



# Pink Perspective 2008

## News, Trends & Concerns In Our Industry – IT Service Management

Singapore  
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Philadelphia  
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# Pink Perspective 2008

News, trends and concerns in our industry – IT Service Management

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President  
Pink Elephant

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Director, Product Strategy  
Pink Elephant

# Today's Program



Pink Elephant — Leading The Way In IT Management Best Practices



- State of the Industry: Latest Trends, ITSM Deployment Statistics & New Developments

- IT Service Management Town Hall

*Refreshment break: 10:40am to 11:00am*

- The Seven Enablers & Constraints to IT Service Management

*Lunch: 12:30pm to 1:30pm*

- Tool Time With Troy: Four Critical Things You Need To Know About Integrating Tools With Your IT Service Management Program



# State of the Industry: Latest Trends, ITSM Deployment Statistics & New Developments

# Session Agenda



Pink Elephant — Leading The Way In IT Management Best Practices



1. The Survey
2. Top trends in IT
3. Pink's recommendations
4. Pink's "big three" predictions



# The Survey

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- Lets complete it together!
- Today's results will be discussed in a later session
- All worldwide results will be published on our web site in 3 weeks – we'll email you a link at that time

NB: The questions from the survey sheet are highlighted on the next slide



Are you currently engaged in an IT Service Management project? Yes  No

What element of the IT Service Management Lifecycle are you currently focused on?

Please check ✓ your top 2 focus areas for 2008

Service Strategy	<input type="checkbox"/>	Service Design	<input type="checkbox"/>
Service Transition	<input type="checkbox"/>	Service Operation	<input type="checkbox"/>
Continual Service Improvement	<input type="checkbox"/>		<input type="checkbox"/>

<b>What do you see as your major ITSM challenge in 2008?</b>		<b>Rank each challenge on a scale from 1 – 5 where 5 is the most difficult</b>				
1	Executive and senior level support and sponsorship	1	2	3	4	5
2	Ready access to necessary project & process resources (time, people, funding)	1	2	3	4	5
3	Our level of information, knowledge and skill related to ITSM	1	2	3	4	5
4	Availability of integrated IT Service Management tools to support process workflow and automation	1	2	3	4	5
5	The organizational and political capability/opportunity to deploy new polices, processes and tools across internal IT groups and external service suppliers	1	2	3	4	5
6	Changing organizational behavior/culture and ensuring compliance to new practices over the long term	1	2	3	4	5
7	Maintaining ITSM program priority, momentum and funding	1	2	3	4	5
Other:		1	2	3	4	5



# Trend #1 – Green IT

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- Early years – screensavers
- Then “Energy Star” monitors
- Then Windows power save settings
- Laptop “standby” mode
- Now we are thinking about the total carbon footprint
- IT purchasing decisions will be increasingly driven by environmental concerns, this will include the environmental record of managed service providers
- “By 2010, 75% of organizations will use full life cycle energy and carbon footprint as mandatory PC hardware buying criteria.”

Source: Gartner





## Trend #2 – Going, Going, Going

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- Notebook PC
- Cell phone
- PDA
- Blackberry
- “Dick Tracey Wrist-TV”
- Star-Trek Universal Communicator
- i-Phone
- Ultra-mobile PC (UMPC)
- Increasing numbers of knowledge workers are finding enough functionality in new mobile devices to leave their standard notebooks at home
- Applications and websites must accommodate “ubiquitous access” by mobile devices

# Trend #3 – Rise Of Enterprise Architecture

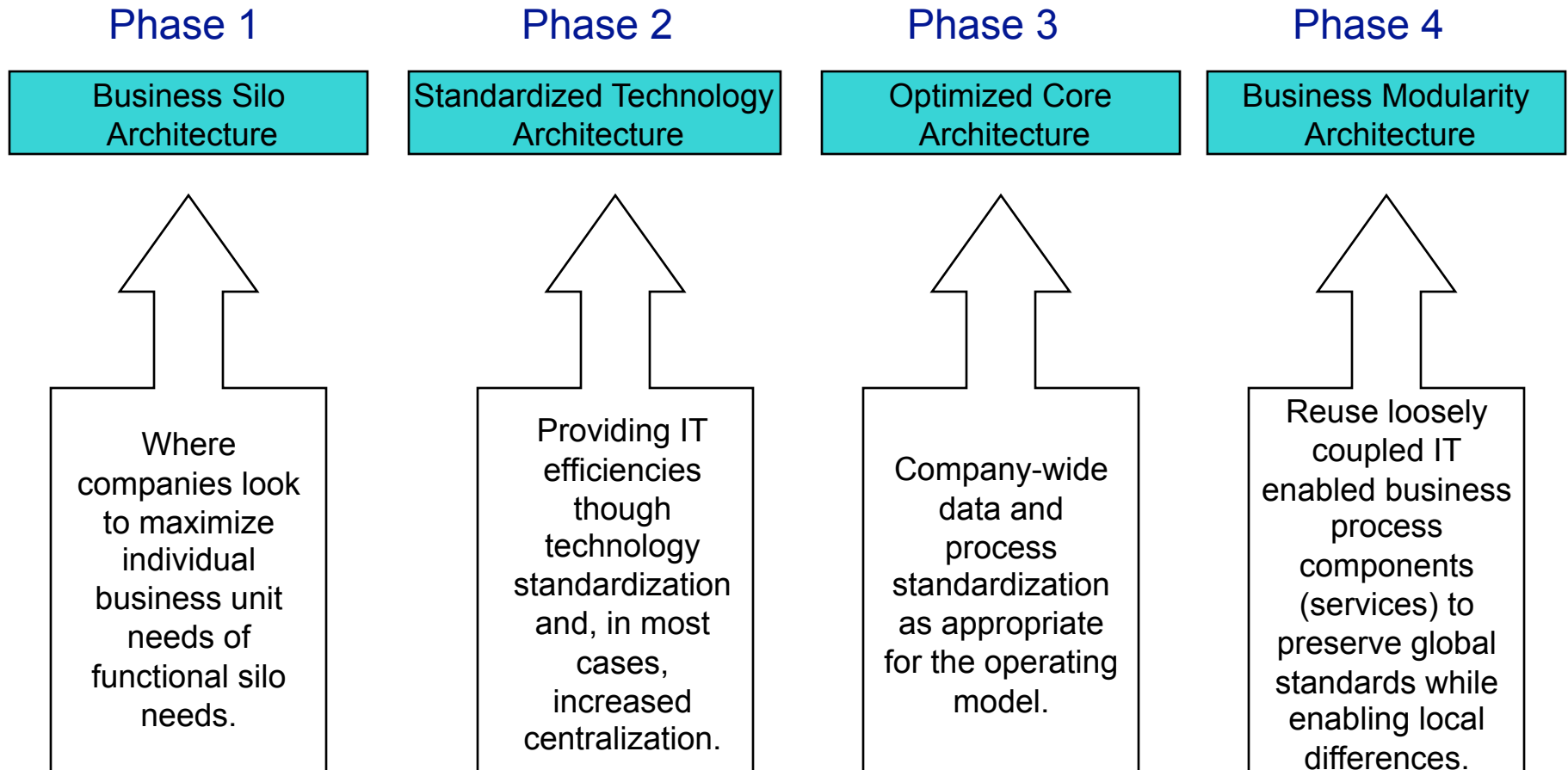
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- **Enterprise Architecture is all about achieving a strategic focus and delivering in accordance with that focus**
- **Increasing credibility with project teams:**
  - Strategic approach not only saves time and money over the long term but can also actually save time and money within their current projects
- **Increasing credibility with business users:**
  - Business users have seen time-to-market and solution quality improve, their own projects benefit from the work of others, and schedules met alongside strategic objectives
- **Increasing credibility with senior management:**
  - This kind of credibility has been built through hard-won success: Senior management has seen EA deliver cost and time-to-market savings, so it supports further such investments
- **EA Frameworks becoming more visible:**
  - The Open Group Architecture Framework (TOGAF) Source: Forrester
  - The Zachman Framework



# Four Stages Of Architecture Maturity



Source: HBS Enterprise Architecture as Strategy

# Trend #4 – Services Gain On Technology

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- HP buys EDS, a hardware company buys a services company
- HP bought Compaq a few years back, not for their PC market share (as most people thought) but for the infrastructure services that Compaq had previously acquired from DEC
- Today, contracting for services mitigates the risk of committing to a new technology – less capital at risk
- Increasing numbers of enterprises will replace parts of their core infrastructure with services from third-party providers
- Services now presented to the business in an actionable “Service Catalog”. ITIL® V3 created a discrete process for managing Service Catalogs

# Trend #5 – Vendor/Supplier Management



## 1-1 “Does your firm have a centralized vendor management office?”



Base: 1,007 technology decision-makers at North American and European enterprises

Source: Business Technographics® July 2006 North American And European Enterprise IT Governance And Sourcing Survey

## 1-2 Vendor management is a top training initiative

“Please describe your primary approach for each of the following technology and business skill sets based on your needs in 2007.”

Train existing employees to possess this skill set:



Base: 281 IT decision-makers

Source: November 2006 Global IT Skills Online Survey

42546

Source: Forrester Research, Inc.

# Trend #6 – Best Practice Frameworks Gaining Ground



- 71% of organizations surveyed are implementing ITIL. Six Sigma (22%) is being implemented at a much lower rate
- 78% of respondents have seen tangible benefits from ITIL. The primary benefit: “Efficiency” (88%)
- The primary problems IT organizations are trying to solve:
  - Standardize processes (82%)
  - Become more efficient (68%)
  - Better align IT to the business (66%)
- The IT Service Support department remains the primary driver of ITIL implementation (50%). The ITIL process respondents adopted first was Incident Management (31%), followed closely by Change Management (25%) and Service Desk (23%)

Source: Pink Elephant/BMC Survey 2007



# Pink's Recommendations

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- Make sure your procurement department is “green”
- Make sure your enterprise is making environmentally conscious decisions
- Make sure IT is contributing to a reduced carbon footprint
- Demand that updates to new/existing vendor products include access from smaller mobile devices
- Develop in-house expertise on mobile devices both from an infrastructure and development standpoint
- Assume that the business will be using these devices before you are ready to fully support them

# Pink's Recommendations

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- Recognize the need for a wider strategic view of IT in the enterprise
- Consider learning more about the existing architecture frameworks, i.e.: TOGAF, Zachman
- Work with existing areas like the PMO to gain a foothold for Enterprise Architecture
- Recognize that no one provides IT alone. Third-party services are a way of life today. The challenge is choosing the right source for each service
- Transform your own IT organization into a service organization. Once IT is defined by services the sourcing decisions will be clearer

# Pink's Recommendations

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- Managing vendors effectively is the most important new skill your IT organization can develop this year
- The business will demand higher service levels and increased accountability from IT. Suppliers can either enhance our capabilities or hinder our ability
- Supplier Management is a separate process in ITIL V3. We must focus on this area now
- The ITIL core operational processes must be implemented to a CMM maturity level of 4. Every consulting and research organization agrees with this basic assessment
- ITIL supplies the most practical guidance for the management of IT



**SPEAK OUT!**  
**ITSM Town Hall:**  
**Tell Us Your Experiences & Concerns So**  
**We Can Take Them Up With The**  
**Governing Bodies On Your Behalf**

# ITSM Town Hall

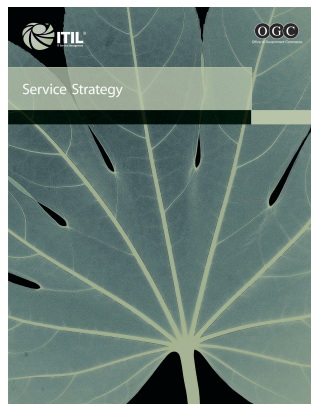


Pink Elephant — Leading The Way In IT Management Best Practices



- OGC
- TSO
- APM Group
- itSMF
- ISACA
- Pink Elephant
  
- What do you like, and why?
- What do you dislike, and why?
- Suggestions?

# ITIL V3 Library



**Service Strategy**



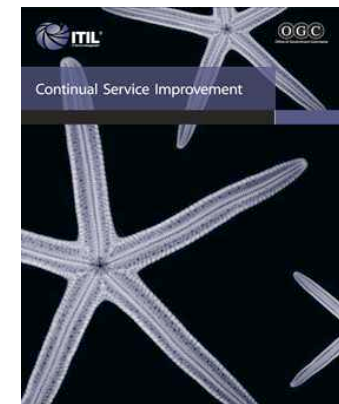
**Service Design**



**Service Transition**



**Service Operation**



**Continual Service Improvement**



**The Official Introduction To The ITIL Service Lifecycle – Published 8/07**

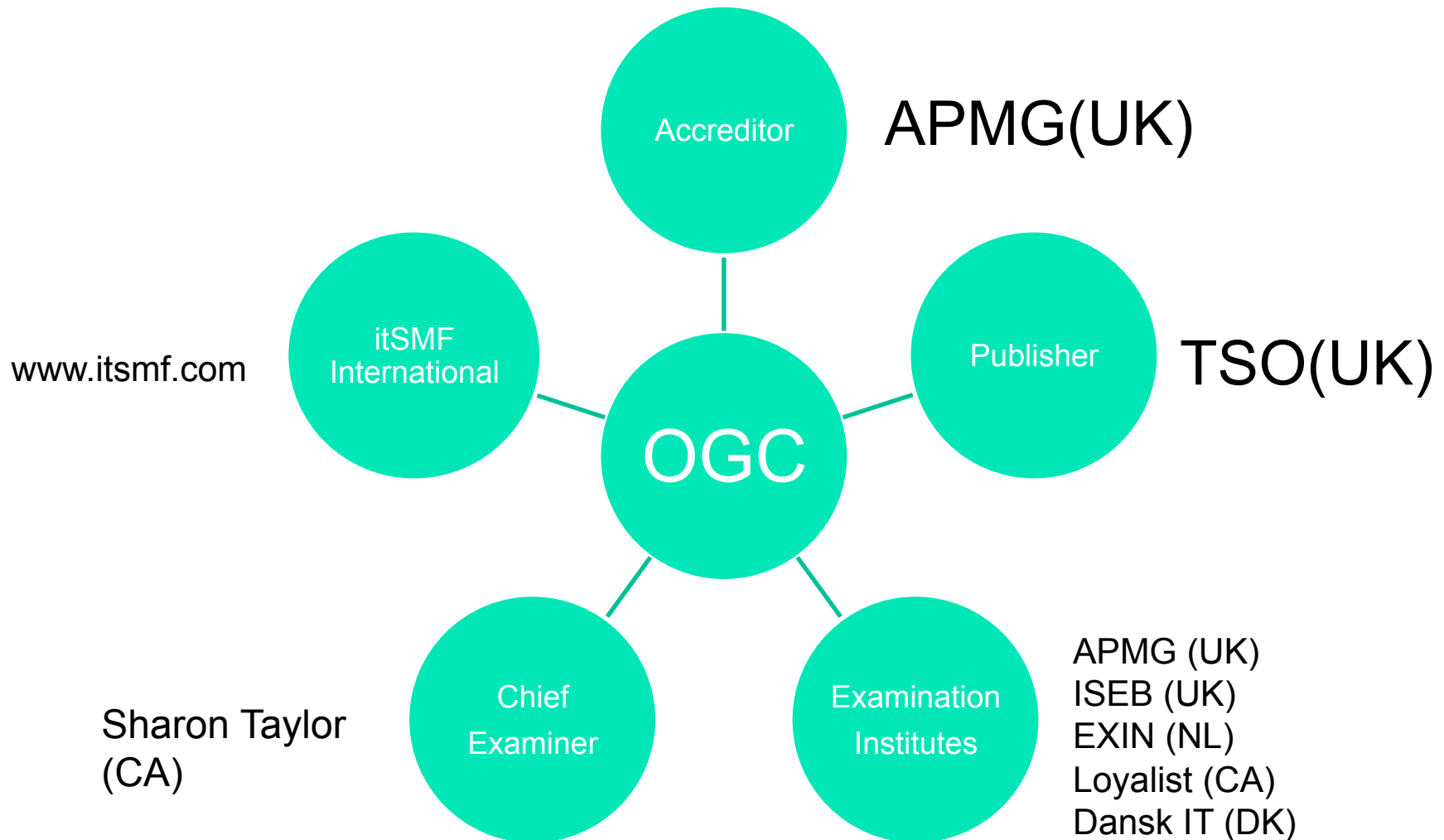
## 5 Core Books

All core volumes published 5/07

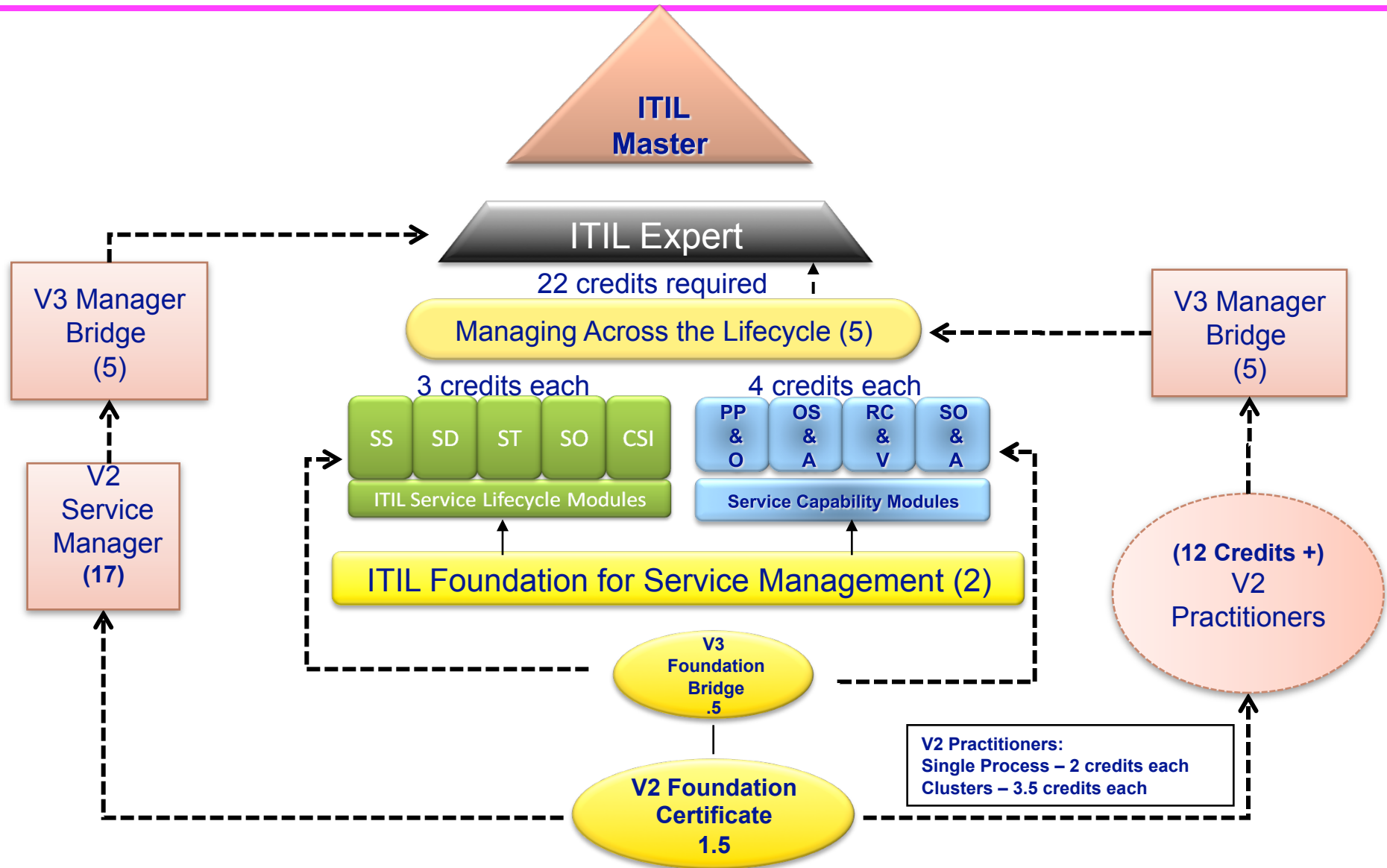
**+ Complementary Guidance (Key Element Guides – Published 4/08)**



# The ITIL Qualifications Board



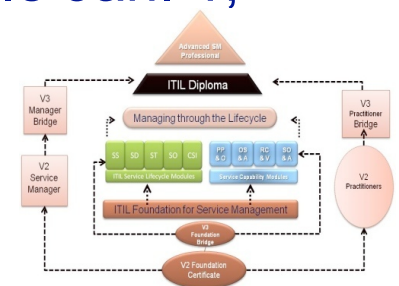
# ITIL V3 Professional Certification Scheme



# Education Update



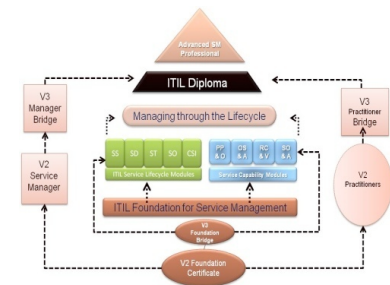
- V3 Foundation Certificate
  - 5,000 trained to date – 88% average pass rate (Pink = 94%)
- V2-V3 Foundations Bridging (1 day)
  - Launched September 2007
  - Pink no longer offers an off-the-shelf version of this course
- V2-V3 Service Manager Bridging (5 days)
  - Launched February 2008 by Pink
- Managing Across The Lifecycle (5 days)
  - Currently awaiting final approval (exam available Jan. 1, 2009)
- ITIL Master
  - In development (late 2009)



# Education Update



- ITIL Service Capability and Service Lifecycle
  - Syllabi in final review phase (avail. to ATO 6/16/08)
  - Complex, gradient, scenario MC-based exam
  - 90 minute exam – need 65% to pass
  - Results in an “Intermediate Certificate”
- Capability clusters (5 days)
  - Currently awaiting final approval (OSA, SOA, RCV exams avail. Oct. 1, 2008; PPO exam avail. Jan. 1, 2009)
- Lifecycle modules (4 days)
  - Currently awaiting final approval (ST, SO exams avail. Oct. 1, 2008; SS, SD, CSI exams avail. Jan. 1, 2009)



# Pink's "Big Three" Predictions For The Next 12 Months

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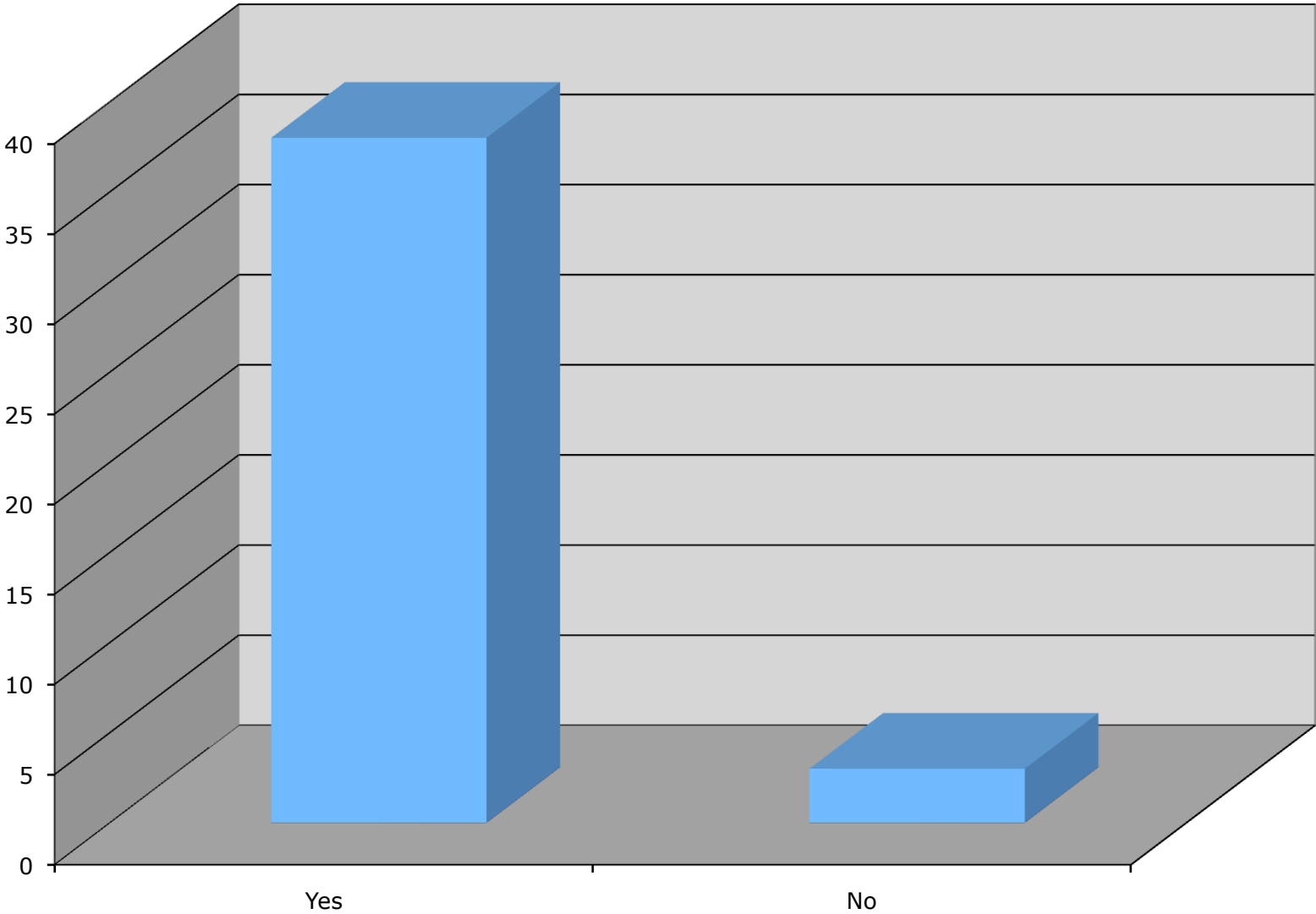
1. Significant increase in business for Managed Service Providers.
2. The Service Catalog will be the focus of 60% of ITIL projects.
3. ITIL V2 certification is going away.



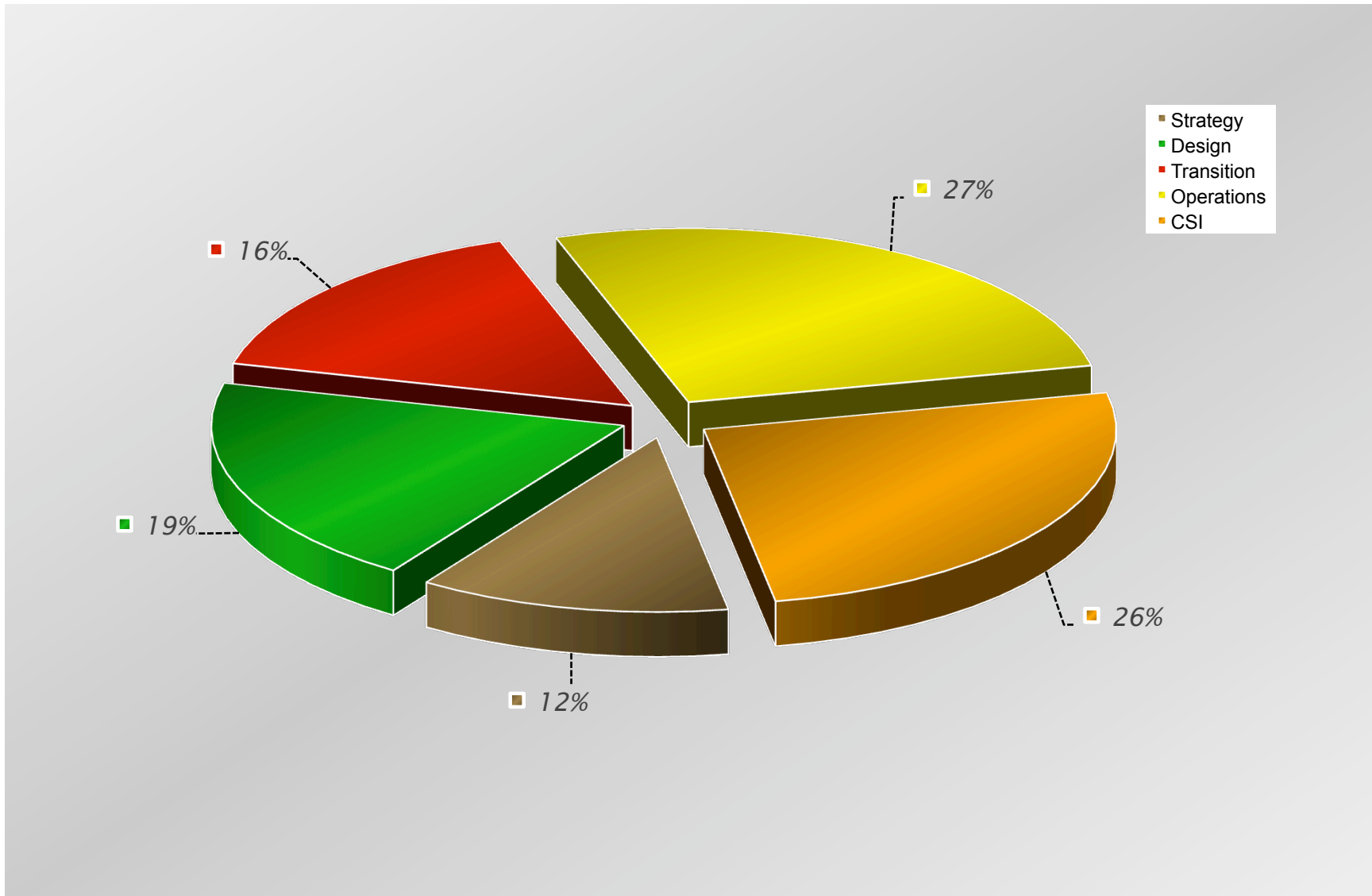
# The Seven Enablers & Constraints To Service Management



# The Survey: Q1 – Are You Currently Engaged in an IT Service Management Project?



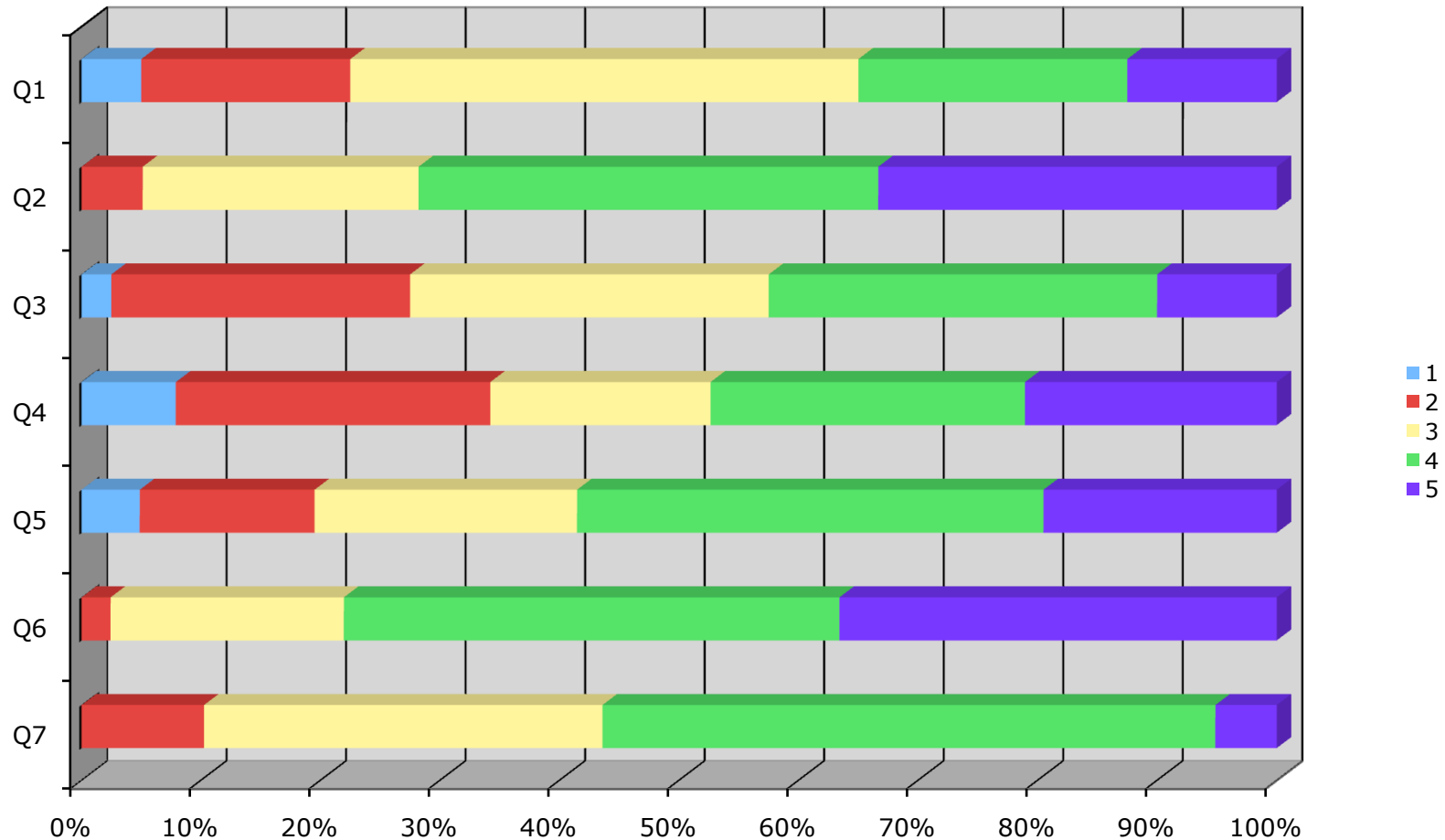
# The Survey: Q2 – What Element of IT Service Management Are You Focused On?



# The Survey: Q3 – What Do You See As Your Major IT Service Management Challenge in 2008?

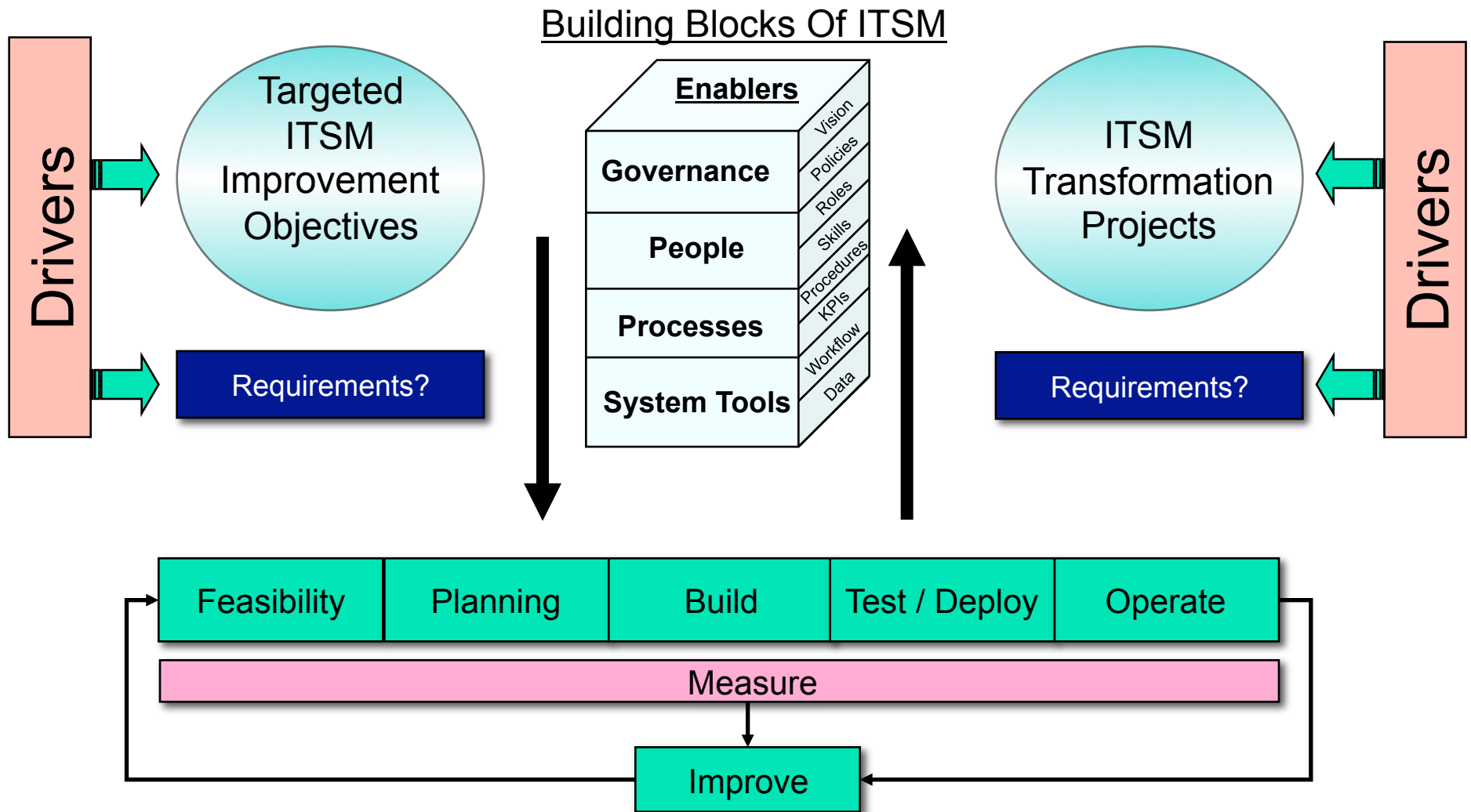


KL 7 Constraints



See slide #7 for definitions of 1 through 7 (the “Constraints”)

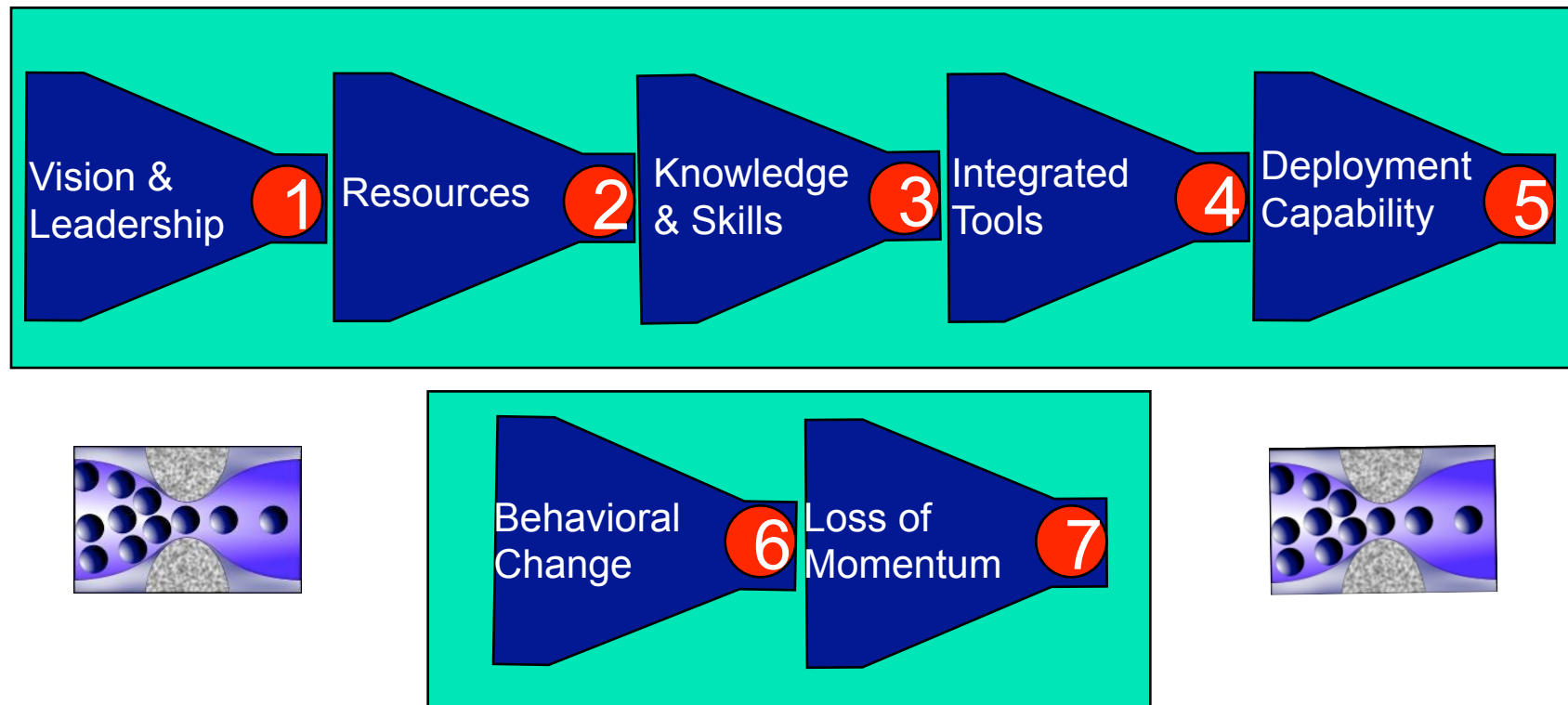
# Key Building Blocks Of ITSM



# Seven Potential Constraints For ITSM



## Sufficient Quantity and Quality?



# C1: Limited Vision & Leadership



- ITSM Enablers / CSFs:
  - Executive commitment
  - Program and Process Governance
  - Technology vs. Service Mgmt. (Cultural Climate)
  - IT Operating Models
  - Service-Enabling Organizational Design
  - Baseline assessments
  - ITSM funding model
  - Program Risk Management
  - Sustained support

## ■ Case Study

A global organization in the oil and gas industry had a requirement to create a robust process governance structure for both their ITSM program and the ongoing process ownership. The following elements were critical to their success:

- 1) Process Ownership (scaled)
- 2) Global process governance
- 3) A Change process
- 4) Common process controls





## Implementation Guides

- Program Management
- Availability Management
- Capacity Management
- Change Management
- Financial Management
- Incident Management
- IT Service Continuity Management
- Problem Management
- Release And Deployment Management
- Request Fulfillment
- Service Asset and Configuration Management
- Service Level Management

## Browsable Books

- Pink Elephant Books
- TSO ITIL Lifecycle Suite Books
- Van Haren Best Practice Books

## Audio Visual Learning Center

- Audio Visual Files

## Program Management

Use the documents in this section to rapidly deploy your process specific initiatives. You can customize them to reflect your organization's plans.

**Note:** M4A files require Quicktime media player, all other files can be played with either Windows Media Player or Quicktime.

### Program Management Models and Whitepapers

Title	Type	Description
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### ITIL / ITSM Project Planning and Management

<b>An ITIL Road Map</b>	PDF	Guidance about how to approach an ITIL implementation project (a white paper).
<b>Company XYZ Project Plan</b>	MPP	Detailed plan that covers typical steps in an implementation project.
<b>Detailed Project Roles</b>	DOC	Provides an overview of the roles and activities for an implementation project.

### Organizational Guidance

<b>Cultural Change - The Kotter Approach</b>	M4A 7MB	Dr. Kotter's recommended approach to conducting organizational culture change. (Audio and visual)
<b>Global Process Organizations</b>	DOC	Organizational and skill set recommendations for Global ITSM organizations.
<b>Process Ownership The Key to Process Success</b>	DOC	Process Owner roles and mapping them to performers.

### Process Governance Guidance

<b>Common Program Elements</b>	DOC	ITSM Project Portfolio Management and Governance.
<b>Employee Compliance</b>	M4A 6MB	Encouraging and assuring employee compliance with process and control policies. (Audio and visual)
<b>Service Management Process Governance Model Overview</b>	DOC	A complete model for an Organization's Service Process Governance practice.

# C2: Limited Resources



- ITSM Enablers / CSFs:
  - Project funding / budgets
  - Business case and benefit realization
  - Targeted improvements
  - Identify quick wins
  - Capability assessments
  - Formal ITSM project roles
  - Dedicated resources for project and ongoing process management
  - High Senior Manager involvement

## ■ Case Study

A pharmaceutical supplier had limited funds and resources for their ITIL program. They needed a way to identify quickly where to best invest their limited funds and to focus on quick wins. They used a process assessment to gain this information, to build their business case and identify their most urgent improvement areas.



## PinkSCAN Report

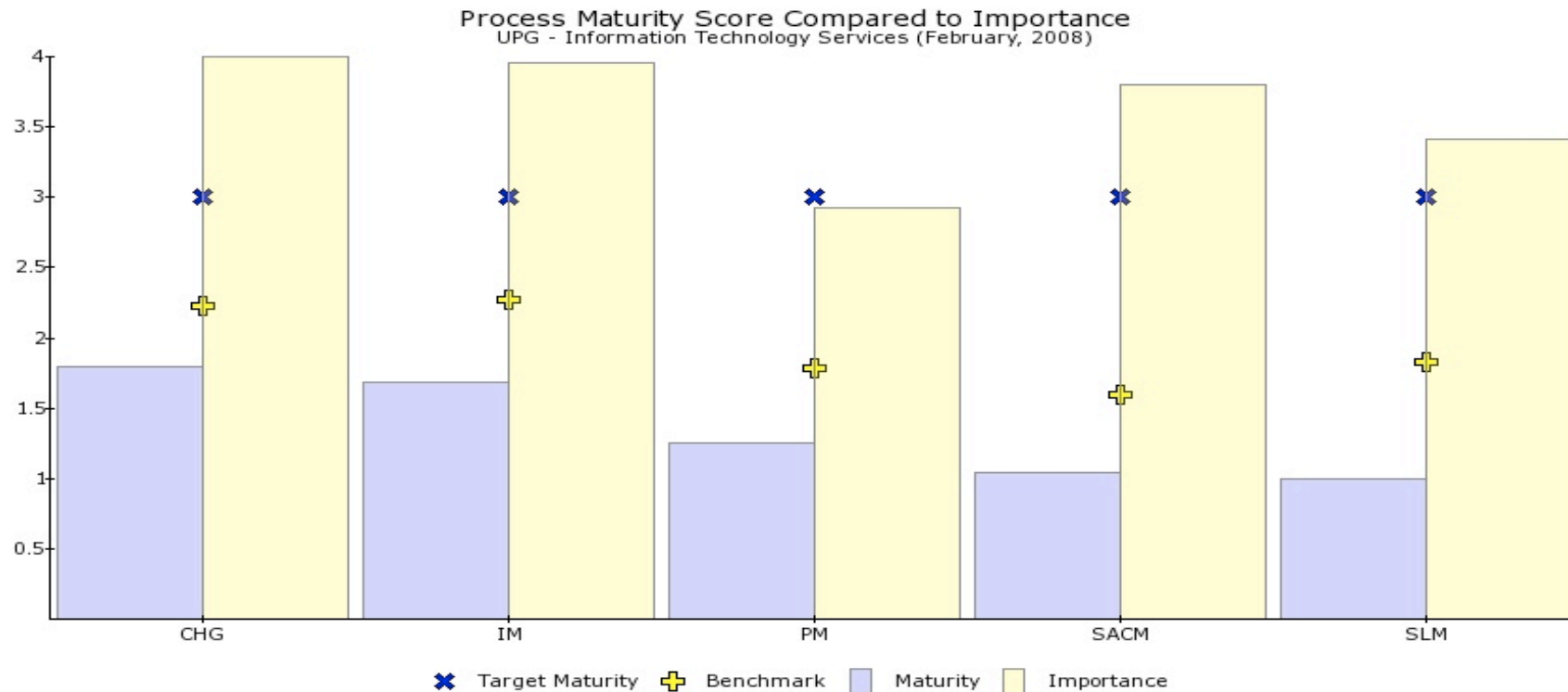
### UPG - Information Technology Services

#### Process Maturity Score Compared to Importance

The graph below compares the survey process maturity score against three things: Target Maturity (a score identified by your organization); Benchmark Maturity (the industry benchmark comprised of survey results validated by Pink Elephant. Note: Self assessment scores are not included in the benchmark data); and Perceived Importance (feedback from participants about process importance in your organization).

This data should be utilized, with other internal input and known requirements, to assist in determining which processes require investment.

- CHG: Change Management
- IM: Incident Management
- PM: Problem Management
- SACM: Service Asset and Configuration Management
- SLM: Service Level Management



# C3: Limited Knowledge & Skills



- ITSM Enablers / CSFs:
  - Meaningful management reports
  - ITSM roadmap planning
  - ITSM roles job descriptions
  - ITIL knowledge, skills and certification
  - COBIT® knowledge
  - Portfolio, Program and Project Management skills

## ■ Case Study

A government agency needed to improve reporting and inter-departmental operational level agreements. This organization required a common:

- \* Priority model
- \* Categorization structure
- \* Agreed metrics
- \* Documented support OLAs

They leverage these enablers to improve their Incident Management process and to define specific and relevant Key Performance Indicators





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## Incident Management

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### Project Templates

<i>Title</i>	<i>Type</i>	<i>Description</i>
<b>Implementation Plan</b>	DOC	Guidance for process design and adoption.
<b>Process Development Kick Off</b>	PPT	This presentation provides a high level overview of the process.
<b>Project Charter</b>	DOC	Summarizes the business, management and financial aspects of a project including but not limited to scope, objectives, benefits and risks.
<b>Sample Project Work Breakdown Structure</b>	MPP	Provides the work breakdown structure for the process implementation in Microsoft MPP.

### Supporting Best Practices

<i>Title</i>	<i>Type</i>	<i>Description</i>
<b>Categorization Model</b>	DOC	Provides information to formally identify and group logical records and configuration items by type, in order to map the process to the technology infrastructure.
<b>Escalation Model</b>	DOC	Covers the escalation and notification as it applies to Incident Management.
<b>First Call Resolution Metric Bogosity?</b>	MP3 5MB	Why First Call Resolution can be a false indicator of success (Audio)
<b>Multi-Factor Priority Model</b>	XLS	Multi-dimension method for determining the priority of outstanding work.
<b>PinkVerify Incident Management Tool Requirements</b>	PDF	Contains a questionnaire on the tool requirements as they pertain to the process.
<b>Prioritization Model</b>	DOC	Provides a means of determining priority based on impact and urgency.
<b>Service Desk Staffing Levels</b>	MP3 5MB	Answers to many Service Desk Staffing questions. (Audio)

# C4: Integrated Tools



- ITSM Enablers / CSFs:
  - IT management tool architecture
  - Tool selection criteria
  - Process automation requirements
  - Data requirements
  - Federated Configuration Management Systems
  - Process CSF and KPI status reporting

## ■ Case Study

A telecommunications provider had to develop a service-oriented CMDB for its customer facing services. This requirement was driven both by legislation as well as business criticality. They needed to fast-track their design timelines based on concrete industry examples. To do this, they leveraged Pink's templates to slash the design time, gain organizational acceptance and develop tool requirements.



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## Service Asset And Configuration Management

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Project Templates		
Title	Type	Description
<b>Implementation Plan</b>	DOC	Guidance for process design and adoption.
<b>Communication Plan</b>	DOC	Describes the communication structure, which supports the operational activities of Configuration Management on a day-to-day basis. These communications involve staff from any area within the IT organization that is part of, or interfaces to the Configuration Management Team.
<b>Project Charter</b>	DOC	Summarizes the business, management and financial aspects of a project including but not limited to scope, objectives, benefits and risks.
<b>Project Plan</b>	MPP	Provides the work breakdown structure for the process implementation in Microsoft MPP.

Supporting Best Practices		
Title	Type	Description
<b>Configuration Coordinator</b>	DOC	Defines the role and responsibilities of the Configuration Coordinator.
<b>Configuration Item Relationships</b>	DOC	Describes how Configuration Items (CI) relate to each other in various relationship types. This information is used to facilitate component impact analysis and end-to-end service modeling.
<b>Configuration Management Database - Defining The Configuration Management Database Scope</b>	DOC	Provides information as it relates to the scope of the Configuration Management Database and what to consider. It is important to establish upfront with the stakeholders that the scope of the project is only a subset of what the process is targeted to control.
<b>Configuration Management Database CI Attributes</b>	DOC	Defines and provides examples of the Configuration Item attributes.
<b>Configuration Management Database Logic Model</b>	DOC	Defines the CMDB structure as it is based around groupings of related Configuration Items, which may stand alone in the CMDB as a single Item, or can be combined to form another Configuration Item, though at a higher level.
<b>Configuration Management Database Object And Data Modeling</b>	DOC	Describes the relative position of Configuration Items (CI) and their inter-relationships (hierarchical and peer to peer).



# C5: Deployment Capability



- ITSM Enablers / CSFs:
  - Awareness and communication plan development
  - Deployment workshops
  - Organizational Change Readiness
  - Process deployment strategy
  - Tool deployment strategy
  - Process coaching

## ■ Case Study

A state utility had a need to deploy Incident and Change Management to both internal and supplier IT staff. The decision was made to conduct a staged deployment of process and tool training over a fixed period of time. This organization developed a formal communication and awareness plan to support their chosen deployment strategy.





## Implementation Guides

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### Program Management Models and Whitepapers

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<b>ITIL / ITSM Project Planning and Management</b>		
<a href="#">An ITIL Road Map</a>	PDF	Guidance about how to approach an ITIL implementation project (a white paper).
<a href="#">Company XYZ Project Plan</a>	MPP	Detailed plan that covers typical steps in an implementation project.
<a href="#">Detailed Project Roles</a>	DOC	Provides an overview of the roles and activities for an implementation project.
<a href="#">Feasibility Study Procedure Guideline</a>	DOC	Describes the key elements for conducting a feasibility study.
<a href="#">ITIL Communication Template</a>	XLS	A template that can be used for tracking communication activities.
<a href="#">Process Implementation Strategy Whitepaper</a>	DOC	Key considerations for an implementation project.
<a href="#">Program Implementation Template</a>	MPP	Detailed plan that covers typical steps in an implementation project.
<a href="#">Risk Management Template</a>	XLS	A chart to track risks, mitigation approach, source of risk etc.
<a href="#">Sample Communication Plan</a>	DOC	A sample plan for a Service Desk that can also be modified for other areas.

### General ITIL Guidance

<a href="#">Benefits Of ITIL</a>	PDF	Contains example ROI and other information that can be used to help sell the idea of ITIL and its benefits (a white paper).
<a href="#">Implementing ITIL</a>	PPT	A presentation about making an ITIL implementation real.

# C6: Behavioral Change Management



- ITSM Enablers / CSFs:
  - Organizational Change Readiness assessment
  - Cultural climate
  - Education plan development
  - ITSM status dashboards
  - Individual performance measurement (KRA, KPIs)
  - Employee Compliance strategy
  - Service and process oriented performance and reward systems?

## ■ Case Study

A shared services group with operations in several different countries recognized they had a wide diversity of cultures and levels of acceptance for IT Service Management. They used cultural and change readiness assessment to target cultural hot spots. This knowledge enabled them to direct specific actions for their communication and behavioral change strategies.

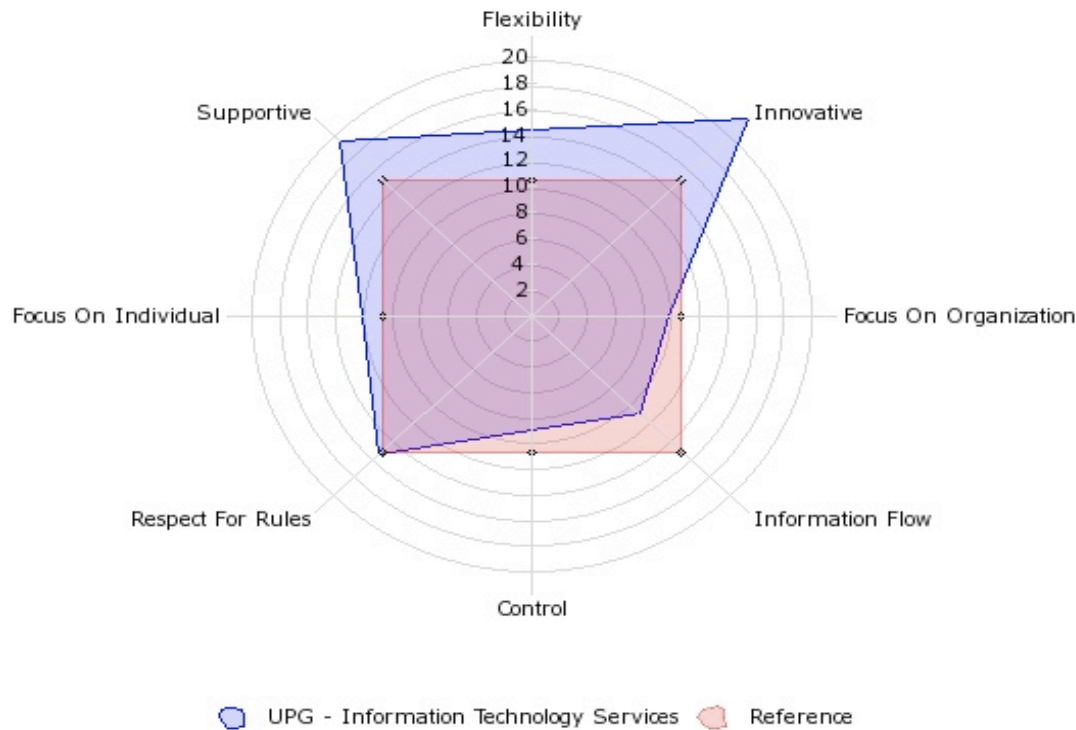


## PinkSCAN Report

UPG - Information Technology Services

### Organization Climate Graph - Management

Organization Climate Graph Management  
UPG - Information Technology Services (February, 2008)



[Click here add in comments. They will be printed on the PDF report.](#)

# C7: Loss Of Momentum



- ITSM Enablers / CSFs:
  - Showing business value of IT improvement efforts
  - Loss of program priority
  - The need to show proof of benefits and return on Investment
  - Mitigate the risk of management and staff turnover
  - Dealing with competing initiatives

## ■ Case Study

A financial management organization had an audit and senior management requirement to show proof of concrete process improvements. To accomplish this goal, they planned for an ongoing series of re-assessments every 6 to 8 months using both internal and external resources. This focus on continual service improvement provided IT executives with a regular program status as well as a focus on measurement that ensured organizational compliance to the processes already deployed.





## PinkSCAN Report

When each survey is closed you can view a report that summarizes the results. It includes several charts and graphs, such as:

- Process Maturity Rosette
- Process Maturity Score Compared To Importance
- Process Integration Matrix
- Industry Benchmarking Score For Process Maturity
- Average Scores By Question, By Process
- Cultural Survey Results

<a href="#">Survey Name</a>	<a href="#">Survey Identifier</a>	<a href="#">Start Date (Y-M-D)</a>	<a href="#">End Date (Y-M-D)</a>	Completed	Closed	Survey Reporting		
UPG - Information Technology Services	MILUSA02081	2008-02-13	2008-02-15	N	Y	<a href="#">Export Data</a>	<a href="#">View Charts</a>	<a href="#">PDF Report</a>
UPG - ITS - 2	MILUSA12082	2008-04-01	2008-12-31	N	N			

### Industry Benchmark Score For Process Maturity UPG - Information Technology Services (February, 2008)

Process	All Benchmark Maturity Scores as of April 24, 2008	Your Maturity Score (x100) in February, 2008	Utilities & Chemicals Benchmark Maturity Score as of April 24, 2008
Change Management	223	179	204
Incident Management	227	168	202
Problem Management	178	125	143
Service Asset and Configuration Management	160	104	154
Service Level Management	183	102	164

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# Tool Time With Troy: Four Critical Things You Need To Know About Integrating Tools With Your ITSM Program

# Session Agenda



Pink Elephant — Leading The Way In IT Management Best Practices



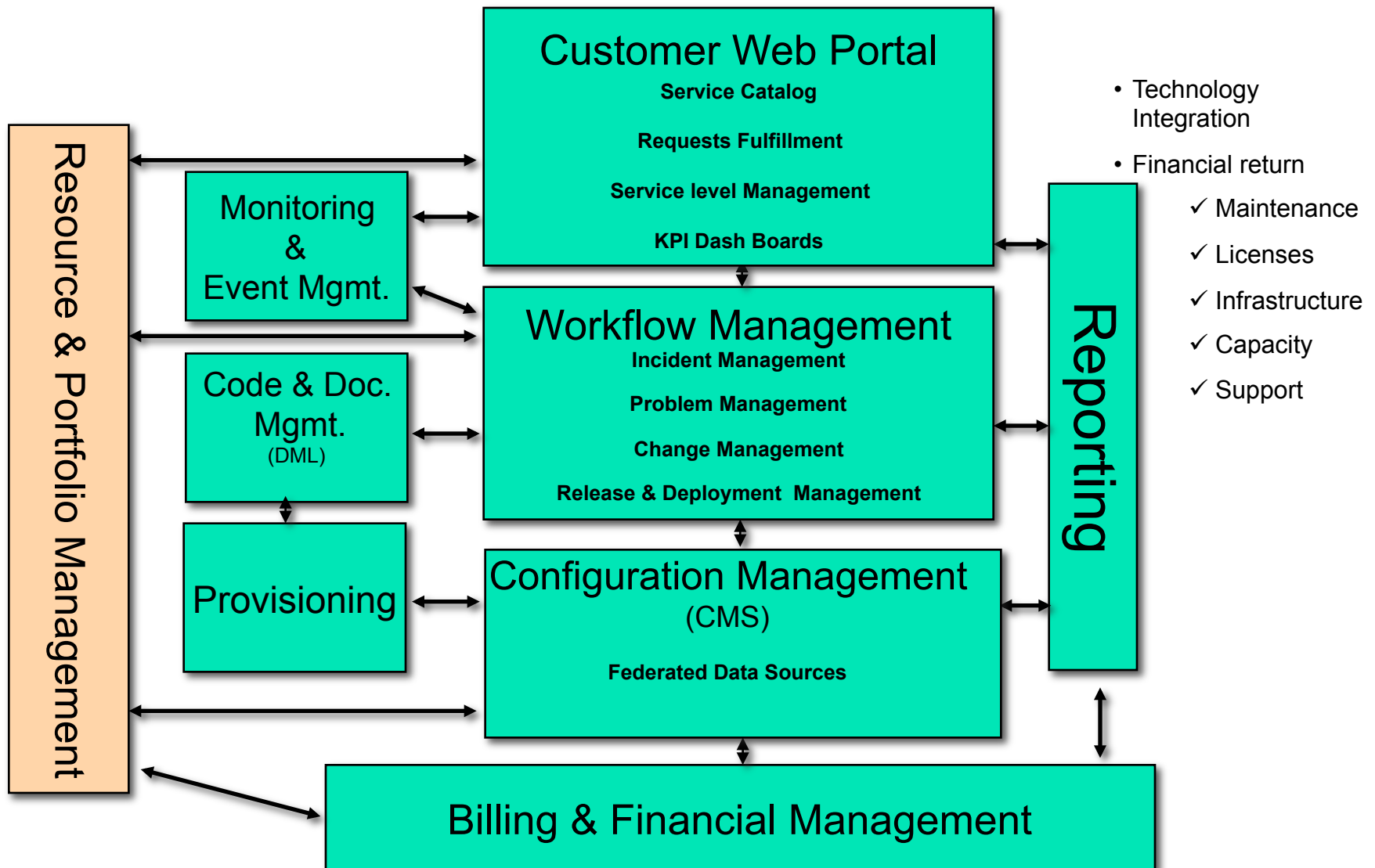
## The 4 Critical Things:

1. Tool trends and strategies
2. Industry update
3. Configuring tools for integration
4. Selection and implementation considerations

Open dialogue!



# IT Tool Architecture Strategy







# Industry Update Discussion

## Traditional Suites

Peregrine / HP  
Remedy / BMC  
CA  
HP  
IBM Tivoli

## ITIL "OOTB"

Marval  
Assyst (Axios)  
IET Solutions  
FrontRange ITSM  
Infra / EMC  
Service-Now

## SD Tools

FrontRange Heat  
BMC Magic  
Touchpaper  
Numara  
MRO / IBM

## Catalog

Digital Fuel  
NewScale  
Lontra

## Systems Mgmt.

Microsoft  
Altiris / Symantec  
Trox  
Cendura / CA  
Marimba / BMC  
Relicore / Symantec  
Mercury / HP  
Blade Logic / BMC  
Opsware / HP



## S/W Release

StackSafe  
CA Harvest/Endevor  
Serena  
IBM Rational ClearCase

## ERP\CRM

SAP  
PeopleSoft /  
Oracle  
Siebel / Oracle  
AMDOCS

## Portfolio

Compuware  
Centennial /  
FrontRange  
Mercury / HP  
Niku Clarity / CA

# ITIL Compatible? – PinkVERIFY™



- PinkVERIFY provides an objective high level assessment of a service management tool's ability to underpin specific ITIL service lifecycle processes

**PinkVERIFY™ Toolsets**

These software producers (sorted by certification level and listed alphabetically) have products that are verified as meeting the mandatory functional requirements for ITIL compatibility identified within the PinkVERIFY™ service.

For more information about the criteria necessary to PinkVERIFY™ your toolset, read the free [whitepaper](#). For a quick summary of the PinkVERIFY™ certification levels, click [here](#).

Please contact Pink Elephant at 1-888-273-7465 for any questions regarding PinkVERIFY™, including inquiries about logo usage and reporting misuse of the PinkVERIFY™ logos.

Vendor	Tool	Incident	Problem	Change	Configuration	Availability	Release	SLA
PinkVERIFY™ Service Support Enhanced								
7 Processes								
	Assyst 6.0	Y	Y	Y	Y	Y	Y	Y
	BMC Remedy IT Service Management Suite 7.0	Y	Y	Y	Y	Y	Y	Y
	Unicenter® Service Desk r11	Y	Y	Y	Y	Y	Y	Y
	IT Service Management 5.0	Y	Y	Y	Y	Y	Y	Y
	Supportworks ITSM 6.0	Y	Y	Y	Y	Y	Y	Y



- White paper
- Questionnaires
- Vendor links

# Configuring Tools For Integration



## Common Classification Models

- Priority
- Assignment / escalation
- Service levels
- Rapid record population
- Knowledge Management
- Change Authorization
- Problem/Known Error association
- Configuration Item association

A screenshot of a software interface for incident management. The interface is titled "Incident Number\*" and has several tabs: "Contact/Location Details", "Contact Configuration Details", "Contact's Current Incidents", and "Impacted Areas". The "Contact/Location Details" tab is active. It contains two main sections: "Contact Information" and "Incident Location Information". The "Contact Information" section has fields for "Contact Company\*", "Last Name\*", "First Name\*", "Phone Number\*", "Organization", "Department", and "Configuration Item Tag". The "Incident Location Information" section has fields for "Company\*", "Region", "Site Group", and "Site\*", along with "Inc" and "EIP" buttons. Below these sections are fields for "Status" (set to "New"), "Impact", "Priority", "SLA Status" (with "Response" and "Resolution" radio buttons), "Status Reason", "Urgency", and "Weight". A navigation bar includes "Classification", "Assignment", "Work Log", "Attachments", "Associations", "Resolution", "Service Level Management", and "Date/System Information". The "Description" section has a "Details" field and "Reported Source" (set to "Phone") and "Reported Date\*" fields. The "Incident Service Type" section has a "Service Type" dropdown. The "Service Categorization Selection" section has "Tier 1", "Tier 2", and "Tier 3" dropdowns. The "Product Categorization Selection" section has "Tier 1", "Tier 2", "Tier 3", "Product Name\*", "Model/Version", and "Manufacturer" fields.

# Tool Selection Criteria – PinkSELECT™

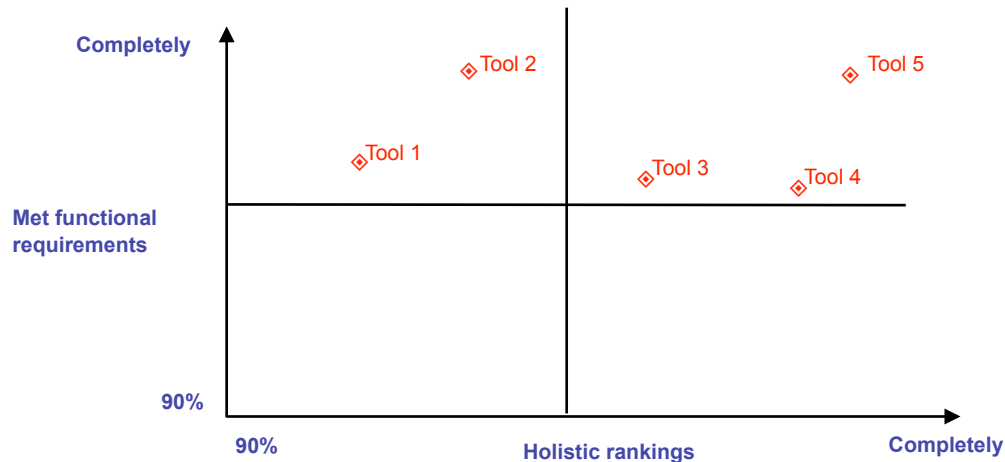


**Overall Scoring Matrix**

Demo Driven Categories												
Technical Requirements 25%					25.00%			Functional Requirements 40%			15.00%	
Integra tion	Scalability				Functionality				Workflow / Ease of Use			
Fit / Enterprise Support	Data Base	Architecture / Web Readiness	Average	Weighted Score	Functionality Matrix Vendor Scored	Functionality Matrix Team Score	Demo (ie Use Case)	Average	Weighted Score	Usability	Interface Appeal	

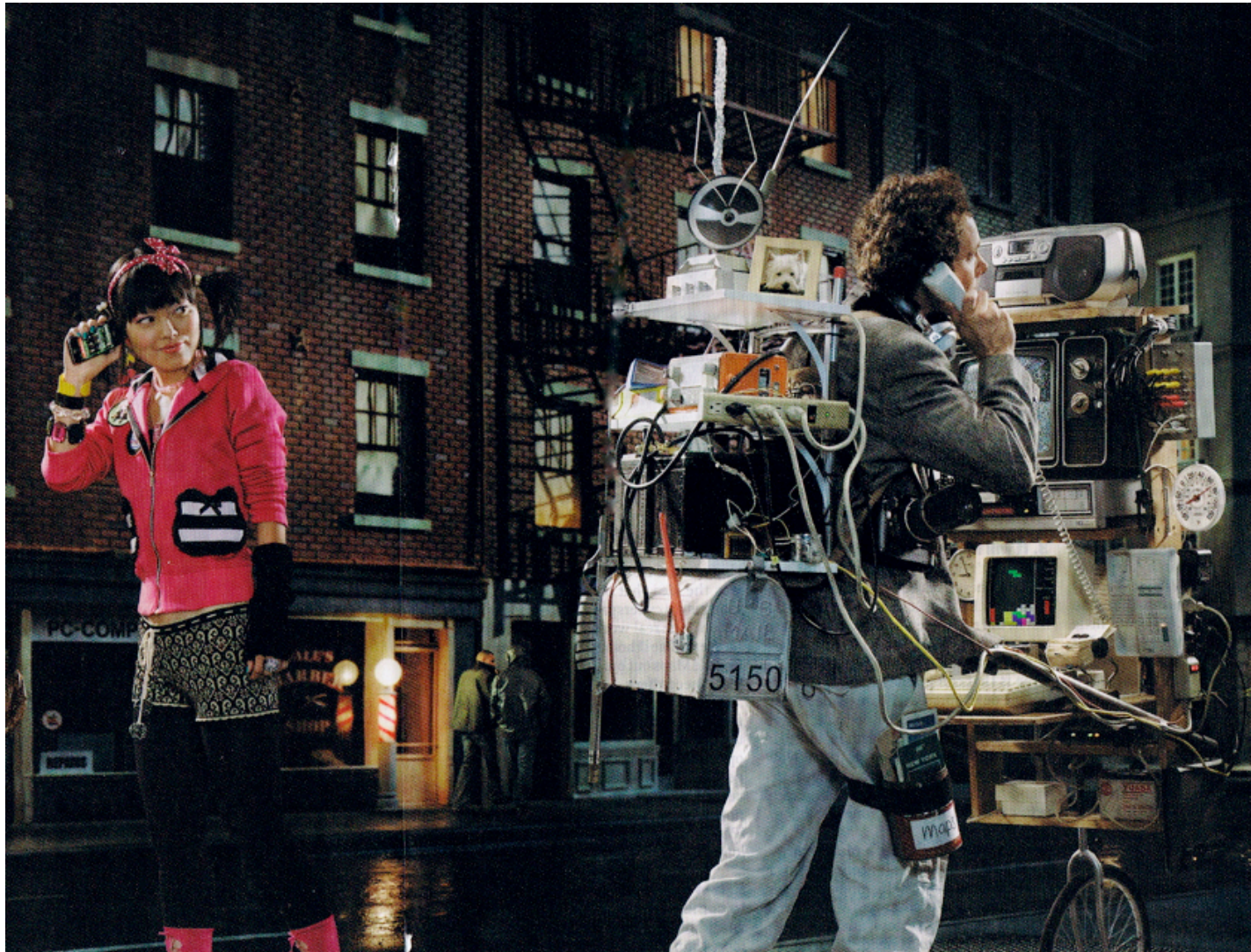
**RFP Driven Categories**

Business Requirements 35%										
20%					15%					
Strategic Direction					Cost					
References	Development	Stability	Average	Weighted Score	Implementation	Training	Maintenance	Support / Operational	Average	Weighted Score





# Important – Function Or Design?





# Pink Perspective 2008

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