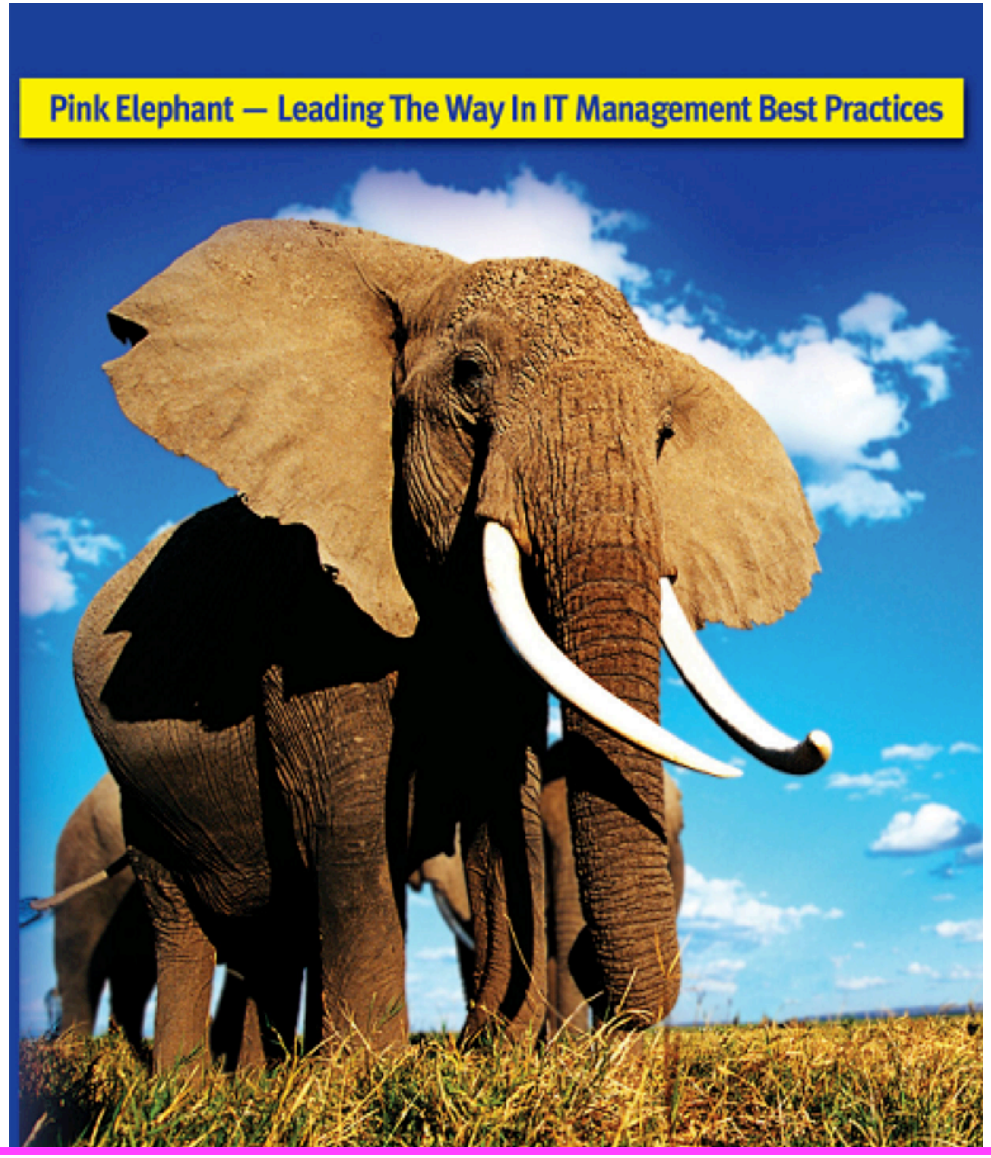
The Latest IT Service Management Trends & What You Might Do About Them

David Ratcliffe
President
Pink Elephant

Session Agenda



1. "The Great ITIL V3 Scare of 2007-2008"
2. ITIL V3 Certification Developments
3. The Current Economic Challenges
4. Pink's Recommendations
5. David's Big 3 Predictions

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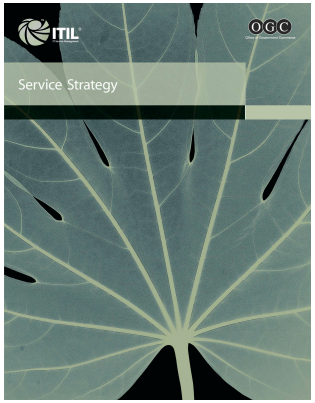
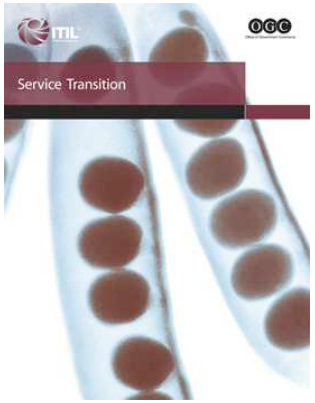
Remember This?



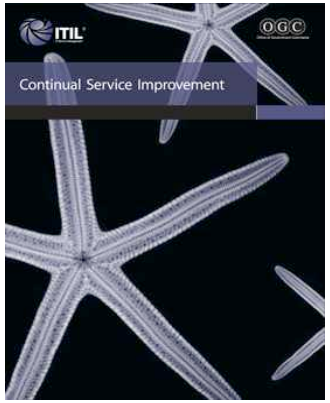
Service Strategy

Service Design



Service Transition

Service Operation



Continual Service Improvement

5 Core Books

All core volumes published 5/07

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

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

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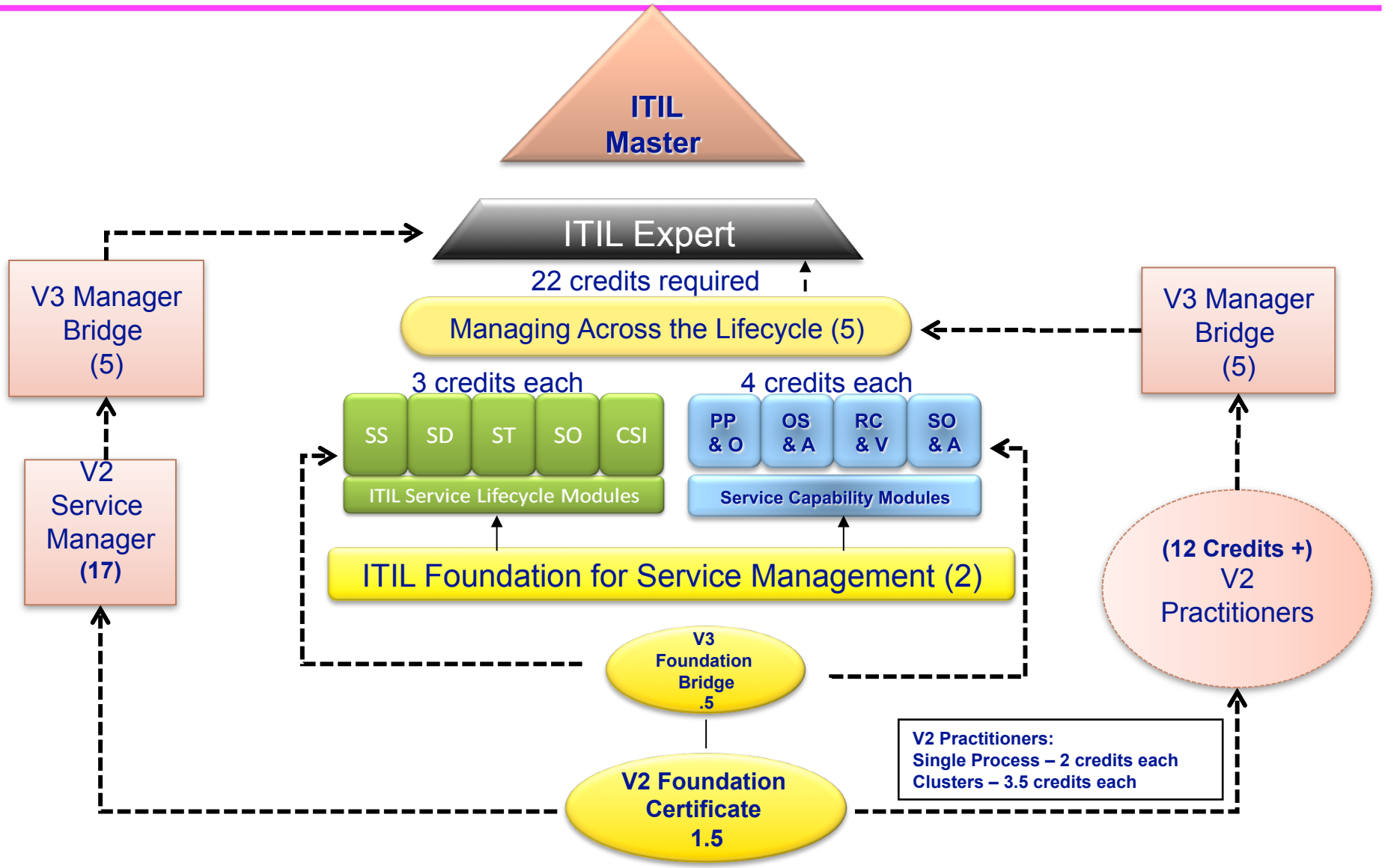
ITIL V3 Professional Certification Scheme



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ITIL Certification Developments

Foundation:

- 130,000 V3 worldwide in 2008
- 110,000 V2 worldwide in 2008
- Syllabus has been changed more than once!

Intermediate:

- Only 2,000 worldwide
- All 9 certifications are now available

Expert:

- A few hundred worldwide
- Only available so far via the V2 Manager's Bridge

Others:

- "Managing Across The Lifecycle" (MATL) - certification available soon
- "Service Catalog" - certification & courses available soon
- "Master" – who knows when, or even if!

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Having Said All That …..

- Practitioners report continued confusion on the perceived complexity of the scheme
  - Everything seems geared towards attaining “Expert” status
  - 4 different “Paths”
  - Ability to mix-up credits from different “Paths”
  - Once the V2 “Paths” go away it will probably take 2-4 years for someone to become an “Expert”
  - Are you happy about that?
- Training Providers are still not sure how much demand there is for the various Intermediates
  - Not a very clear distinction between the “Lifecycle” and “Capability” certifications
    - Who? Why? What?
  - Market-driven certifications (Service Catalog & CMDB) are being hampered by red-tape
  - Why are we still talking V2 & V3?

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The Current Economic Challenges

"People want to hunker down and not spend money on anything. But we're going to come out of this, and as a business you have to be poised to take advantage of that.

It has us rethinking all of the projects that we are working on, our strategy and our vision for the company, because if we get those right, even in the really tough times, we'll be OK. What I thought yesterday was a good idea might not be a good idea today.

We've spent a good amount of time prioritizing our projects against our vision of reinventing protection and retirement for our customers. It's a great exercise to go through because it forces you to focus on those things that are important to customers. There are a lot of projects where everyone thinks we are going to die if we don't get them done. But what you find out is that those aren't the things that drive the business."

Catherine Brune, SVP & CIO, Allstate Insurance

- Wall Street Journal, February 17, 2009

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Pink's Recommendations For Your Organization

- ITIL's time has come!
- This is NOT the time to put off ITSM initiatives
- IT leaders in practitioner organizations need to step forward and show how:
  - Costs can be contained and reduced
  - Revenues can be increased
  - Growth can return
- If your IT budget is cut:
  1. Maintain funding for any compliance related projects
  2. Keep the lights on; get better at doing what you already do
  3. Carefully prioritize new projects; focus on those that provide better quality data for the business

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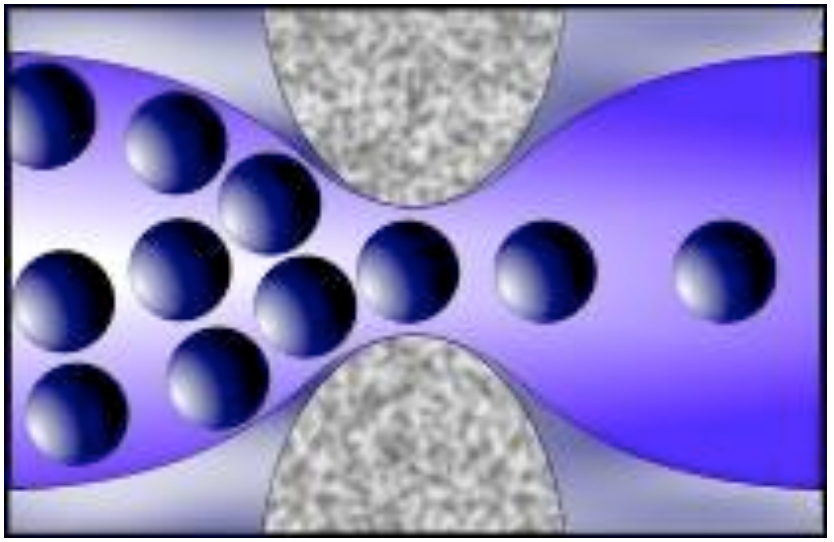
Remember: Nothing Changes, Really

- Except:
  - There's more scrutiny
  - You'd better do it right!

- And that means - continue to make sure you pay attention to the 7 potential constraining factors:
  1. Vision & Leadership
  2. Resource Limitations
  3. Knowledge & Skills
  4. Integrated Tools
  5. Deployment Capabilities
  6. Behavioural Change
  7. Loss of Momentum



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Pink's Recommendations For YOU!

The 5 Most Lucrative IT Management Certifications:

1. ITIL Service Manager
2. ITIL Practitioner
3. CISSP
4. Project Management Professional
5. ITIL Foundation

Jason Hiner, Tech Republic

February 25, 2009

http://blogs.techrepublic.com.com/hiner/

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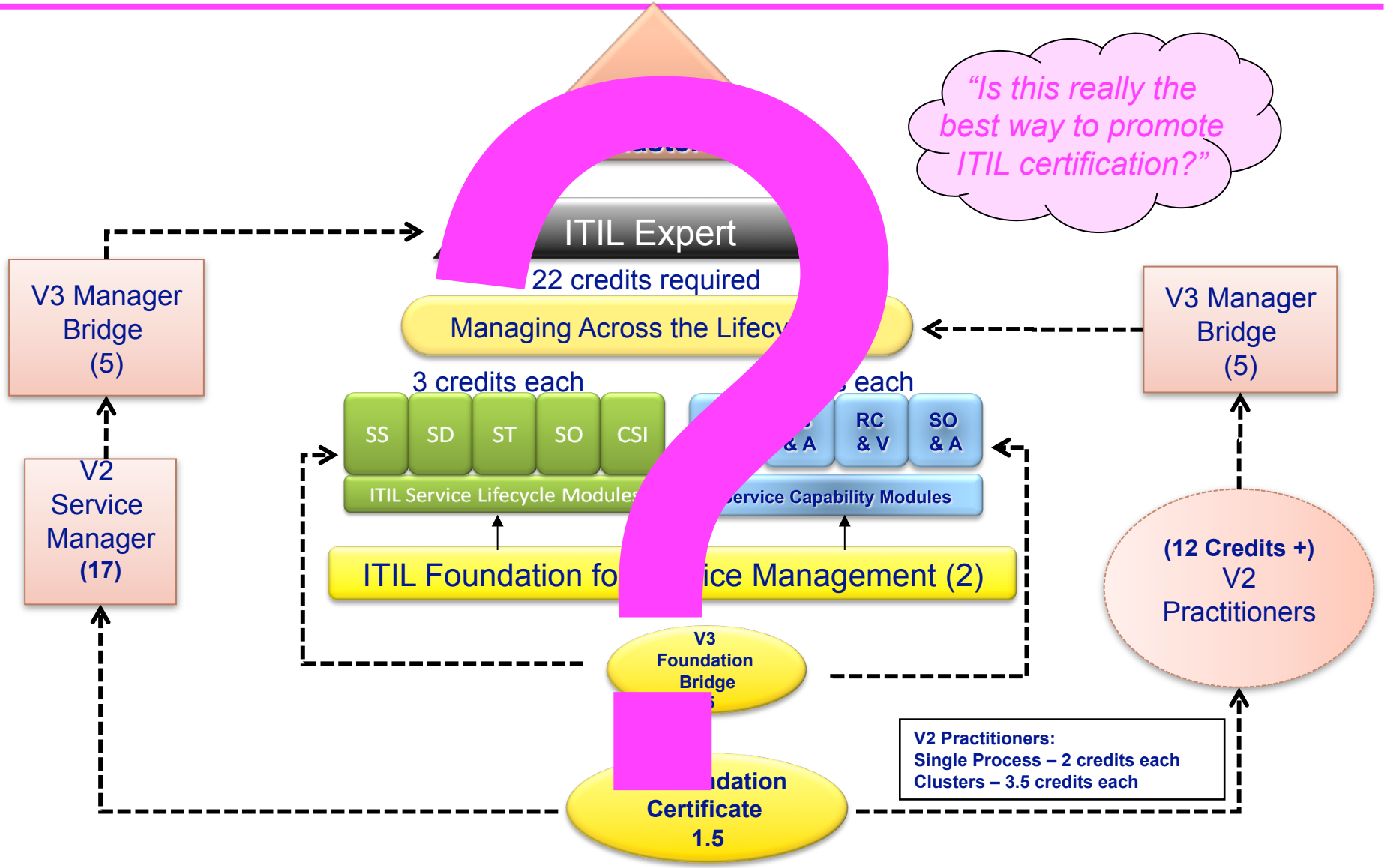
ITIL V3 Professional Certification Scheme



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Disclaimer

”What follows next is not official. In fact, if you think it is so sensible that there must be an official announcement sometime soon - don’t hold your breath!”

-David Ratcliffe, March 3, 2009

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Predictions: Role Focus Certification - ✓

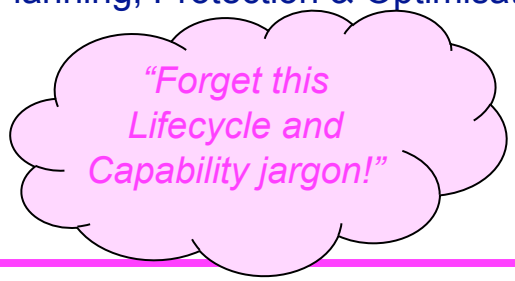
Practitioner

ITIL Operations & Support Practitioner
1. Foundation Certificate
2. Operational Support & Analysis

ITIL Release & Change Practitioner
1. Foundation Certificate
2. Release, Control & Validation

ITIL Service Level Practitioner
1. Foundation Certificate
2. Service Offerings & Agreements

ITIL Service Availability Practitioner
1. Foundation Certificate
2. Planning, Protection & Optimisation



Management

CSI Manager
1. Foundation Certificate
2. Continual Service Improvement

IT Service Strategy Manager
1. Foundation Certificate
2. Service Strategy

IT Service Design Manager
1. Foundation Certificate
2. Service Design

IT Service Improvement Manager
1. Foundation Certificate
2. Service Transition

IT Service Operations Manager
1. Foundation Certificate
2. Service Operations

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Predictions: Individual Expert Certification - ?

Practitioner

1. Foundation Certificate
2. Service Operation & Support
3. Release, Control & Validation
4. Service Offerings & Agreements
5. Plan, Protect & Optimize
6. Managing Across The Lifecycle

Management

1. Foundation Certificate
2. Service Operation
3. Service Transition
4. Service Design
5. Service Strategy
6. Continual Service Improvement
7. Managing Across The Lifecycle

"Primarily for Consultants - maybe take the V2 Bridge while you still can!"

Minimum of 2 years

Going to cost a lot of **$$$$$!**

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Predictions: Team Expert Certification - ✓

Organization Focus

The ITIL Management Expert Team

1. Foundation Certificate
2a. Service Operation
2b. Service Transition
2c. Service Design
2d. Service Strategy
2e. Continual Service Improvement
3. Managing Across The Lifecycle

Team of 5 managers who consolidate their certifications across the whole lifecycle

The ITIL Practitioner Expert Team

1. Foundation Certificate
2a. Service Operation & Support
2b. Release, Control & Validation
2c. Service Offerings & Agreements
2d. Plan, Protect & Optimize
3. Managing Across The Lifecycle

Team of 4 specialists who consolidate their certifications across all capabilities

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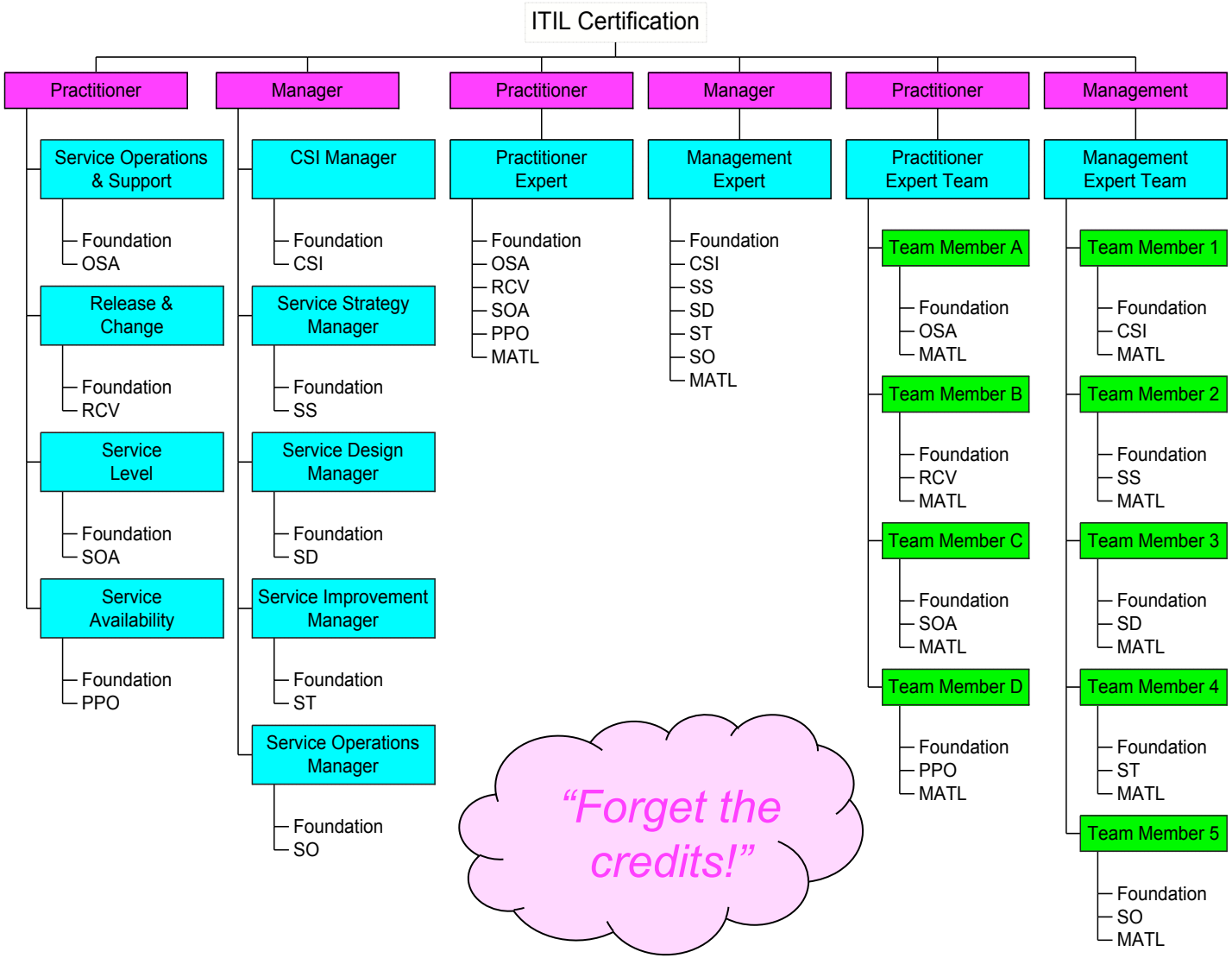
Summary: Think Of ITIL Certification This Way …



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Thank You!

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