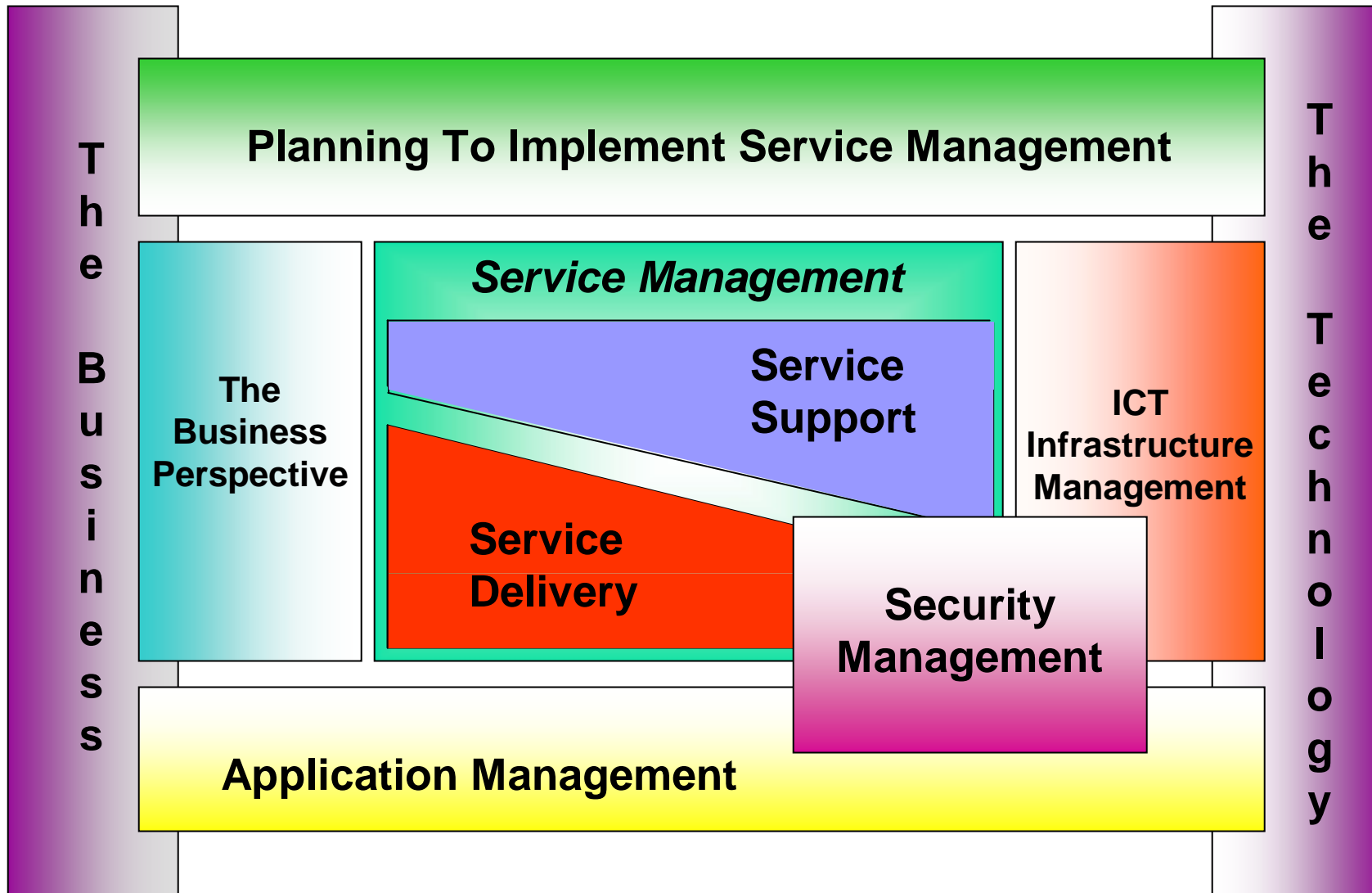




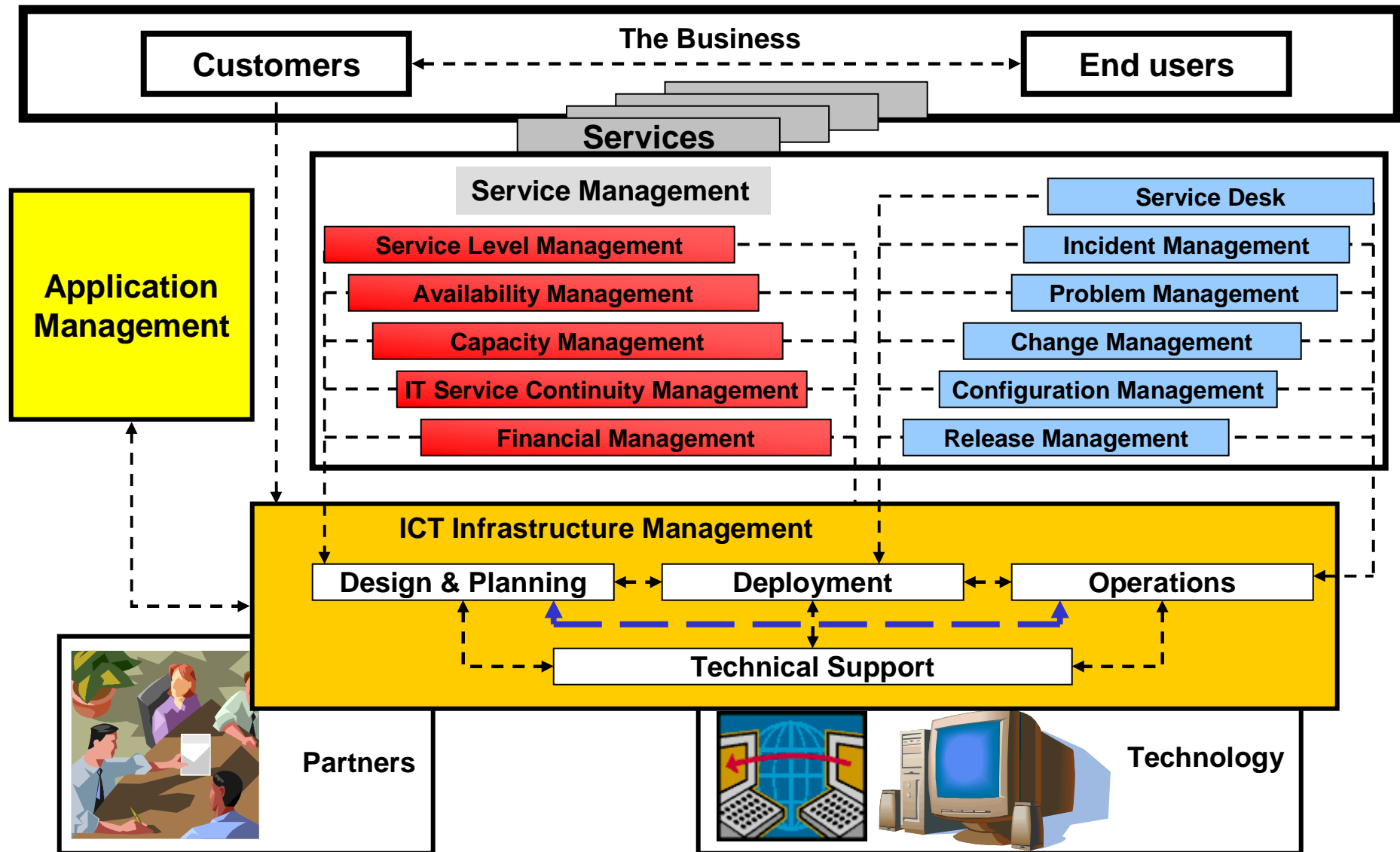
What's New In ITIL® V3?

George Spalding
VP, Global Events
Pink Elephant

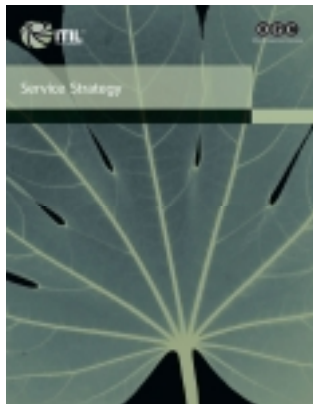
The ITIL Books (V2)



Integrated Process Model (V2)



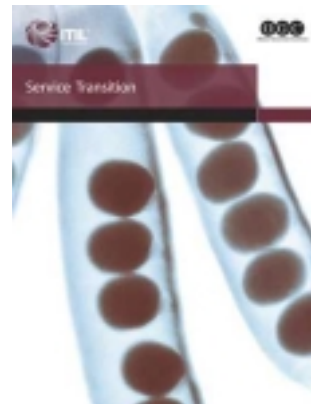
Core ITIL V3 Library



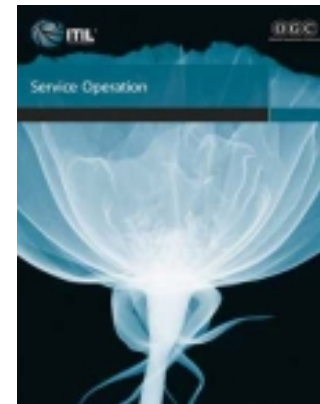
Service Strategy



Service Design



Service Transition



Service Operation

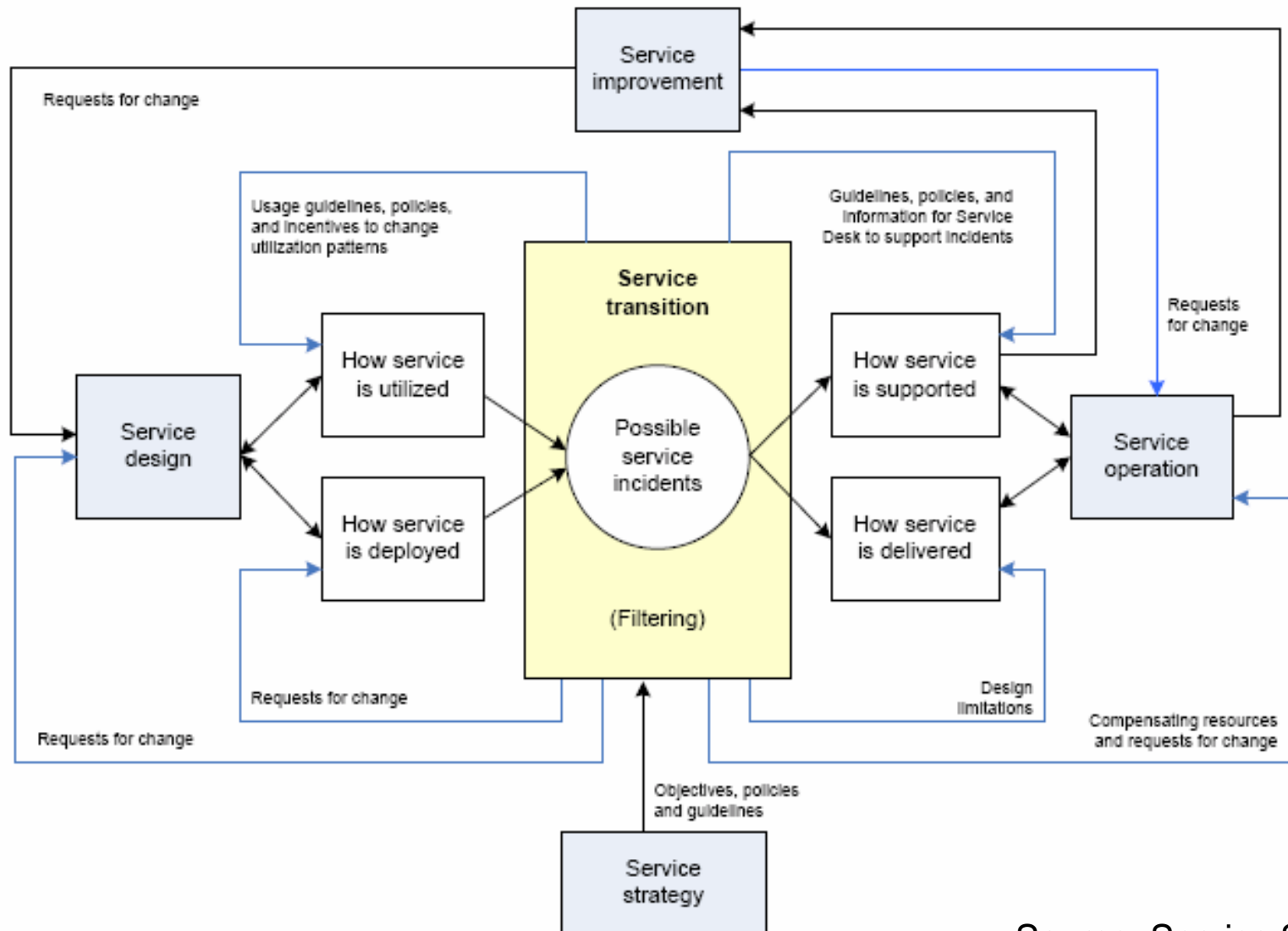


Continual Service Improvement

5 Core Books



High Level Service Lifecycle Model



Source: Service Strategy

V3 Overview



- There are five publications – which have a consistent structure:
 - Service Strategy
 - Service Design
 - Service Transition
 - Service Operation
 - Continual Service Improvement
- Introduction, overview, context
- Service management as a practice
- Service lifecycle
- Role of processes in the lifecycle
- Role of functions in the lifecycle
- Practice fundamentals
- Practice principles
- Processes
- Organisational design and structures roles and responsibilities
- Challenges, critical success factors, risks
- Supplemental guidance
- References



ITIL V3

Key Concepts, Terms & Ideas

What Is A Service?



- V2
 - “A service is one or more IT systems which enable a business process”

- V3
 - “A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks”



The Source Of Service Value

- Utility

- Utility is what the customer wants – the service is “Fit for Purpose”
- Derived from the attributes of a service that:
 - Have a positive effect on the performance of activities, objects, and tasks associated with desired outcomes
 - Or with the removal or relaxing of constraints on performance

- Warranty

- Warranty is how what the customer wants is delivered – the service is “Fit for Use”
- Derived from the positive effect of:
 - Being available when needed
 - In sufficient capacity or magnitude
 - Dependably in terms of continuity and security

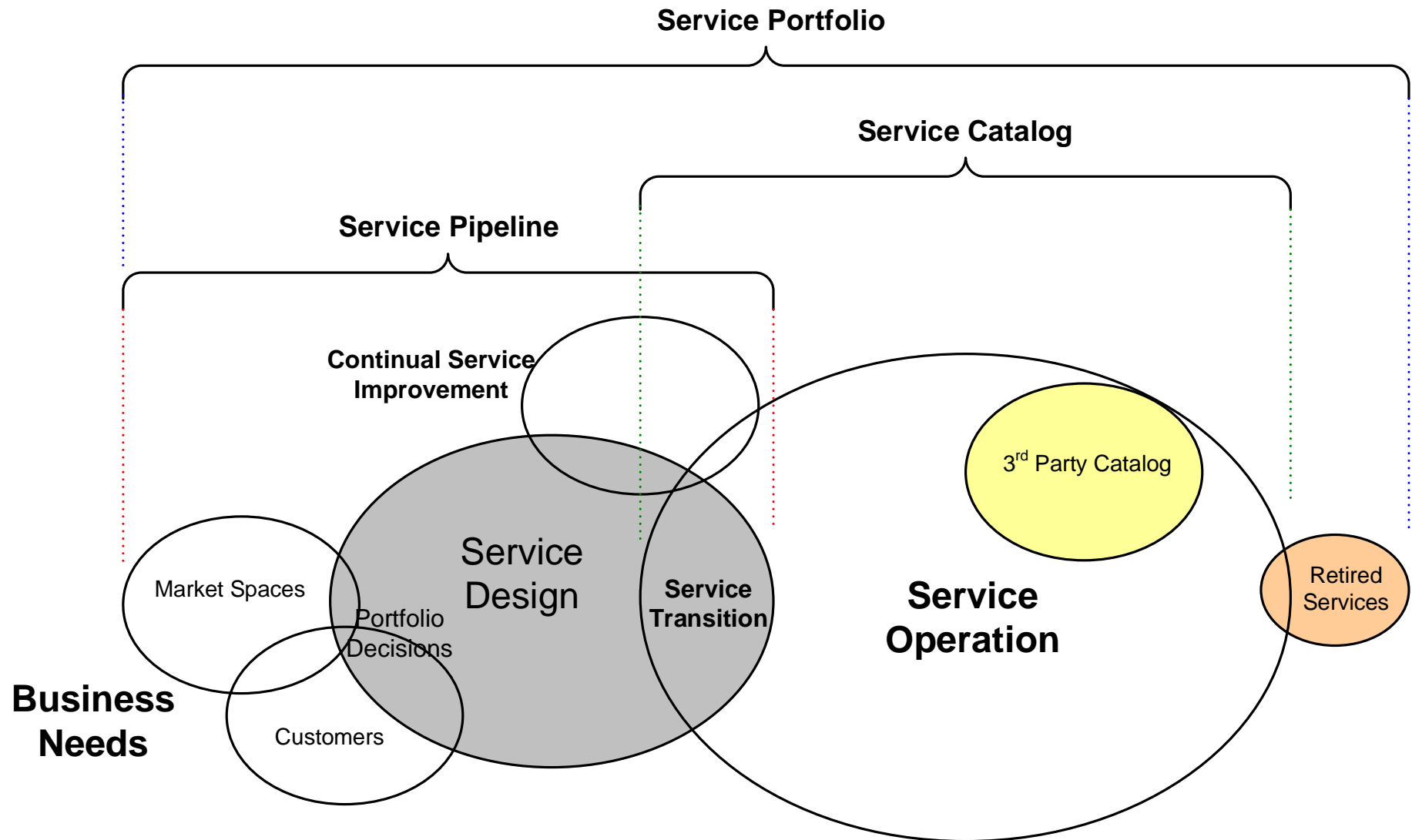


Definition Of Service Management

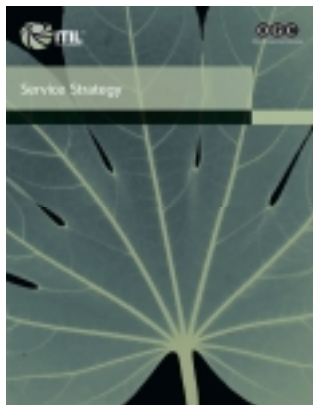
Service Management is a set of specialised organisational capabilities for providing value to customers in the form of services.

- Service Management takes the form of a set of Functions and Processes for managing services over their Lifecycle. Service Management is also used as a synonym for IT Service Management
- Service Management is also a professional practice supported by an extensive body of knowledge, experience and skills

The Service Portfolio



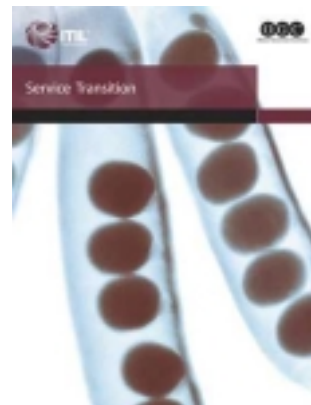
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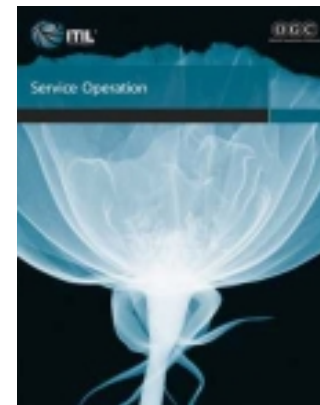
Service Strategy



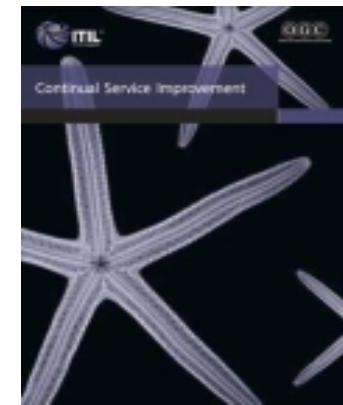
Service Design



Service Transition



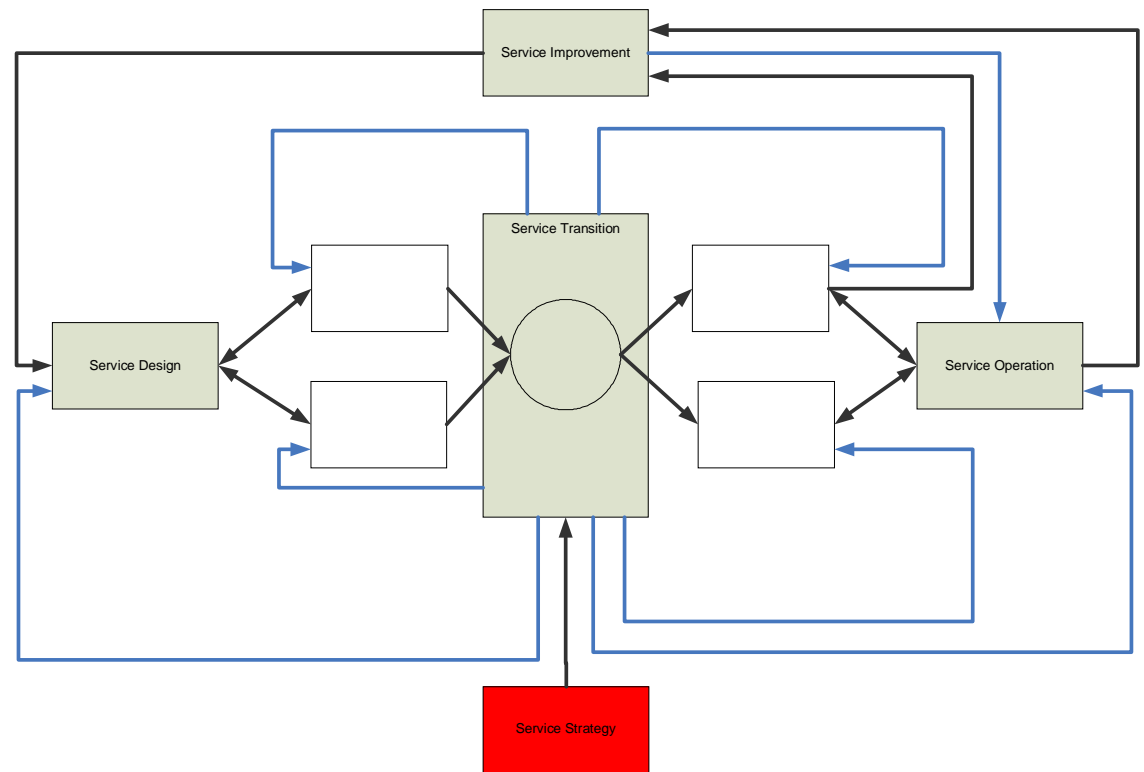
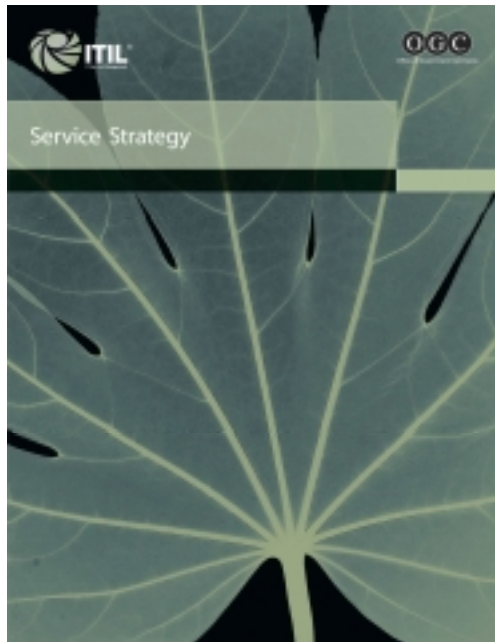
Service Operation



Continual Service Improvement

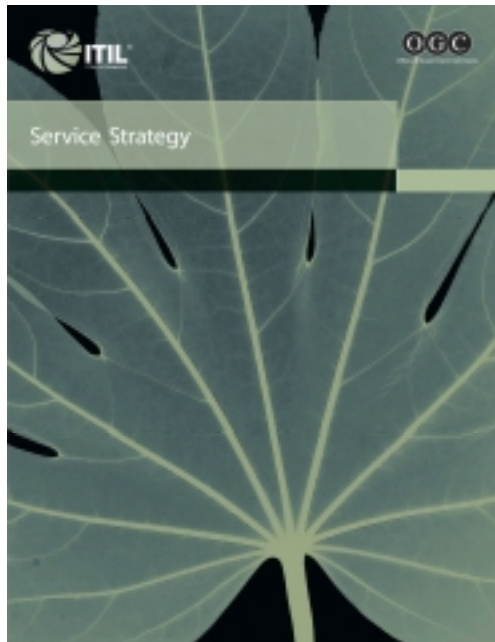
5 Core Books

Service Strategy



Provides the guidance on how to design, develop, and implement service management as a strategic asset

Service Strategy



- **Practical decision making**
- **Business Ecosystems**
- **From value chains to value nets**
- **Adaptive processes for customers, services and strategies**
- **Linking to external practices and standards**
- **Managing uncertainty and complexity**
- **Increasing the economic life of services**
- **Selecting, adapting and tuning the best IT service strategies**

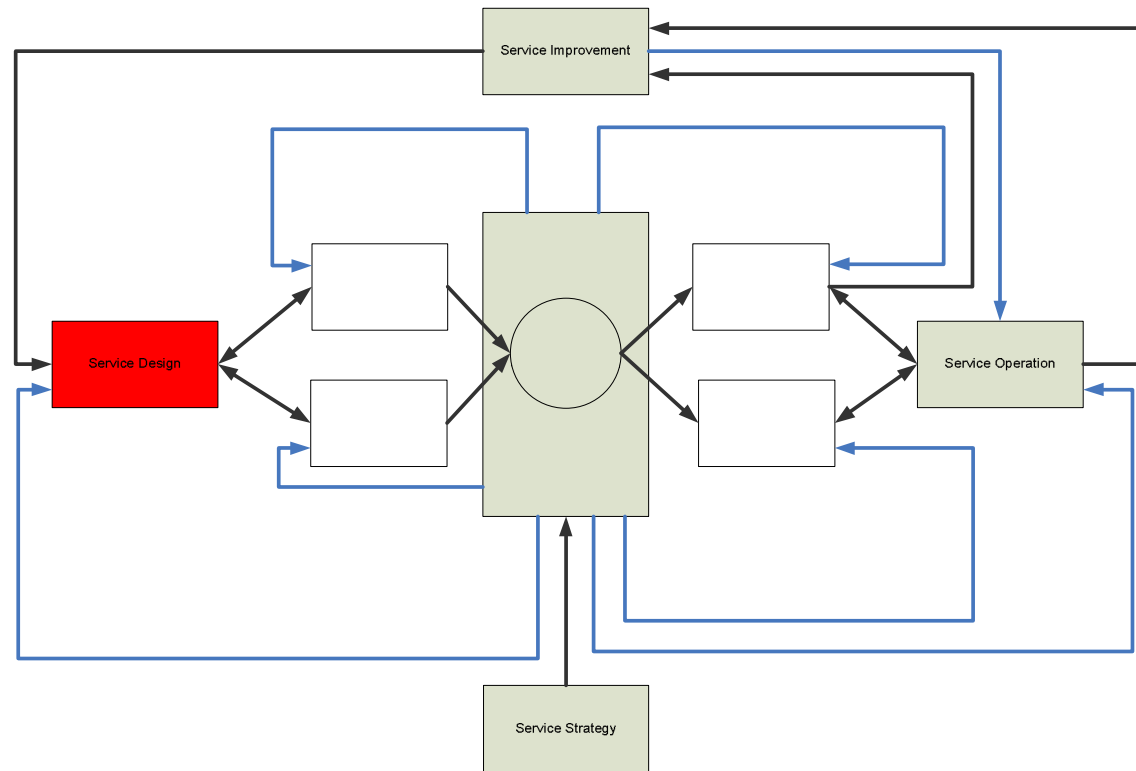
Service Strategy



The first book in the lifecycle is the Service Strategy which looks at the overall business aims and expectations ensuring the IT strategy maps onto these.

- The Practice of Service Management
- Service Principles
 - Service Assets, Provider Types, Structures, fundamentals **(New)**
- Service Strategy **(New)**
- Service Economics
 - IT Financial Management
 - Return on Investment **(New)**
 - Service Portfolio Management **(New)**
 - Demand Management **(New)**
- Strategy & Organisation Culture, Technology, Operations **(New)**

Service Design



Guides the design and development of services and service management processes

Service Design



- **Pragmatic Service Blueprint**
- **Policies, architecture, portfolios, service models**
- **Effective technology, process and measurement design**
- **Outsource, shared services, co-source models? How to decide and how to do it**
- **The service package of utility, warranty, capability, metrics tree**
- **Triggers for re-design**



Service Design

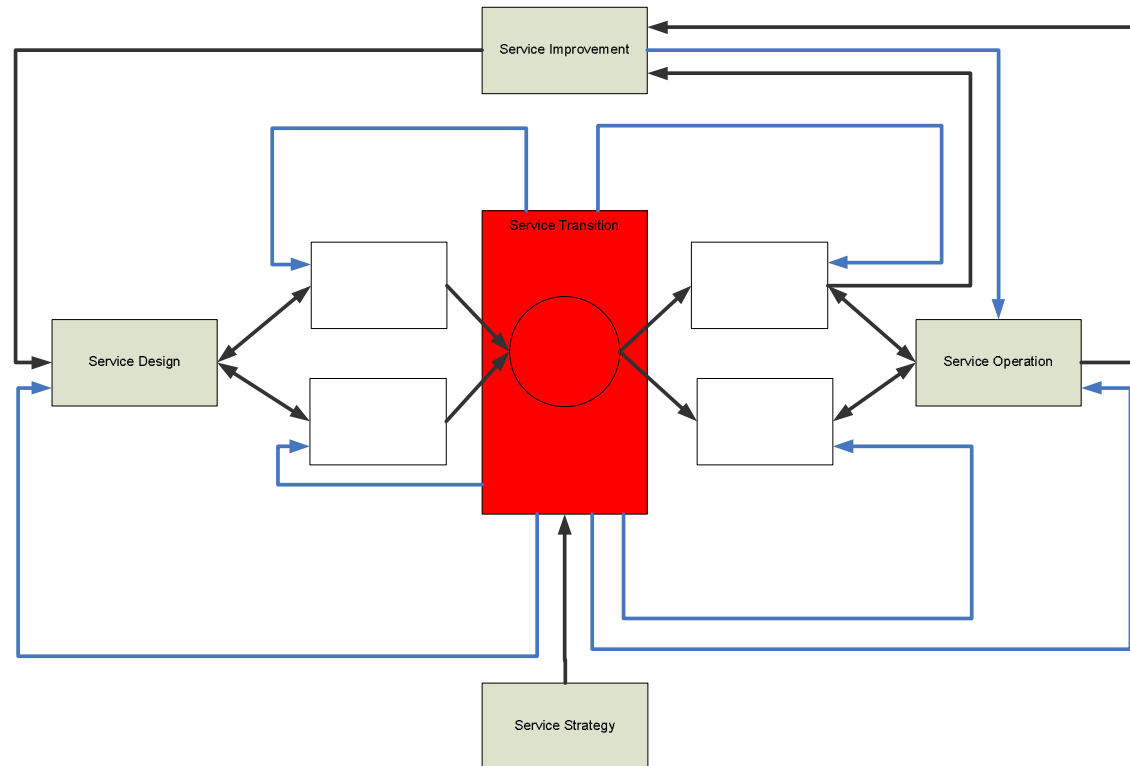
The second book is Service Design which starts with a set of new or changed business requirements and ends with the development of a solution designed to meet the documented needs of the business.

Service Design Principles **(New)**

Service Design Processes

- Service Catalog Management **(New)**
- Service Level Management
- Capacity Management
- Availability Management
- Service Continuity Management
- Information Security Management
- Supplier Management **(New)**
- Application Management **(New as core)**
- Data & Information Management **(New)**
- Requirements Engineering **(New)**
- Service Design Considerations (Organisation, Process & Tools) **(New)**

Service Transition



Provides guidance for the development and improvement of capabilities necessary to transition new and/or changed services into operations

Service Transition



- **Managing Change, Risk and Quality Assurance**
- **Newly designed Change, Release and Configuration processes**
- **Risk and quality assurance of design**
- **Managing organisation and cultural change during transition**
- **Service knowledge management system**
- **Integrating projects into transition**
- **Creating and selecting transition models**

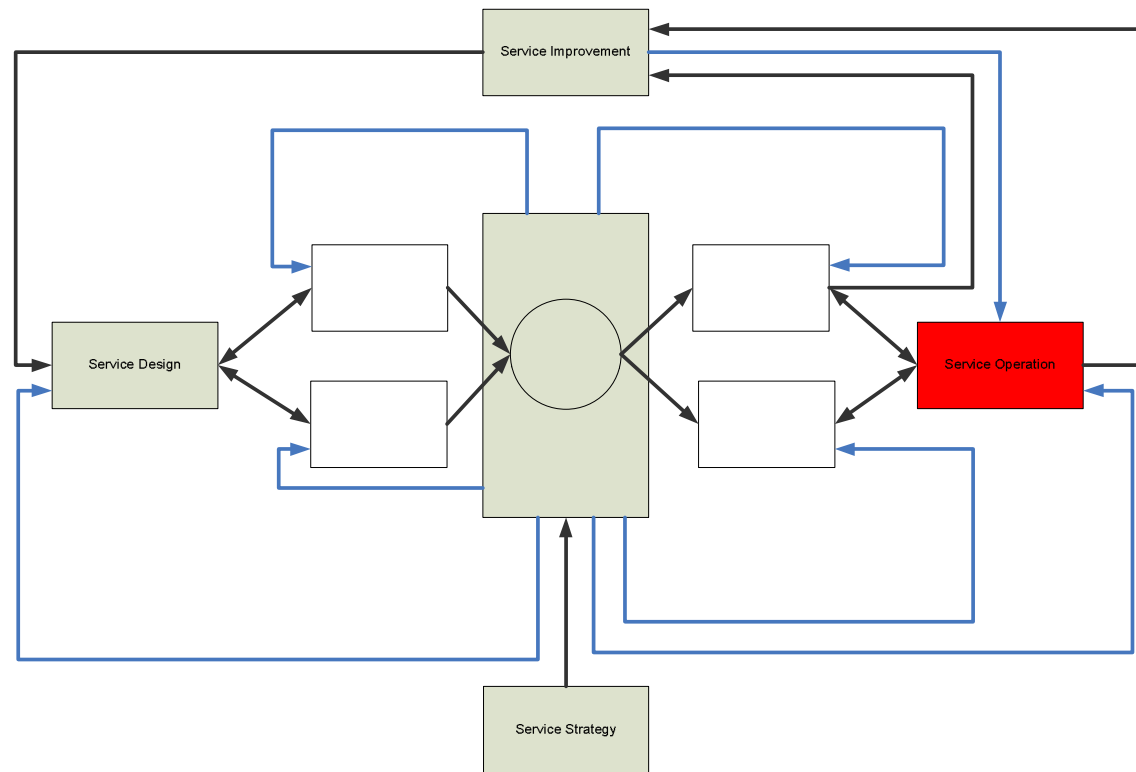
Service Transition



The next book is Service Transition which is concerned with managing change, risk and quality assurance and has an objective to implement service designs so that service operations can manage the services and infrastructure in a controlled manner.

- Service Transition Principles
- Service Transition Processes
 - Transition Planning & Support (**New**)
 - Change Management
 - Service Asset (**New**) & Configuration Management
 - Configuration Management System (**New**)
 - Release & Deployment Management
 - Service Validation & Testing (**New**)
 - Evaluation (**New**)
 - Knowledge Management (**New**)

Service Operation



Tailors guidance on achieving effectiveness and efficiency in the delivery and support of services such that value is achieved for the customer and captured by the service provider

Service Operation



- **Responsive, stable services**
- **Robust end-to-end operations practices**
- **Redesigned, Incident and Problem processes**
- **New functions and processes**
- **Event, technology and request management**
- **Influencing strategy, design, transition and improvement**
- **SOA, virtualisation, adaptive, agile service operation models**

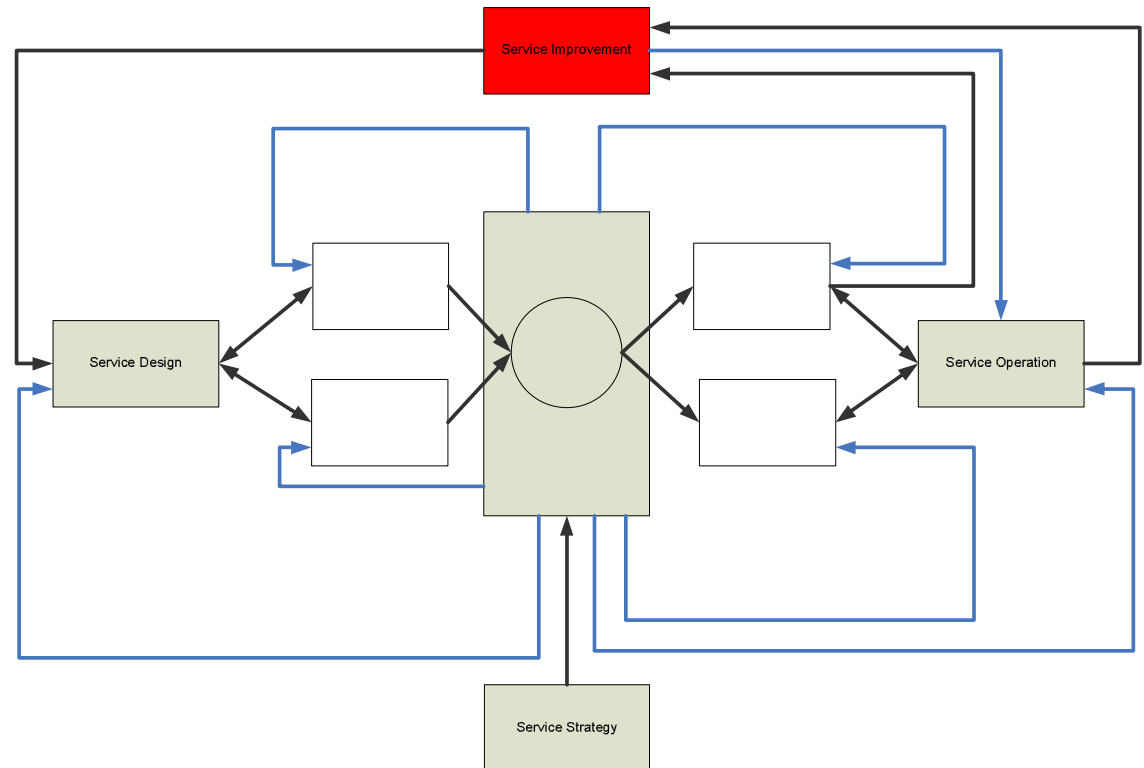
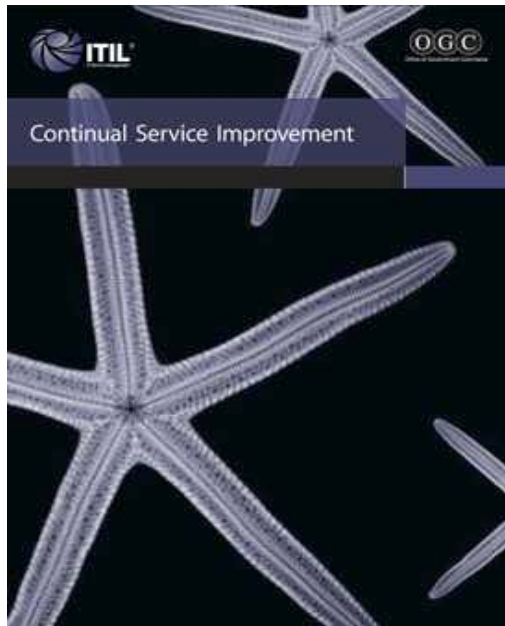
Service Operation



The fourth book in the lifecycle is Service Operation which is concerned with business as usual activities.

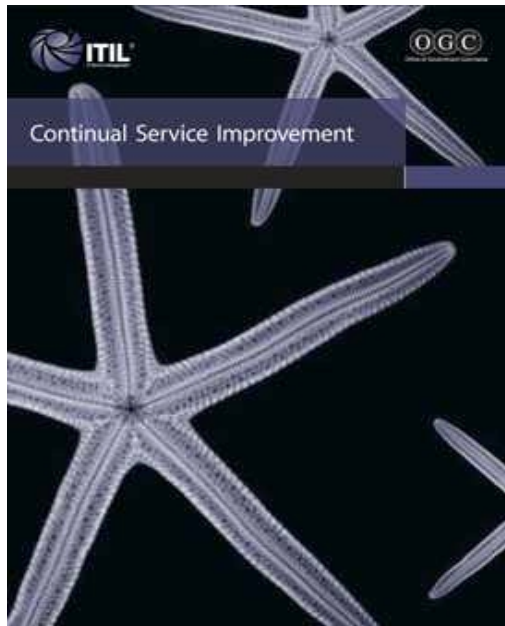
- Service Operation Principles
- Service Operation Processes
 - Event Management **(New)**
 - Incident Management
 - Request Fulfillment **(New)**
 - Problem Management
 - Access Management **(New)**
 - Monitor & Control, IT Operations, Tech. Domain Mgmt. **(New)**
- Functions:
 - Service Desk
 - Technical Management **(New)**
 - IT Operations Management **(New)**
 - Applications Management **(New)**

Continual Service Improvement



Sustains the creation and maintenance of customer value through better design, introduction, and operation of services

Continual Service Improvement



- **Measurements that mean something and Improvements that work**
- **The business case for ROI**
- **Getting past just talking about it**
- **Overall health of ITSM**
- **Portfolio alignment in real-time with business needs**
- **Growth and maturity of SM practice**
- **How to measure, interpret and execute results**

Continual Service Improvement



The final book is Continual Service Improvement which has an overall view of all the other elements and looks for ways that the overall process and service provision can be improved.

Continual Improvement Principles & Fundamentals **(New)**

- Continual Improvement Processes **(New)**
 - The Seven Step Improvement Process
 - Service Reporting
 - Service Measurement
 - Return on Investment (ROI) for CSI
 - Business Questions for CSI
 - Service Level Management & Service Improvement
- CSI Methods & Techniques: Assessments, Benchmarking, Measurement Models (SWOT, Balanced Score Card) **(New)**

Summary



ITIL V3 moves IT forward:

Today's IT Organisations	Tomorrow's IT Organisations
▪ Focused on Technology	▪ Focused on Customer Outcomes
▪ Firefighting Mode	▪ Demand-Driven
▪ Organisational "Stovepipes"	▪ Enterprise Services and Process
▪ Unknown Costs	▪ Financial Transparency
▪ Technical Metrics	▪ Business Value



Thank You!

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