



itSMFnz News

March 2008

Volume 4, Number 1

In This Issue

Conference and Exhibition - registrations open

Everything You Wanted to Know about Running a Service Desk but Were Afraid to Ask.

Important Message from the Secretary of itSMFnz

Our membership year runs from April to March and we have just sent out the membership renewal invoices, payment due 31st March.

We sent them earlier than usual as we are about to have elections for all officers (except the President who has another year to run) and the Committee.

You (or your Corporate/Tertiary) must be a paid up, financial member in order to stand for a role or to vote.

The voting will be early in May, so you have 2 clear months to make your payments.

Please think if you would like to join the Committee to drive itSMFnz forward and be ready to get the nomination forms filled in when they are issued.

For individual members, the invoices were sent by post. If you haven't received your invoice please email Michelle on admin@itsmf.org.nz.

itSMFnz is proud to announce our 4th Annual Conference and Exhibition 2008

ITSM IN WONDERLAND

Inside Out and Outside In



itSMFnz 2008 National
Conference sponsors

Platinum



Gold



Silver



AULHOUSE

ITSM IN WONDERLAND

Inside Out and Outside In

Wellington Convention Centre
12th to 14th May 2008

- HALF DAY WORKSHOPS:
 - ✓ The Six Deadly Sins of the CMDB
 - ✓ The Mad Hatters Measurement Tea Party
 - ✓ The Airport Simulation
- LOOKING AT IT SERVICE MANAGEMENT FROM VARIED PERSPECTIVES:
 - ✓ Using ICT Infrastructure as a Springboard to ITIL v3
 - ✓ Executing Governance Using COBIT and ITIL leveraging the COBIT for Service Manager Publication
 - ✓ ITIL v3 one year on – still in Wonderland?
 - ✓ ITIL – the key to delivering IT Service Excellence at MSD
 - ✓ Service Delivery, A miracle (!?)
 - ✓ The Act of turning our Service Management Inside Out
 - ✓ Forget about Process, Forget about Technology – Let's Get Engaged (People Engagement)
- EXPERT PERSONALITY PROFILING BY ALISON MOONEY
- SPEED-NETWORKING
- WELCOME RECEPTION, GALA DINNER, AND CLOSING DRINKS

Early-bird registrations from \$920.00 incl. Gala Dinner

Accommodation from \$130.00 per night

Register at

http://www.itsmf.org.nz/index.php?option=com_content&task=view&id=551&Itemid=275

Competition winner

The winner of the free pass to the ICT Outsourcing Summit, 26 & 27 March 2008, in Auckland, drawn from those who renewed their itSMFnz membership before 11th March, was **Shubha Raniga**.

Download the itSMF "Littler ITIL" Introduction to ITIL Version 3

itSMF UK, in association with the Best Management Practice Partnership, has published 'An Introductory Overview of ITIL V3'.

This handy, pocket-sized book describes the key principles of IT Service Management and provides a high-level overview of each of the core publications within ITIL V3. It also offers a process cross-reference and information on qualifications and ITIL-related standards – an ideal companion to the ITIL Service Lifecycle.

Download it here
http://www.itsmf.org/files/itSMF_ITILV3_Intro_Overview.pdf

or here
http://www.itsmf.com/upload/bookstore/itSMF_ITILV3_Intro_Overview.pdf

President's column



Welcome to our first newsletter for 2008.

The highlight of the year is The itSMFnz National Conference and Exhibition 2008 from the 12 – 14 May. This year the Conference will take place at the Wellington Convention Centre with theme of 'Inside Out and Outside In'. This is a highly regarded event on the ITSM calendar with significant network opportunities and invaluable sessions with practitioners sharing their lessons learnt.

itSMFnz Rules Update

As previously advised, a special meeting was held on Wednesday 19th March 2008 at 4:00pm at NZ Post House, Level 12, 7 Waterloo Quay, Wellington to consider, and if thought fit, pass the resolution to alter the Rules of Incorporation for itSMFnz Incorporated. The main changes to the Rules of Incorporation for the Society are as follows

- Alteration of the Financial Year to align with the membership renewal date
- Allow all membership categories to have equal rights and benefits
- Simplify the Rules and layout of the Rules of Incorporation

The new Rules of Incorporation can be viewed at the following location

http://www.itsmf.org.nz/index.php?option=com_docman&task=doc_download&gid=22&Itemid=250

itSMFnz National Committee Elections

As a number of the itSMFnz National Committee positions are near the completion of their term therefore an election will be held. A call for nominations will be sought over the next couple of months.

I would encourage you to consider joining our committee and supporting the promotion of ITSM both nationally and internationally.

ITIL V3 Manager Bridge Qualification

ITIL V3 activity continues with the APM Group (APMG) announcing the public launch of the ITIL V3 Manager Bridge Qualification. The course and qualification are only intended for those holding a valid ITIL Manager's Certificate in IT Service Management based ITIL Versions 1 and 2 and wish to obtain the new ITIL Diploma in IT Service Management.

The main focus of the Managers-Diploma Bridge will be the NEW content of ITIL v3 and those things that have changed. The syllabus is therefore in two parts:

- Part 1: covers those things that are new to ITIL v3 that will form the main focus for the qualification.
- Part 2: covers those things that were well known at v2, but with some significant differences.

The format of the examination is a set of twenty questions: scenario-based, complex multiple-choice with a pass score of 80% (16 of 20).

Missing Out?

If you are a member of the **itSMFnz** and you didn't receive this newsletter directly, or you know someone who didn't, let us know at membership@itsmf.org.nz

Pass it on

You are welcome to forward this newsletter to anyone you feel is interested. If you benefited from such generosity you might consider joining the **itSMFnz** to support our efforts in New Zealand.

For more information regarding the Syllabus refer to the link below:

<http://www.itsmfi.org/content/itil-v3-managers-bridge-syllabus-now-available>

Cheryl Tóvizi

Publications news

It is now almost a year since the ITIL V3 core books were released. We are now starting to see the promised complementary guidance released.

The *Official Introduction* was released late last year and that, along with the new *Passing your Foundation Exam* guide provide some excellent "entry level" information on the ITIL V3 Lifecycle.

Due out at the end of this month are the Key Element Guides for the lifecycle phases. These are "pocket guides" aimed at giving a basic overview of each phase. We plan to have all these books on sale at the ITSMF stand at our conference in May.

Late last year I was elected to the position of Endorsement Office on the International Publications Executive Subcommittee (IPESC). This role has the responsibility for organising assessment teams for new ITSM books, assuring that they of a sufficiently high standard for us to recommend them to our members. With the number of new publications in the pipeline this is a busy job and I am on the look out for volunteers to join assessment teams for these volumes. So if you are interested in contributing to the assessment process, please contact me at publications@itsmf.org.nz.

In November I was fortunate enough to attend the itSMF UK conference in Brighton, while there for my first IPESC meeting. This was a huge conference with a "Revolution or Evolution" theme. During the three days of conference I attended some excellent presentations.

One presentation which made a real impression centred on using analogies to get your message across and I thought I would share one of these with you.

When asked to explain Risk Management to a colleague the speaker asked "what do you do when you go away on holiday?" The enquirer was quick to respond:

- Lock the house
- Cancel the newspaper
- Cancel the mail
- Put the lights and stereo on timers
- Put the dog into a boarding kennel
- Tell the neighbours

"Then you understand and you are doing risk management, just expand and apply it in the same way in your job".

Kirstie Magowan

Website

<http://www.itsmf.org.nz>

Whitepapers and other web content are welcome from our members and vendors for adding to the site.

Please forward to the webmaster for review at webmaster@itsmf.org.nz

Hamish Duff

itSMFnz Webmaster

Membership news

Membership renewals

In line with the start of our financial year membership invoices have been set out and are due on March 31st. This is also a great time to update the details of members who may have changed their contact details, joined your organisation or moved on to other ventures.

Membership pricing will remain at current levels.

Additional membership packages

To cater for the size and growth of some organisations the categories for corporate membership has been extended. Membership bundles are now available for 15, 20 and 30 individuals. This change also caters for large corporates with global membership.

The full listing of membership options and discount structure for Individual, Corporate and Tertiary organisations is as follows:

Membership type	Discount offered
Individual	0%
Corporate 5 package	4%
Corporate 10 package	12%
Corporate 15 package	16%
Corporate 20 package	20%
Corporate 30 package	28%
Tertiary 5 package	36%
Tertiary 10 package	40%

Geoff Wyeth

ITSM Member News

Contributions are welcomed from any member of itSMFnz of short ITSM-related announcements regarding their own organisation. Items should be kept to 80 words or less, text only, URLs OK, no graphics. itSMFnz reserves the right to decline any submission as unsuitable. There is no charge. Send contributions by email to the Editor at editor@itsmf.org.nz.

Delta release new version of Polestar.

Delta Software is delighted to announce an upgrade of our award-winning Polestar ITSM Simulation. Polestar events offer existing and new clients an excellent and immediate option for upskilling your people in ITIL v3.

As part of Delta's Service Advantage toolkit for pragmatic ITIL projects, Polestar has already produced stellar results for customers, who wanted to improve IT performance and raise their people's ITIL v3 awareness.

Polestar reveals: what continual service improvement can achieve for IT Operations; introduces the new ITIL v3 Service Lifecycle; and drives home the business value message of a fully-integrated service lifecycle approach to ITSM.

Calendar

8-9 April 2008: itSMF Sweden Conference, Stockholm

22 April 2008: Best Practices in IT Management 2008: BEYOND ITIL, BEYOND CONTROL, Netherlands

8-9 May 2008: itSMF Canada 8th National Conference, Vancouver

12-14 May 2008: itSMFnz National Conference, Convention Centre, Wellington

27-29 August, 2008: itSMF Australia Conference, Canberra

7-10 September, 2008: itSMF USA Fusion Conference, San Francisco

13 October 2008: itSMF Asia Summit, Singapore

10 November 2008: itSMF UK Conference, Birmingham

For more international events, see

<http://www.itsmf.org/view/eventpageview>

In New Zealand, the Northern Region meet in Auckland every 3rd Monday of the month, Central Region in Wellington every 3rd Wednesday of the month, full details in the event calendar

http://www.itsmf.org.nz/index.php?option=com_extcalendar.

We seek volunteers to assist in organising more Southern Region events in Christchurch.

Regional updates

Northern region

We have a very active Committee and a full programme planned for the year, though we will always find room for a good speaker or topic. Our meetings are always on the 3rd Monday of the month, 4.00 pm at Highwic House in Newmarket, a wonderful antidote to technology and with free parking.... Check out the event calendar on the website for details of each event.

Our February meeting was well attended and the topic, "V3 six months on", got everybody talking. If you haven't been to a meeting, come along and join in.

Jenny Ellwood-Wade

Central region

Our first event of the year saw one of our largest turn outs of over 50 people. Brendan Renall from Voco presented a case study on the implementation of Configuration Management for the Government Shared Network. This was then followed by a demonstration of the Configuration Management tool used by the State Services Commission. The presentation has generated a lot requests for copies, Brendan is currently working on a sanitised version for the itSMFnz website, an email will be sent out when this is available.

Thanks to State Services Commission, Voco and IBM for their hospitality and venue.

We need your help – We've received requests from members unable to attend events to provide a recording. If anyone has any experience with recording events and can provide us with some advice, please email the event committee at central@itsmf.org.nz.

Terry Barwick

Southern region

No updates for now. Check the itSMFnz website for future events.

Kiwi ITSM Professionals

We would like to keep everyone in the community current with what is happening to our members. If you are heading off overseas (or returning) or changing roles or organisations, let us know by emailing the editor with a brief update. Include a small .jpg portrait photo if you wish.

Something to contribute?

This newsletter is for the local members of the **itsMF**. If you have something to contribute please contact editor@itsmf.org.nz.

It is preferable if content has a local NZ perspective. There are lots of good sources of overseas **itsMF** and ITIL information on the internet already. Case studies are good. So is (informed) opinion.

It should be brief, say 300 - 1200 words. We are looking for information about service management and related topics (ITIL, BS15000, CMM, 6sigma etc).

Text should be in MS-Word .doc format

Photographs should preferably be high resolution files (300dpi).

Member notices and people announcements are welcome. See those sections of the newsletter for submission details.

We will also consider letters for publication.

Editorial



Service is not the only game in town any more.

Once upon a time, IT just did stuff. Now we understand that over and above developing and operating IT, we must work at higher levels too to deliver a professional result that returns on the investment.

IT Service Management was a major shift in thinking for IT. Instead of just doing stuff and tinkering with things, we need to think about **how** we do stuff.

In the case of ITSM, the focus of that how is around understanding how **well** we do it and defining "how well" in terms of what the business needs us to do.

There are three new games in town; three new hot topics that will drive IT thinking in the coming decade. They are new as in trendy, not new as in nobody ever talked about them before.

The first is of course Governance. Everyone is on about Governance. Just what they mean by it varies wildly.

Just the other day, Craig Pattison was telling a local ISACA discussion on Governance about the soon-to-be-published ISO standard that will define exactly that. And not before time, because Governance gets hopelessly muddled with the other two: Risk (a.k.a. Assurance) and Compliance.

Happily, the ISO standard (yet to be numbered) makes it clear that governors are not do-ers. Governance is about knowing what is going on, as distinct from doing it. The active part of Governance is setting policy not issuing commands. Setting a course not steering. "Direct, Evaluate, Monitor" as the standard has it. Understanding how **right** we do IT, if you like.

Risk/assurance/compliance management tends to be a mix of governance and operations, but mostly operational. It is about how **safely** we do IT, in the sense of safe for the organisation, not in an OSH sense, though that is one small subset.

Something will emerge to tidy up thinking this area as ITIL did for ITSM. I'm betting it will be one of the products of ISACA. Hopefully once the new standard is in place we will have Governance as a concept for the non-operational part, and perhaps Assurance for the operational.

Rob England

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Everything You Wanted to Know about Running a Service Desk but Were Afraid to Ask.

This article is based on Sunit Prakash's substantial experience in managing a number of Service Desks through their lifecycles. The lessons learned could equally be applied to any organisation delivering IT services. Watch for his presentation on the subject later this year in Wellington.

ITIL outlines a number of processes required to deliver IT services to customers.

Many organizations think that by implementing these processes, the organization will be ready to deliver IT services. Not so. ITIL is a good starting point. Not the end point.

The IT organization is an evolving beast. Depending on where it is in its maturity cycle, some or all of these additional activities and processes shown in the model (Figure 1, below) will be required to manage it.

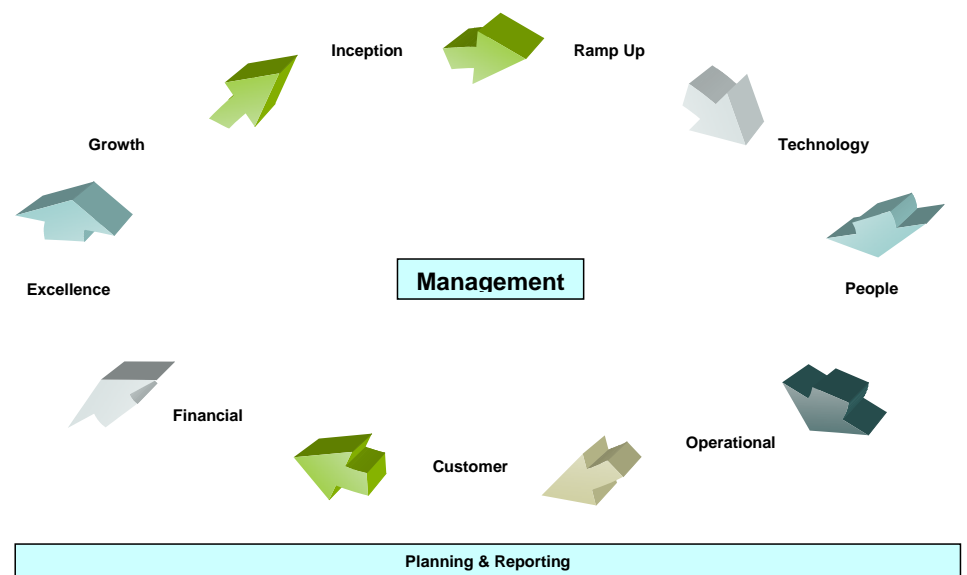


Fig 1 : Processes required by IT Service Delivery Organizations depending on where they are at in their maturity life cycle

I found that by putting all the various tasks and activities I had, into the model, I had a contextual checklist or mind map to see what I was already doing, and what further needed to be done.

Inception

Is there a need for an IT service organisation; is there a compelling event? What are the business benefits? Should it be in-sourced or outsourced?

Did you know...

...that the ITIL Version 3 certification syllabus is based on Bloom's taxonomy. According to [Wikipedia](#)

The Taxonomy of Educational Objectives, often called Bloom's Taxonomy, is a classification of the different objectives and skills that educators set for students (learning objectives)... Like other taxonomies, Bloom's is hierarchical, meaning that learning at the higher levels is independent on having attained prerequisite knowledge and skills at lower levels

To be precise, the ITIL V3 certification structure uses the first four of six levels from one of three domains of Bloom's Taxonomy:

Knowledge

Questions like: What is ...?

Comprehension

Questions like: How would you compare and contrast ...?

Application

Questions like: Can you organize _____ to show ...?

Analysis

Questions like: How would you classify ...?

...with the Basic Level (= V2 Foundation) assessing an individual's knowledge and comprehension, the Management and Capability Level (= V2 Practitioner **and** Manager) assessing comprehension and application, and the Advanced Level (no equivalent in V2) assessing application and analysis.

<http://www.best-management-practice.com/officialsite.asp?DI=586693>

Ramp Up

Once a decision has been made to set it up, where should it be located? Should be centralised or de-centralized? What about the people, infrastructure and processes?

Technology Management

This is where system design, architecture and platform selection come into play. You will need to decide which systems you will use. If for example you are running a consulting services organisation, project management, time tracking and billing will be key elements. If you are running a Service Desk function, the call logging system, the CMDB & telephony will be of higher importance to you.

People Management

This is a key component of managing the IT service organisation. IT managers are notoriously bad at managing technical staff. And in a skill-short market like today, this is a key activity. Your success in managing people will determine the success of your IT service organisation.

Some of the activities falling under this heading are : Rewards & compensation philosophy, Incentives & rewards, Hiring, Building effective teams, Coaching & mentoring, Goal setting, Performance appraisals, Scheduling, Career planning & growth, Employee retention, Succession planning, Knowledge management, Training & development, Team dynamics & staff morale, Internal communication.

Customer Management

Very often IT service organisations forget about managing customers proactively. Customer management is often left to the sales teams. If the customer happens to be internal, there may or may not be an internal account manager.

In any case, understanding who your key customers are, and putting programs in place to manage them will turn them into raving fans. Do you have a raving fan program? Do you know who your customers are? How do you communicate with them? Do they love you? Do you love them? Are you able to leverage off them?

Activities under this heading include : Customer segmentation, customer relationship management, Key account management, Customer communication program, New customer induction program, Customer satisfaction measurement, Proactive services, Escalation management, Reference customer program, Marketing & marketing communication, Customer loyalty program, User groups.

Financial Management

Many, many IT service organisations fail in this area, particularly if the function is in sourced. Typically these are "cost-centres" with only an expense budget to be managed.

ITIL® is a Registered Trade Mark and a Registered Community Trade Mark of the UK Office of Government Commerce.

ITIL® is registered in the U.S. Patent and Trademark Office.

Organisations that provide IT services to external customers have to deal with Billing, Renewal & retention programs, Budgeting & forecasting, new business development.

Throw into the mix Vendor & third party alliance management, and this area becomes very challenging.

Operational Management

This is what keeps your operations ticking over. If these simple processes are in place, running of your operations becomes a piece of cake.

You should be looking at : Key performance indicators, Operational scorecards, Capacity planning & analysis, Escalation handling & critical customer situations, Service delivery management, Continuous improvement programme, Support alliance (vendor) management, Second & third level (development) management, Organisational readiness for new versions and releases, and 24 hour support if it applies to you.

Excellence Management

Once your operations have stabilised, you should be looking at understanding how your customers perceive your service, how you are doing against the market, and also your staff's perception.

Not many organisations do this. You need to look at: Measuring customer satisfaction, Staff satisfaction, Benchmarking, Continuous process improvement and possibly Industry certification programmes.

Growth & Decline

Most of us are used to new versions being released and have processes to handle them. In addition, some of us have to handle new products & services. Do you have a process to handle these? Do you have a process to "on-board" new customers? Do you have processes to take on new customers the sales force acquires, or alternatively, if your company has acquired another company, do you have an integration template and checklist?

On the flip side, you need to wind-up some of your locations and transfer the services to another team; do you have a process so that the transfer is as painless and seamless to customers and staff as possible?

Planning & Reporting

Plan to succeed, or succeed to fail !

This activity underpins everything that you do. If you do not have your instrument dashboard telling you your altitude, speed and direction, chances are that you are going to crash soon.

A good planning and reporting regime aligns to overall IT & corporate objectives, helps in setting personnel goals, and

reinforces desired behaviour.

In addition of course it tells you if you are on track or not.

Management

The manager and team leads are critical (and adequate) in driving this "portfolio". Each item above will need an owner. And in addition you will need a good "numbers" person.

Conclusion

Once I had this in place, I found everyone knew what we were about, who was to do what, how it contributed to the over all purpose, and suddenly the entire team was as one behind me.

We had clarity of thought and speed of execution.

Using the model as a guide I found I could "see". More importantly I was also able to see what I could not see. Often that was half the battle.

Sunit Prakash

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