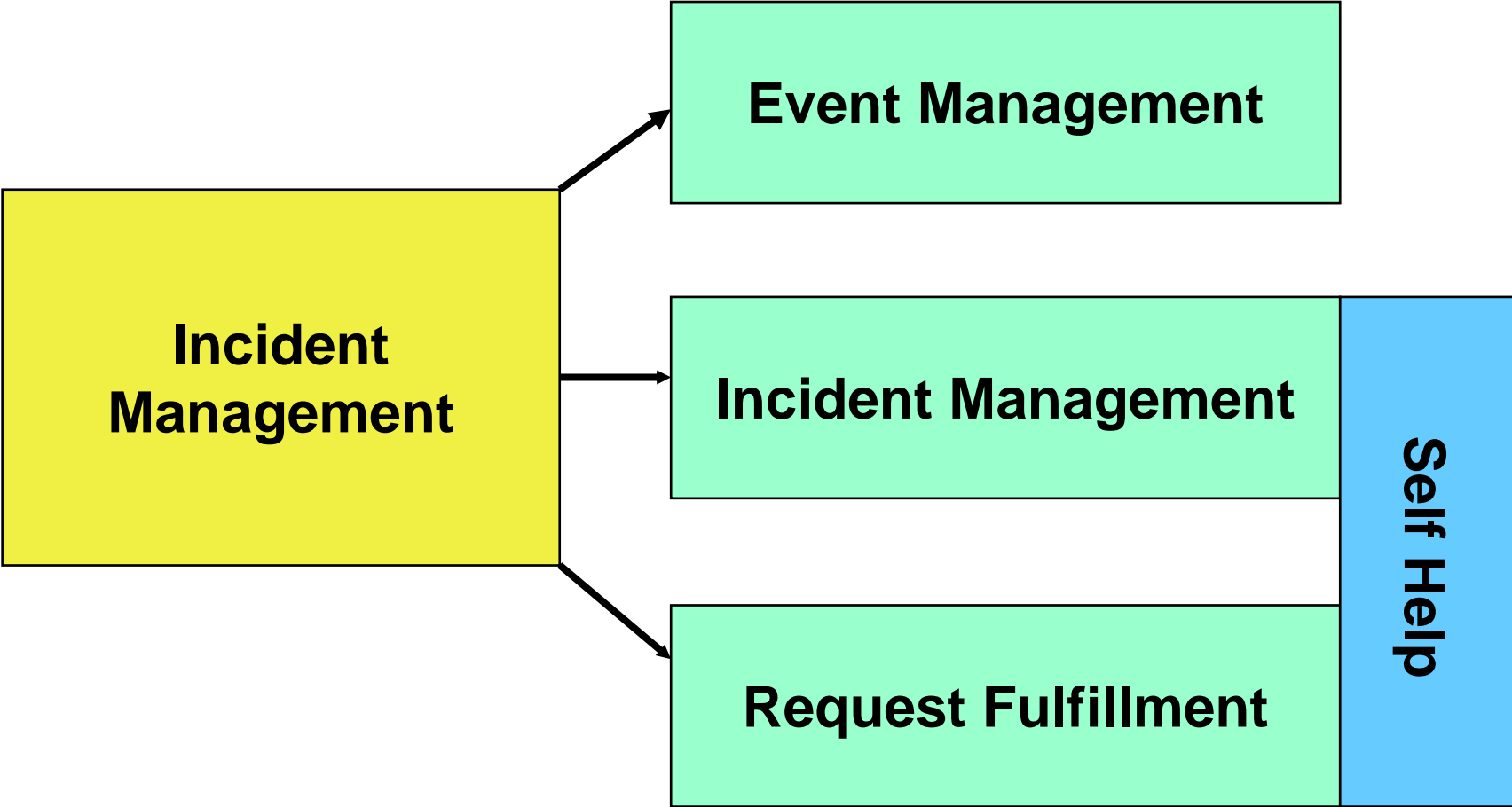
Complex Monitor Control Loops



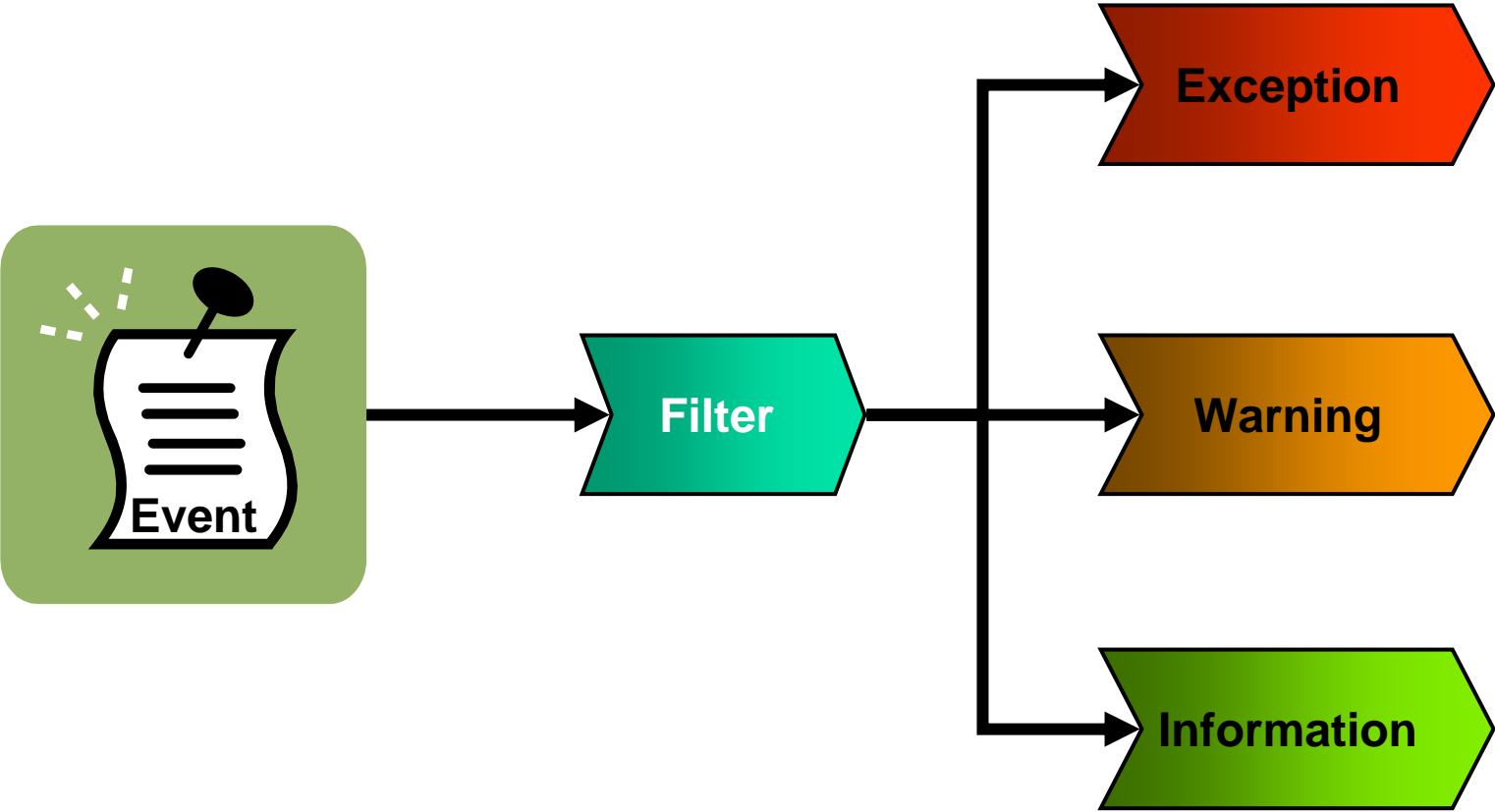
Context – The ITSM Lifecycle



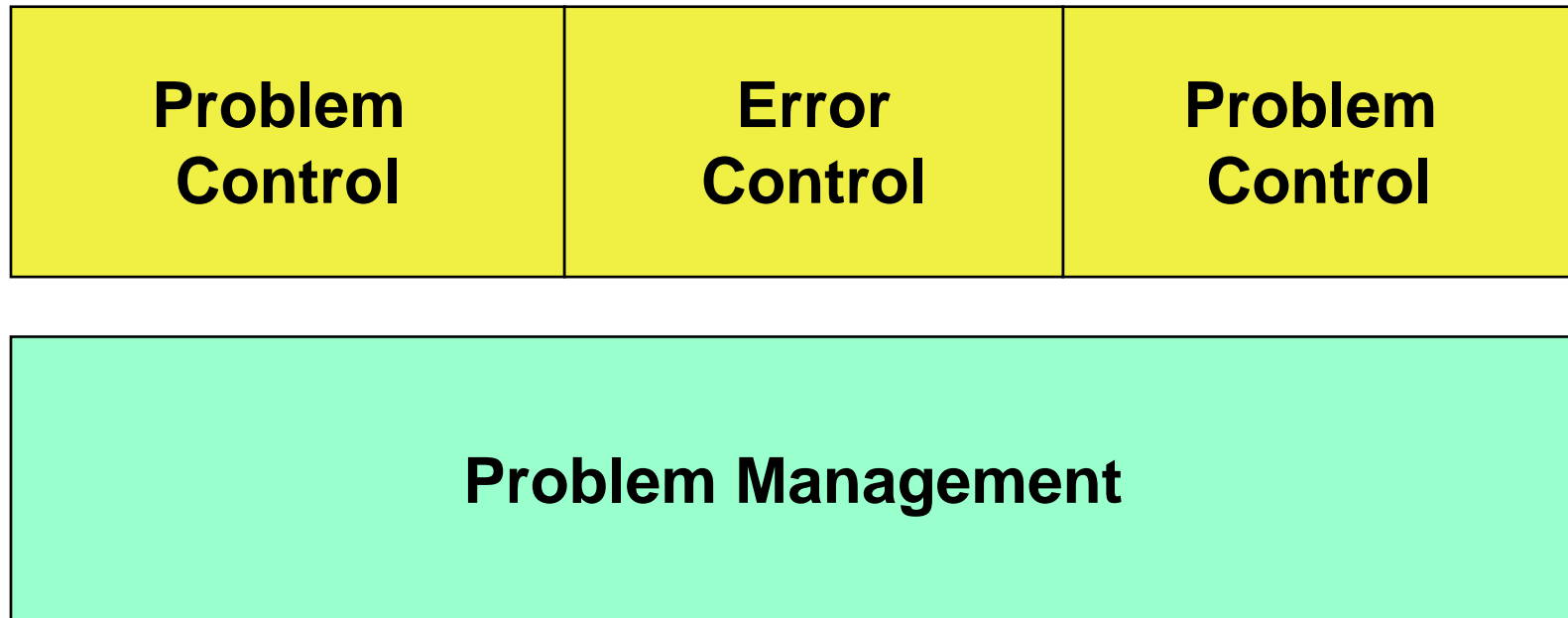
Service Operation Processes



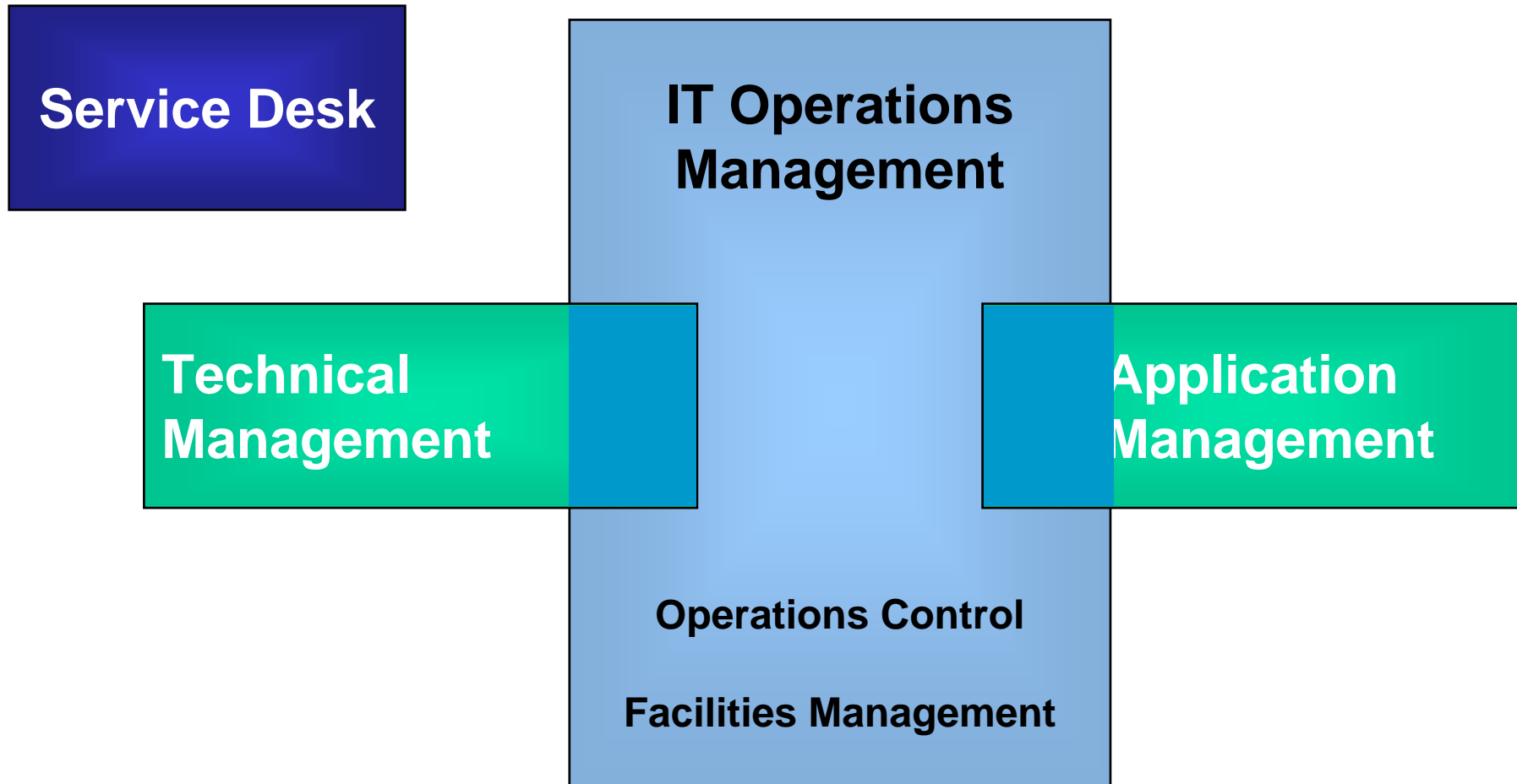
Event Management Logging & Filtering



Service Operation Reactive Processes



Service Operation Functions





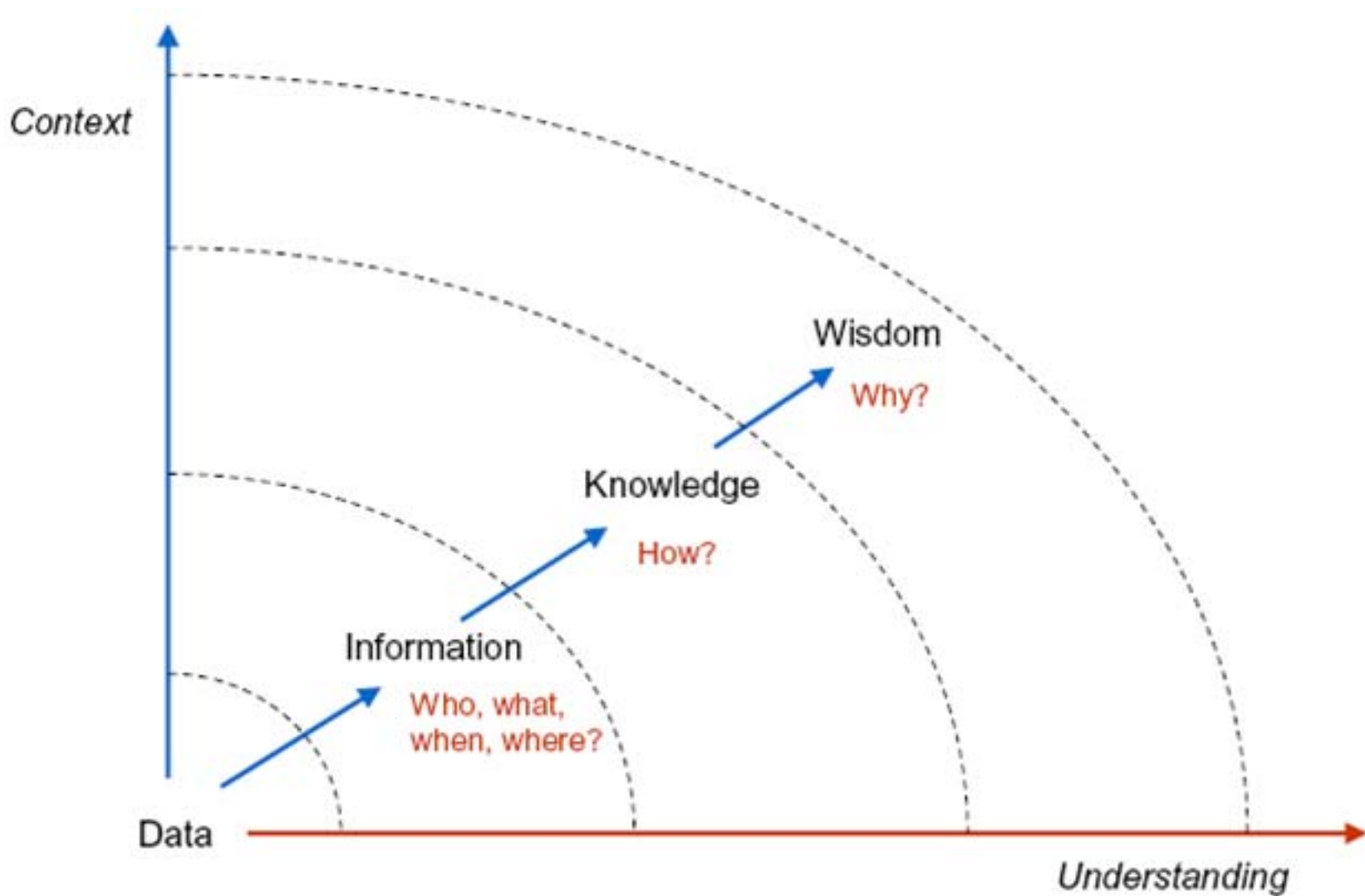
Knowledge Management

- Set customer expectations about how the service can be used to enable business processes
- Coordinate the release of a new service between the business and IT changes/projects
- Reduce variations between the predicted and actual performance of the transitioned service
- Reduce the Known Errors and risks associated with the transition of the service
- Ensure that the service meets the service requirements

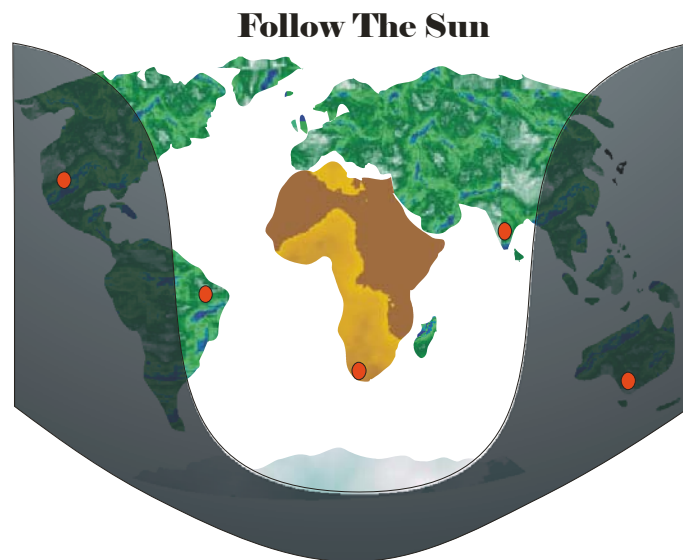
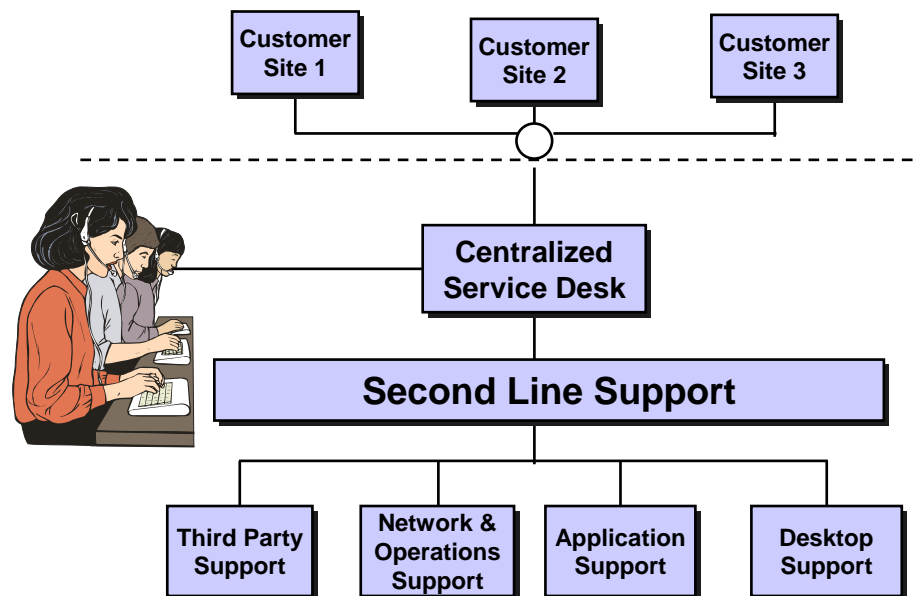
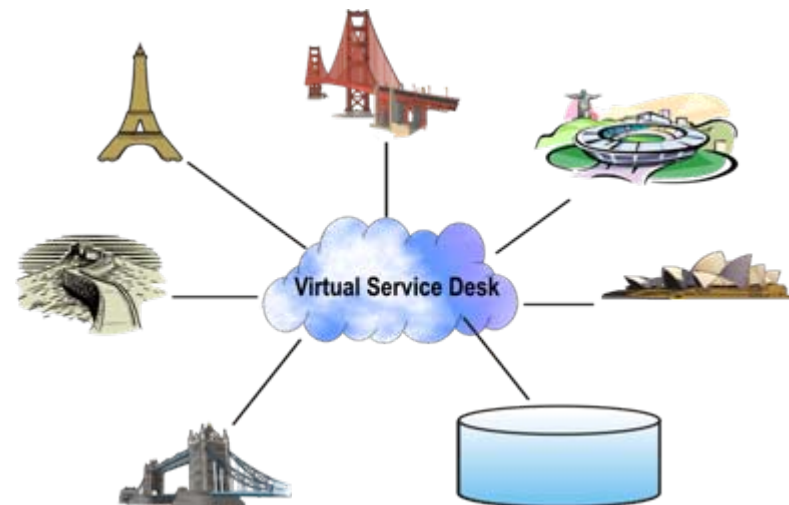
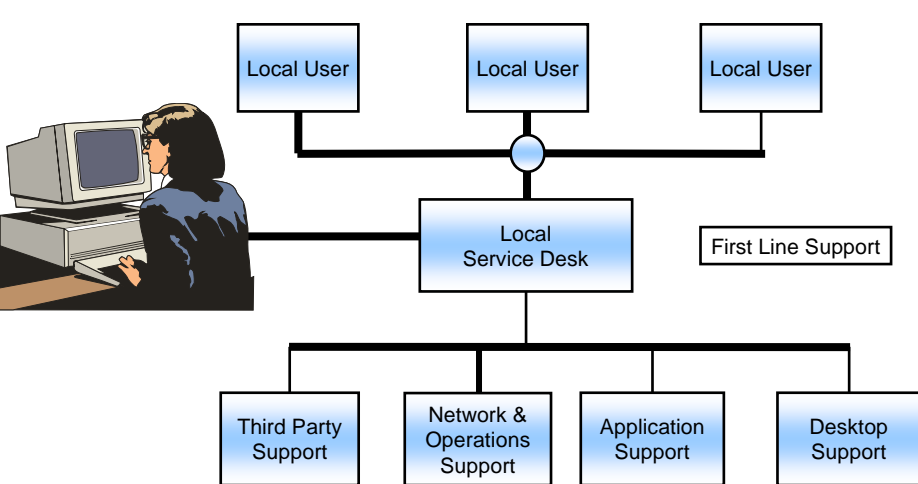
Knowledge Management Activities

- Capturing internal and external knowledge
 - Real time is best
- Organizing knowledge in logical format
- Assessing knowledge for accuracy
- Publishing knowledge for use
- Maintaining knowledge
- Reporting on use of knowledge

DIKW Model



Types Of Service Desks



Continual Service Improvement



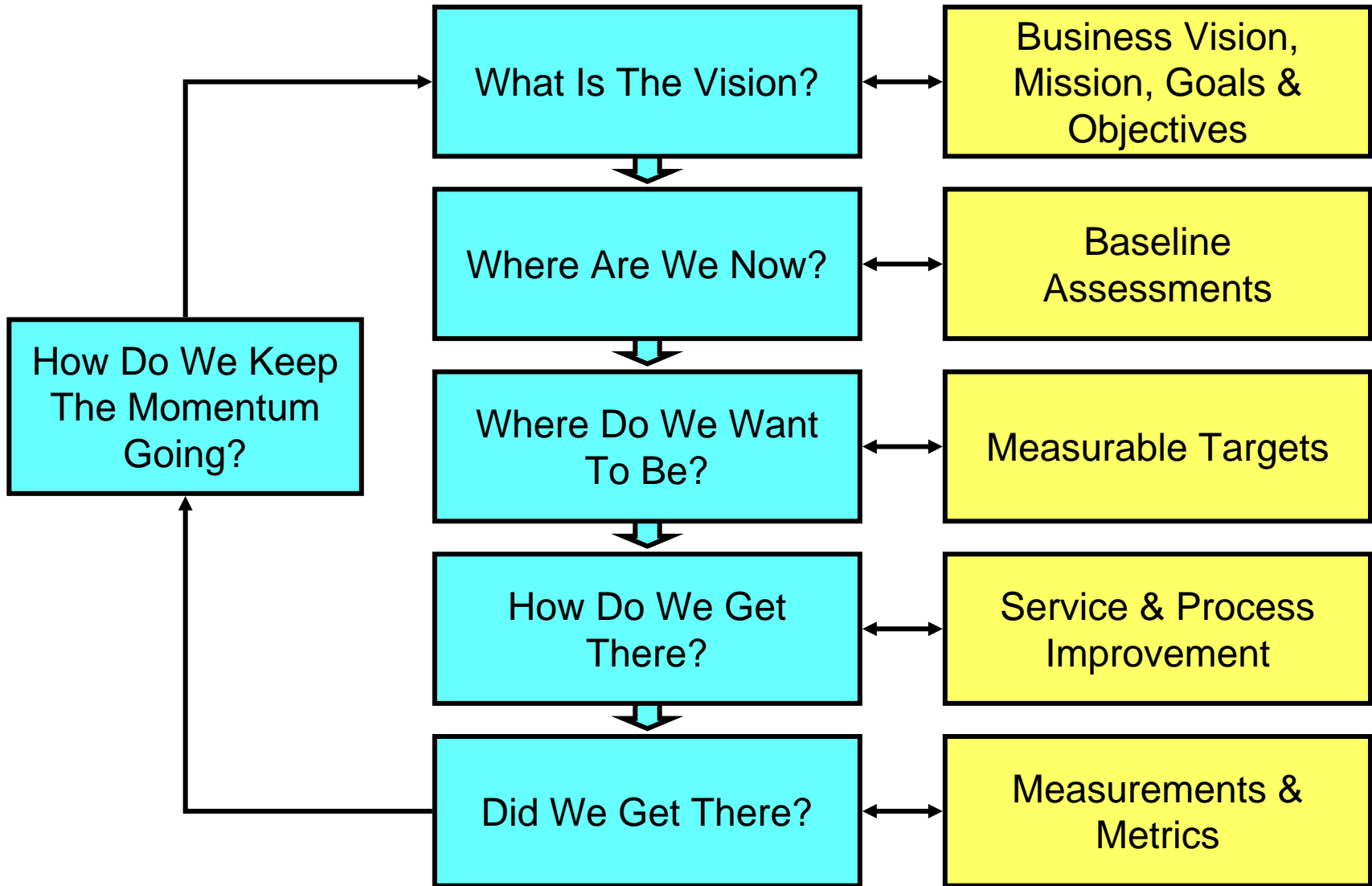
The Seven-Step Improvement Process

Service Improvement vs. Continual Service Improvement

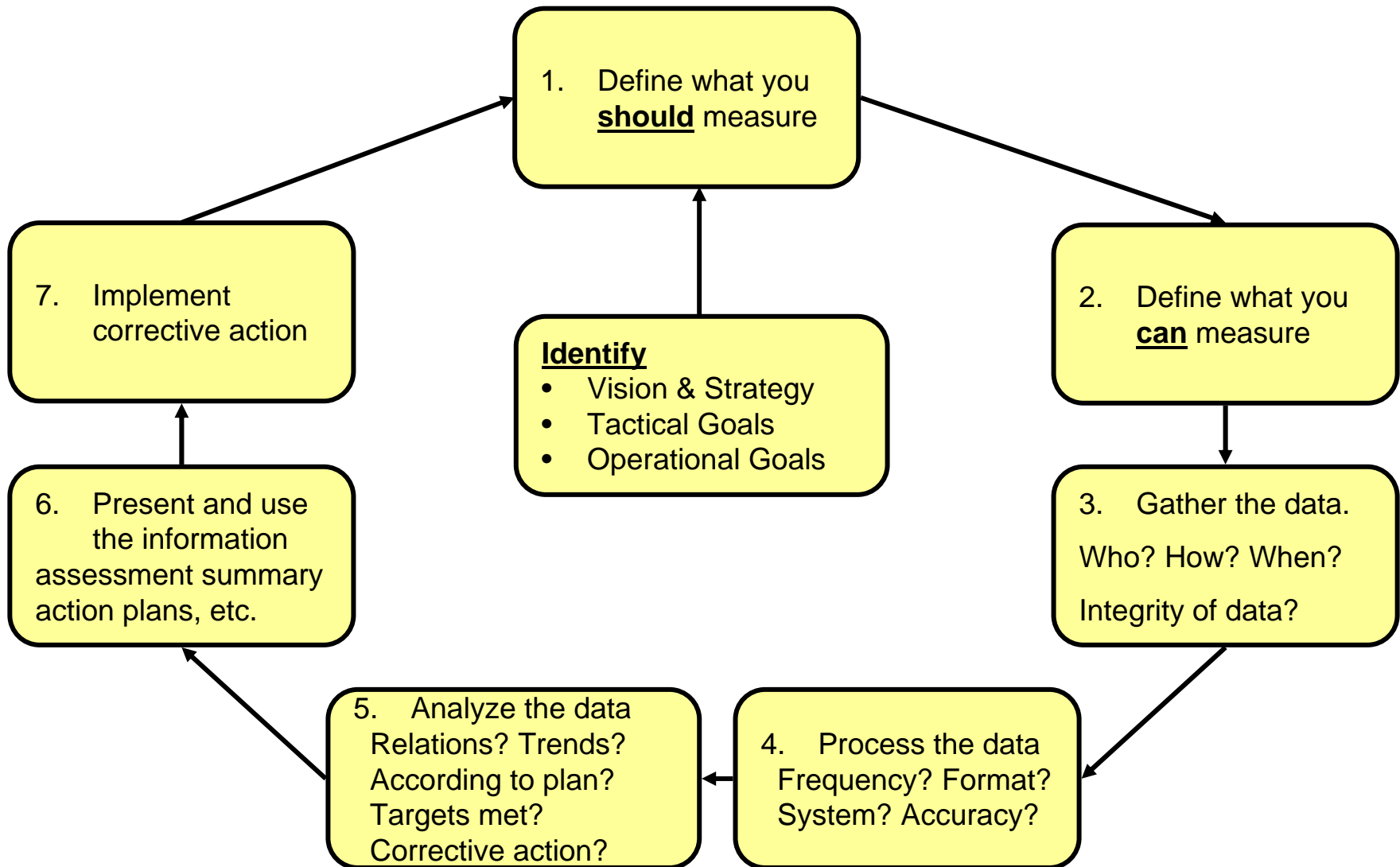


- Service Improvement is not a new concept. Organizations have done Service Improvement projects for years, but it is done when something fails
- Organizations do not do Continual Service Improvement

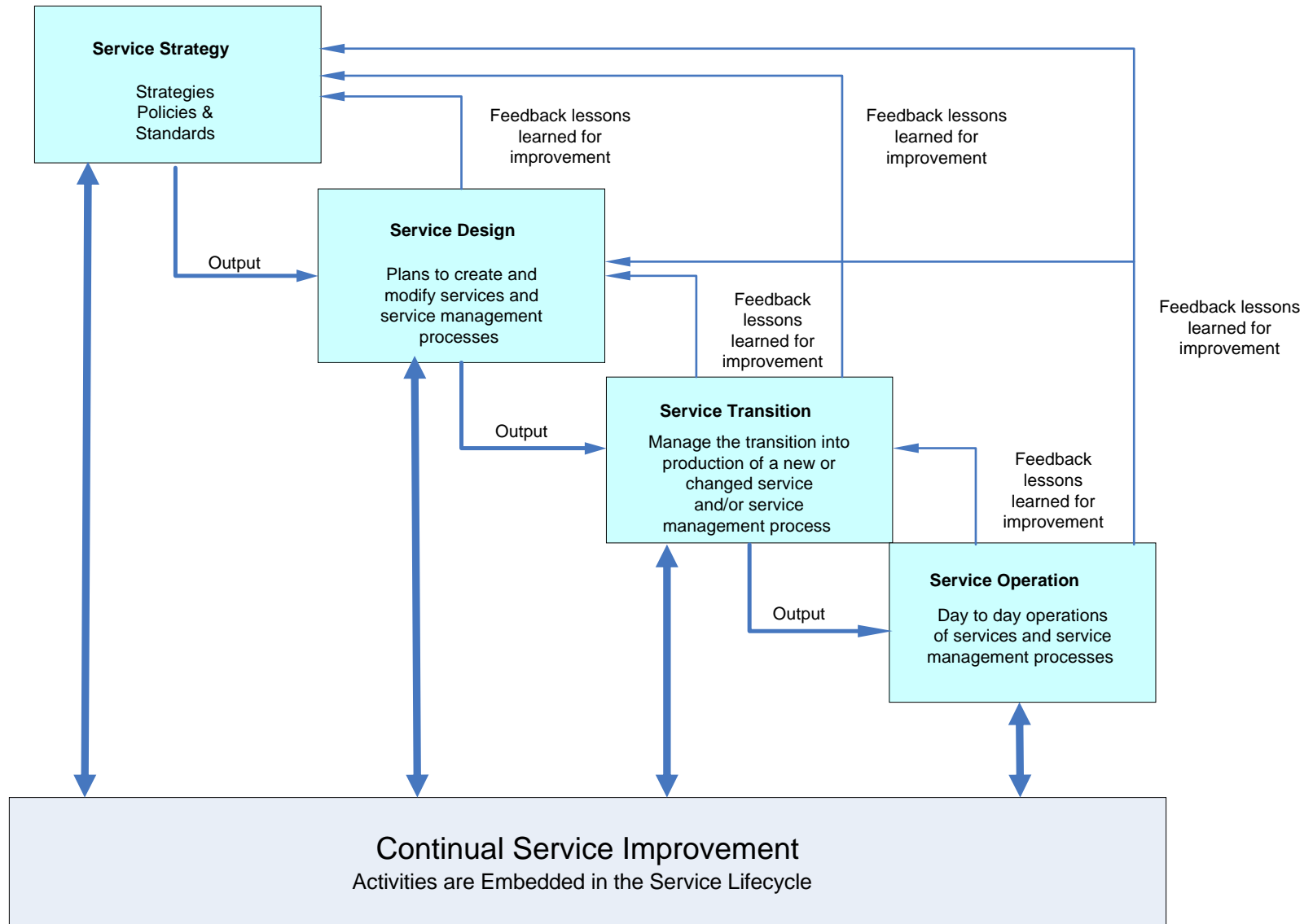
Continual Service Improvement Model



The Continual Improvement Process



Service Lifecycle Improvement



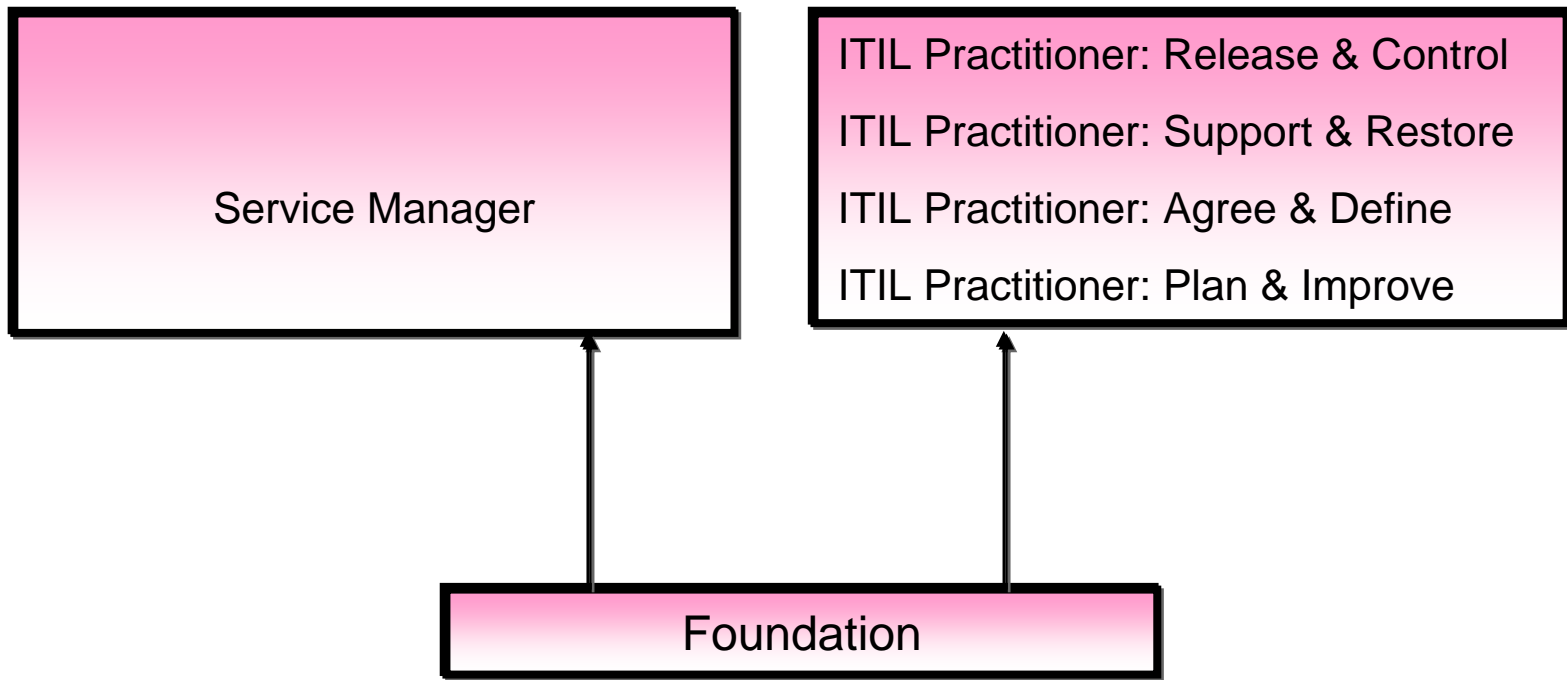


ITIL V3 Qualification Scheme

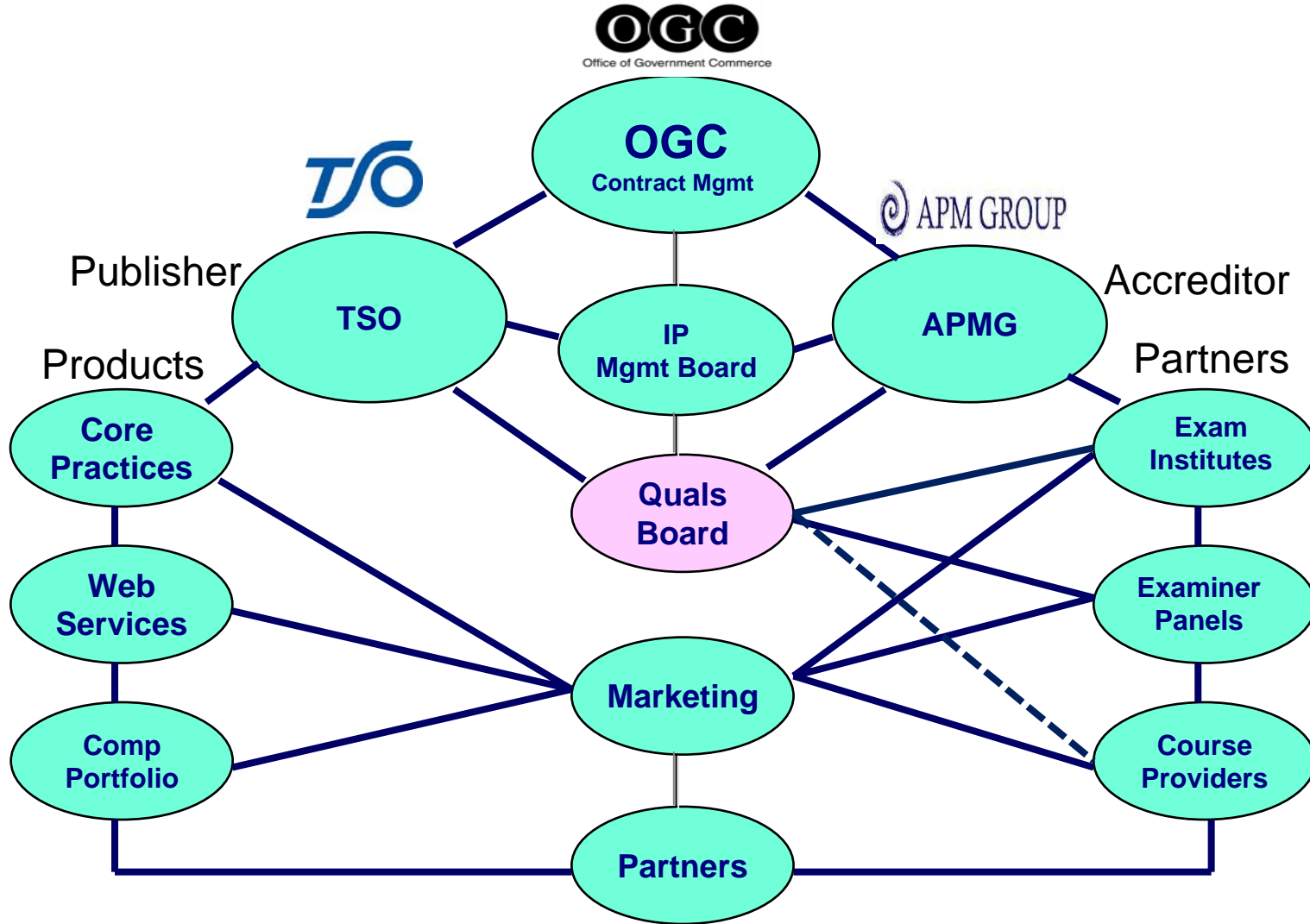
ITIL Version 2 Certification Structure



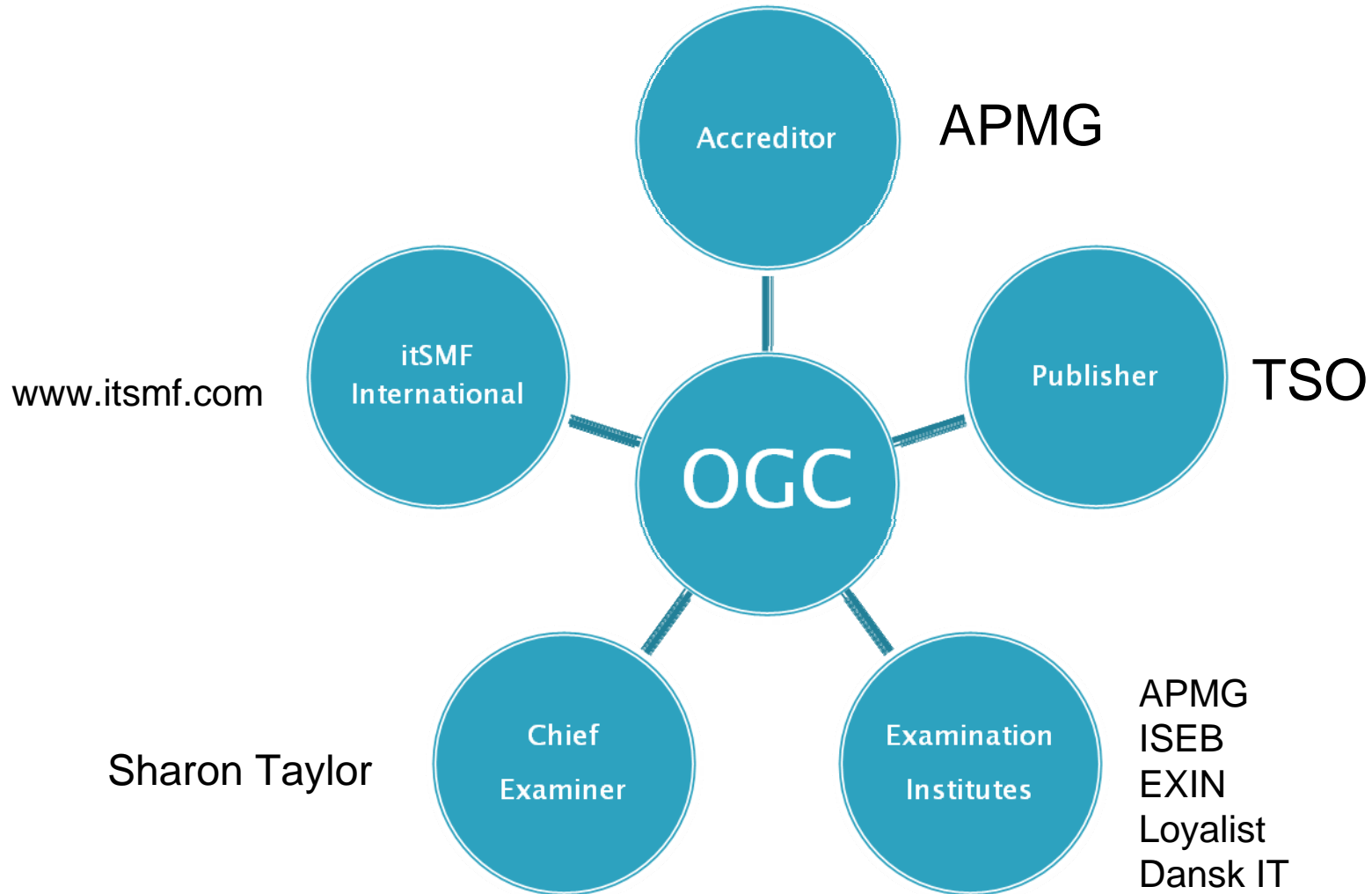
Only 2 certification bodies worldwide



The Management Structure



The Qualifications Board

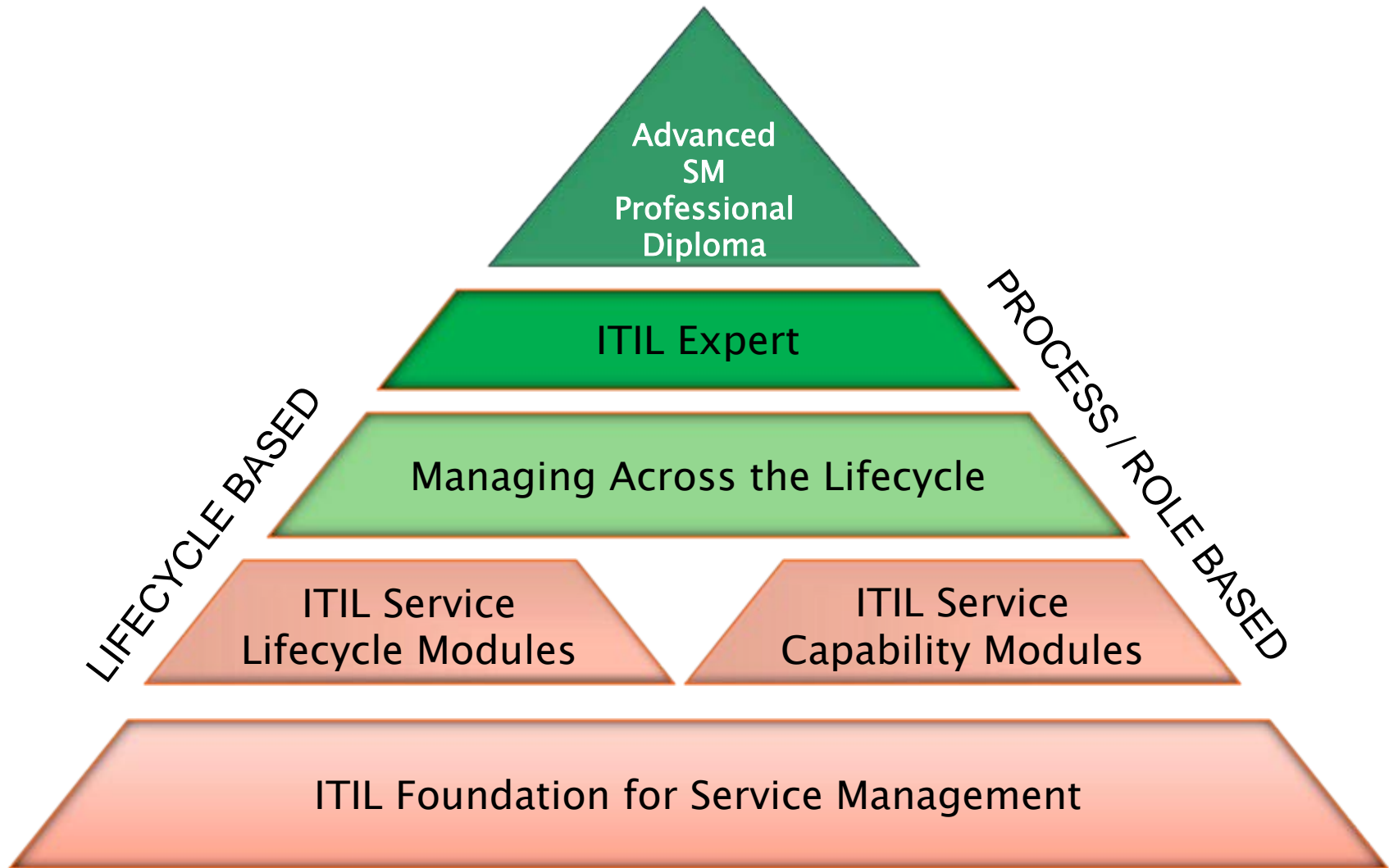


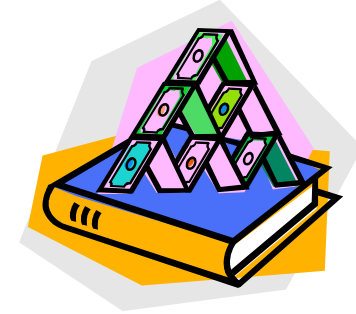
An updated approach to learning



- Modular design for flexible learning needs
- Modernized testing methods and format
- Expanded scope of education
- Greater choice of study options:
 - Self study
 - Course attendance
 - Online courses
 - Self-paced learning
 - On-demand examinations

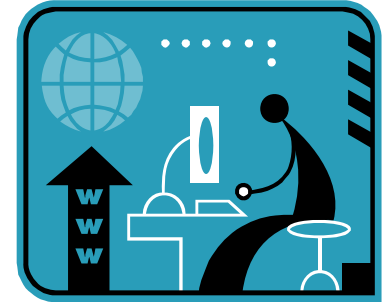
ITIL V3 Certification Structure





- V3 Foundation Certificate
 - 2.5 day course
 - 40 question simple multiple choice exam – need 65% to pass
 - Self study option
 - Companion Study Aid publication
 - Covers all stages in the Service Lifecycle
 - Awareness and concept understanding
- 3000 trained to date – 88% Avg pass rate
- Improvement review cycle resulted in new version on Feb. 1, 2008

- Syllabi/exams in final review phase
- 4 process-based clusters
 - Operational Support & Analysis (OS&A)
 - Planning, Protection & Optimization (PP&O)
 - Release, Control & Validation (RC&V)
 - Service Offerings & Agreements (SO&A)
- 30 hours per cluster (5 days)
- Complex, gradient, scenario MC-based exam
 - 90 minute exam - need 80% to pass
- Virtual or classroom study



Capability Clustered Processes

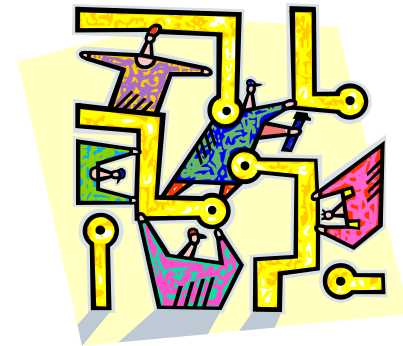
OS&A	PP&O	RC&V	SO&A
<ul style="list-style-type: none"> ■ Event ■ Incident ■ Request ■ Problem ■ Access ■ Service Desk ■ Technical ■ IT Ops ■ Application 	<ul style="list-style-type: none"> ■ Capacity ■ Availability ■ Continuity ■ Security ■ Demand ■ Risk 	<ul style="list-style-type: none"> ■ Change ■ Release & Deployment ■ Validation & Testing ■ Service asset & Configuration ■ Knowledge ■ Request ■ Service Evaluation 	<ul style="list-style-type: none"> ■ Portfolio ■ Service Level ■ Catalogue ■ Demand ■ Supplier ■ Financial

ITIL Service Lifecycle

- Syllabi/exams in final review phase
- 5 lifecycle modules based on Core Volumes
 - *Service Strategy*
 - *Service Design*
 - *Service Transition*
 - *Service Operation*
 - *Continual Service Improvement*
- 21 hours for each module (4 days)
- Complex, gradient, scenario MC-based exam
- 90 minute exam - need 80% to pass
- Course based study
 - Virtual or classroom study

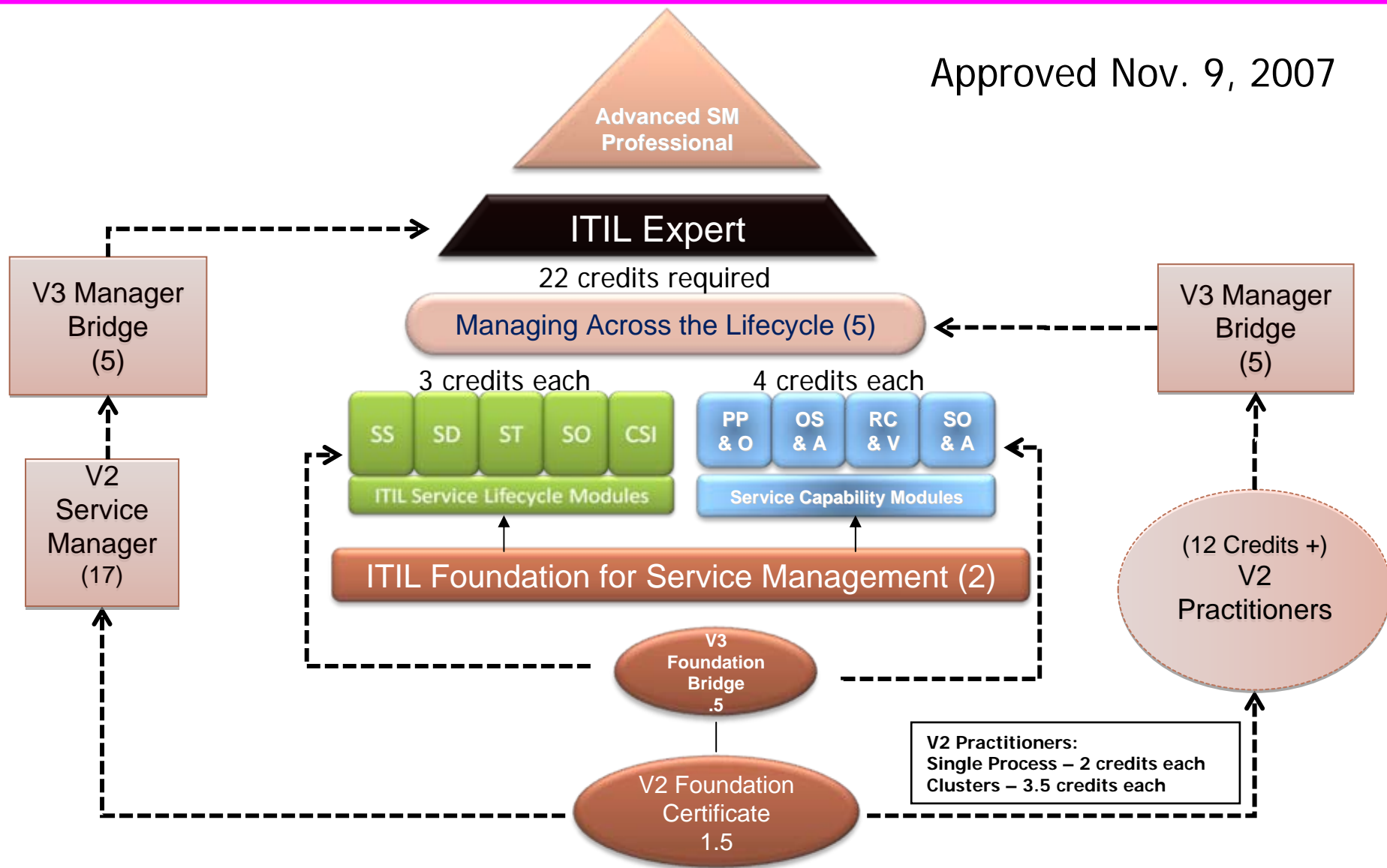


- Syllabus in review phase (5 days)
- Capstone for lifecycle and capability
- Topic-based curriculum
 - Planning & Implementation; projects; framework integration; organizational strategies; strategic change; risk management
- Lifecycle or Capability certification pre-requisite
- Complex objective exam – level 5
- Leads to ITIL Expert certification



ITIL v3 Professional Certification (FINAL)

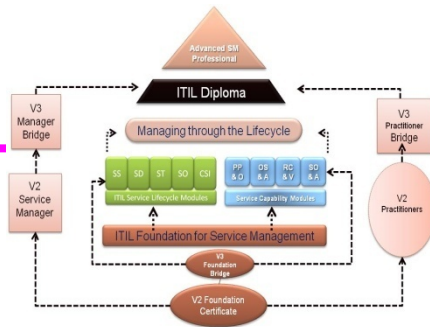
Approved Nov. 9, 2007





- **Foundation Bridge – Approved & Released**
 - V2 Foundations Certificate pre-requisite
 - 1 day course
 - Course-based study
 - 20 question simple multiple choice – need 65% to pass

- **Manager Bridge – Approved & Released**
 - V2 Service Manager Certificate pre-requisite
 - 28 contact hours (5 days)
 - Course-based study
 - 20 Question complex MC scenario – need 80% to pass



Certification Status as of 4/08

- **V3 Foundation (3 days) – Launched June 07, updated Feb 08**
- **V2-V3 Foundation Bridge (1 day) – Launched Sep 07, Pink Elephant no longer offers this course**
- **Manager Bridge (5 days) – Launched Feb 08**
- **Capability clusters (5 days) – awaiting final approval (Summer 08 release)**
- **Lifecycle modules (4 days) – awaiting final approval (Fall 08 release)**
- **Across Lifecycle (5 days) – awaiting approval (possible 4Q 08)**
- **Advanced SM – in development (2009)**

Questions?



g.spalding@pinkelephant.com

www.pinkelephant.com