

# ITIL® Version 3 Road Show



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*The IT Service Management Forum*

**ITIL V3 Global Road Show**

# Today's agenda



- Introduction & high level story
- The 5 books
- Qualifications
- The road ahead

# Housekeeping



- Where to go if...
- The Lord of the Ringtones...
- Breaks...
- Other...

# Thanks to



- The Author team
- Our Sponsors
- The Delivery team



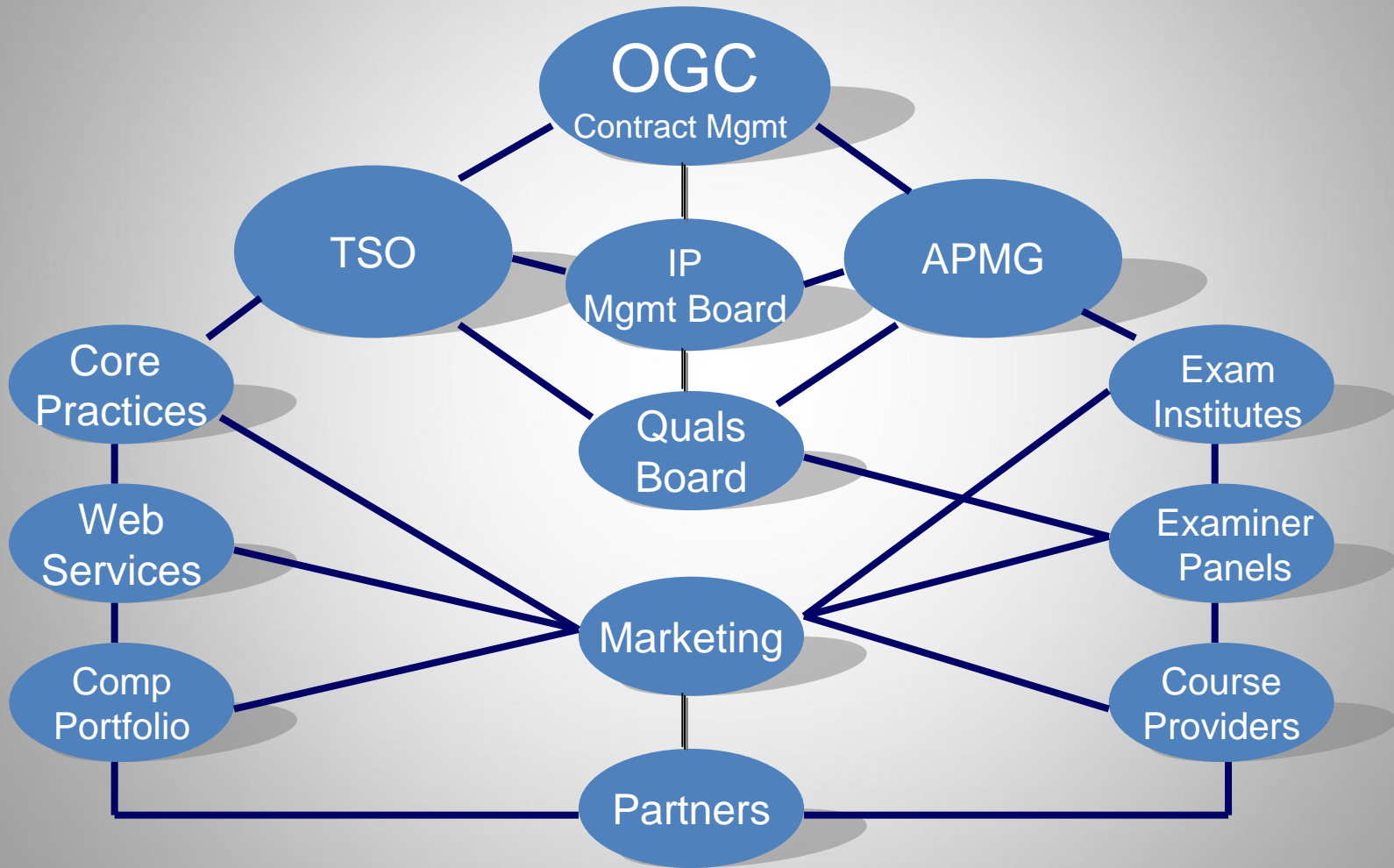
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**The Future of Service Management is here**

**ITIL V3 Global Roadshow**

# The ITIL Service Team



# Core Practice Team - The Chiefs



- OGC OPERATIVE
- Chief Editor
- Author
- ITIL Evangelist
- TSO OPERATIVE
- Publisher
- Task master
- ITIL Evangelist
- Chief Architect
- Author
- ITIL Queen
- INOPERATIVE

**THEIR MISSION**  
**IMPOSSIBLE**





# The Agents

Michael Nieves – Accenture  
Majid Iqbal – Carnegie Mellon University

David Wheeldon – Hewlett Packard  
David Cannon – Hewlett Packard

Colin Rudd – ITEMS Ltd  
Vernon Lloyd – Fox IT

George Spalding – Pink Elephant  
Gary Case – Pink Elephant

Shirley Lacy – ConnectSphere  
Ivor Macfarlane – Guillemot Rock

Sharon Taylor – Aspect Group

## GLOSSARY

Ashley Hannah – HP  
Stuart Rance - HP

**SERVICE MODEL**  
Jeroen Bronkhorst - HP







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**Why We did it**

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# 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

# The need for change

- More practical 'how to' guidance
- Improved consistency and comprehensiveness
- Extend the focus to measurable business value
- Visible links to other industry practices
- Guidance in context to current needs



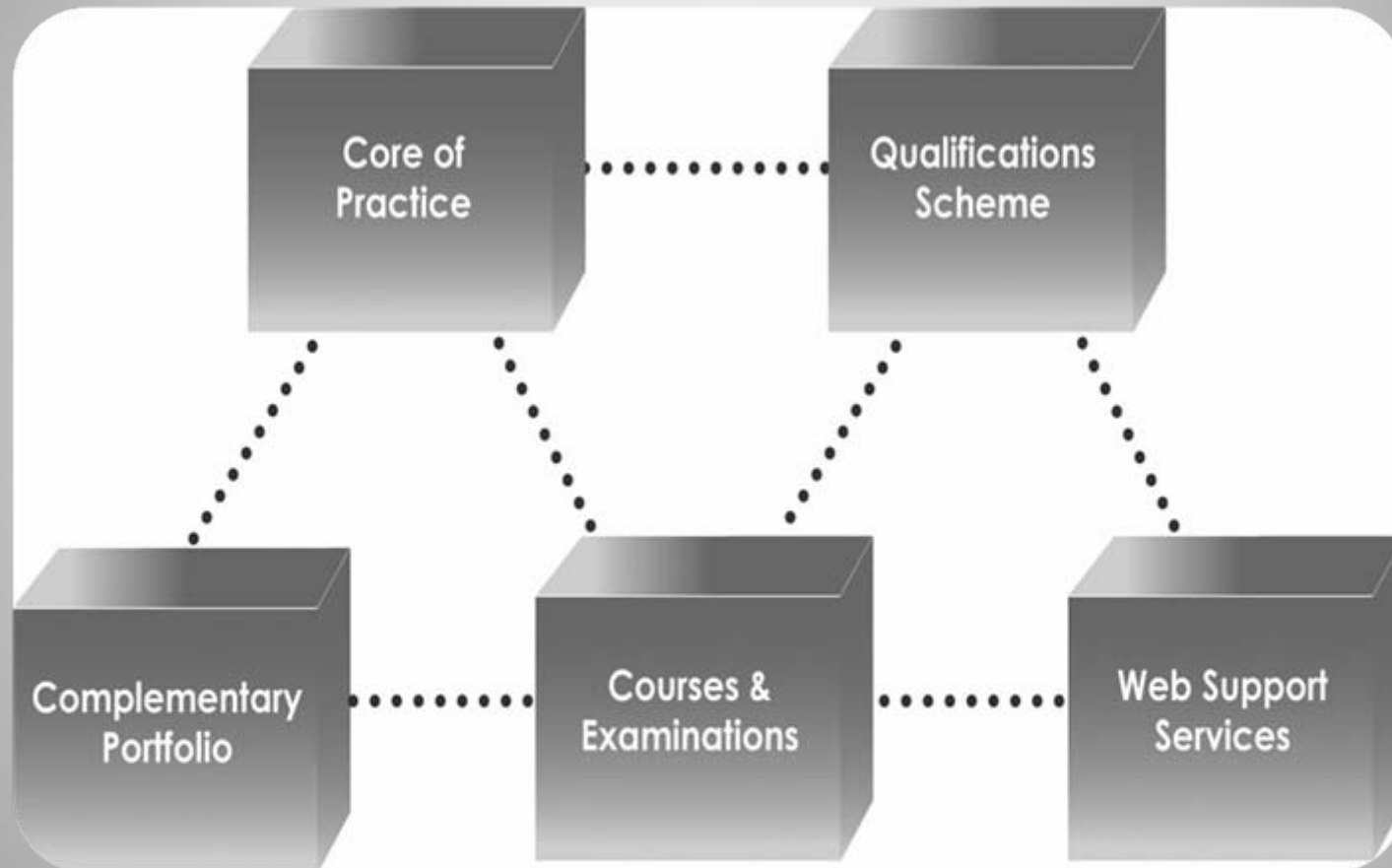


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# The ITIL Service Management Practices

# ITIL – At your Service





# Core Structure

ISO 20000

CMMI

eSCM

ISO 27001

COBIT

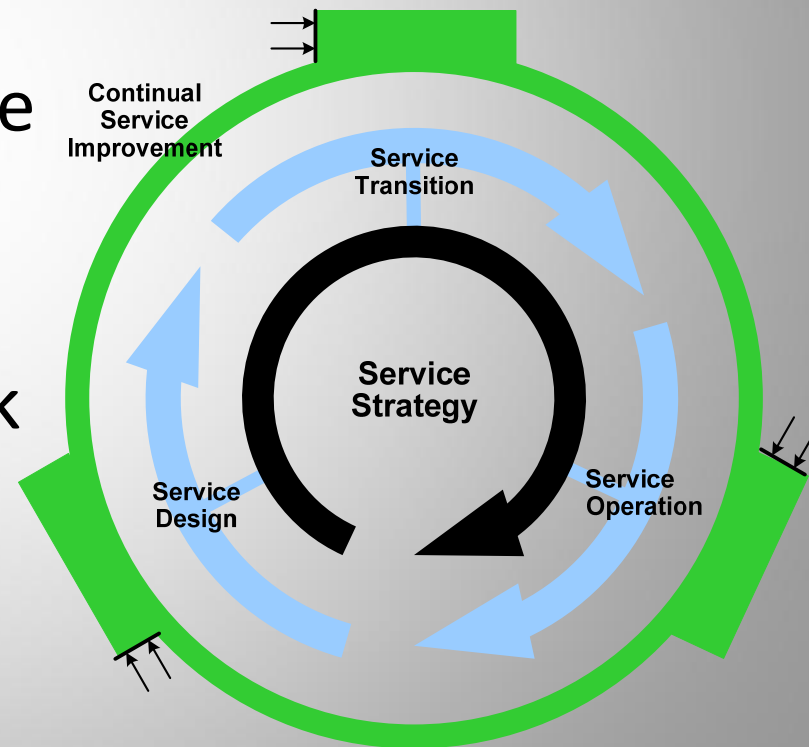
Six Sigma



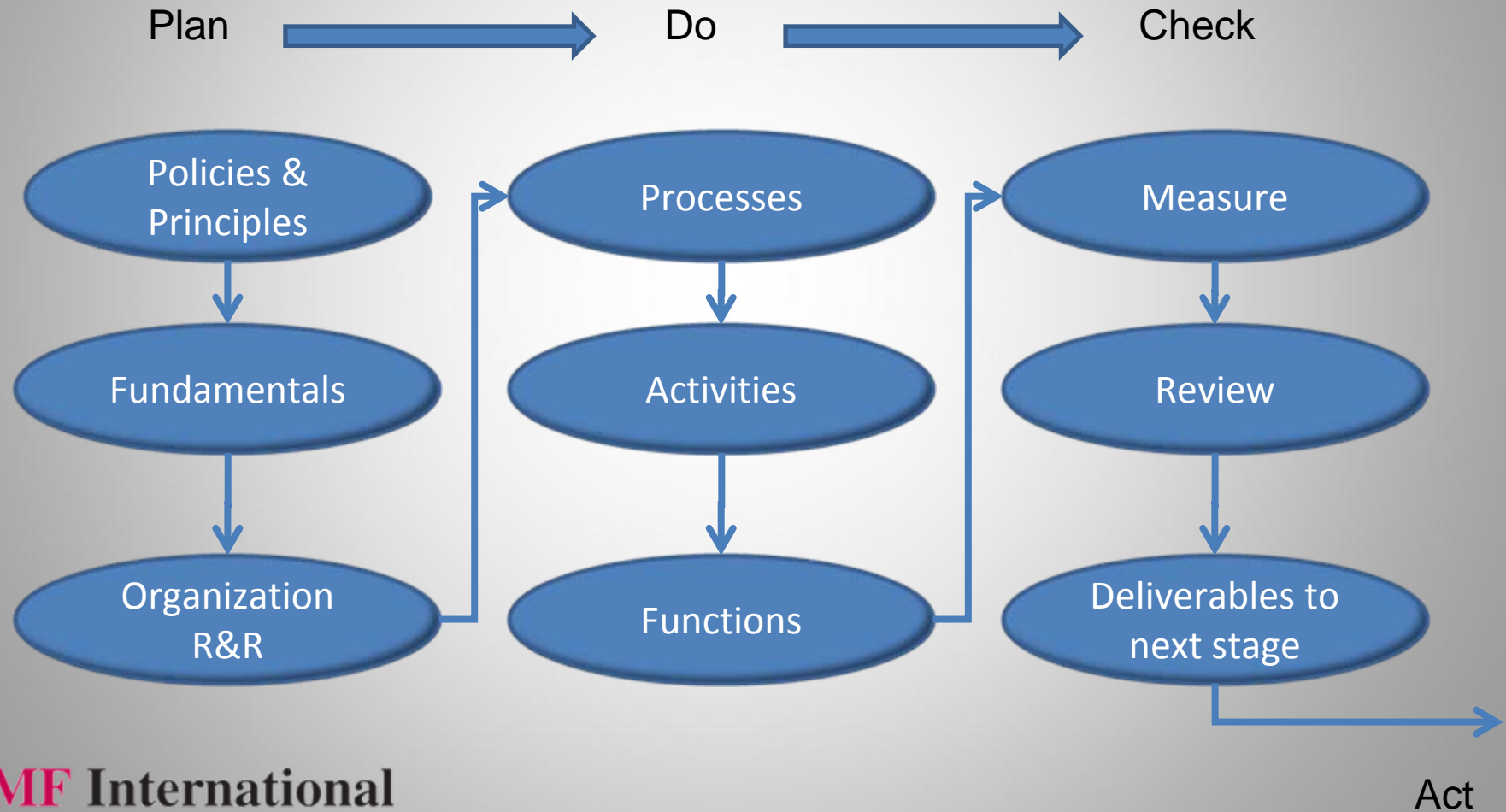


# Why a Lifecycle?

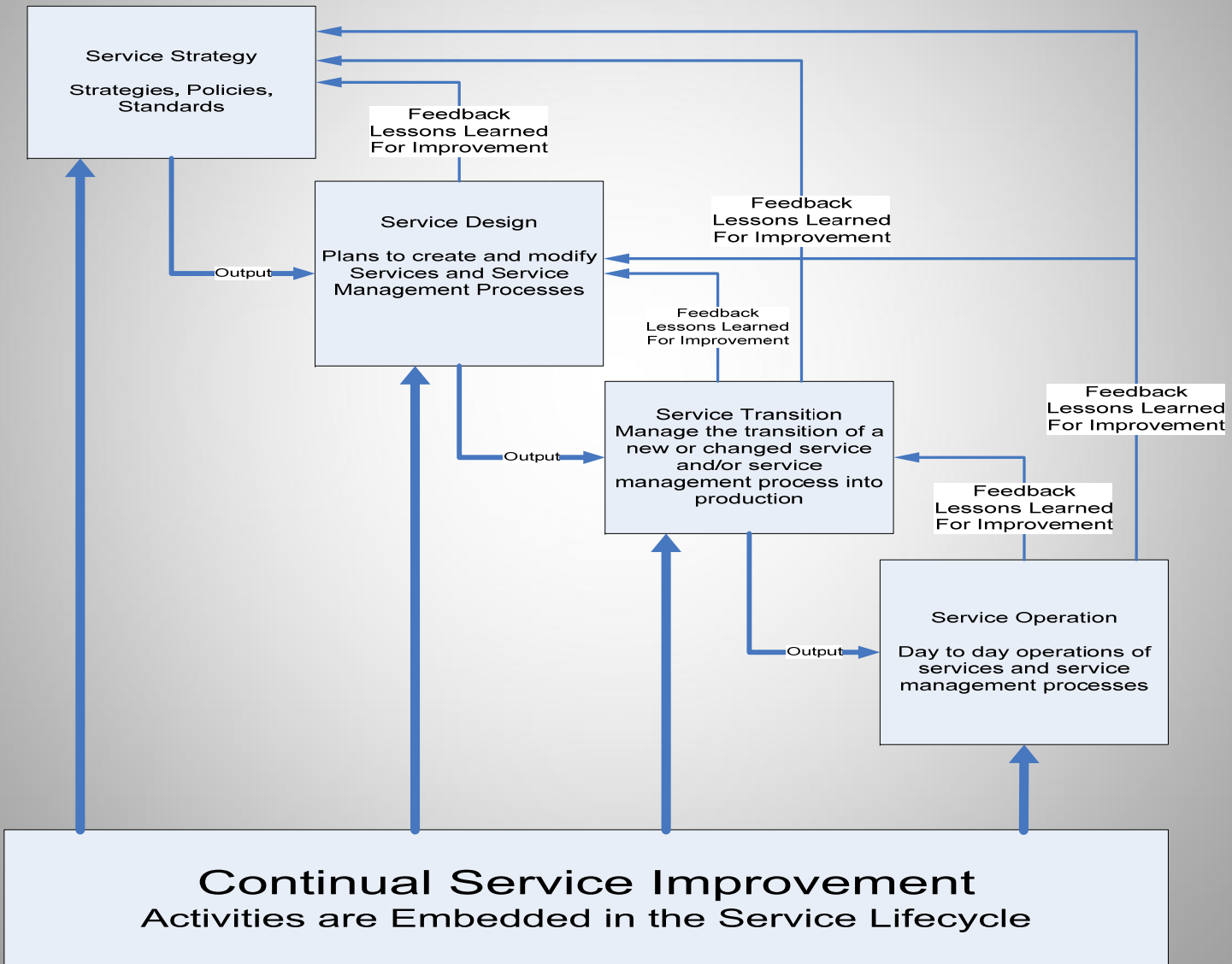
- Building on a great practice base
- Enabling integration with business process
- Managing services from cradle to grave
- Removing process silos
- Reflecting the public feedback for holistic lifecycle focus

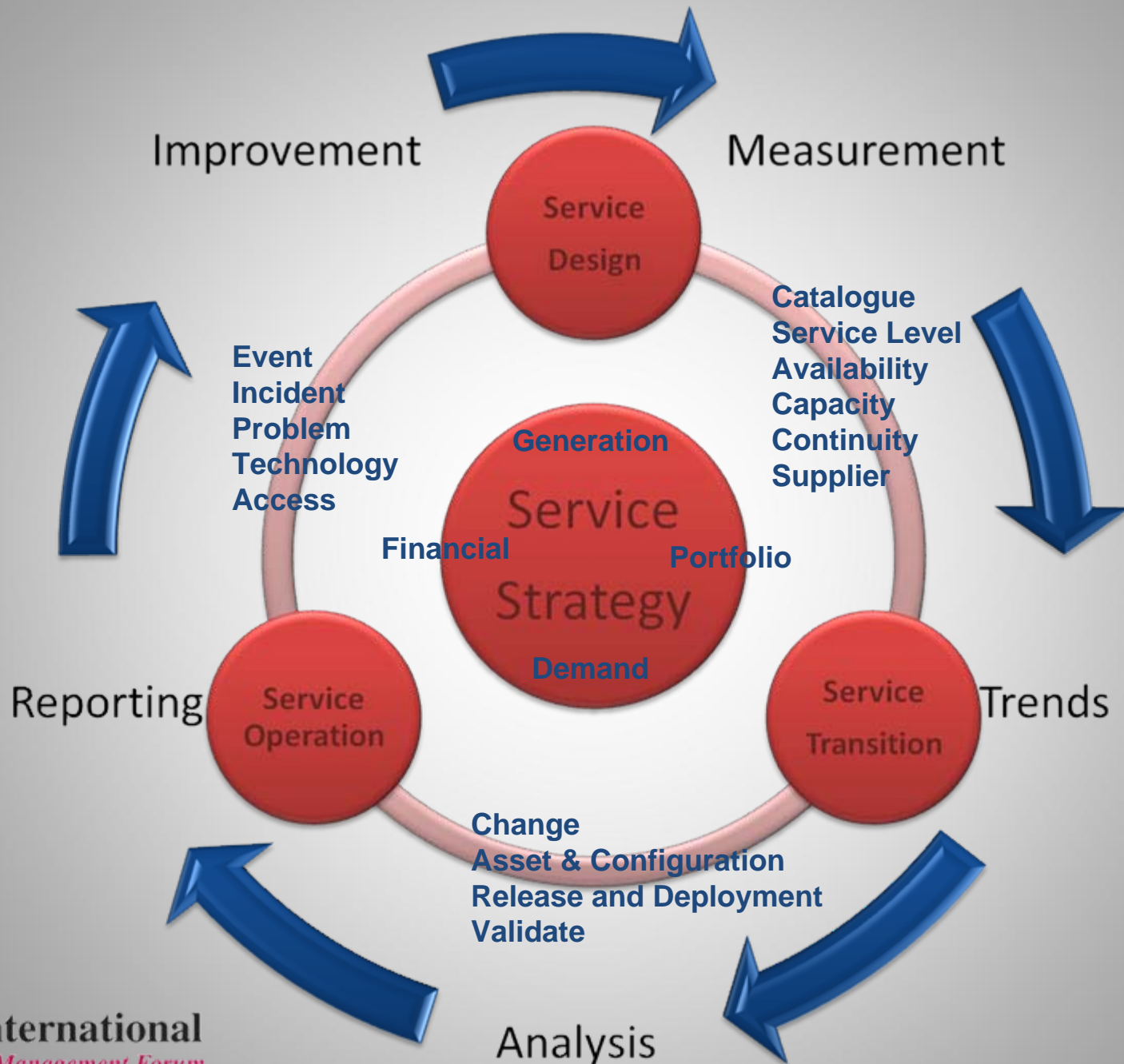


# A lifecycle stage at work



# Non-linear process







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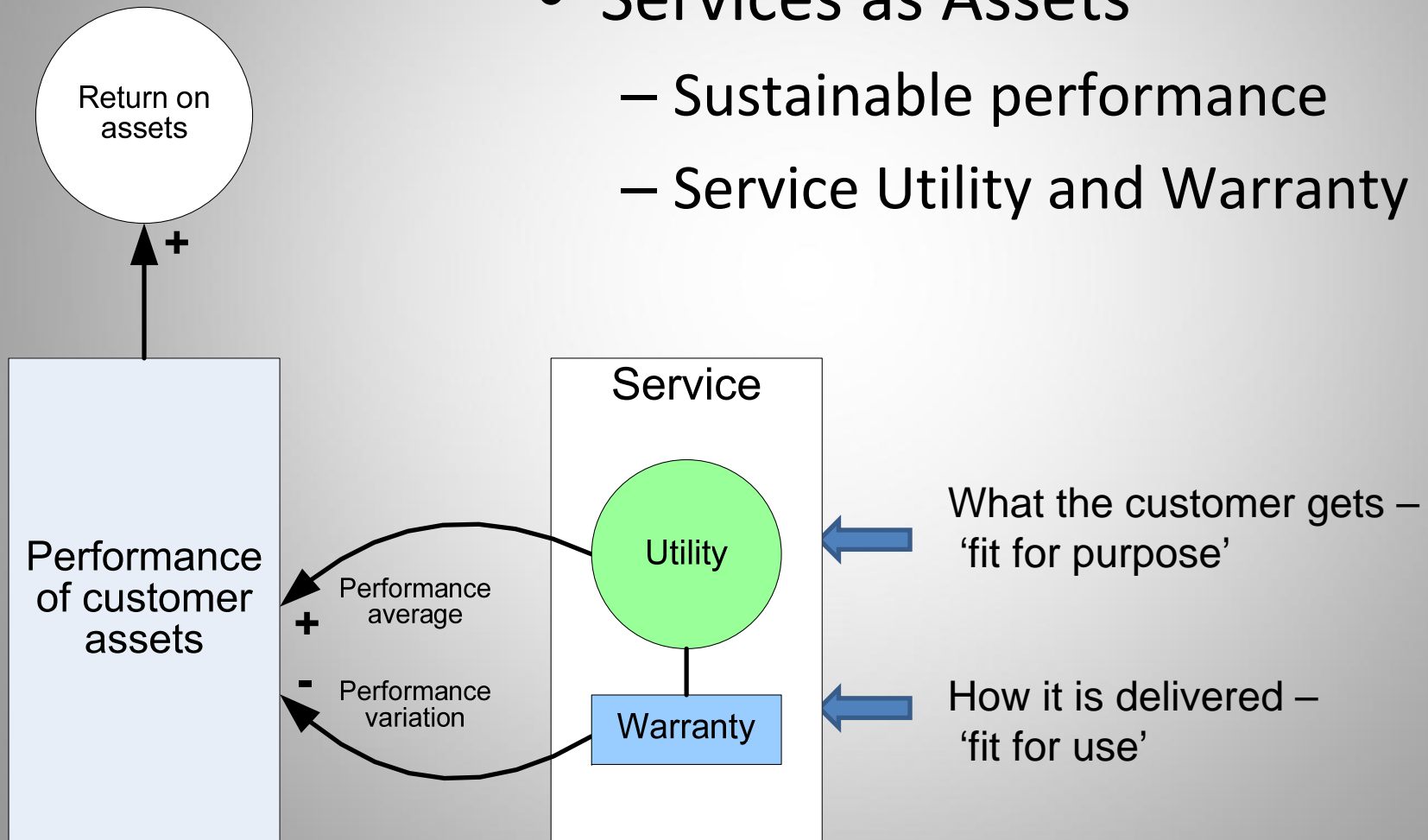


**New concepts for today and tomorrow**

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# Value for Services

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







# The Service Portfolio

## *Service Portfolio*

Description  
Value Proposition  
Business Cases  
Priorities  
Risks  
Offerings and Packages  
Cost and Pricing

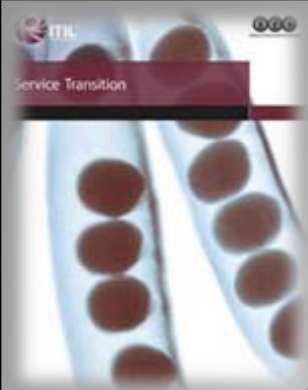
## *Service Catalogue(s)*

Services  
Supported Products  
Policies  
Ordering and Request  
Procedures  
Support Terms and  
Conditions  
Entry Points and  
Escalations  
Pricing and Chargeback

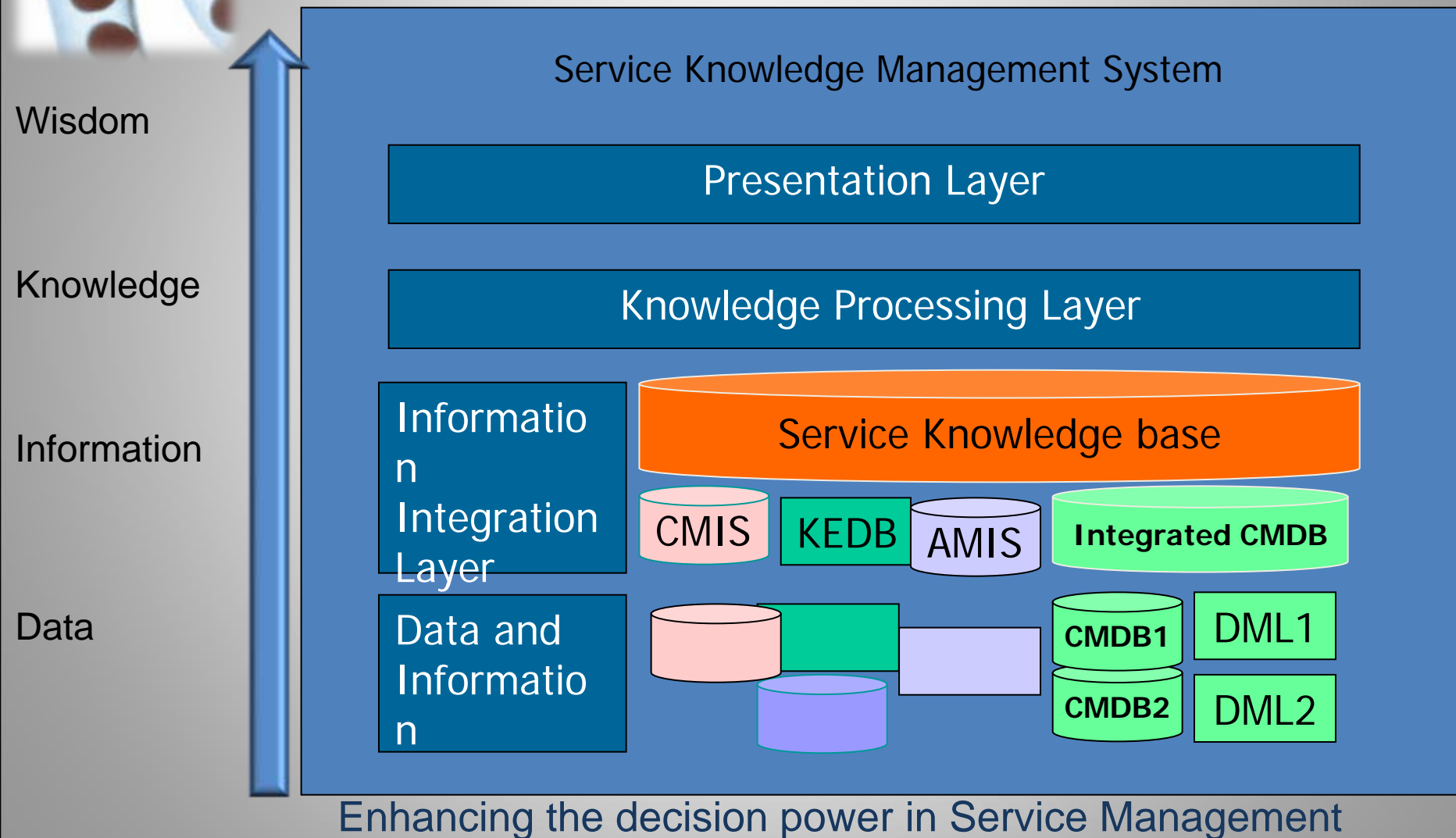
# Five Aspects of Service Design

1. Requirements, Resources, Capabilities
2. Management Systems, Tools
3. Technology and Management architectures
4. Processes
5. Measurement systems





# Service Knowledge and Stability



# Continual Improvement



## 7 Steps to Service Improvement





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## The Living Library

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# 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



**NEW!**

Commences June 2007



# Business Benefits of V3

- Improved use of IT investments
- Integration of business and IT value
- Portfolio driven service assets
- Clear demonstration of ROI and ROV
- Agile adaptation and flexible service models
- Performance and measures that are business value based
- IT Service Assets linked to business services



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## **Service Strategy**

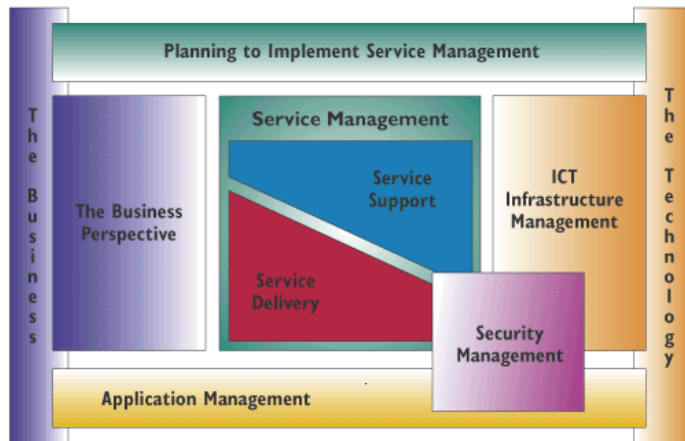
***ITIL Service Strategy***  
**authors**

Michael K. Nieves  
*Accenture*

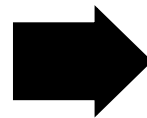
Majid Iqbal  
*Carnegie Mellon University*

# From ITILv2 to ITILv3

*"Computers are useless. They can only give you answers."*  
- Pablo Picasso

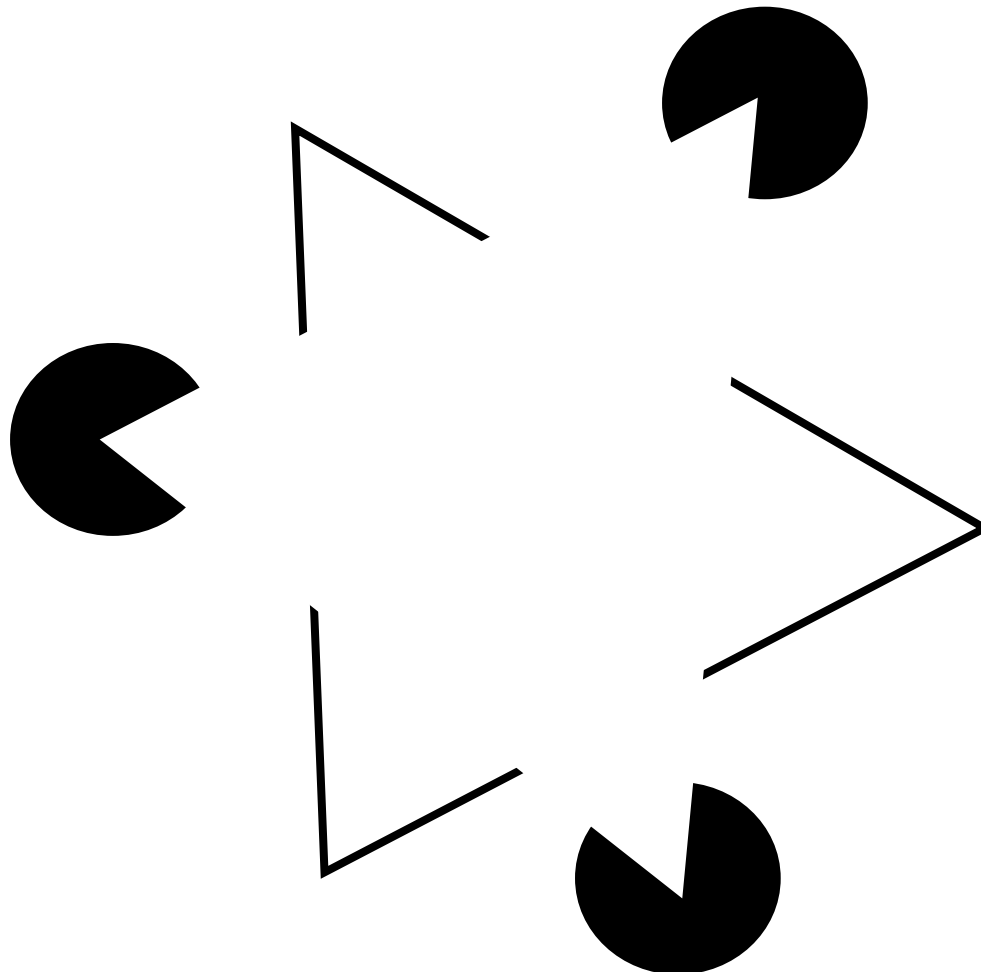


ITIL v2 Publication Framework

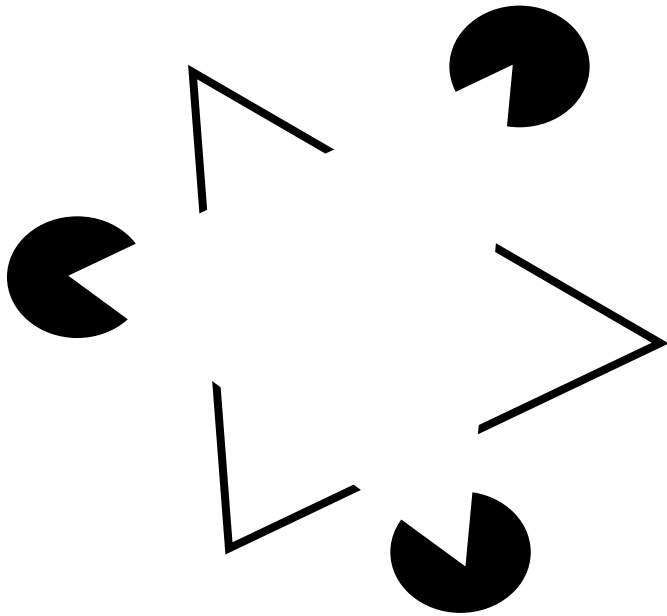


ITIL v3 Service Lifecycle

What do you see?



There are no triangles. We provide the edges as we provide our views of the world.

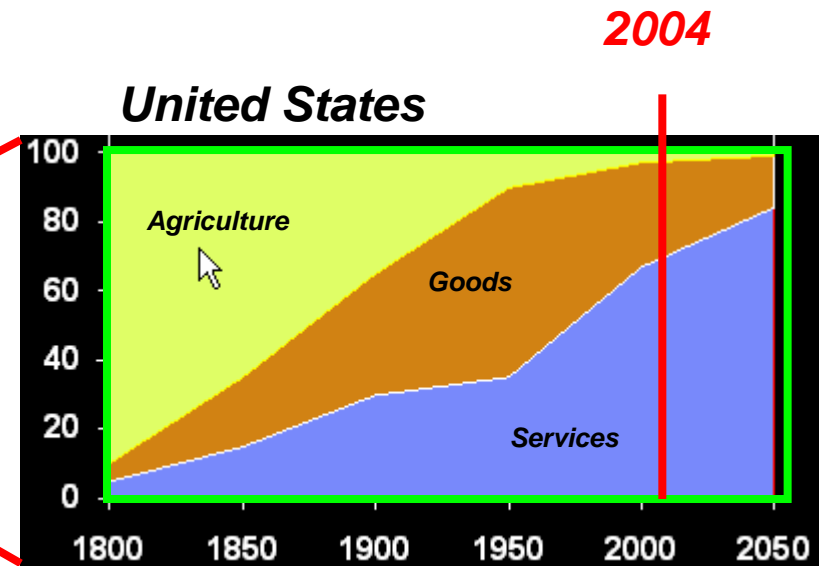


- The “edge” of IT was once to be found solely in technology.
- ITIL rearranged the “edge” to include people and process.
- **ITILv3** once again rearranges the “edge.” This time with a focus on **services**.



# The future: A global service economy

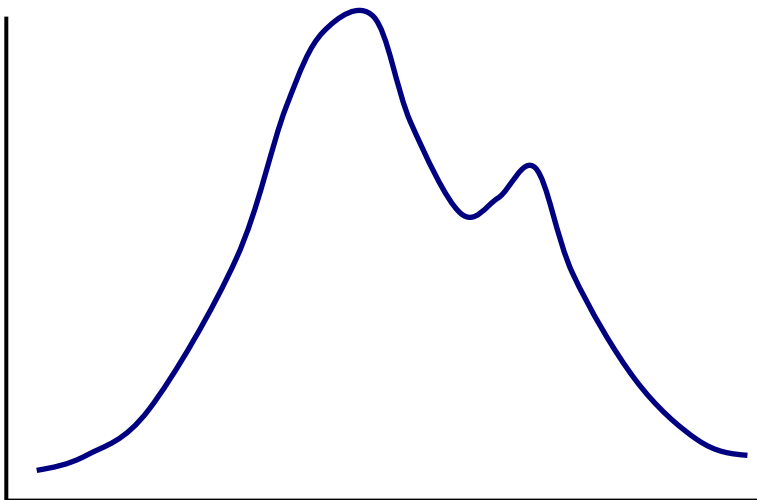
Nation	% ww Labor	% A	% G	% S	25 yr % delta S
China	21.0	50	15	35	191
India	17.0	60	17	23	28
<b>U.S.</b>	<b>4.8</b>	<b>3</b>	<b>27</b>	<b>70</b>	<b>21</b>
Indonesia	3.9	45	16	39	35
<b>Brazil</b>	<b>3.0</b>	<b>23</b>	<b>24</b>	<b>53</b>	<b>20</b>
<b>Russia</b>	<b>2.5</b>	<b>12</b>	<b>23</b>	<b>65</b>	<b>38</b>
<b>Japan</b>	<b>2.4</b>	<b>5</b>	<b>25</b>	<b>70</b>	<b>40</b>
Nigeria	2.2	70	10	20	30
Banglad.	2.2	63	11	26	30
<b>Germany</b>	<b>1.4</b>	<b>3</b>	<b>33</b>	<b>64</b>	<b>44</b>



# The past: “What ever happened to other process frameworks such as TQM, BPR, QC, et al.?”

**History teaches us that process frameworks don't solve everything. In fact, they often bring their own set of challenges.**

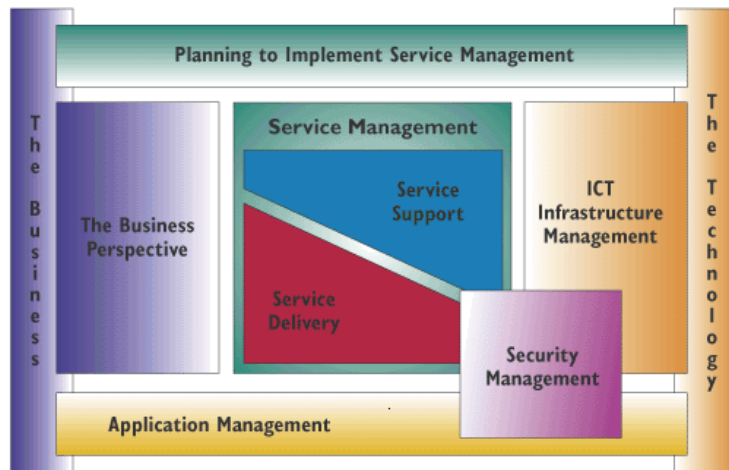
**Left ignored, these challenges work against the long-term success of the organization.**



## **Critiques common to all process frameworks:**

- “...transformed our organization from functional silos to process silos.”
- “...oversimplified an increasingly complex business environment.”
- “...offered only a basic pragmatism.”
- “...potpourri of loosely interconnected, and often redundant, vignettes in search of a framework.”
- “...ignored swings in priorities such as cost reduction, revenue growth, competitive advantage, profit or market domination.”

# What is the service strategy of ITILv2?

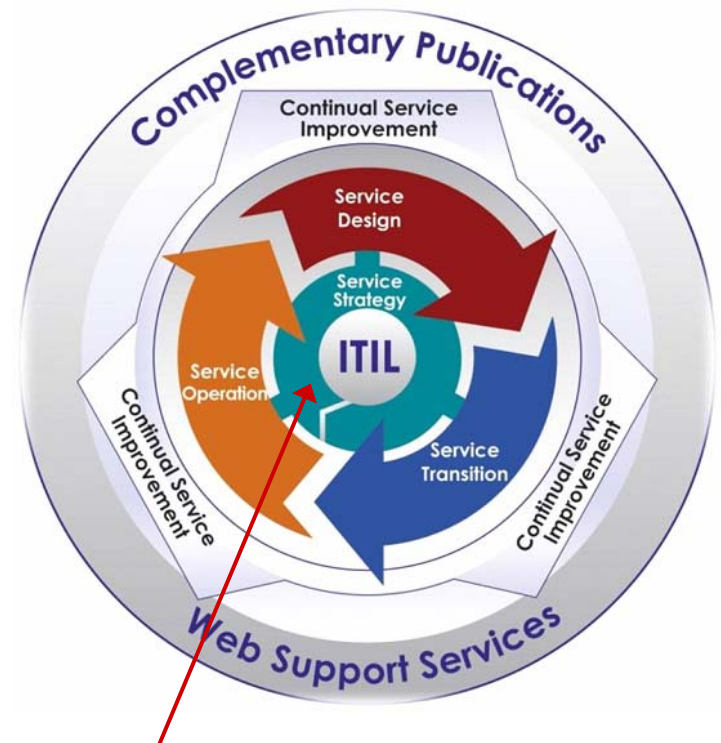


ITIL v2 Publication Framework

- A model whereby **the strategy is the optimization of work tasks.**
- The parameters of value are contained within the walls of IT
- Value means making whatever you want more efficiently.
- Not wrong, but **are you making the right things to begin with, or can you create more value by undertaking broader or narrower missions?**


# What is the service strategy of ITILv3?

- 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**

# What is a Service?



**Services are a 'means of delivering value to customers by facilitating outcomes customers want to achieve, without the ownership of specific costs and risks'.**

# What is a Service?

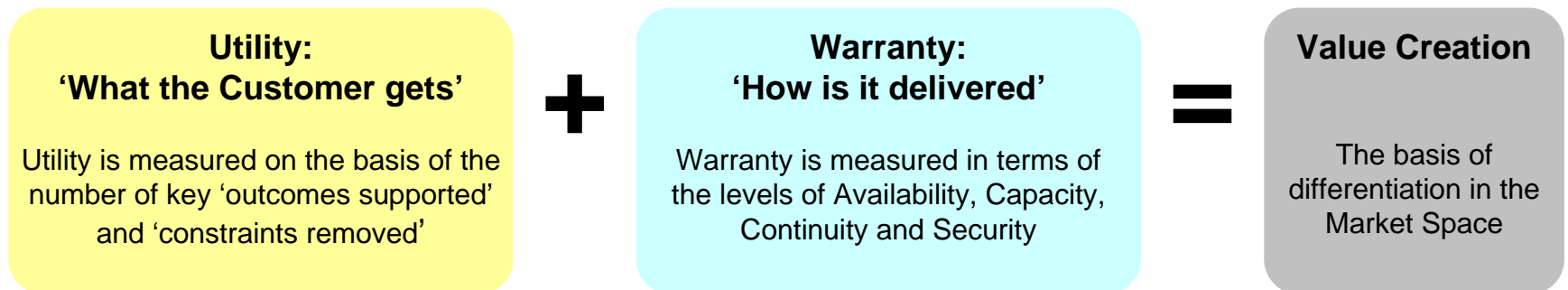


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# What is a Service?

**Services are a 'means of delivering value to customers by facilitating outcomes customers want to achieve, without the ownership of specific costs and risks'.**



# What is a Service Strategy? A means to become **not** optional.



- The lifecycle begins with *Service Strategy*, the discernment of an IT organization's strategic purpose; a topic that often gets short shrift in the pursuit of day-to-day practicalities.
- It service strategy helps senior managers understand how their organization will differ from competing alternatives and thereby satisfy both customers and stakeholders.
- Properly done, these core strategic concepts can and should lead to powerful and practical insights – ***where is the organization headed and what does it need to do to get there?***

# Operational efficiency is necessary but not sufficient.

IT services are now part of the fabric of the business and customers expect guaranteed levels of service:

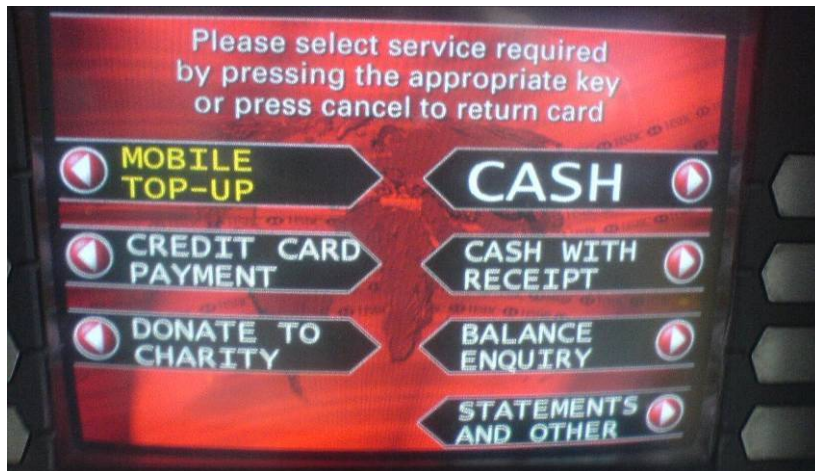
- A few years ago, customers could only use ATMs to withdraw cash.



# Service strategies are required to create long-term value for Customers and Stakeholders.

IT services are now part of the fabric of the business and customers expect guaranteed levels of service:

- A few years ago, customers could only use ATM's to withdraw cash.



- Today, the entire customer experience may take place through ATMs:
  - withdraw cash;
  - pay in cheques and cash;
  - manage their accounts;
  - transfer money;
  - obtain quotes for loans;
  - top-up their mobile phones.

# Who will shape the service strategies of tomorrow?

IT services are now part of the fabric of the business and customers expect guaranteed levels of service:



- A few years ago, customers could only use ATM's to withdraw cash.
- Today, the entire customer experience may take place through ATMs:
  - withdraw cash;
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  - obtain quotes for loans;
  - top-up their mobile phones.

- Service strategies will shape the ATMs of tomorrow.

# Why should CIOs care about ITILv3?

Whilst CIO's will still care about achieving 'operational excellence' in order to deliver robust services to the Business and its Customers...

Unacceptable levels of Service availability



Inability to react effectively to major Service Events or Crisis



Unclear and uncontrolled Service costs



Perception of poor quality and inconsistent ways of working



Inability to respond to changing Business needs



Inability to demonstrate regulatory compliance (eg – SOX)?



Ineffective Service improvement Programmes



Unclear compliance against Software Licence Agreements



Inconsistent reporting of Service performance



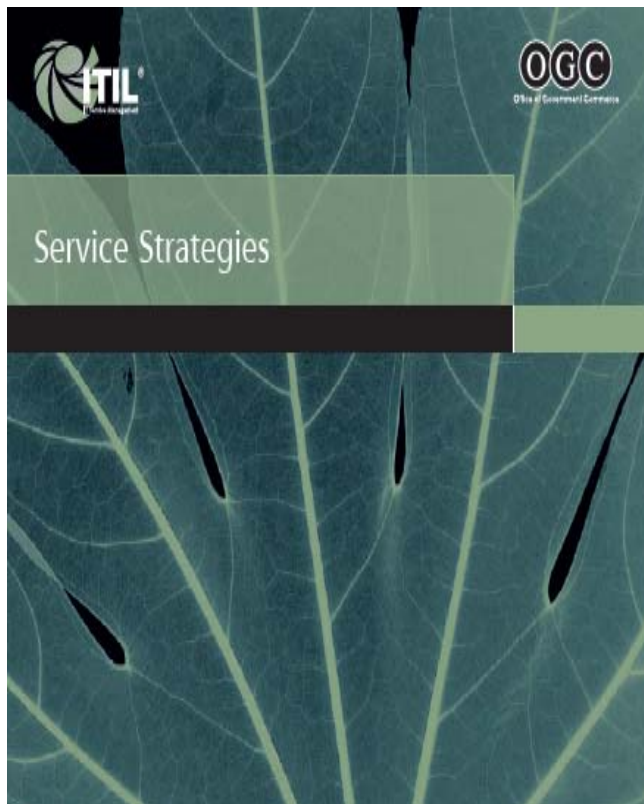
Complex infrastructure and unclear end-to-end IT Services





# Why should CIOs care about ITILv3?

...they will also need to understand how to shape service strategies that create value for Business and its Customers. The new Service Strategy volume deals with these 'C-Level' Business concepts. For example:



- Defining Services;
- Defining Strategy;
- Value Networks, Value Creation and Value Capture;
- Market Spaces and Solution Spaces;
- Business and IT Service Management;
- Service Portfolios;
- Enterprise Architecture and Service Oriented Architecture;
- Types of Service Providers;
- The Business Case for building Service Assets and Service Management Capabilities;
- Measuring Service Performance.



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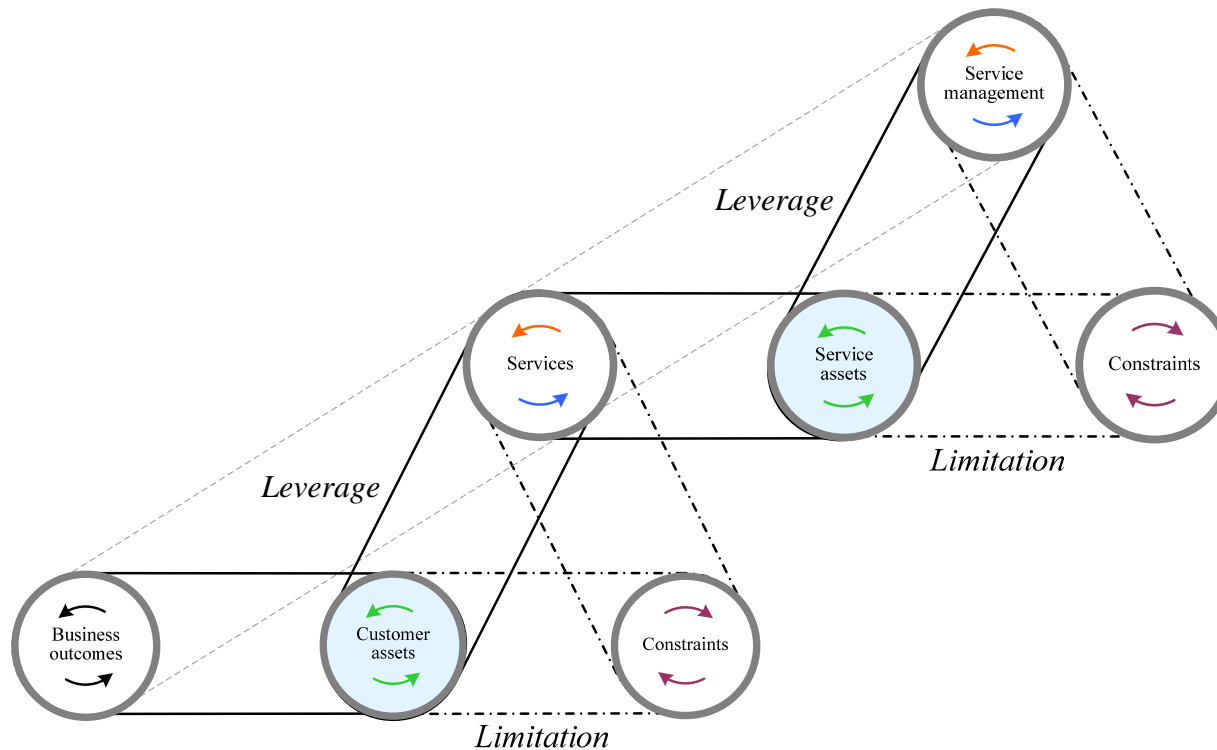
## **Service Strategy**

***ITIL Service Strategy***  
**authors**

Michael K. Nieves  
*Accenture*

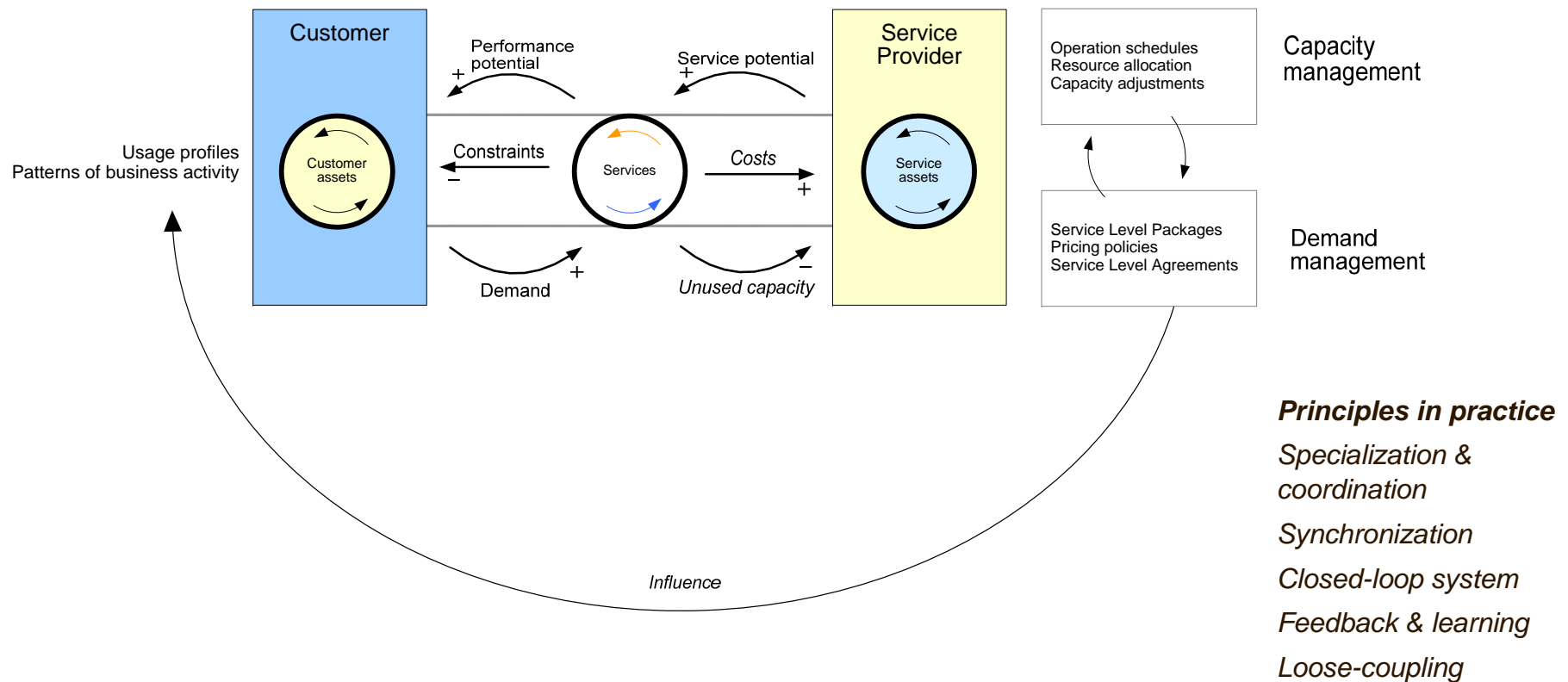
Majid Iqbal  
*Carnegie Mellon University*

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

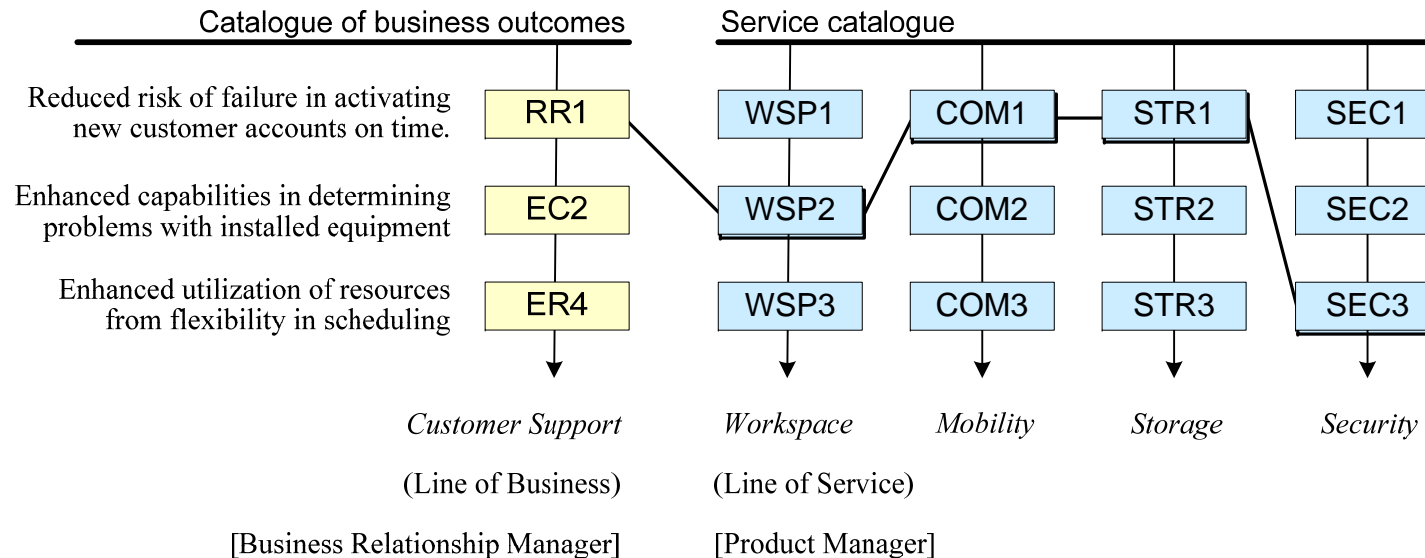


*"People don't buy quarter-inch drills. They buy quarter-inch holes."*  
- Theodore Levitt

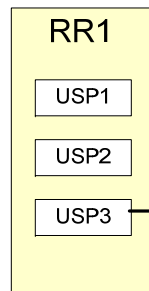
# Service management *synchronizes* the productive capacity of service assets with business activity of customer assets



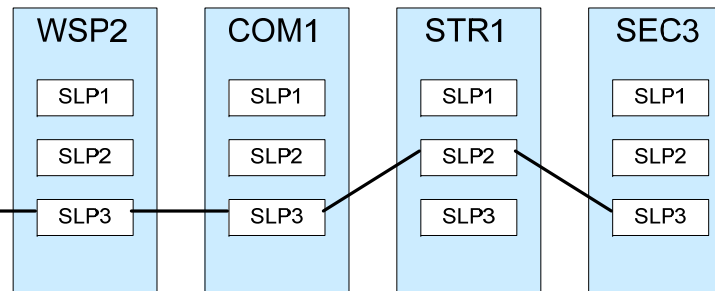
# Services and *service level packages* are tagged with the outcomes for which they have *service potential*



## User Profiles



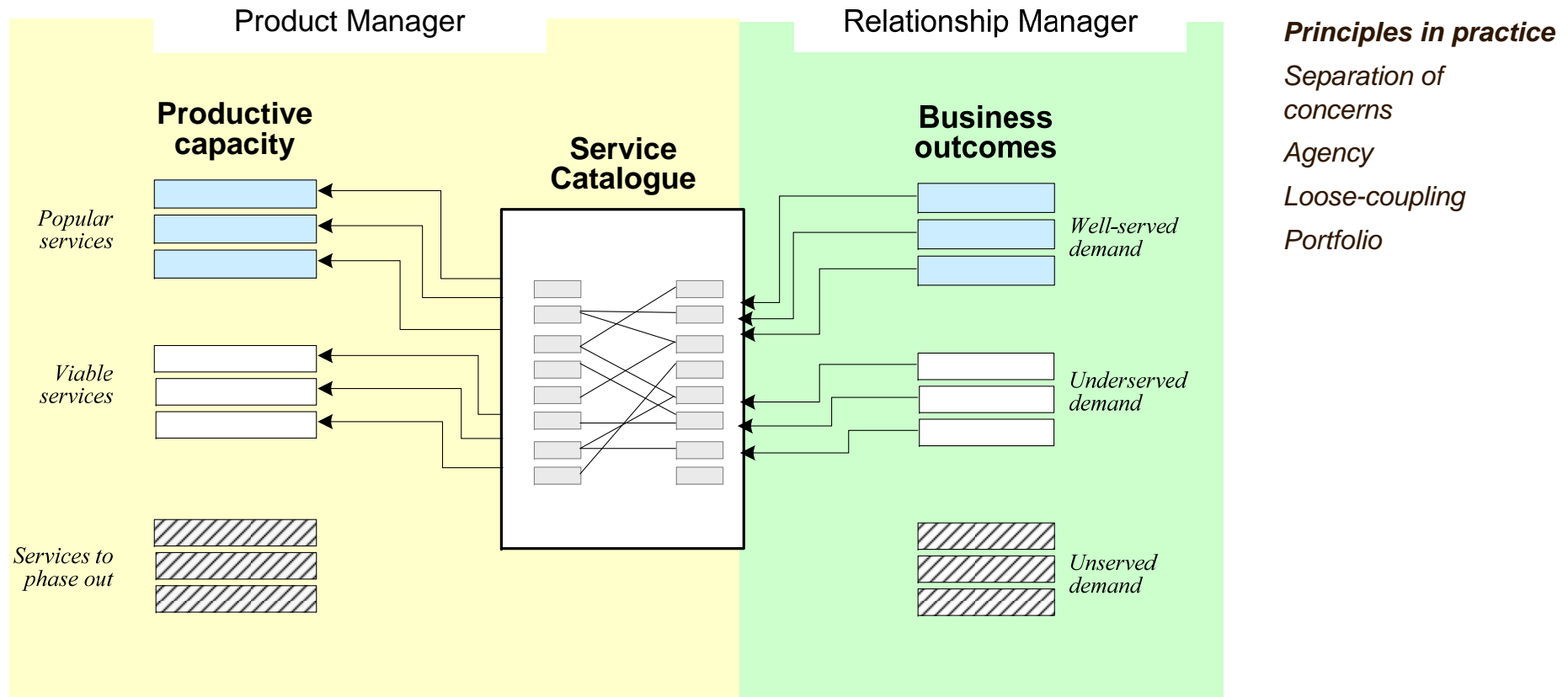
## Service Level Packages



*“Keeping geeks happy for over a quarter of a century.”*

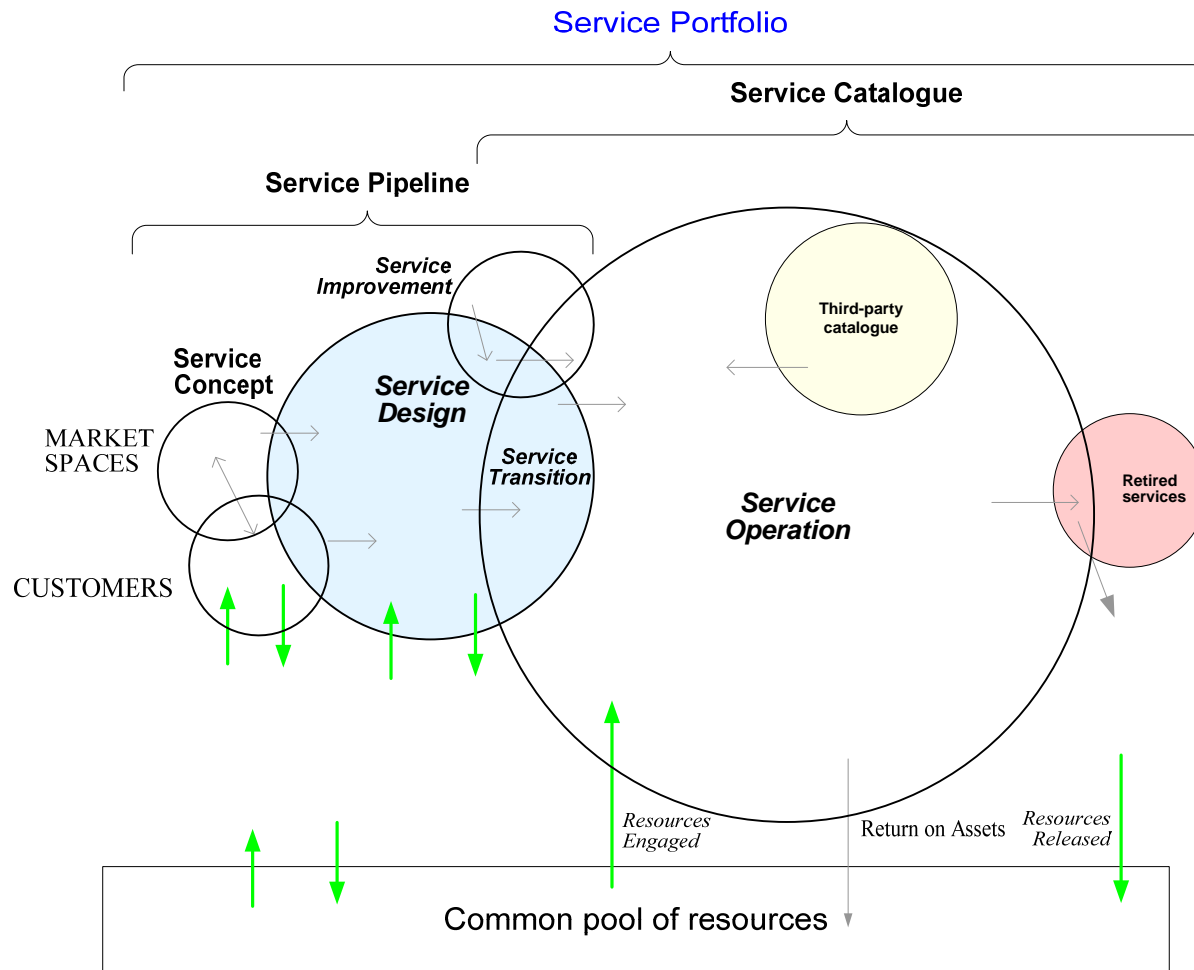
Credo of James J. Skees  
*Building Facilities Manager,*  
 School of Computer Science,  
 Carnegie Mellon University

# On behalf of customers, Relationship Managers negotiate productive capacity in the form of suitable services



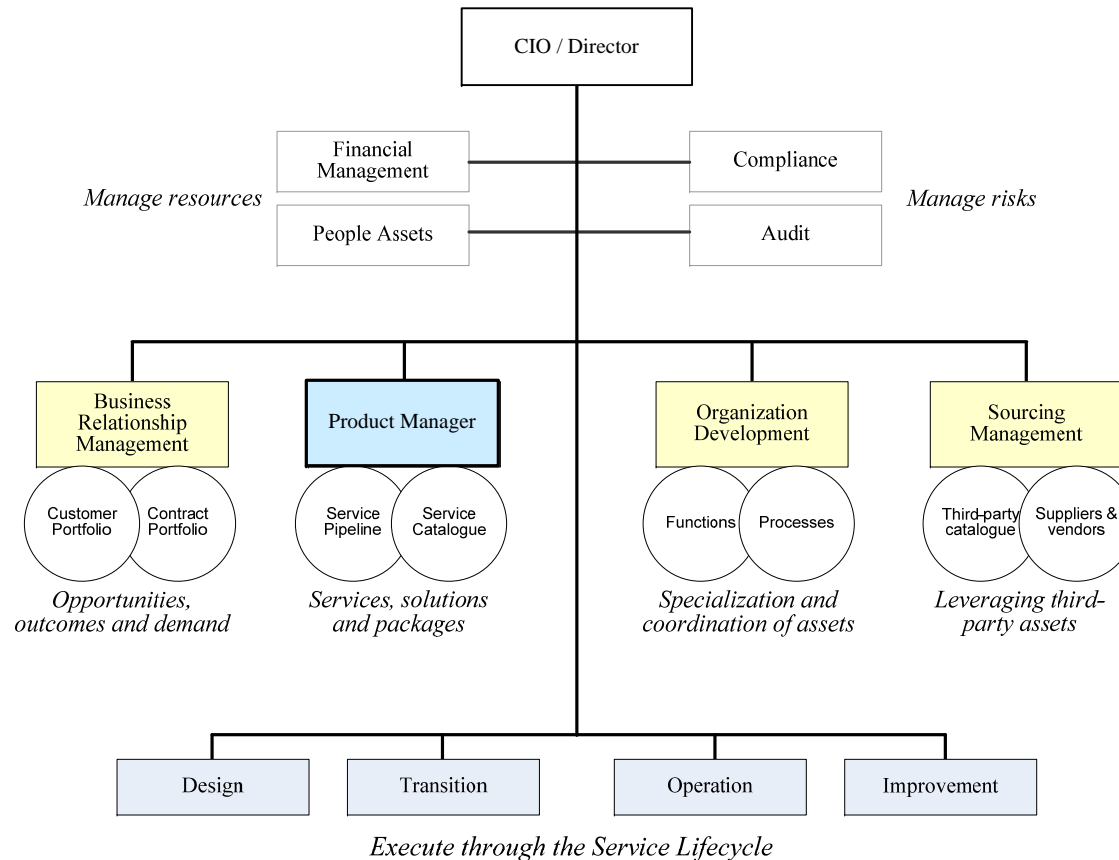


# The Service Portfolio represents investments across the Service Lifecycle necessary to implement strategy



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

So, *Service Strategy* is not the exclusive concern of “strategists” who come to work in specially marked cars!!



*Thank you!*

# Service Design

Authors

Colin Rudd  
ITEMS


Vernon Lloyd  
FoxIT



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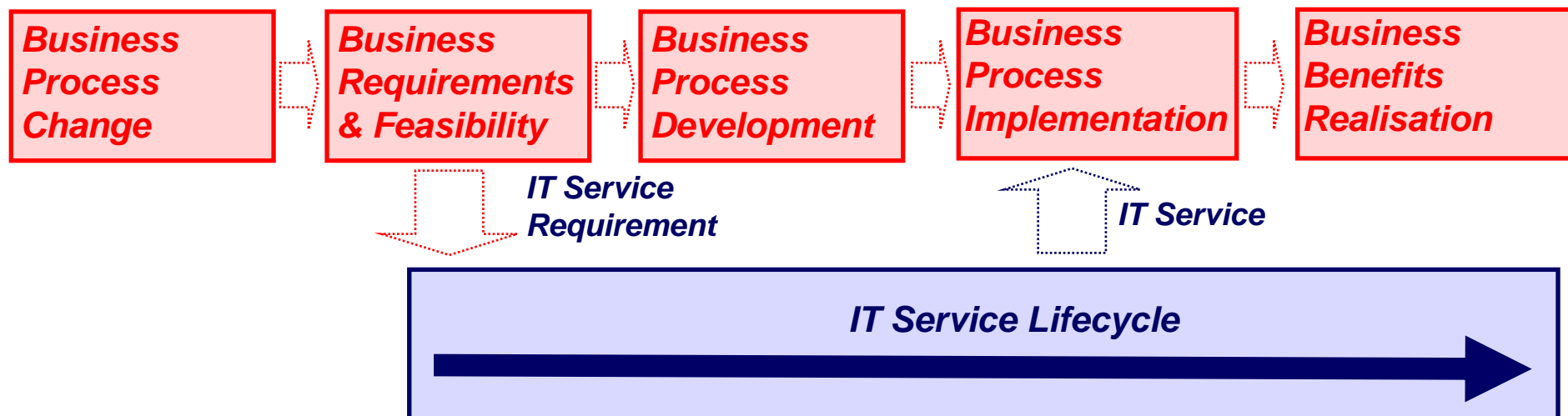


***See first that the design is wise and just: that ascertained,  
pursue it resolutely do not for one repulse forego the  
purpose that you resolved to effect***

***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***



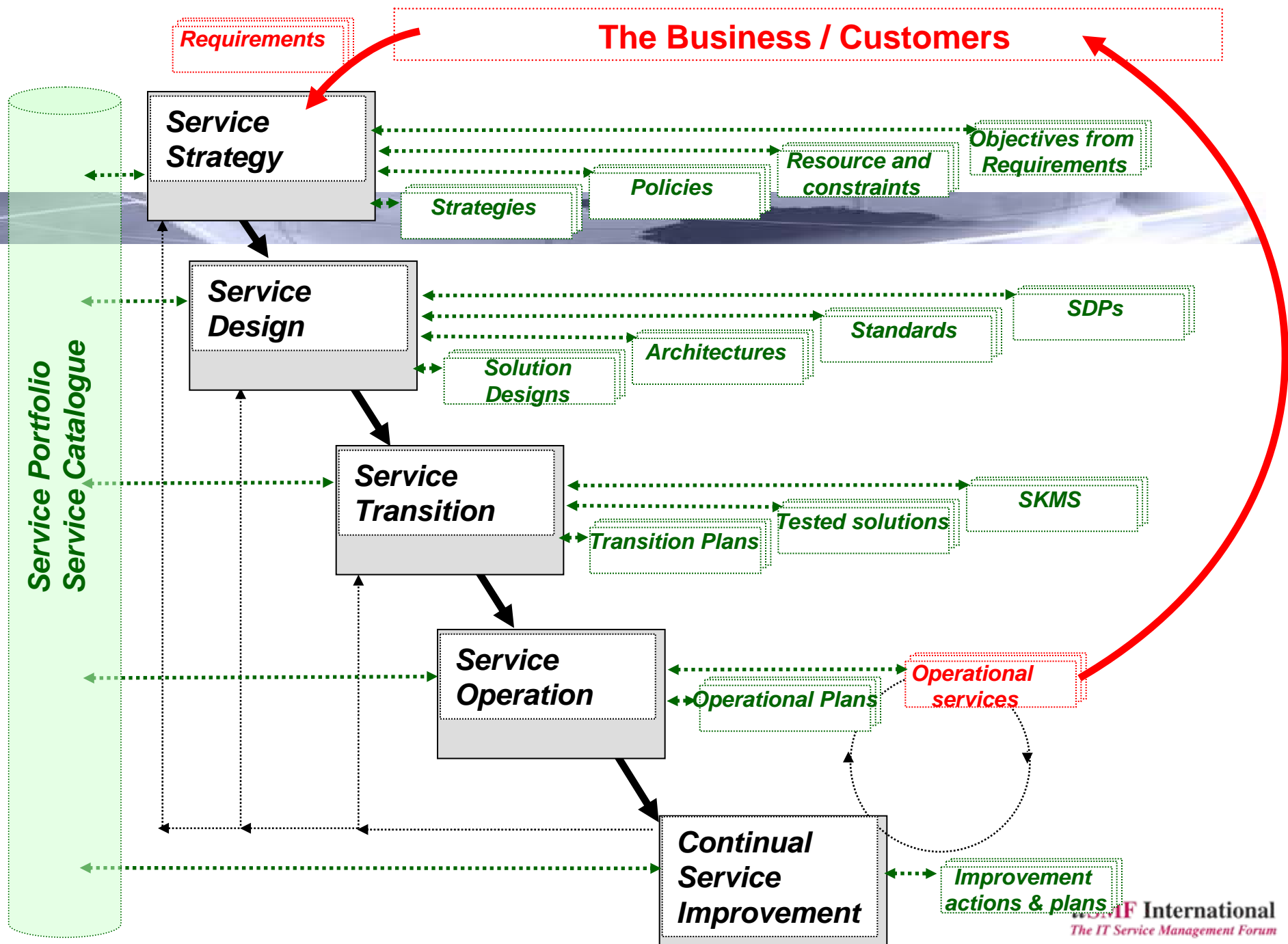
# Service Definition



## ***Definition:***

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





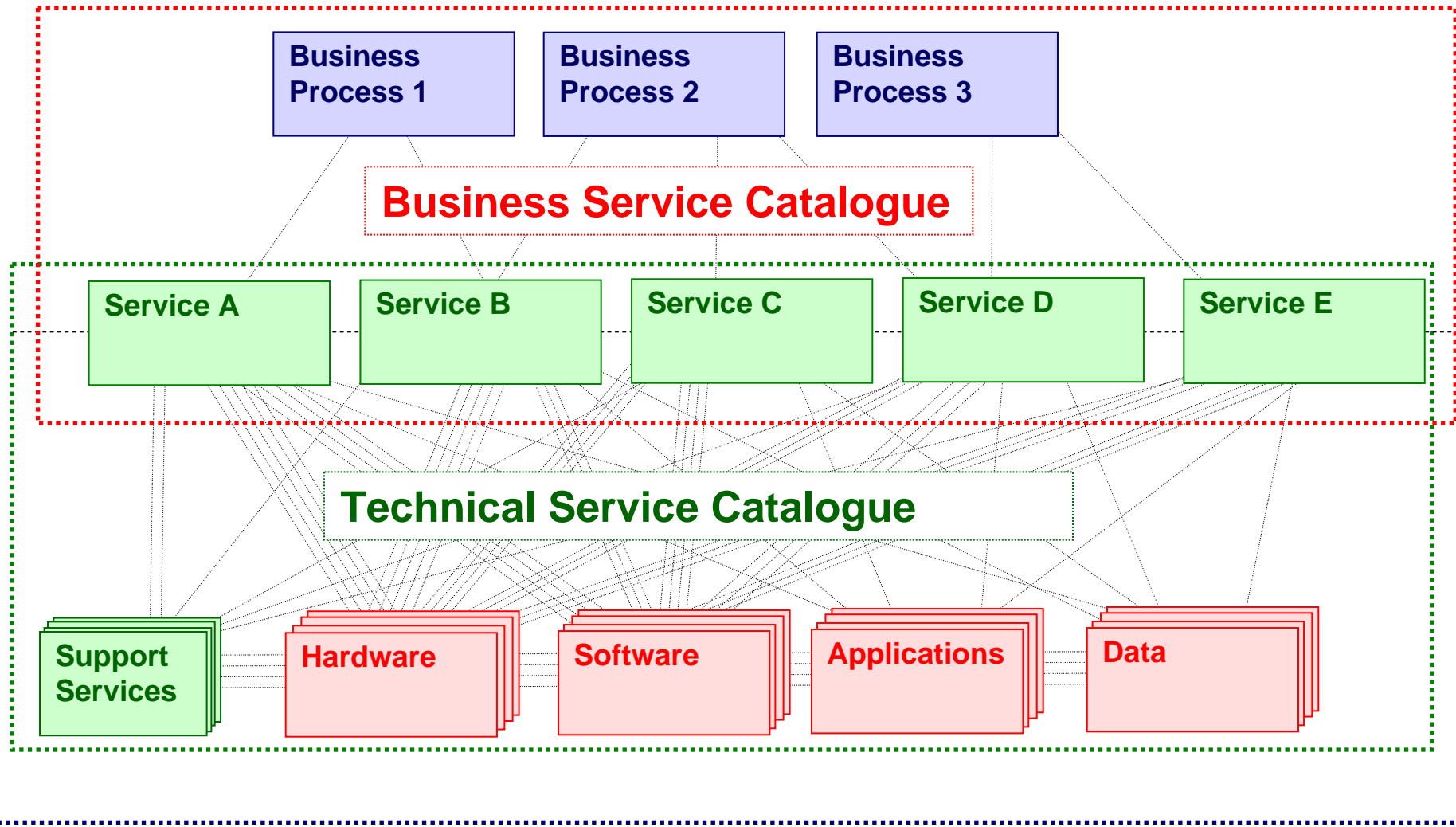
# The five aspects of Service Design

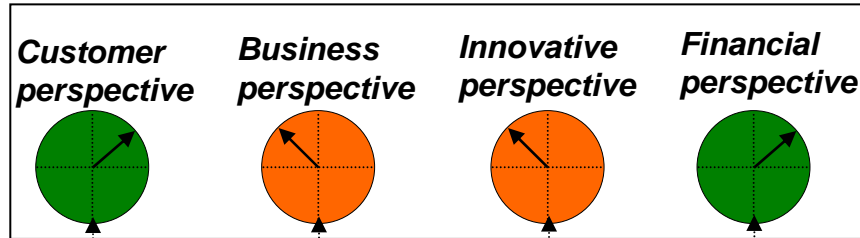
- *Design of the service solutions*
- *Design of the Service Management Tools (and other supporting systems)*
- *Design of the technology architectures and management systems*
- *Design of the processes*
- *Design of the measurement systems, methods and metrics*

# Service Design

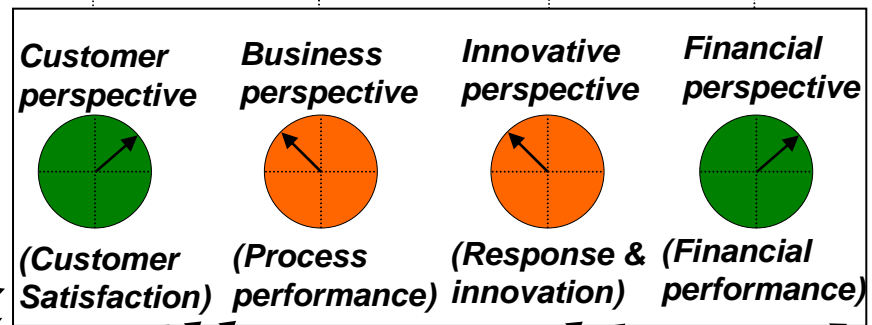
- *There is a requirement to design all processes*
- *Processes covered in detail:*
  - *Service Level Management*
  - *Availability Management*
  - *IT Service Continuity Management*
  - *Supplier Management*
  - *Information Security Management*
  - *Capacity Management*
  - *Service Catalogue Management .....*

# The Service Catalogue



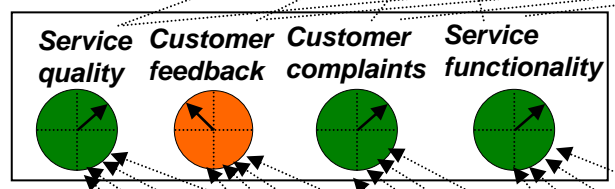


**Business objectives & metrics**

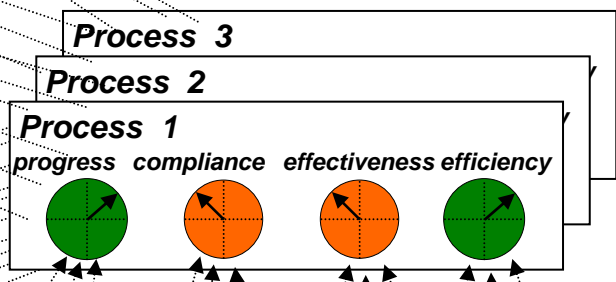


**IT objectives & metrics**

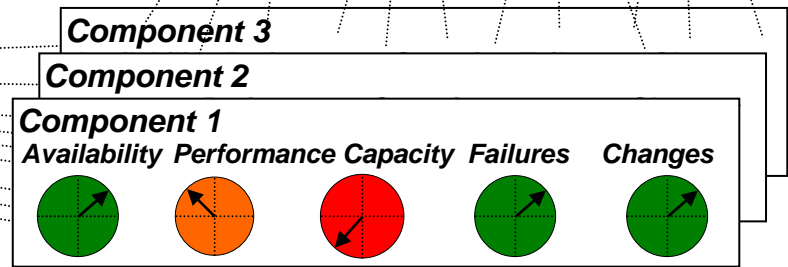
**Overall service & customer metrics**



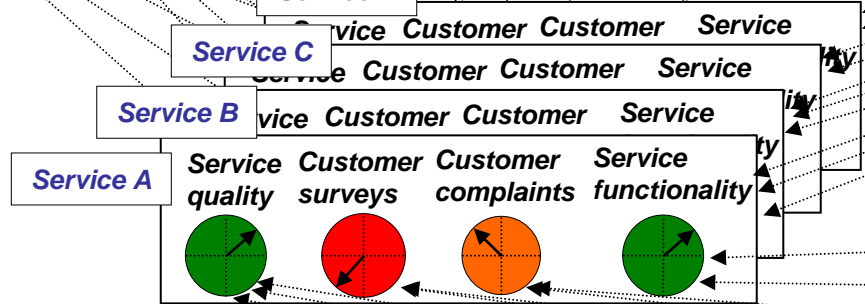
**Individual Process metrics**



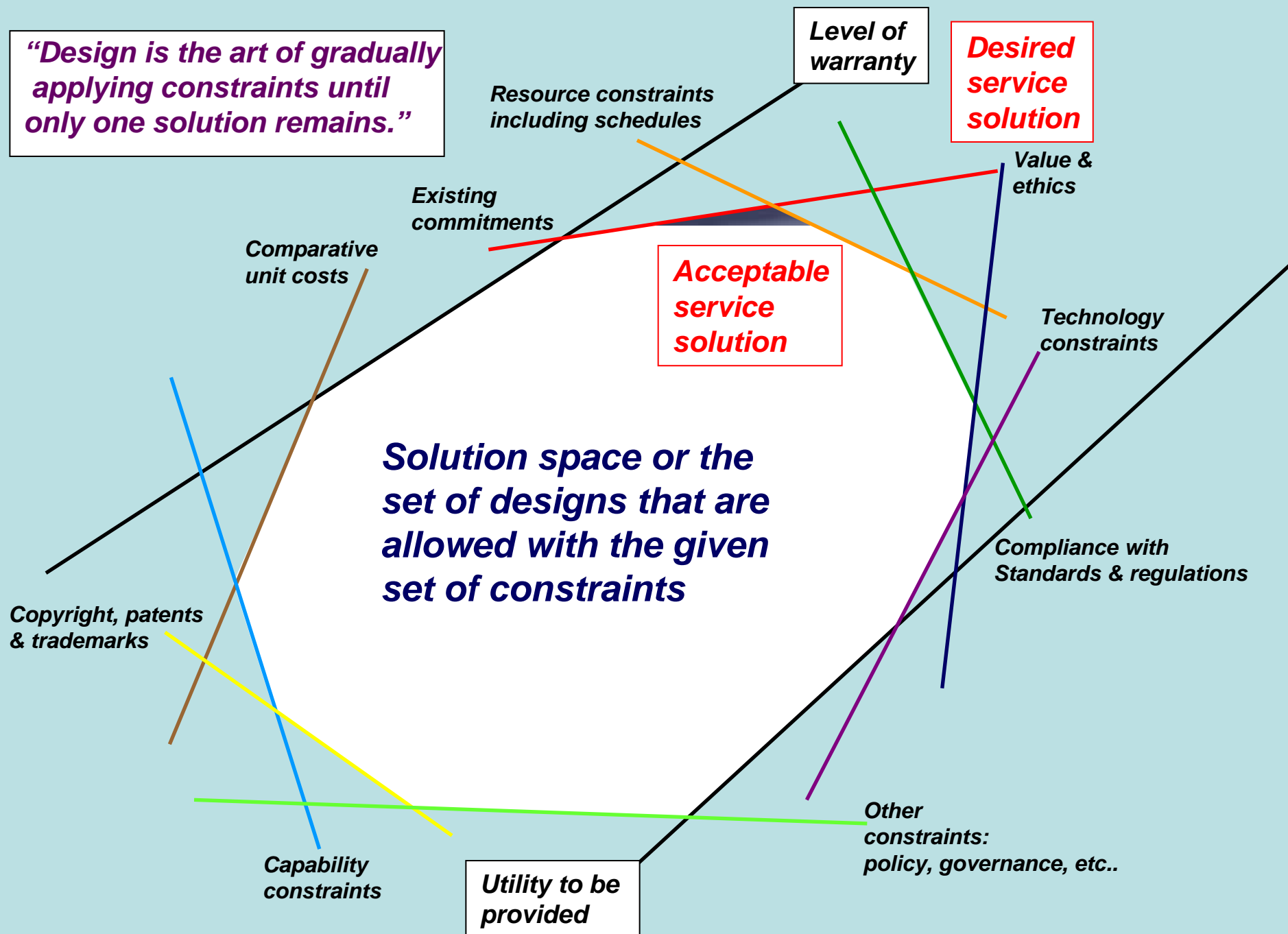
**Individual Component metrics**

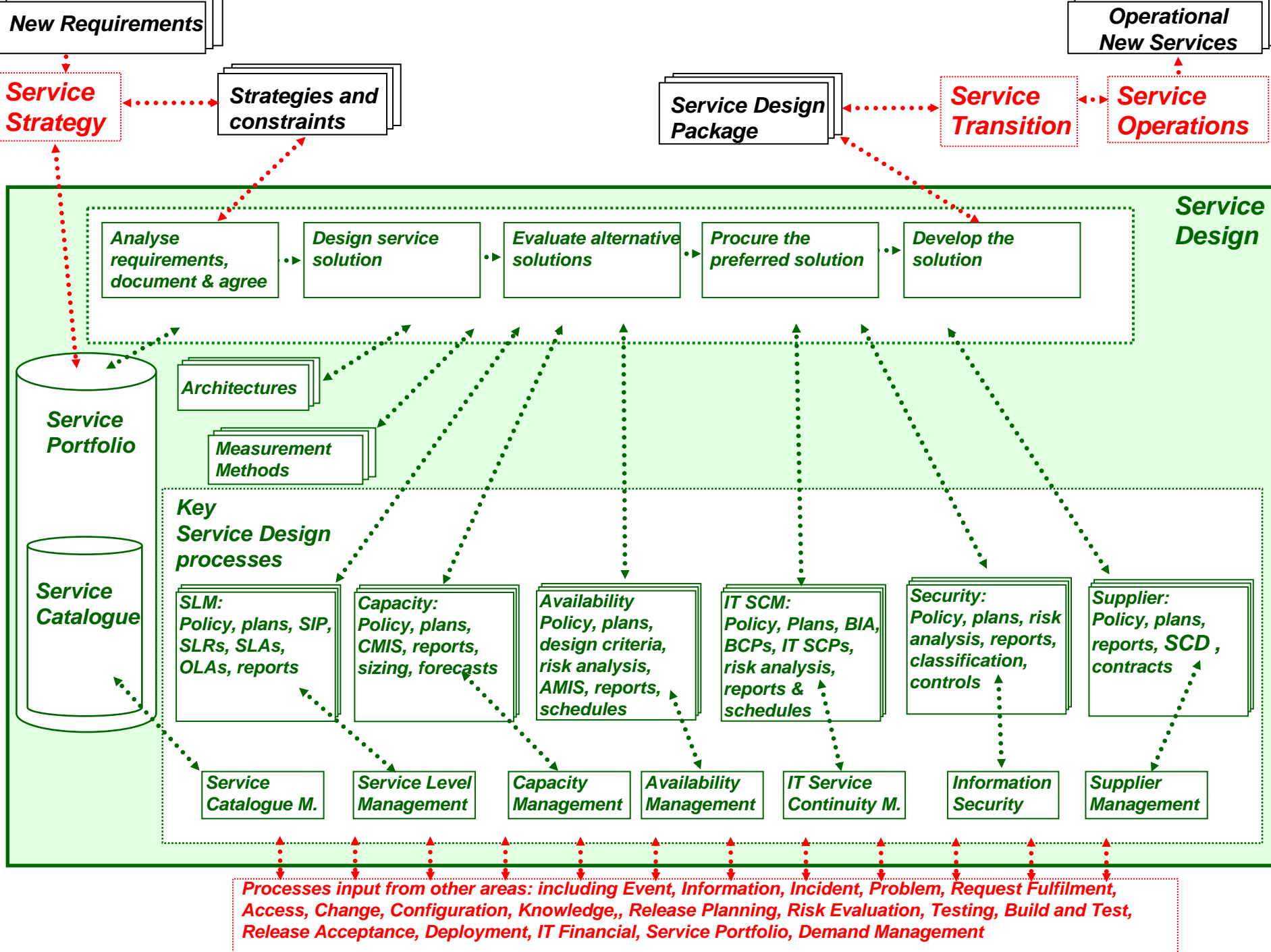


**Individual service & customer metrics**



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







# Summary

- ***“Design is so critical it should be on the agenda of every meeting in every single department.”*** [Tom Peters](#)
- ***“Design is not just what it looks like and feels like. Design is how it works.”*** [Steve Jobs](#)
- ***“Good design is the most important way to differentiate ourselves from our competitors.”*** [Samsung CEO Yun Jong Yong](#)
- ***“Your products run for election every day and good design is critical to winning the campaign.”*** [Procter & Gamble CEO A.G. Lafley](#)
- ***“Design's fundamental role is problem solver”*** [Fast Company](#)



# ***The better the design the less the need for rework***

***Col & Vern 2007***

***Colin Rudd FISM  
Vernon Lloyd FISM***





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# Service Transition

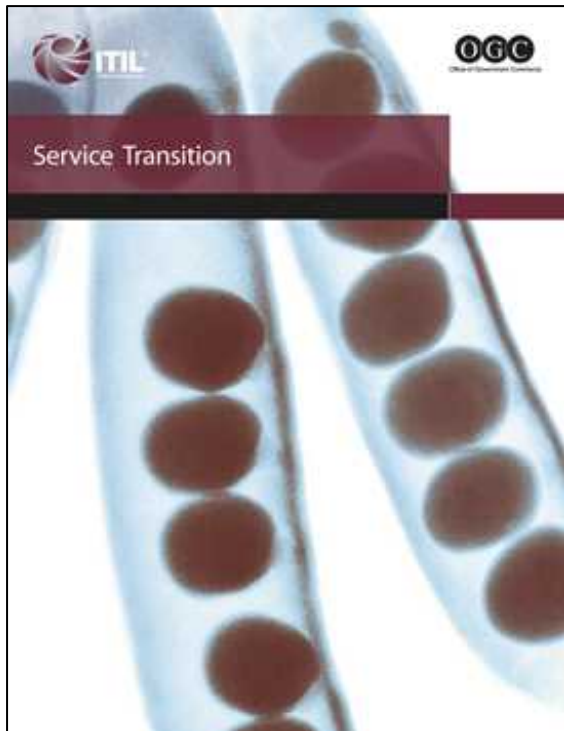
Authors:

**Shirley Lacy,**  
ConnectSphere

**Ivor Macfarlane**  
IBM

# Service Transition

## Taking ITIL forward



- Value to the business
  - Integrate/align new or changed services with the customer's business
  - Ensure that the changed service can be used in a way that maximizes value to the business operations
  - Deliver more change successfully
    - Across the customer base
    - Reduce unpredicted impact and risks
    - Reduce variation - 'estimated' v. 'actuals'
    - Services - fit for purpose, fit for use

# What is Service Transition?

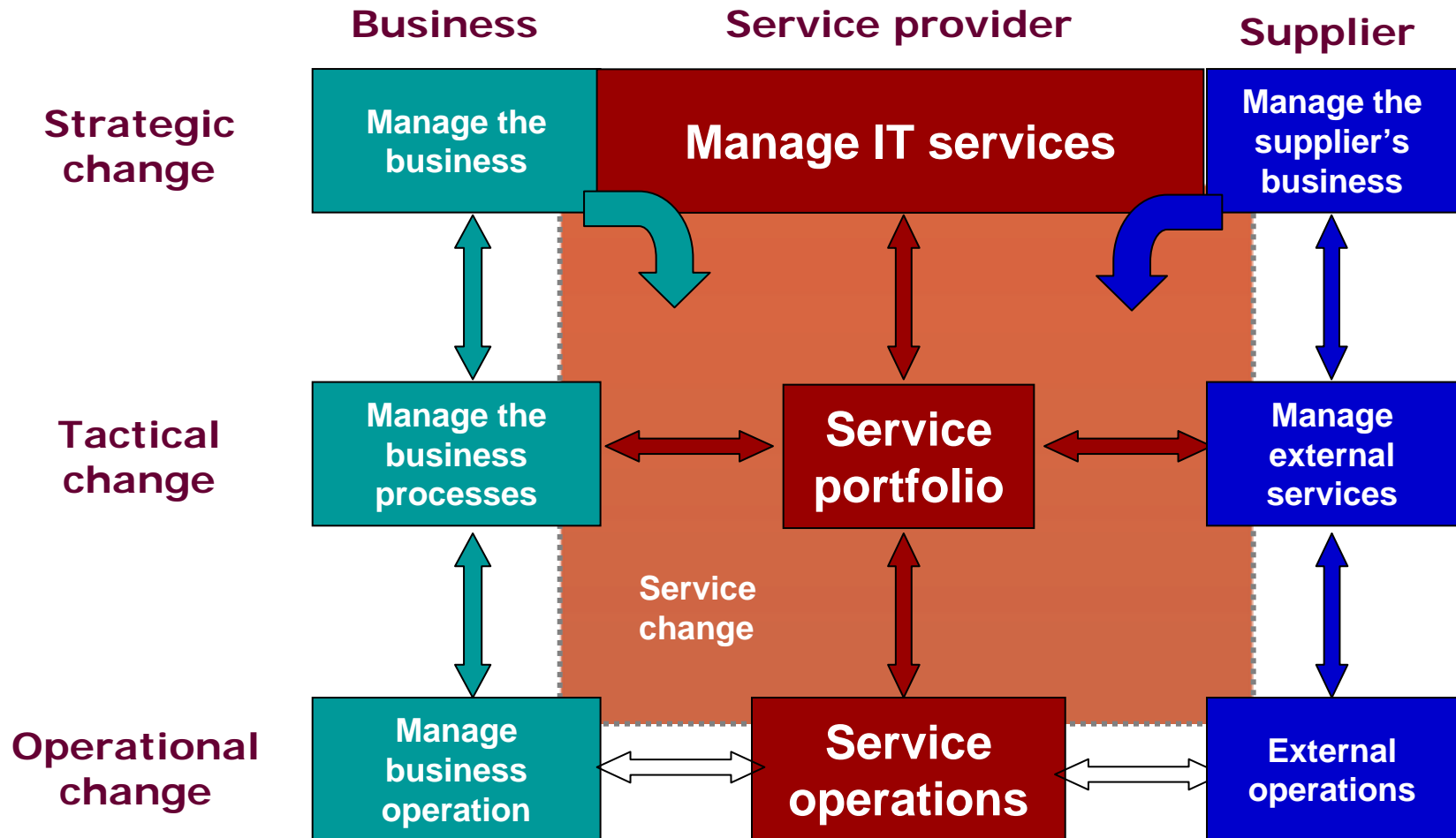
- Taking the design and transitioning the *Service* into operations – focused on *Service*
- Delivering in the actual circumstances
- Practices to:
  - Make it easier for to adopt and manage change
  - Standardize transition activities
  - Maintain the integrity of configurations as they evolve
  - Expedite effective decisions
  - Ensure new / changed services will be deployable, manageable, maintainable, cost-effective

# Key Processes



- Lots that isn't new - but improved
  - Change management
  - Configuration management
  - Release and Deployment
- Nothing much there to upset your
  - Tools
  - Training
  - Practitioners


# Change Management Scope





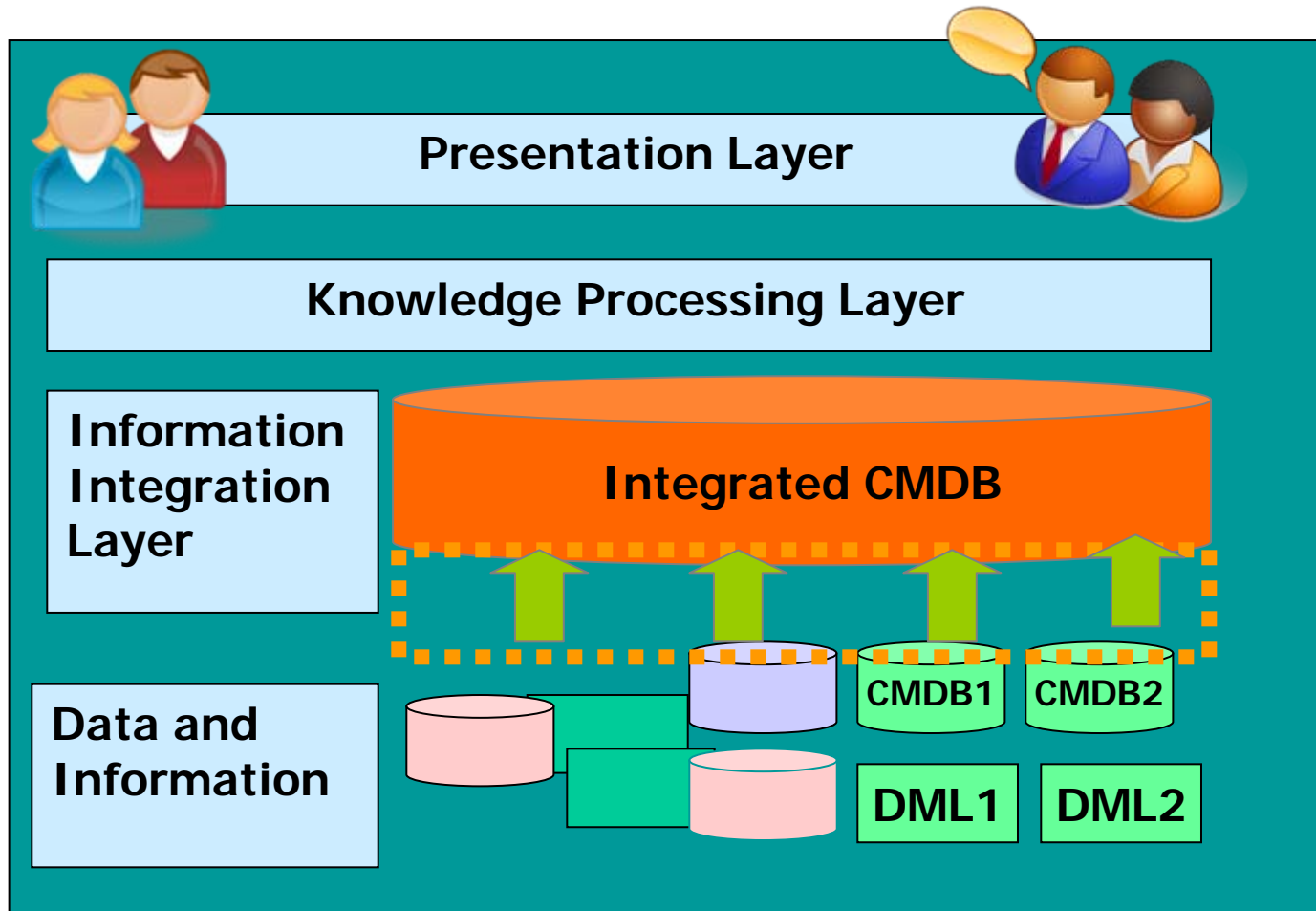
# What's improved

## Change & configuration management



- Change
  - Normal, standard emergency change models
  - Change evaluation
  - More granular change authorization
- Design
  - Configuration structures, models, levels
  - Processes, procedures, workflows
  - Configuration management system
- Managing change to service assets and configurations
  - Optimisation and lifecycle management of service assets
  - Capturing baselines and releases
  - Minimizing issues due to improper configurations

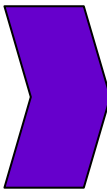
# Configuration Management System - CMS



# What's improved Release and Deployment

Change Management

Service Asset and Configuration Management



Plan and  
prepare  
release

Build and  
test

Service  
testing  
and pilots

Plan &  
prepare  
deploy-  
ment

Transfer,  
Deploy,  
Retire

Review  
and close  
service  
transition



Release and Deployment

Early Life Support

# What's new

## Transition planning and support

- Integrated planning
  - Transition capacity and resources
  - Across all service transition
    - With service operations and CSI
    - With the business, customer and users
- Proactive support
  - Maintain/ re-use transition models
  - Progress tracking & management
  - Course corrections
  - Transition closure

# What Else is New

Change Management

Service Asset and Configuration Management

Oversee management of organization and stakeholder change

Service Transition Planning and Support

Plan and  
prepare  
release

Build and  
test

Service  
testing and  
pilots

Plan &  
prepare  
deploy-  
ment

Transfer,  
Deploy,  
Retire

Review  
and close  
service  
transition

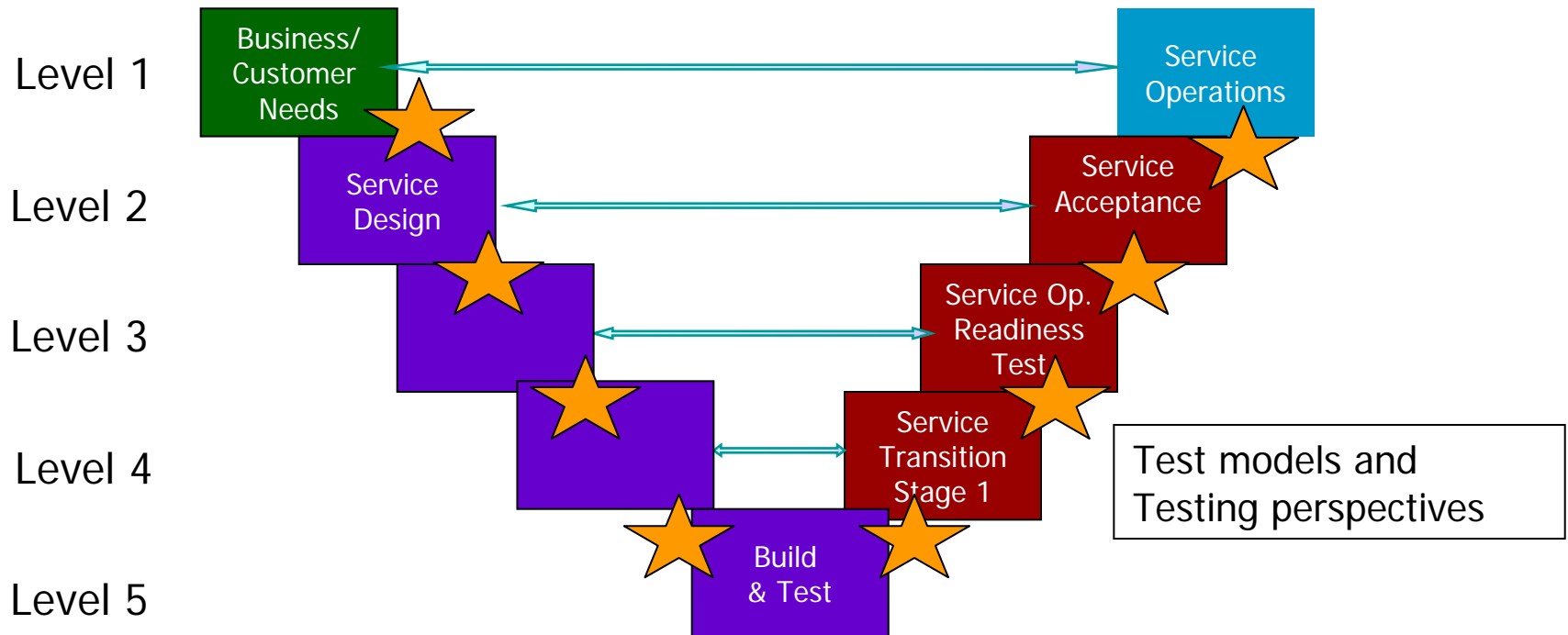
Release and Deployment

Early Life Support

Service Validation, Testing and Evaluation

Knowledge Management

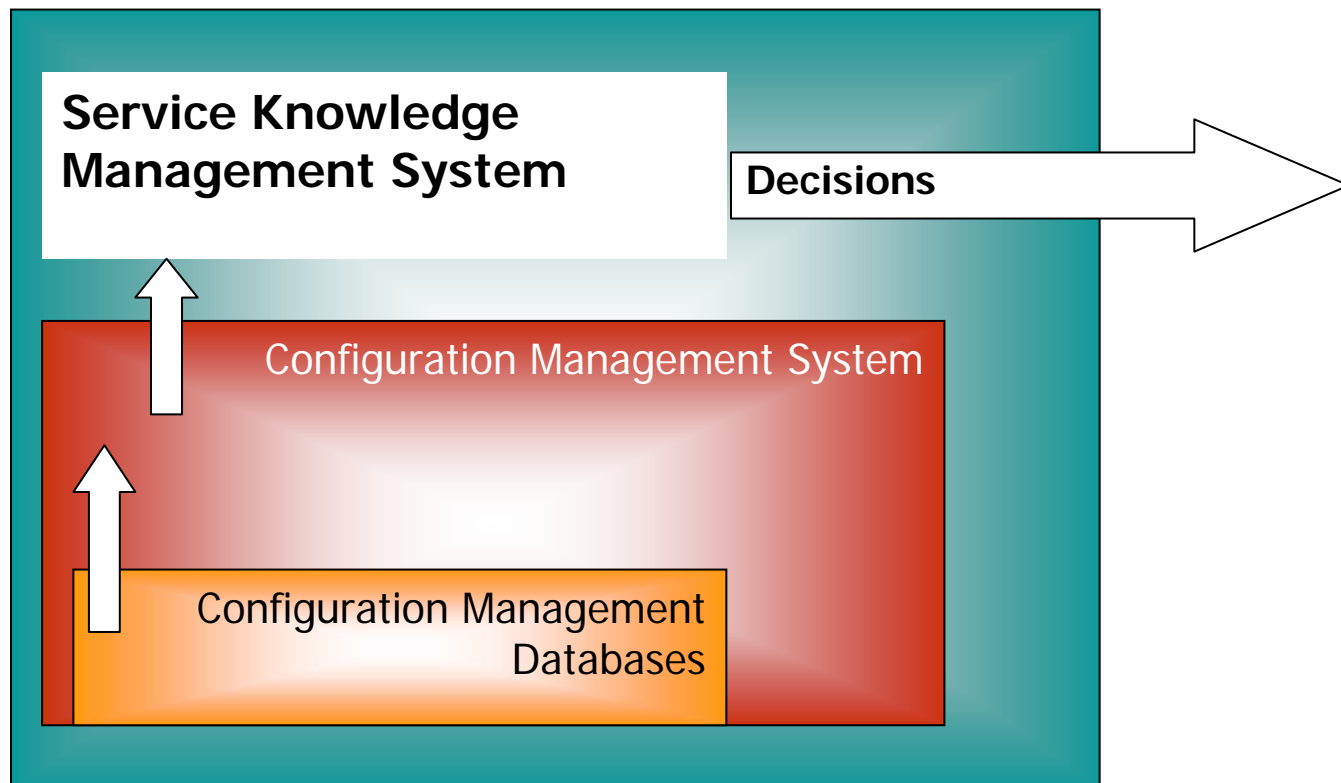
# What's new – Service V model



Structure, baselines, evidence  
More controlled handovers / release



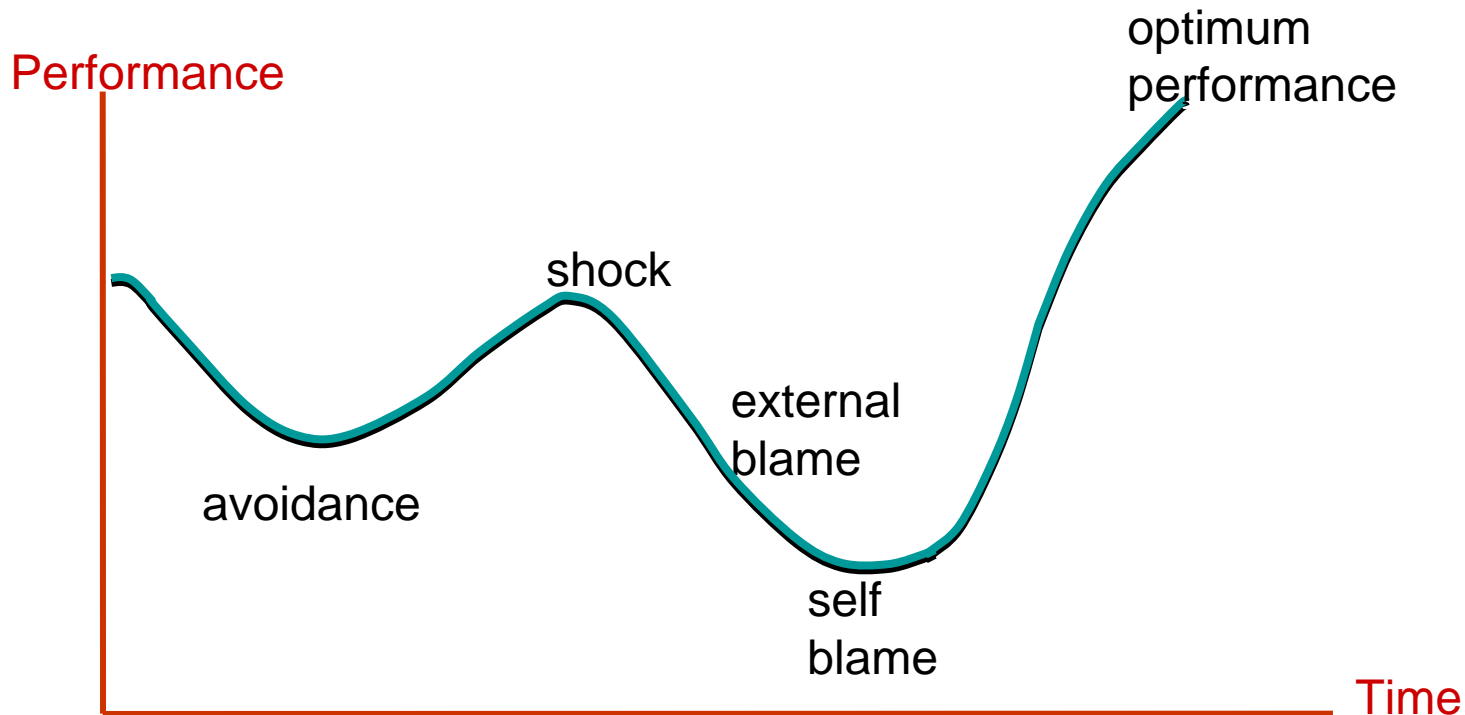
# What's new – SKMS





# What's new - Managing organizational change

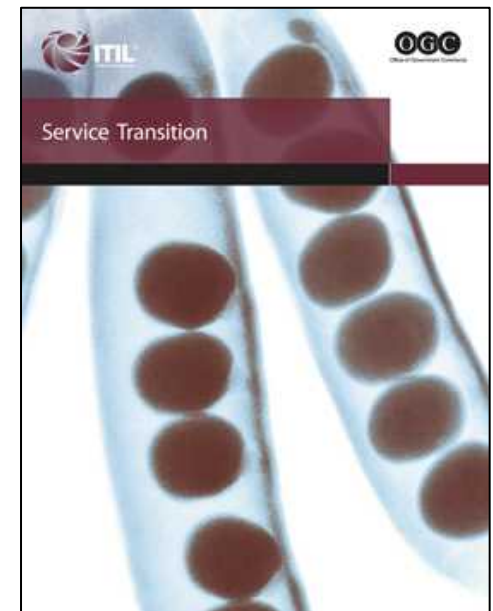
- Strategies to manage organization, stakeholder, people change
- People's commitment, roles and emotions



*The emotional cycle of change*

# Service Transition – Moving ITIL forward

- Delivering what the business needs
- Services fit for purpose, fit for use
- Integrated, holistic, standard approach
- Reduce variation predicted vs actual
  - Quality, Cost, Time
  - Capabilities, Resources, Capacity
  - Risks, Errors and incidents
- More IT enabled change that adds value to the customer's business



**Shirley Lacy**  
**Ivor Macfarlane**




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# Service Operation

Business as Usual

# Why Service Operation?

- 
- Stability but not stagnation
  - Realizing value
  - Responding to operational needs in Business and Technology
  - Great design is worth little if it can not be delivered
  - Achieving balance

# What Were we Thinking?

- 
- Service and Infrastructure are not different worlds
  - Different service models will be operated differently – we limited ourselves to IT
  - The “what” and the “who” are equally important
  - The world of Operation does not stand alone



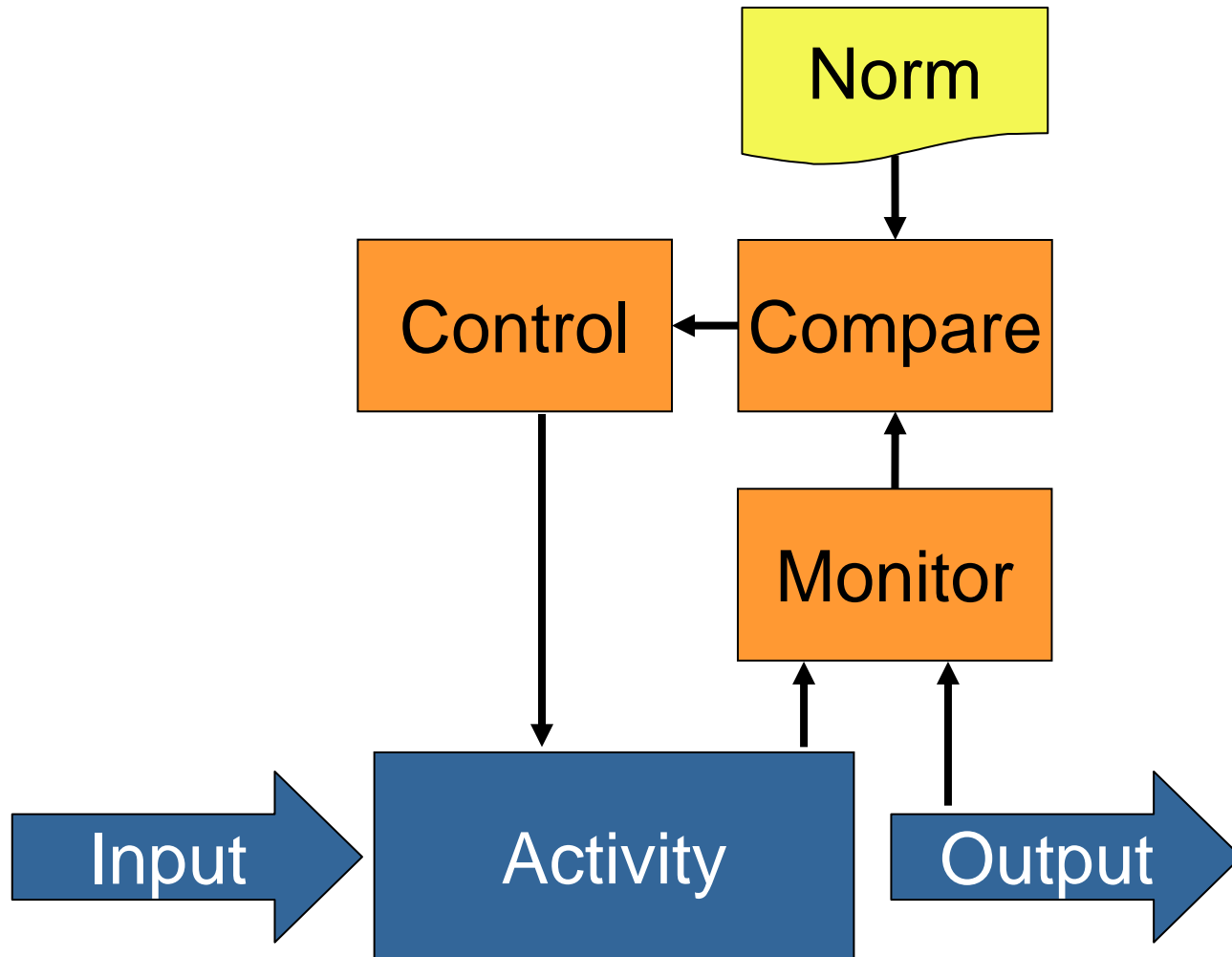
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# Context

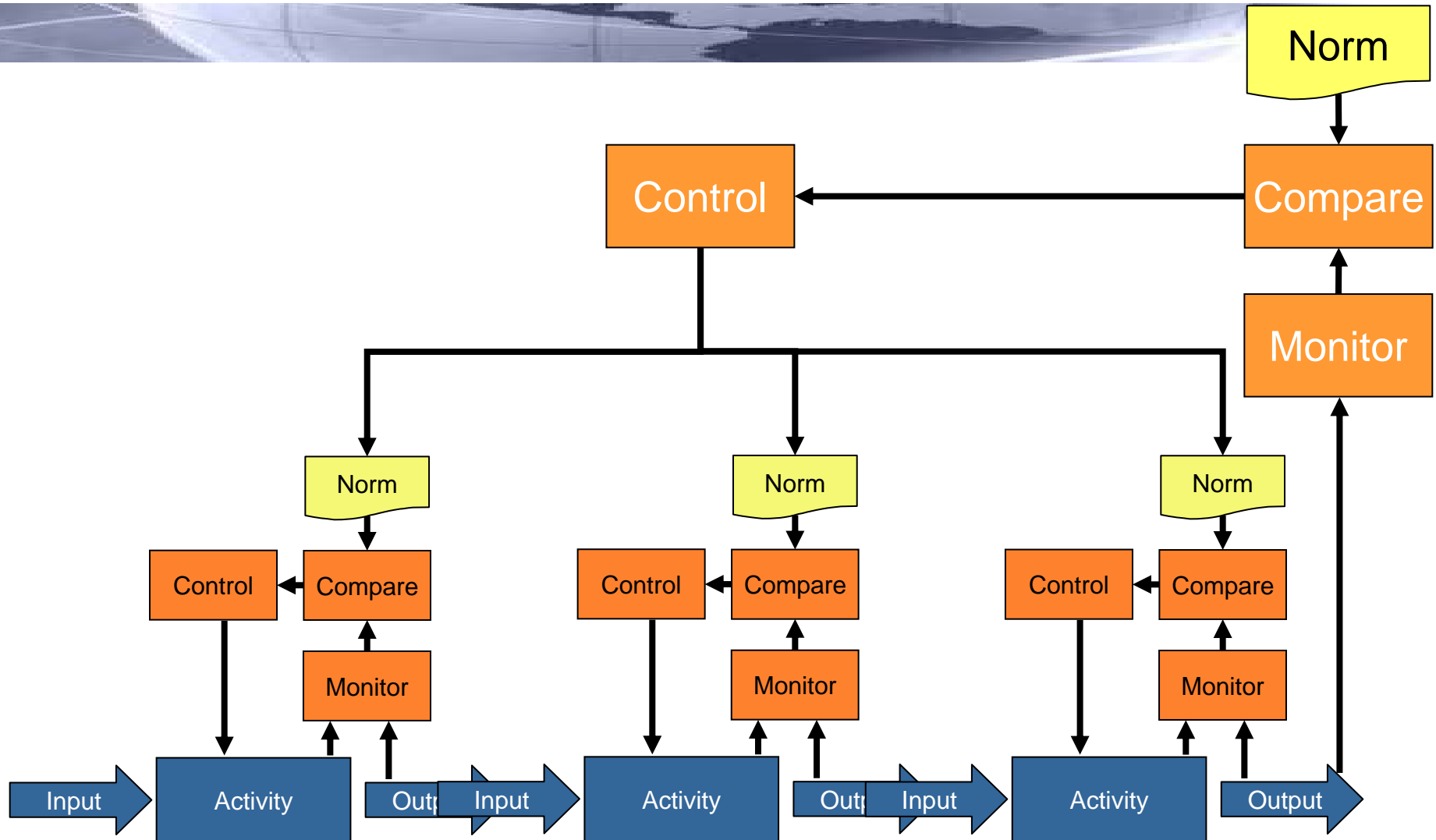
## Monitoring and Control

# Context - Monitor Control Loop

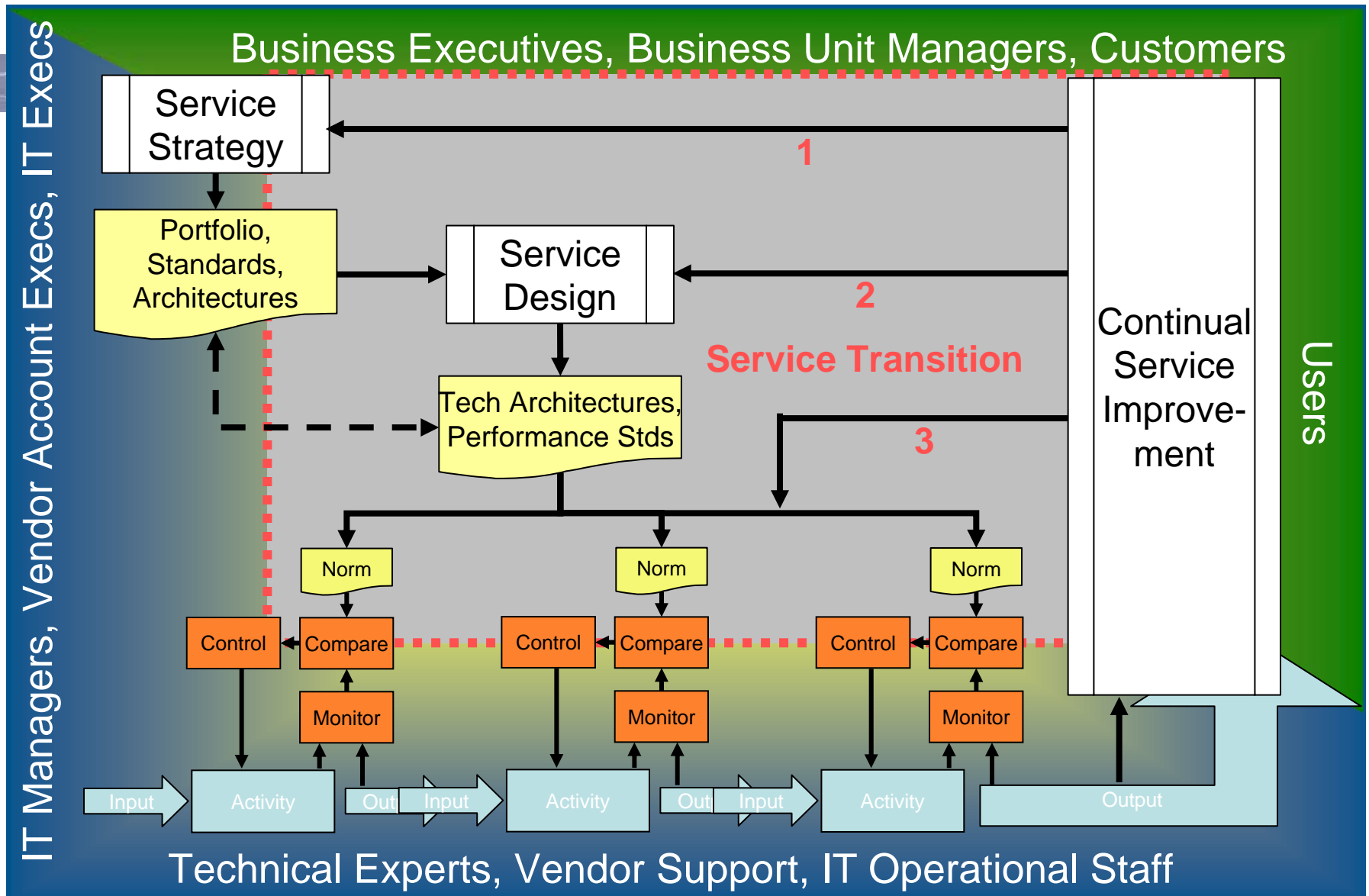




# Complex Monitor Control Loops



# Context - The ITSM Lifecycle





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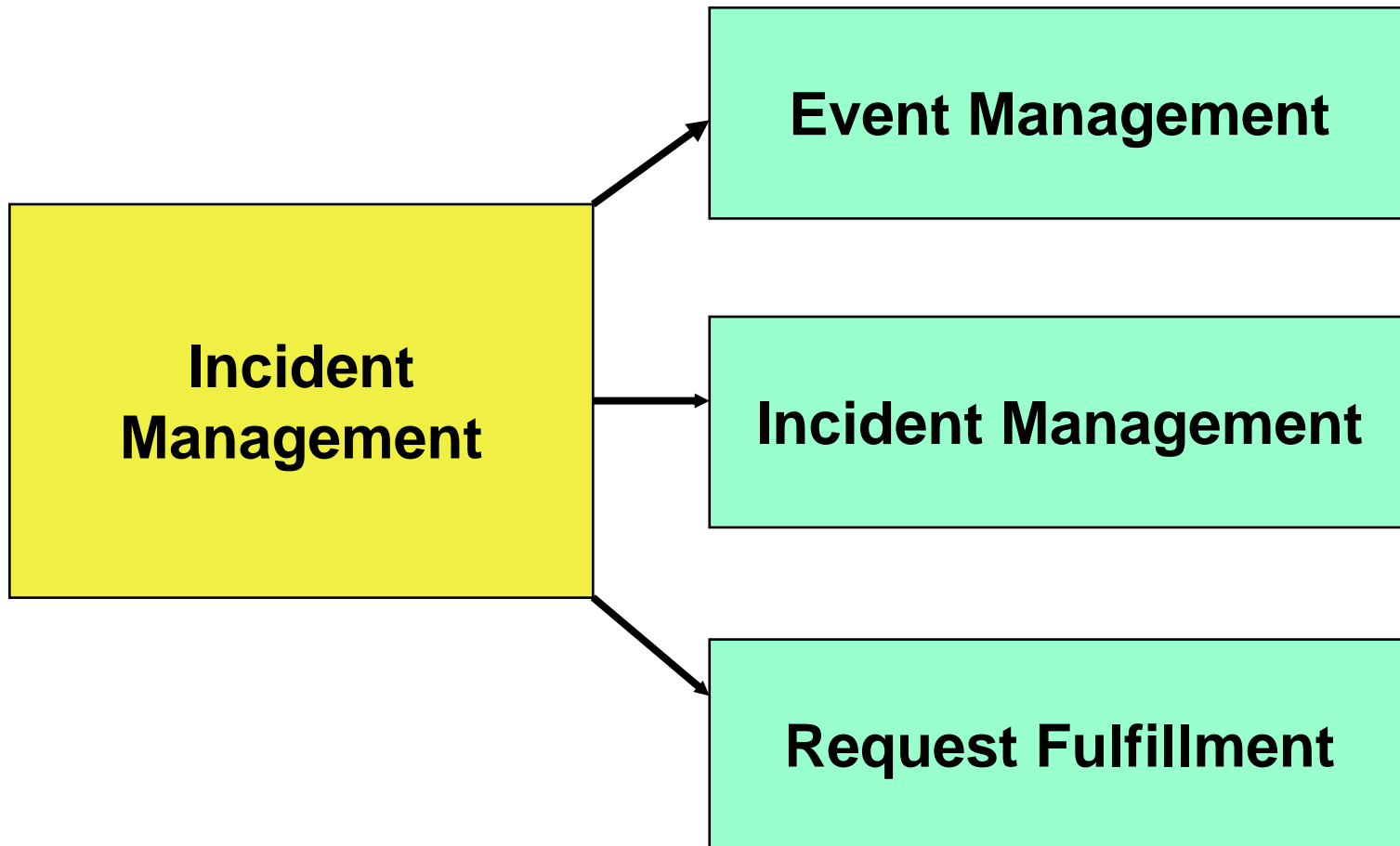
# Processes

# Service Operation Processes

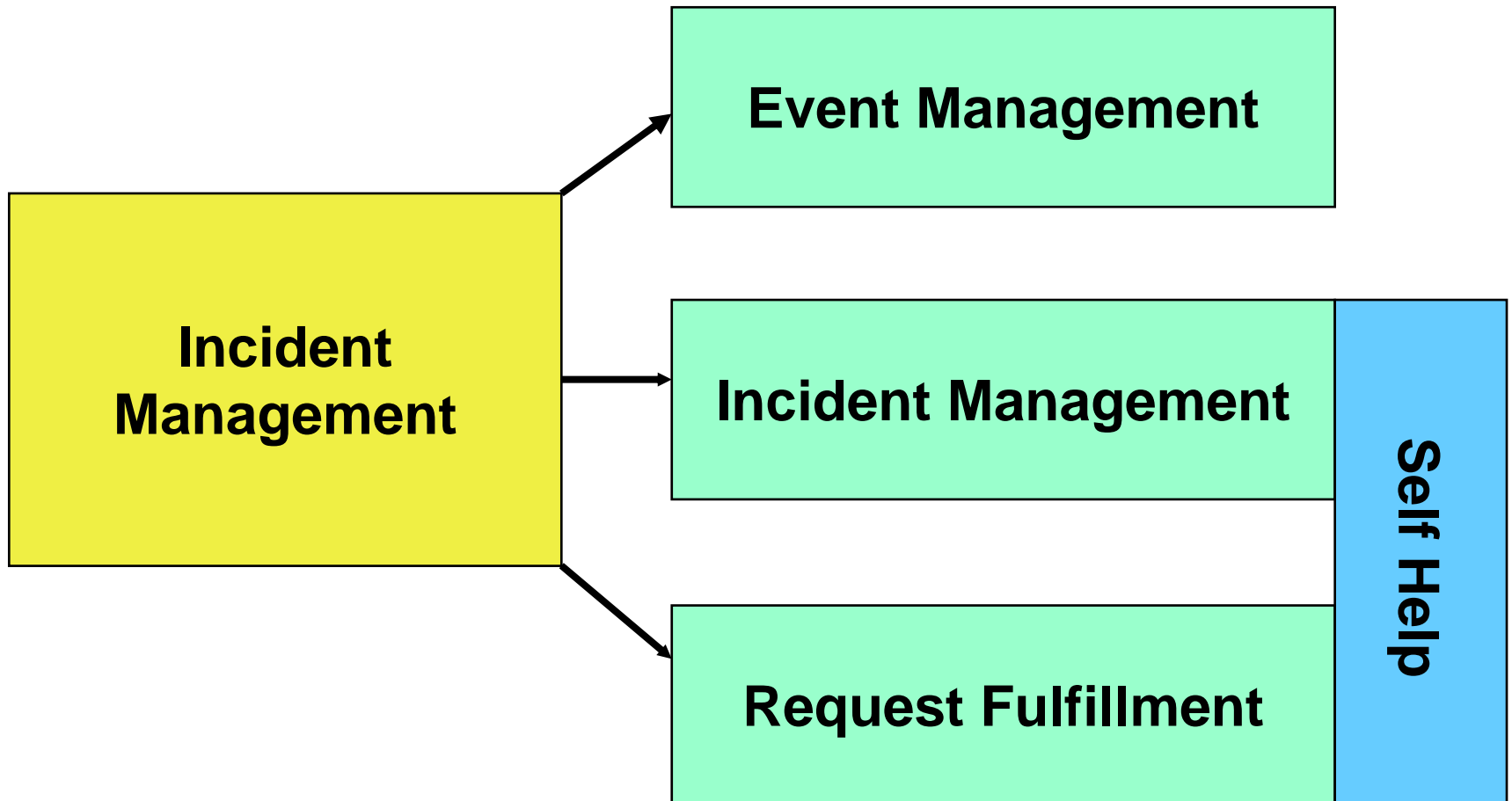


**Incident  
Management**

# Service Operation Processes



# Service Operation Processes

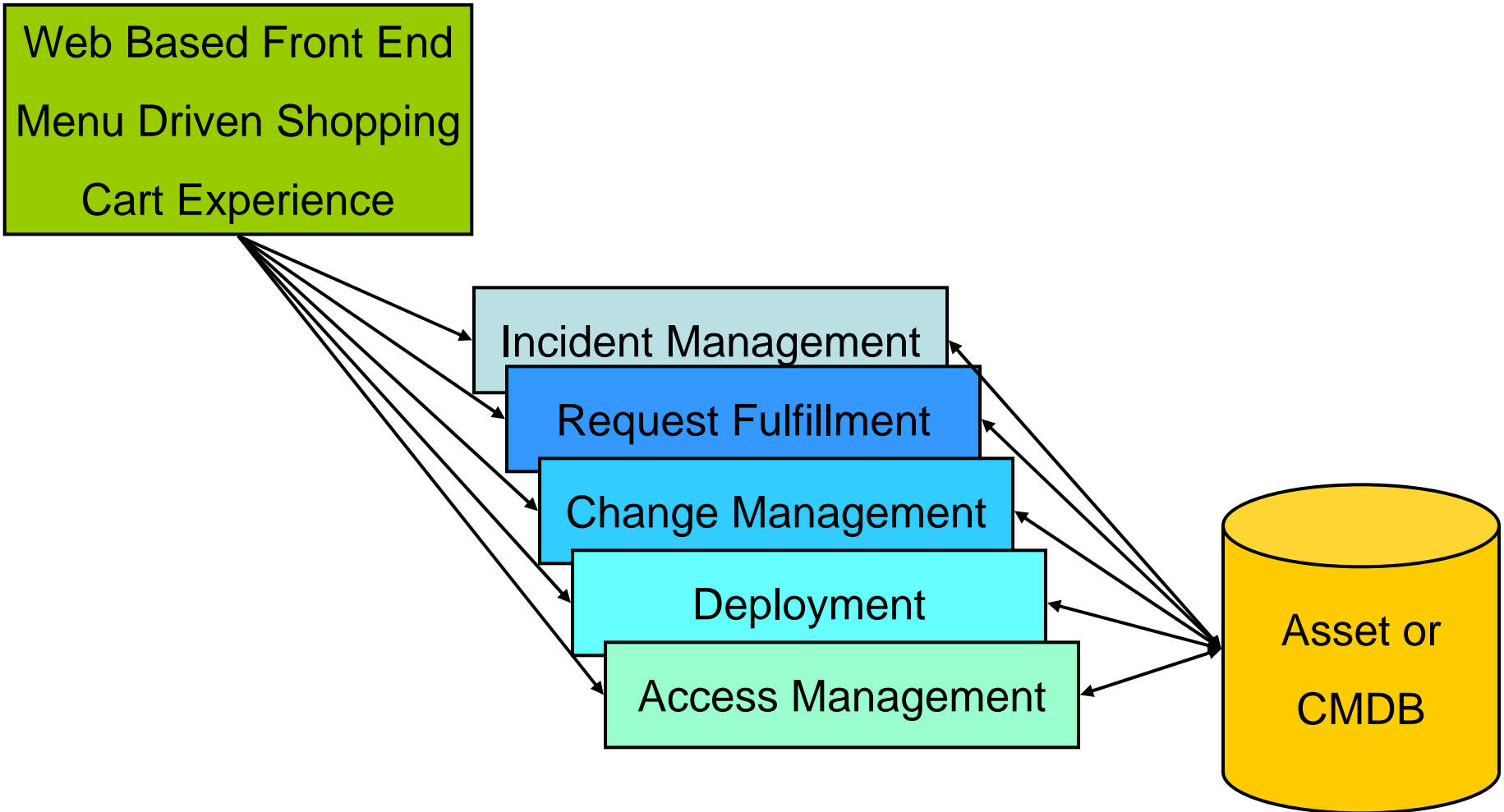


# Self Help



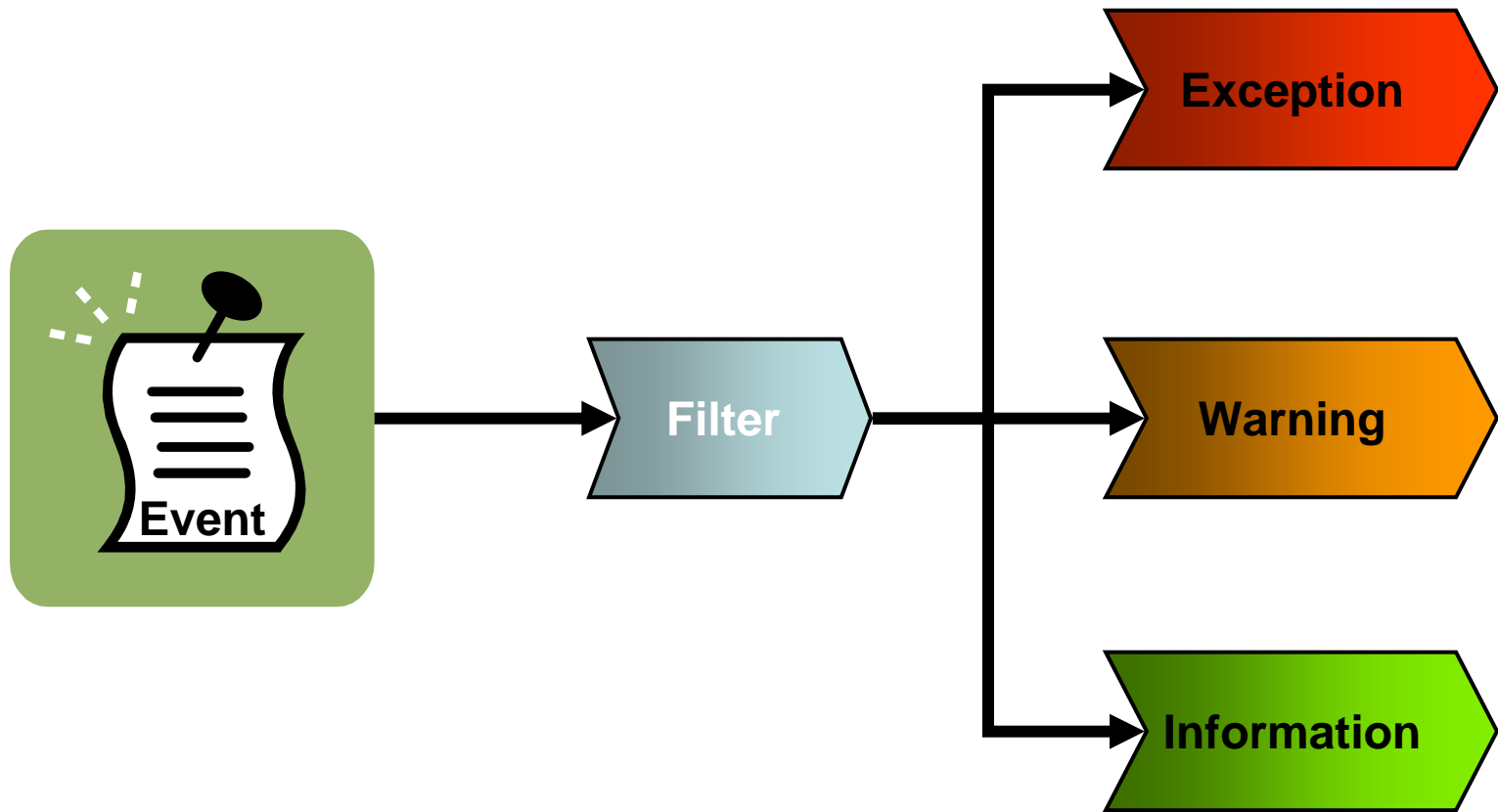
- Significant potential to:
  - Improved responsiveness
  - Reduced demands on IT staff
  - Reduced costs
  - Improved standardization
  - Improved quality

# Self Help



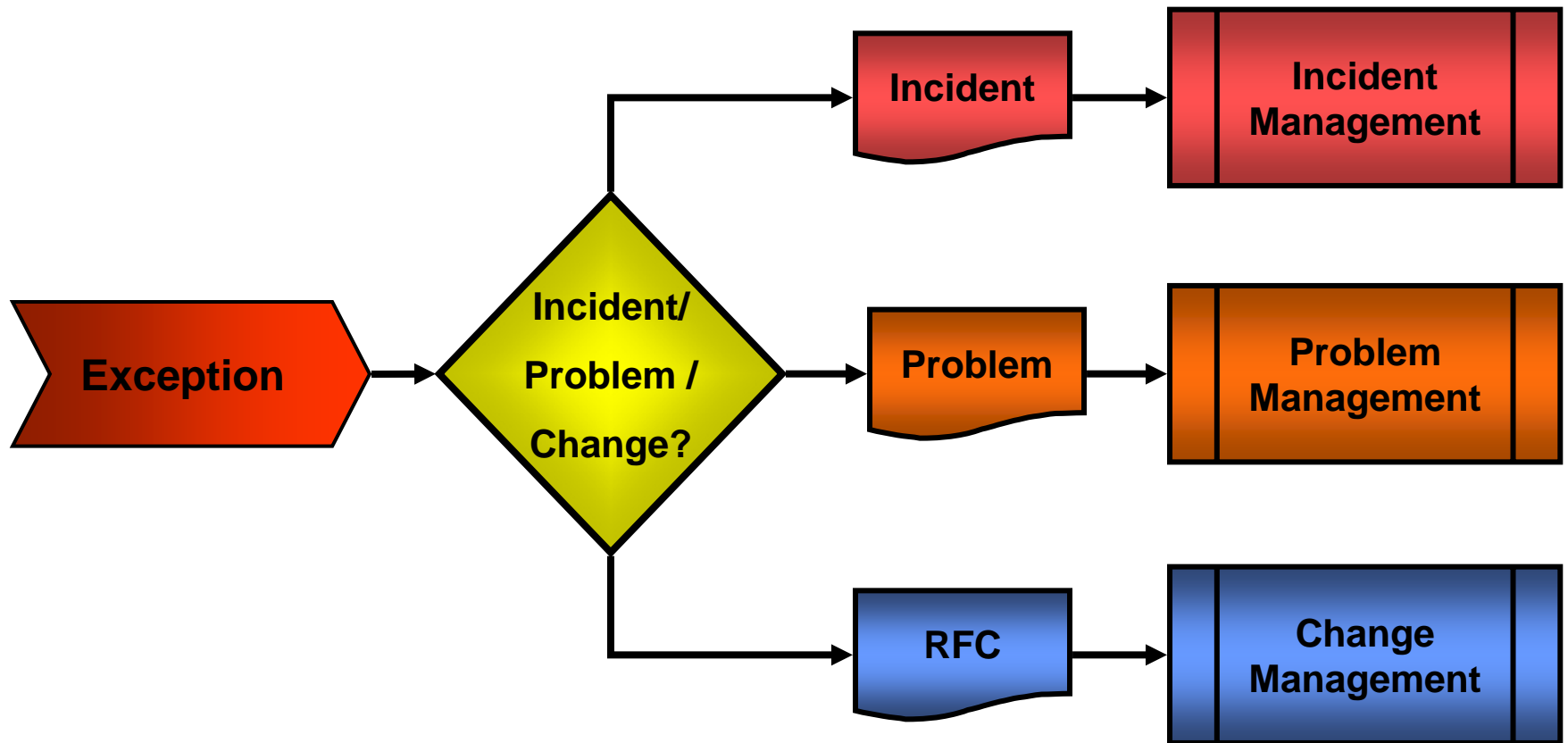


# Event Management Logging and Filtering

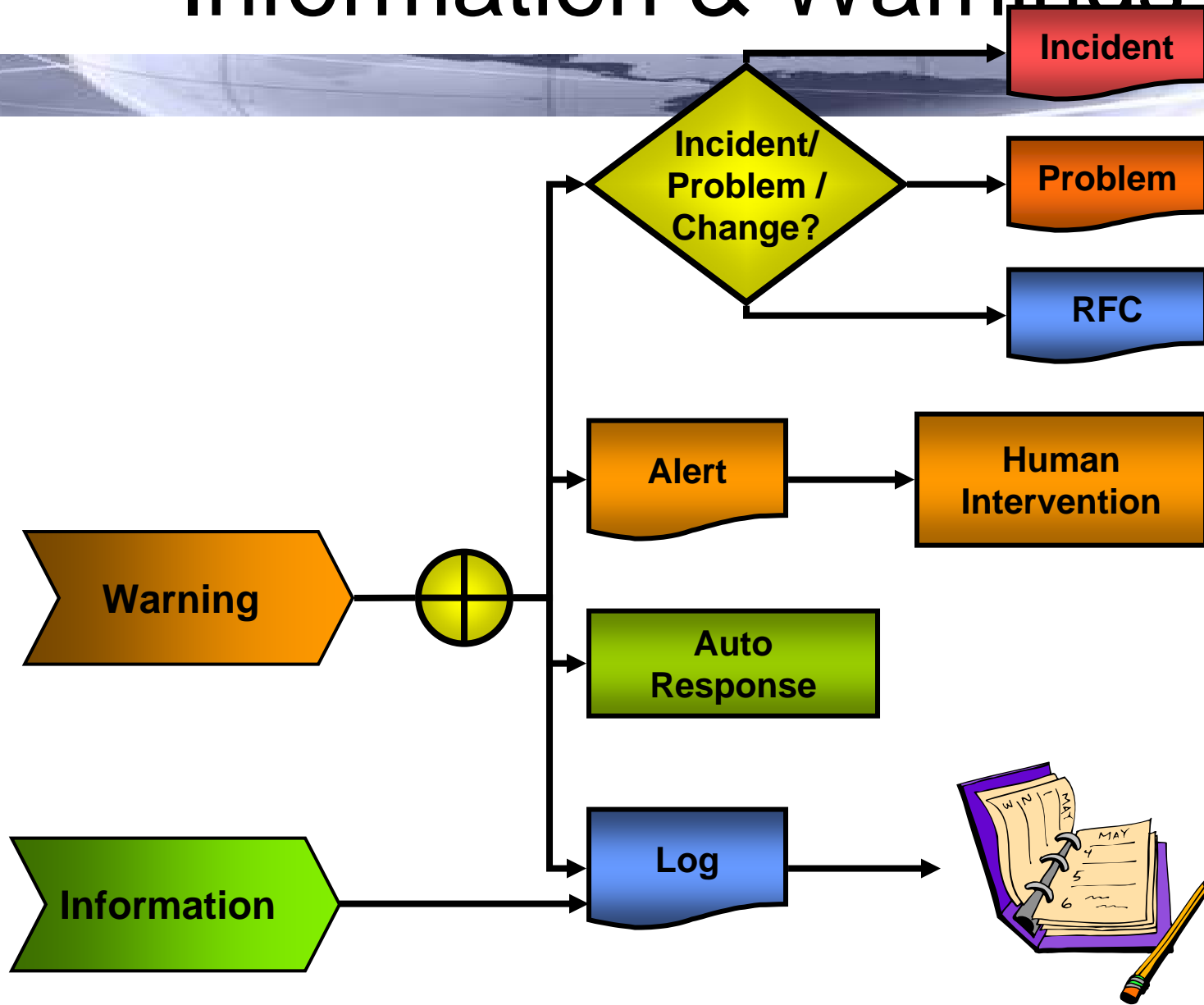


# Event Management

## Managing Exceptions



# Event Management Information & Warnings



# Service Operation Processes



<b>Problem Control</b>	<b>Error Control</b>	<b>Problem Control</b>
----------------------------	--------------------------	----------------------------

# Service Operation Reactive Processes



<b>Problem Control</b>	<b>Error Control</b>	<b>Problem Control</b>
----------------------------	--------------------------	----------------------------

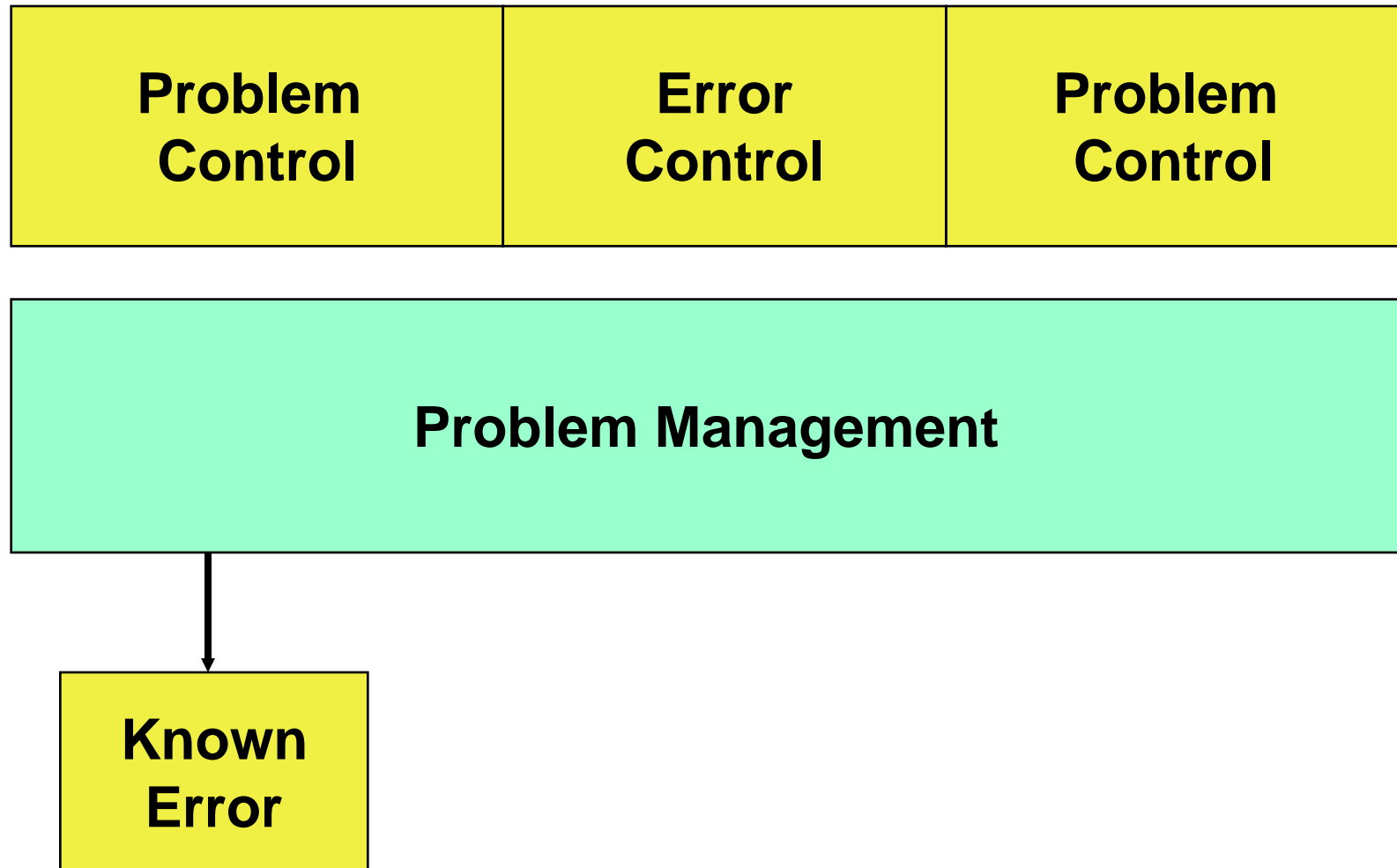
**Problem  
Control**

**Error  
Control**

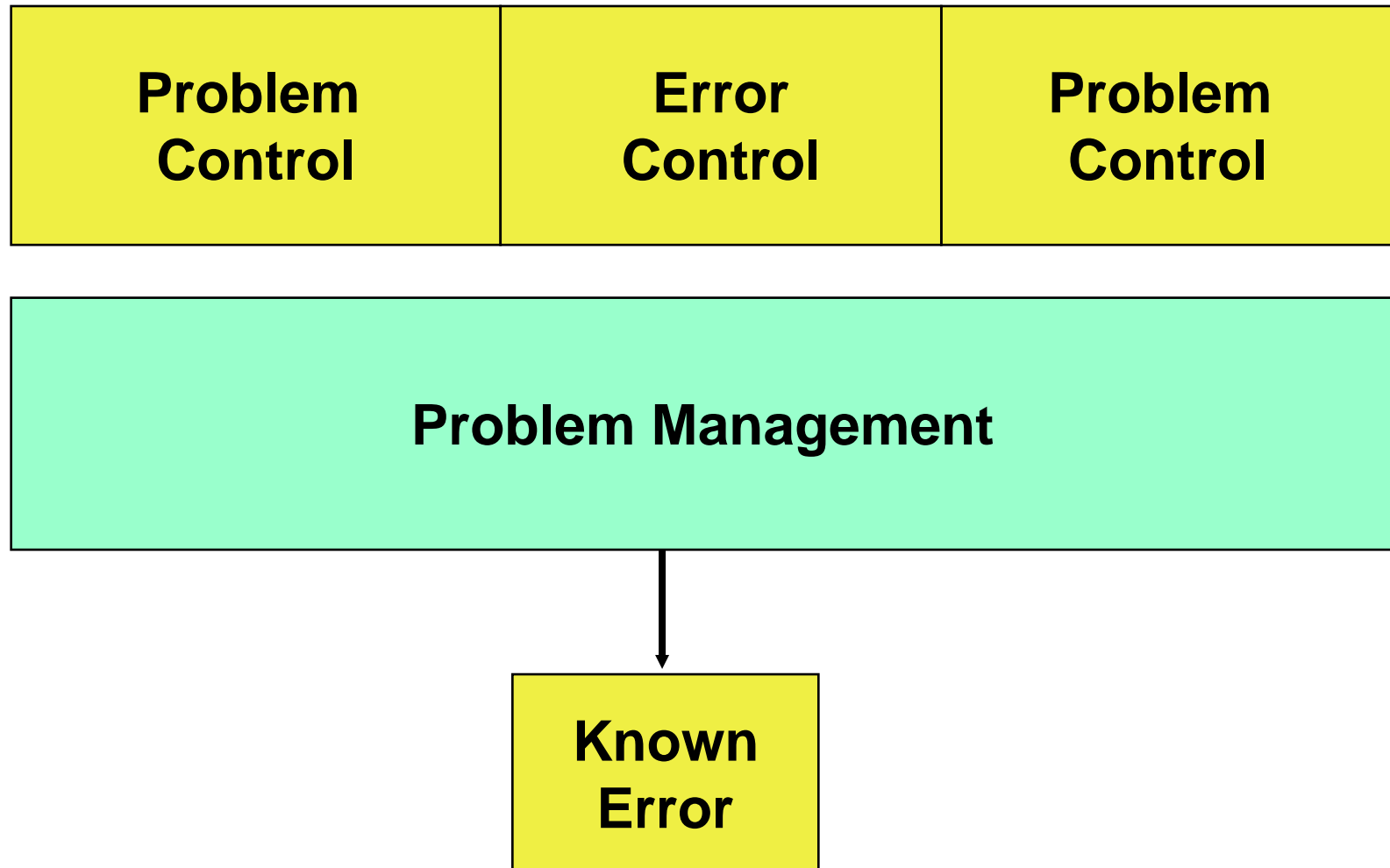
**Problem  
Control**

<b>Problem Management</b>
---------------------------

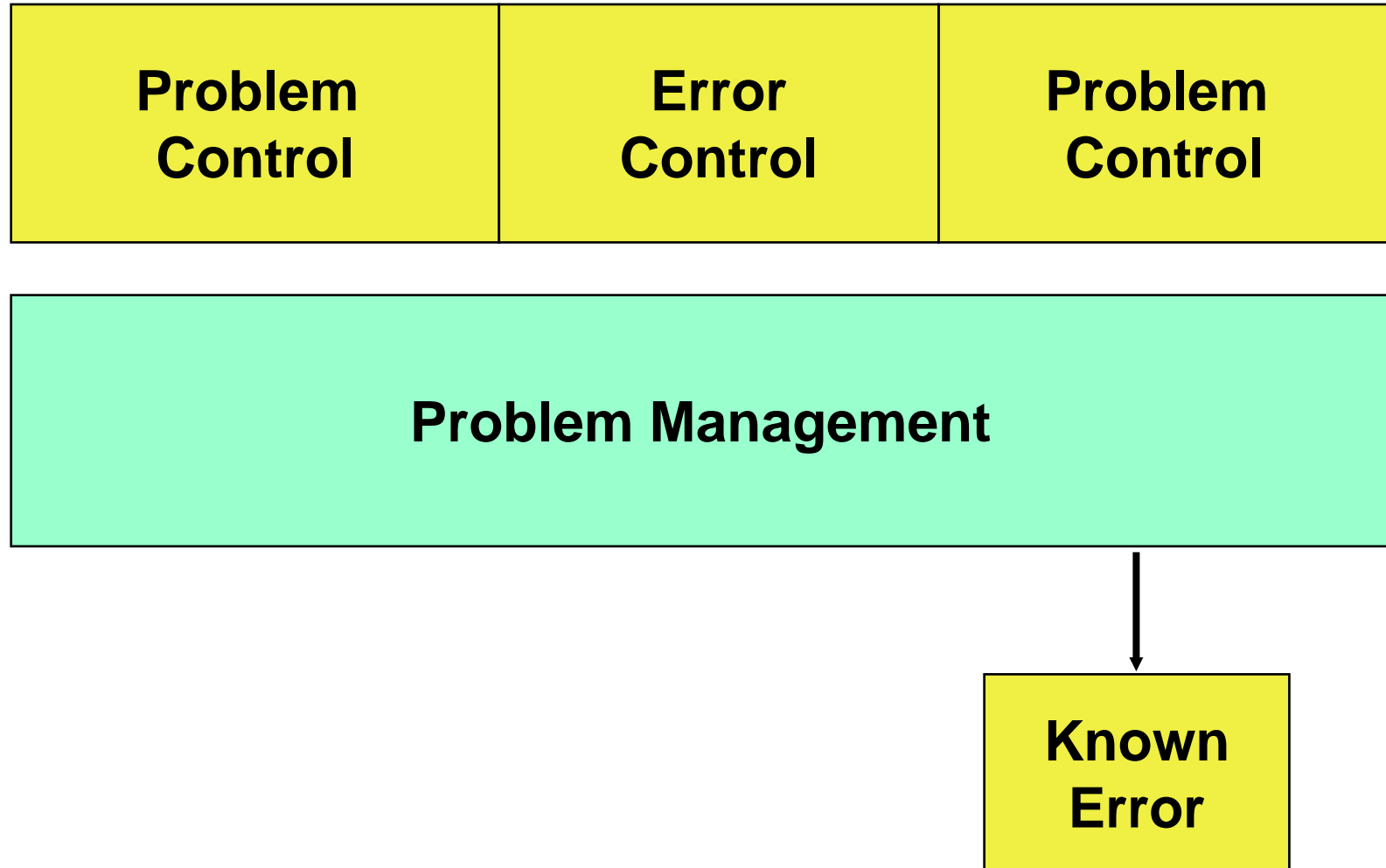
# Service Operation Reactive Processes



# Service Operation Reactive Processes



# Service Operation Reactive Processes





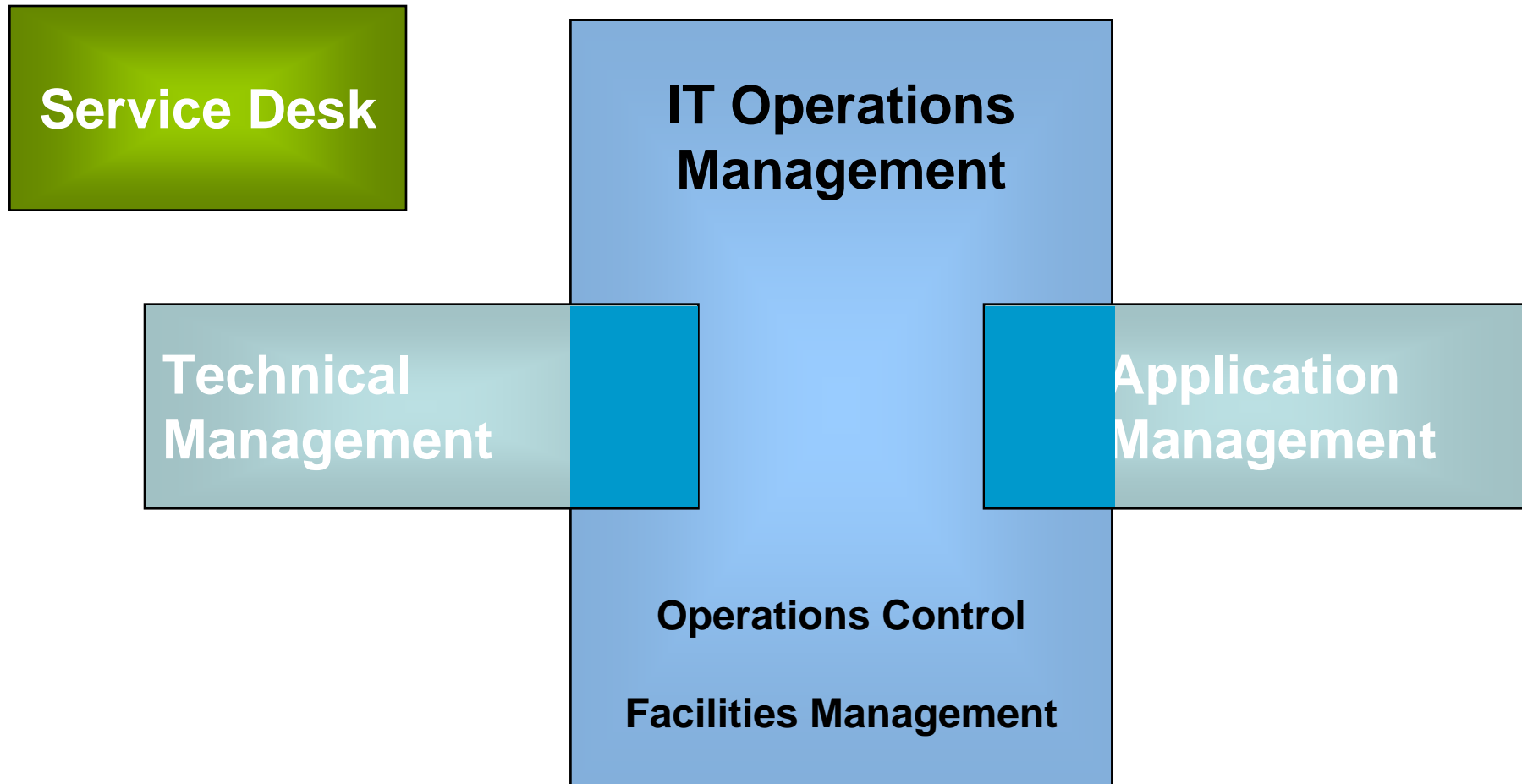


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# Functions

# Service Operation Functions

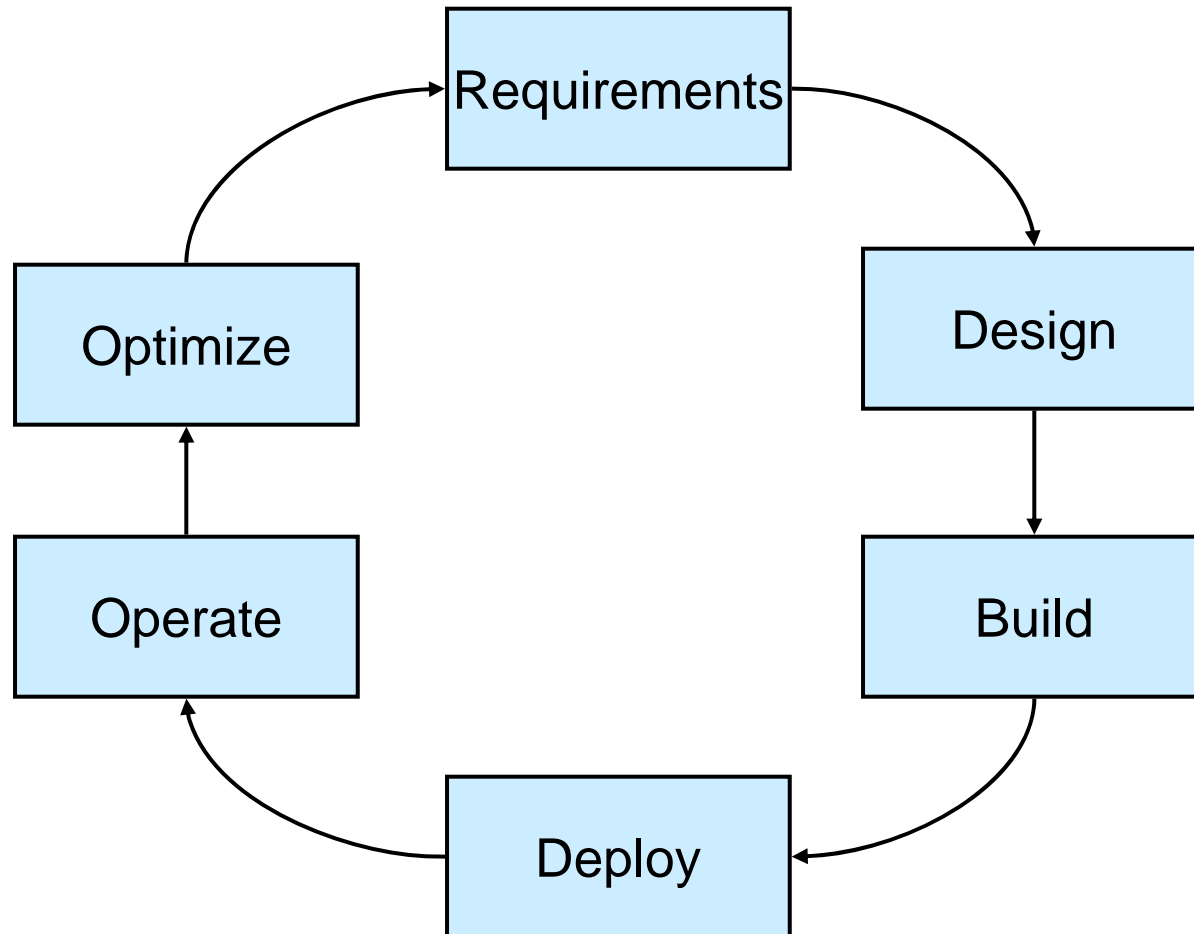


# Common SO Activities

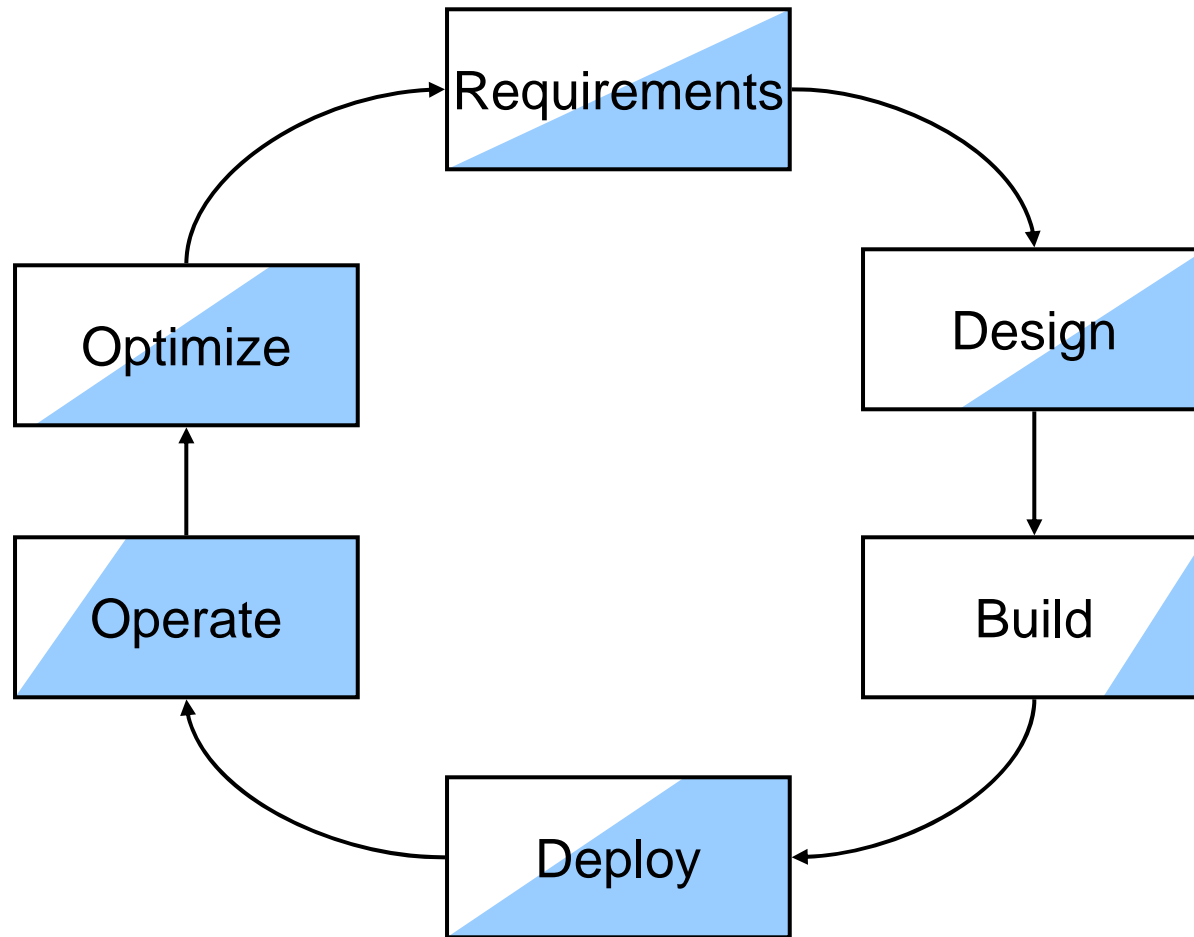


- Mainframe Management
- Server Management
- Network Management
- Storage and Archive
- Database Administration
- Directory Services Management
- Desktop Management
- Internet / Web Management
- Etc.

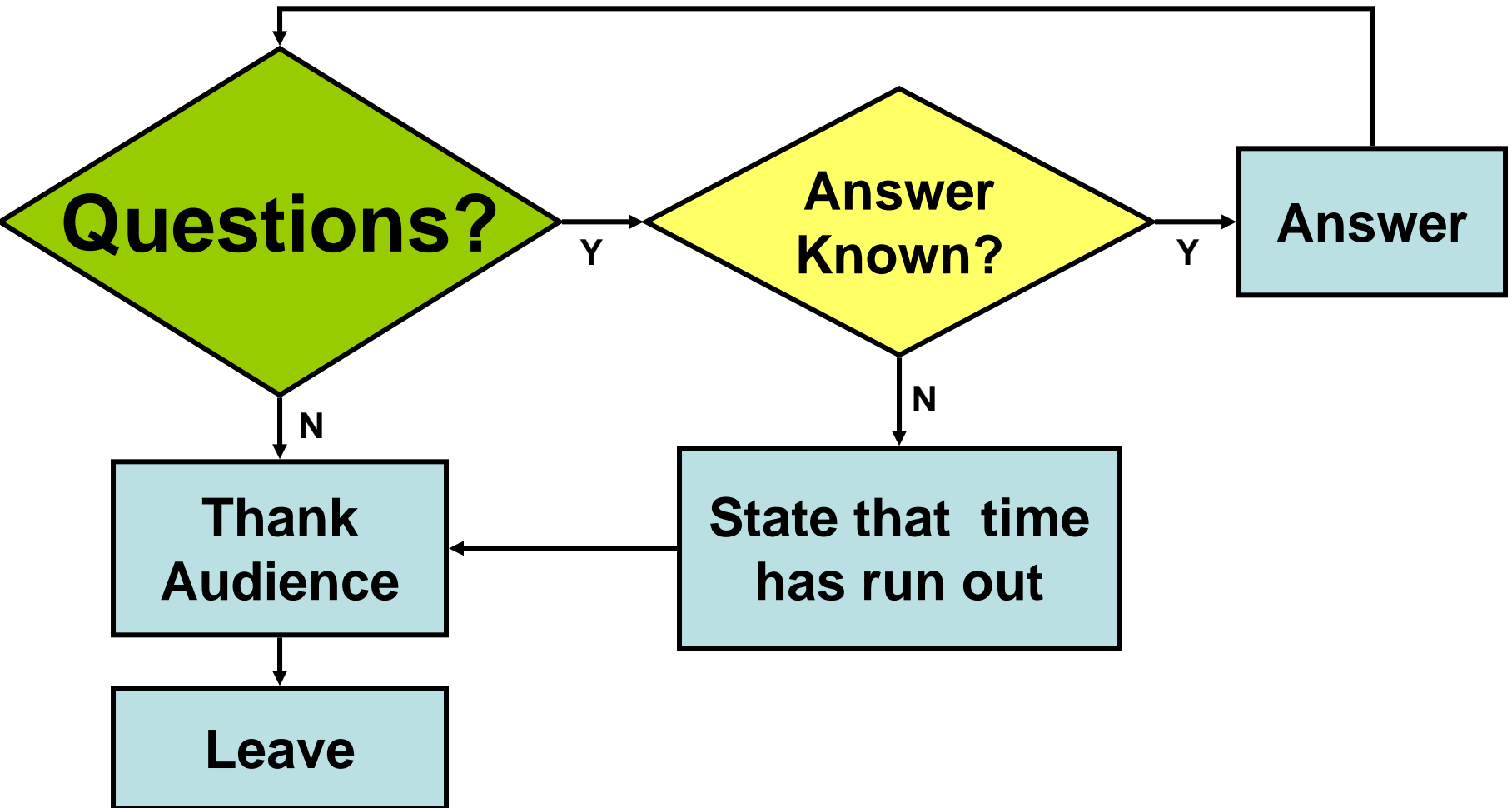
# The Application Management Lifecycle



# The Application Management Lifecycle



# Questions?



# ITIL v3 Continual Service Improvement

Gary Case  
George Spalding  
*Pink Elephant*



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# Organizations Have Always Talked About It



- CSI is not a new concept. Organizations have talked about it for many years; but, for most, the concept has not moved beyond the discussion stage.
- For many organizations, CSI becomes a project when something has failed and severely impacted the business.
- When the issue is resolved, the concept is promptly forgotten until the next major failure occurs



# What's Different in v3

- Most everything
- CSI was only addressed as part of Service Level Management in v2
- Addressed as part of the overall Service Lifecycle
- Improvement Model in v3
- Continual Improvement Process in v3

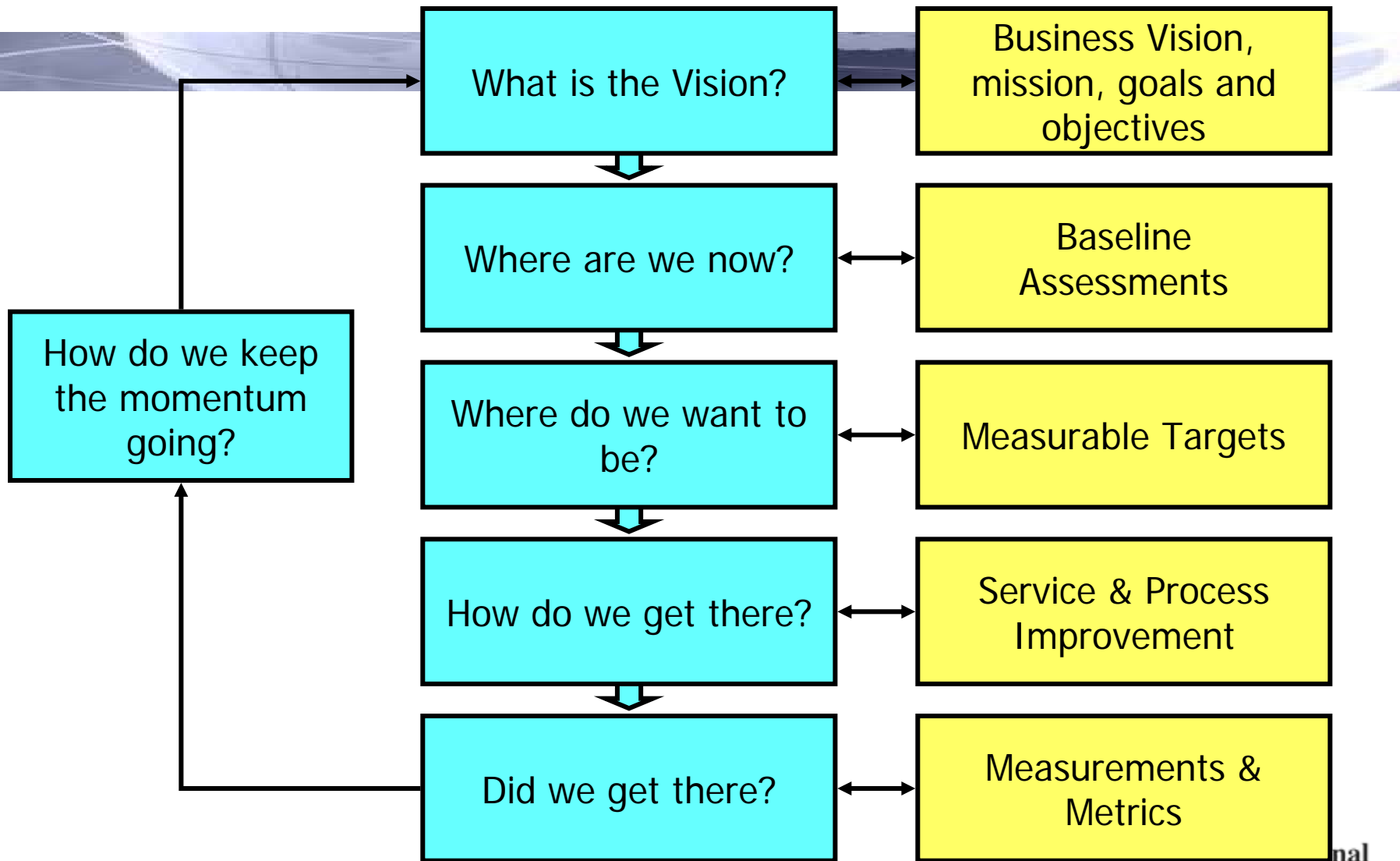
# CSI Goals, Scope & Key Processes

- Goals
  - To identify and implement improvement activities on **IT Services** that support the business processes as well as identify and implement improvements to **IT Service Management processes**. The improvement activities will support the Lifecycle approach through Service Strategies, Service Design, Service Transition, and Service Operations and should always be looking for ways to improve process effectiveness, efficiency as well as cost effectiveness
- Scope
  - Service and Service Management improvement
  - All of IT
- Key Processes
  - Service Level Management (monitor, report, review)
  - Problem Management (Proactive / trending / analysis)
  - Knowledge Management (DIKW)

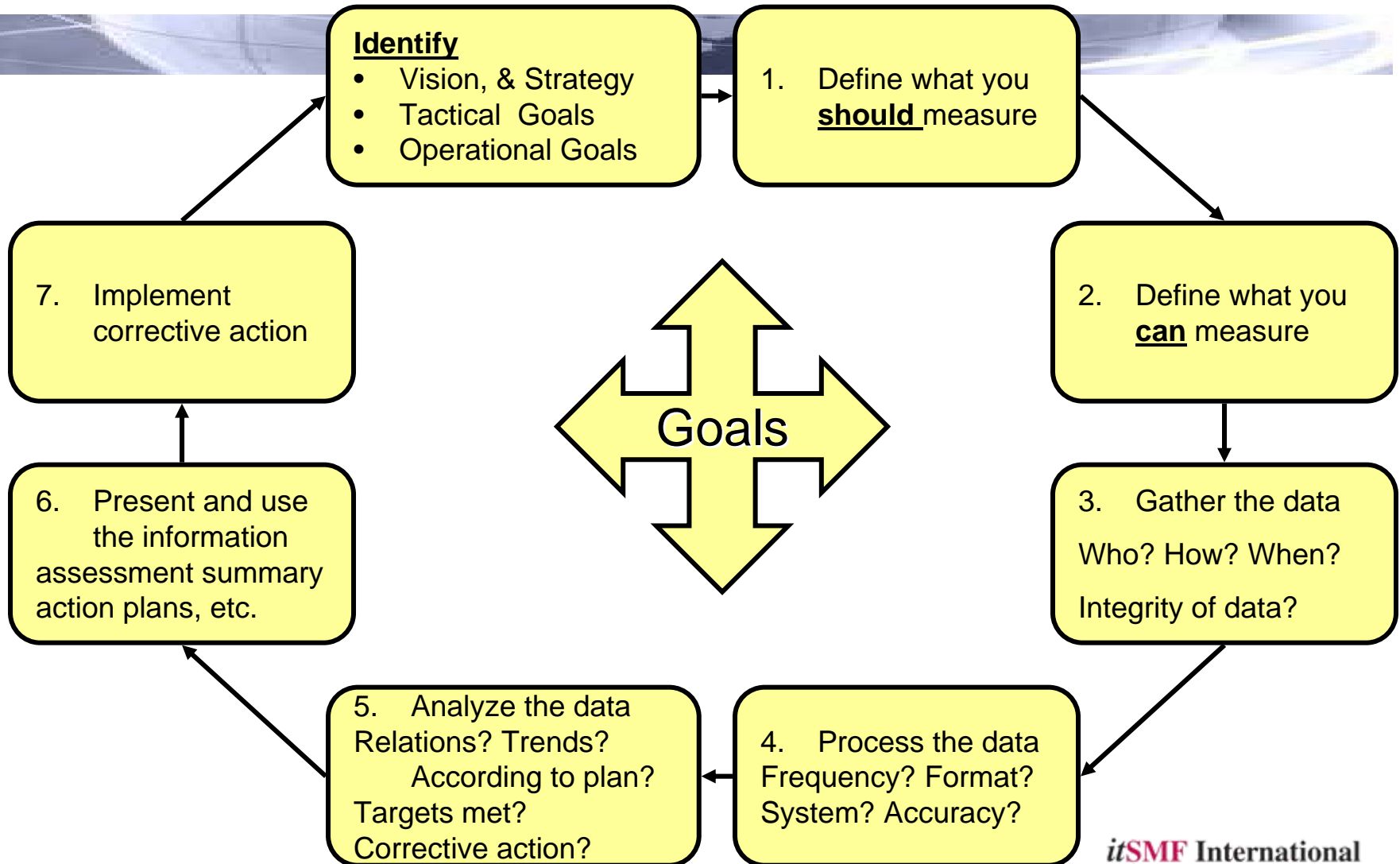
# CSI Objectives

- Review, analyze and make recommendations on improvement opportunities in each lifecycle phase: Service Strategies, Service Design, Service Transition, and Service Operations
- Review and analyze Service Level Achievement results
- Identify and implement improvement activities to improve IT Service quality and improve the efficiency and effectiveness of ITSM processes
- Improve cost effectiveness of delivering IT Services
- Identify and implement improvement activities of the ITSM processes and supporting tools
- Ensure applicable quality management methods are used to support continual improvement activities

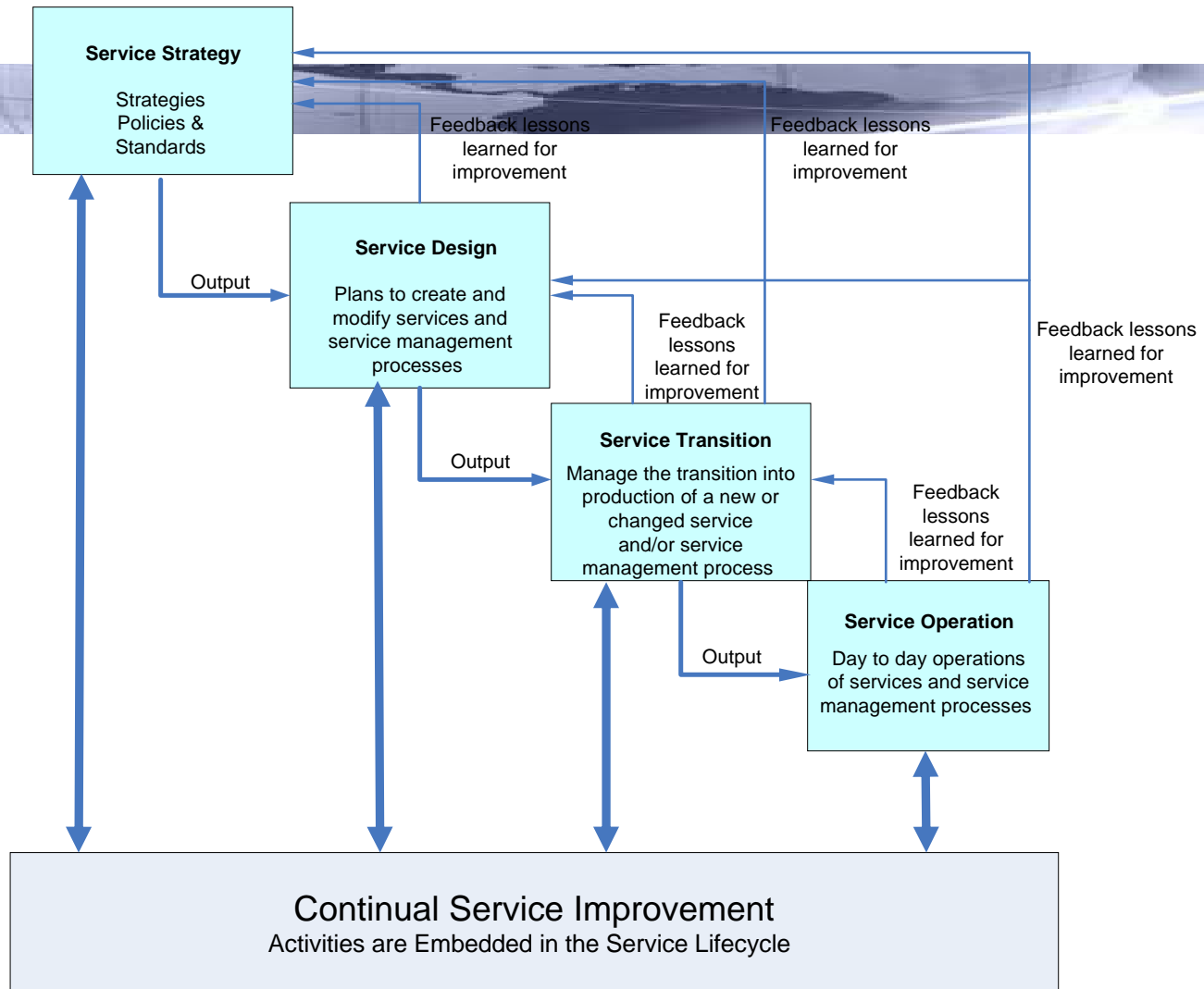
# Continual Service Improvement Model



# The Continual Improvement Process



# Service Lifecycle Improvement



# CSI Review



- Key Messages
  - Everyone has responsibility for continual improvement
  - Each handoff can provide an opportunity for improvement
  - Relies on other service management processes
- Needs to be treated just like any other process
  - Policies
  - Roles and responsibilities (different for program, project and production)
  - Procedures
  - Management information and reporting



# ITIL V3 Qualification Scheme

ITIL V3 Global Roadshow



# The Management Structure



# The Qualifications Board



# The Global Senior Examiner Panel

Chief Examiner

Senior Examiner Panel

Japan

Australasia

UK

North  
America

South  
America

Scandinavia

South Africa

Hong Kong

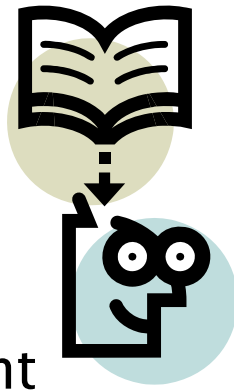
Examiners, Working Groups



# V3 Examiner Panel – Scope

- Development of Qualification structure for ITIL v3
- Design the certification elements required of the scheme
- Produce the requirements for learning objectives and knowledge competency
- Produce the supporting accredited formal syllabi
- Produce the requirements for delivery mechanism
- Produce sample examinations in support of the syllabi
- Provide recommendation on the required trainer and course provider competency to deliver against the scheme
- Manage Exam bank

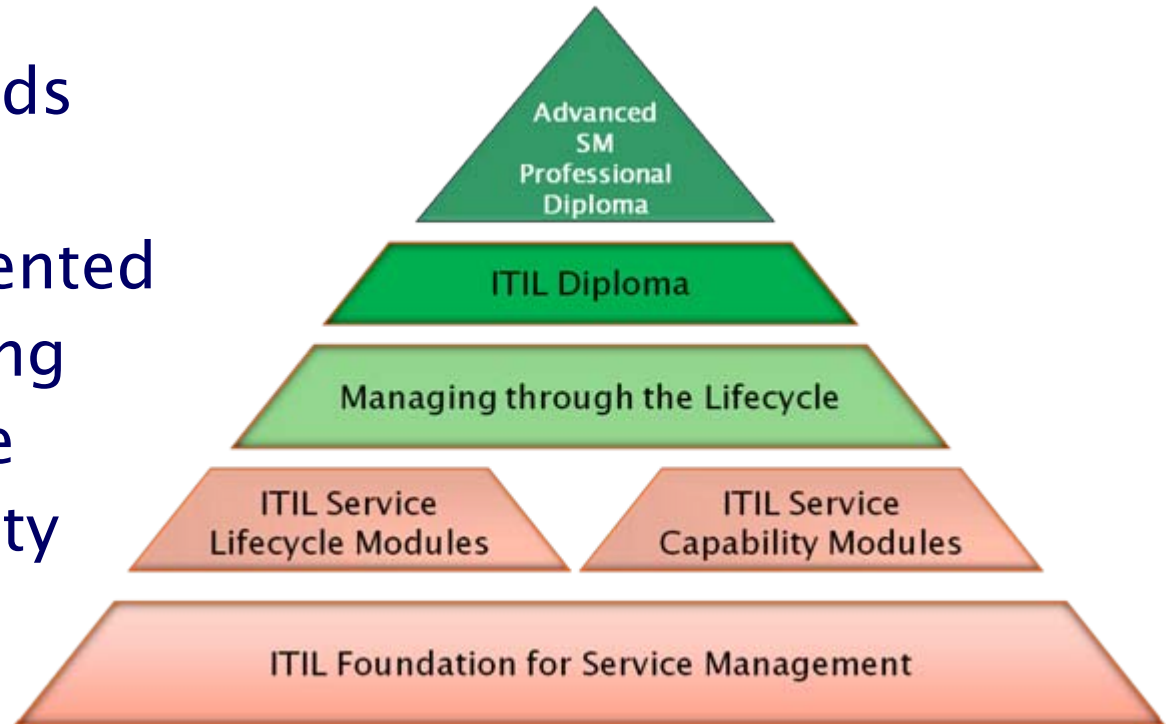
# Guiding Principles



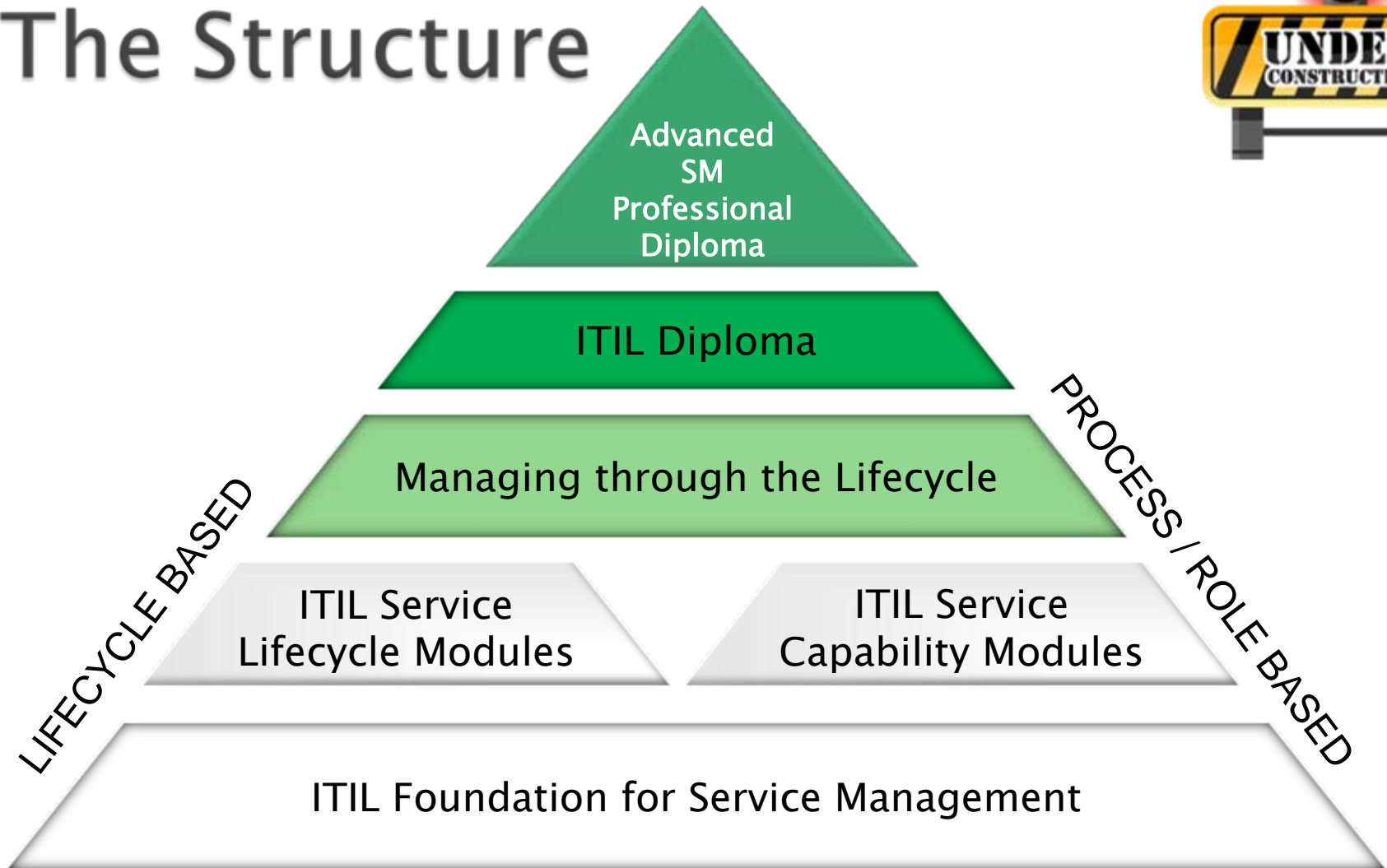
- ✓ Must offer value to the career objectives of the student
- ✓ Allow innovation and flexibility and value for Course Providers
- ✓ Meets learning objectives and competency outcomes
- ✓ Blooms taxonomy for setting exams
- ✓ Contribute to the maturity of ITSM professionalism
- ✓ Responsive to evolving market demand
- ✓ Transitional V2 – V3 bridging

# Basic Features

- Modular design
- Official Study aids
- Flexible Choice
- Career path oriented
- V2 to V3 bridging
- Service Lifecycle
- Service Capability
- Classroom
- E-learning
- On Demand examination
- Live Exam Bank



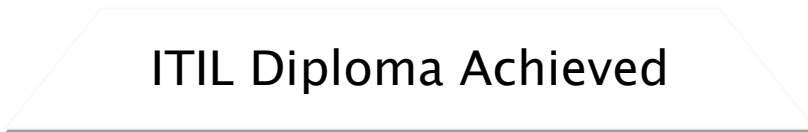
# The Structure







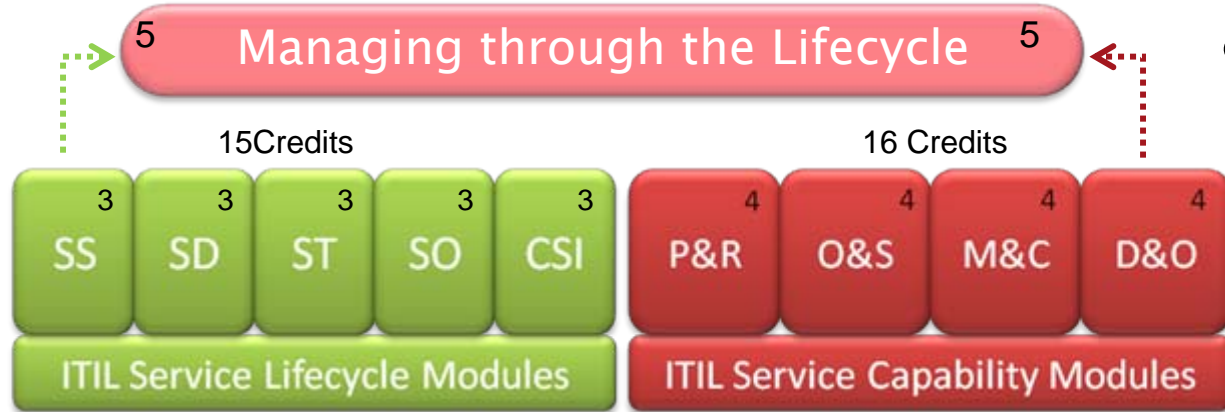
Advanced  
SM  
Professional  
Diploma



ITIL Diploma Achieved

**Minimum 22 credits needed to achieve Diploma**

Lifecycle Stream



Capability Stream

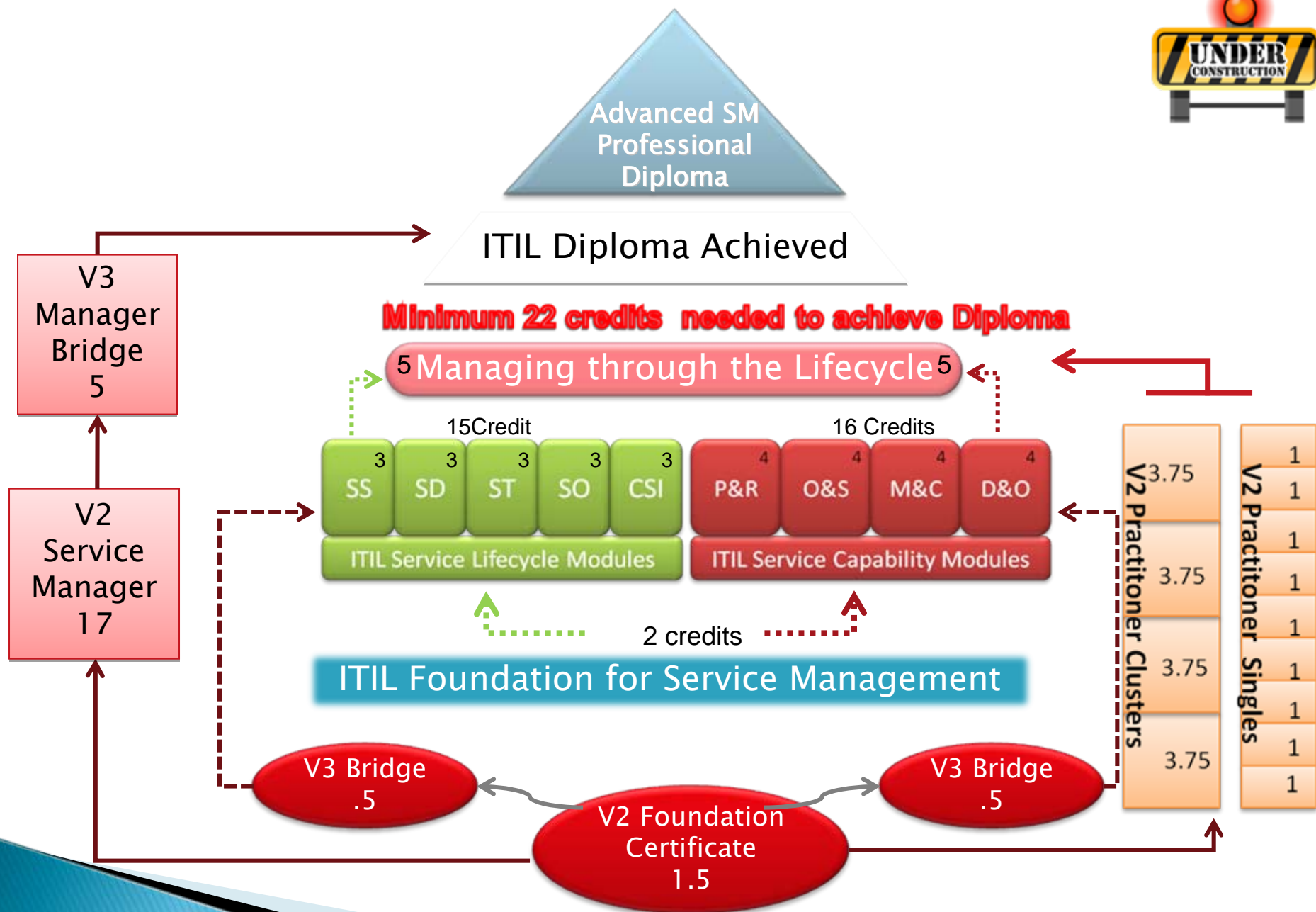


2 credits



ITIL Foundation for Service Management





# Syllabus Features

Unit	Content
ITILFND01	<p><b>Service Management as a practice</b></p> <p>The purpose of this unit is to help the candidate to define <i>Service</i> and to comprehend and explain the concept of <i>Service Management</i> as a <i>practice</i>.</p> <p>Specifically, candidates must be able to:</p> <ol style="list-style-type: none"><li>1. Describe the concept of <i>Good Practice</i> (SS, SD, ST, SO, CSI 1.2.2)</li><li>2. Define and explain the concept of a <i>Service</i> (SS, SD, ST, SO, CSI 2.2.1)</li><li>3. Define and explain the concept of <i>Service Management</i> (SS, SD, ST, SO, CSI 2.1)</li><li>4. Define and distinguish between <i>Functions</i>, <i>Roles</i> and <i>Processes</i> (SS 2.3, 2.6.1, 2.6.2, SD 2.3, SD 3.6.4, ST 2.3, SO 2.3, 3.1, CSI 2.3)</li><li>5. Explain the <i>process</i> model (SD 3.6.4)</li><li>6. List the characteristics of <i>processes</i> (Measurable, Specific results, <i>Customers</i>, and Responds to a specific event) (SS 2.6.2, SD, ST, SO, CSI 2.3.2)</li></ol> <p>The recommended study period for this unit is 1 hour.</p>

# Progress Report

- ▶ Foundation Approved – Launch June 13<sup>th</sup>
- ▶ V2 – V3 Foundation bridge in review
- ▶ Lifecycle and Capability Modules in development
- ▶ Professional Module in development

# Target dates for development completion

QUALIFICATION	DATE
V3 Foundation Examination	June 2007 (V2 Foundation ends Dec 31 2007)
V2 to V3 Foundation Bridge	Q3 2007
V2 to V3 Managers Bridge Examination	Q3 2007
Diploma available to existing Managers	Q3 2007
Lifecycle Modules	Q3 2007
Capability Modules	Q3 2007
Managing Through The Lifecycle Examination	Q4 2007
Diploma available to new students	Q4 2007
V2 Managers/Practitioners retired	Q4 2008



# Thank you



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[www.best-management-practice.com](http://www.best-management-practice.com)



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**INSIGHTS**

**Reaping what we  
SOW**



# V3 - A MEANS TO AN END?

- Service Management is the means but not an end
  - A route guide and trip planner
- V3 Core practices are the seeds of future vision
- A community garden tended by fellow travelers



# EATING OUR OWN COOKING

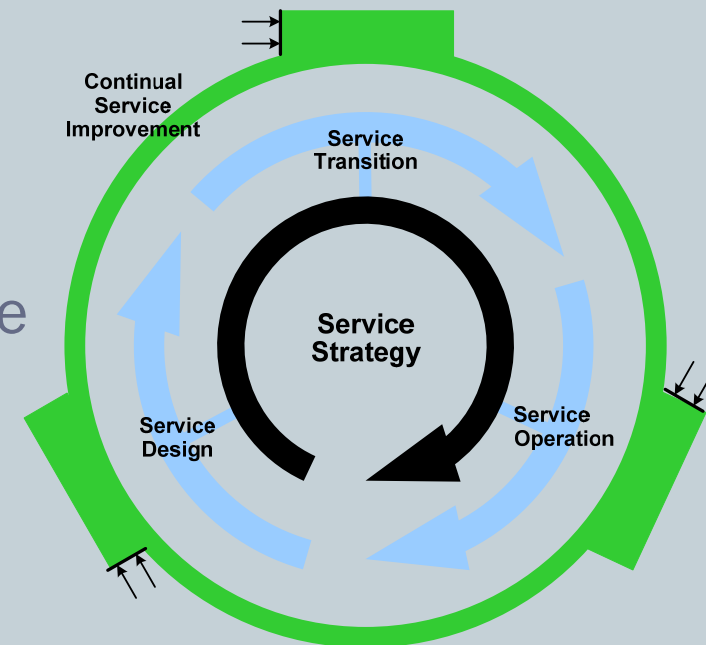
## ✗ Applied the service lifecycle to V3

### + Strategy

- ✗ Defined our market
- ✗ Created the portfolio scope
- ✗ Built the organizational structure

### + Design

- ✗ Gathered requirements
- ✗ Designed the infrastructure
- ✗ Delivered a SDP to the author team





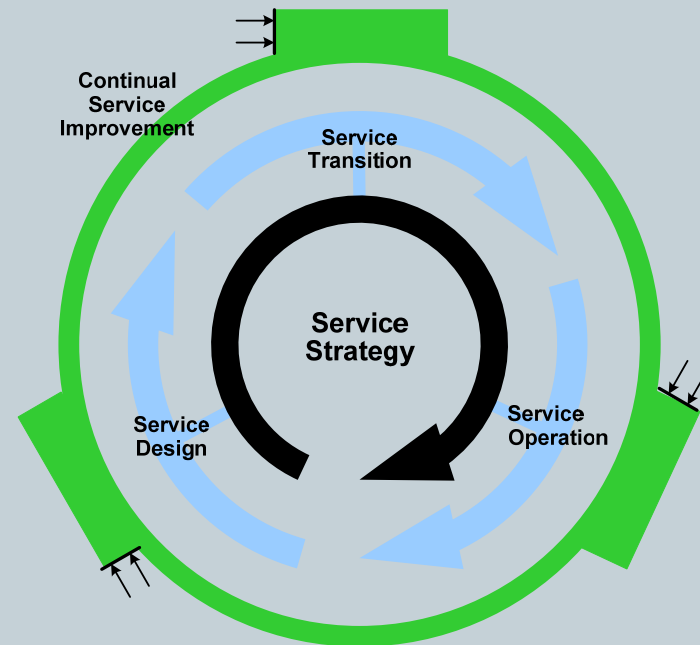
# EATING OUR OWN COOKING

## ✖ Transition

- + Built the practice
- + Tested and validated with QA
- + Established the SAC
- + Deployed the service

## ✖ Operation

- + Now in Early Life support
- + Begin monitoring and control



# CONTINUAL SERVICE IMPROVEMENT FOR V3



- ✗ Need your feedback to measure and monitor the health of ITIL
- ✗ itSMF members are a nucleus of knowledge and experiences
- ✗ You are our partners in research and innovation

# ITIL for our future

---

The Core radiates knowledge,

The Complement builds upon it,

The ITSM community breathes life into it.

When we invest in the future...

We create it!



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# THANK YOU FOR YOUR SUPPORT

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[www.iti1.co.uk](http://www.iti1.co.uk)

[www.best-management-practice.com](http://www.best-management-practice.com)

# Q&A

