



# ITSM Optimization for Service Integration

TRENDING IN THE BUSINESS OF ICT SERVICE MANAGEMENT

INSIGHTS

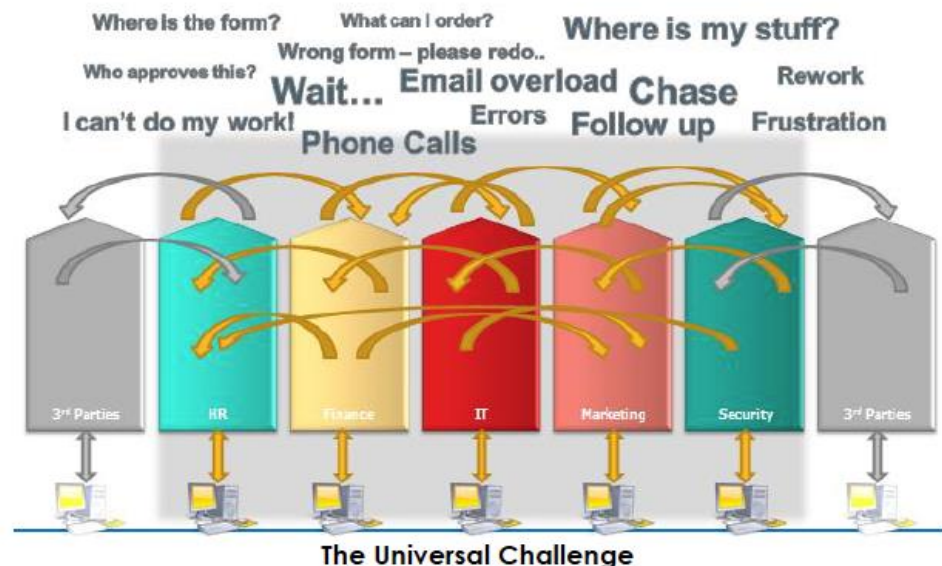
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## OVERVIEW

### THE CHALLENGES IN IT SERVICE MANAGEMENT TODAY

How do I improve my ICT service lifecycle, from order to delivery to Support to disposal to improve efficiencies? How do I know 'where' to focus driving out costs in the delivery, support and management of the ICT services I provide to my customers today? How do I bring the AMAZON experience into my organization for my customers?



The above image illustrates the common problem of wasted effort and frustration of inefficient service request and fulfillment processes across departmental silos in an organization. Without any visibility of where things are not working, it's truly challenging to target and track successful change improvements.

So why up until now has this NOT been addressed adequately in Organizations? Mainly because;

- Business Improvement Opportunities only looked at within Silos.
- Automation is hard to justify within one Silo.
- Across-Silo-Automation captures savings. But perceived as too hard in many cases.

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## WHY HAS THIS ONLY NOW BECOME IMPORTANT?

Probably because ICT budgets are either flat or declining in current economic times, you are required to do 'more with less'! So to meet this challenge what are the areas you can focus on to get improved efficiencies and therefore drive out cost? Well in many cases the answer is "I don't know", and the simple reason is you don't have visibility of what's not working, what's not relevant anymore, and what areas can be consolidated to save on cost without negatively impacting the business.

What are Australian businesses doing to change this predicament? Well what is TRENDING now in the local Australian business landscape is known as the **Actionable** Product & Service Catalogue.

It's **NOT** a static list of products and services with manual procedures

It is **Actionable** i.e.

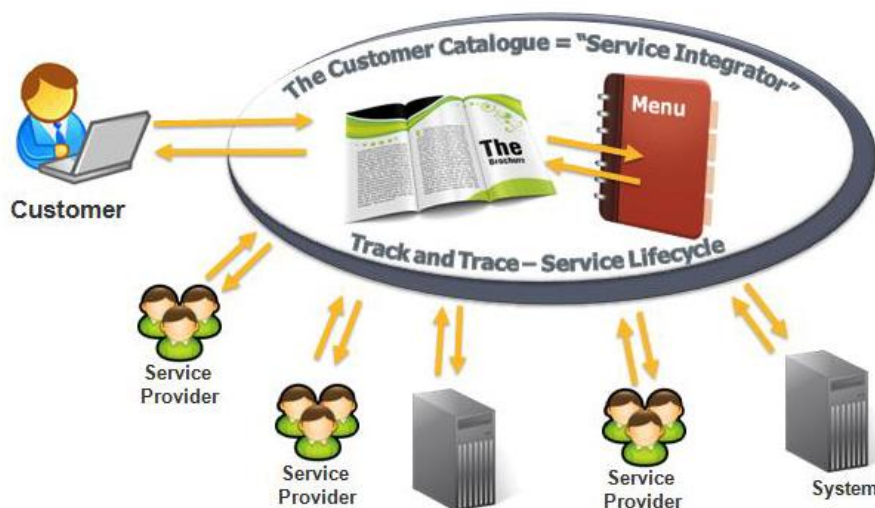
- It's an online menu of all the organizations products & services, and it's easily configurable
- It provides Self Service, Workflow & Integration to ALL the organizations KEY backend systems e.g. HR, Finance, Logistics, 3rd Parties etc.
- It ensures Standards, Governance and Policies are known and enforced at the moment of consumption.
- It delivers customer and management visibility, eliminates manual steps thereby delivering services faster, better and more economically.
- Your customer knows exactly where their order/request is, they have access to all their requests and can escalate any delays online, removing costly calls to the Service Desk.
- Provides operations and executive management visibility and reporting capability, allowing for focused and targeted service improvements, cost reductions (over time) and process efficiency.
- Ultimately eliminating waste in manual processing, unnecessary process steps, products and services and thereby driving cost efficiencies.

GQI is working with clients to solution (known as 'Service Modeling'), source and procure from the market the right solution to capture the aforementioned benefits. Many US based organizations and more recently Australian Enterprises are utilizing **Actionable** Product and Service Catalogues, and these Catalogues are not only focused on ICT services, the capability is being used across all of their business products and services.

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The product and service online catalogue is the first step in providing what is better known as ‘the Service Integrator’ layer in the ICT organization. It’s a central, self-service portal to view all products and services on offer, visibility of cost and SLA’s (including their measuring their performance), online submission of orders, the ability to track progress of service fulfillment and to view support request progress.

The three key areas of focus are:

1. Requesting
2. Delivering
3. Supporting

The customer catalogue manages the delivery process by creating tasks in service provider queues, and where possible, automates tasks by integrating to the organizations systems, like email, service desk, procurement systems, financial management, Active Directory and HR ERP systems, etc.

So why has it taken so long for organizations to adopt such an obvious step in managing products and services across their business? The answer for the most part is in the ICT space for many years now, a single service provider has operated (whether internal or external) all product and service offerings relating to ICT, and in particular where this has been outsourced the standard method of requesting, tracking and monitoring what services have been ordered and are being consumed has come from a central source. This trend is changing, and predominantly this has to do with organization seeking out the ‘best’ and most ‘cost effective’ products and services to support their business, and this means engaging with multiple suppliers and service providers.



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It also means the IT organization has to change, specifically now where Capital budgets for IT spend are limited or being phased out and the preference is to seek out new consumption based services for what are known as Cloud Service providers (Private/Public/Hybrid). So for the IT organization, they no longer source from one supplier for even a 'single end-to-end' product or service, but potentially multiple suppliers, and therefore the IT organization is now responsible for the contracting, publishing, billing, monitoring reporting, delivery and managing the support of the end product or service to their customers.

To accomplish this changing in business operations, the IT organization needs to become the Service Integrator and GQI Consulting believe the first step along this journey is to introduce the **Actionable** Product and Service Catalogue. Initially no changes are required to the actual manual processes underpinning the delivery of products and services to customers, IT simply needs to capture what these are and configure these into the Catalogue to make them orderable online. Through this first step the benefits noted below can be realised fairly quickly.



**Ultimately becoming - Better... Faster... Cheaper**

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GQI Consulting has assisted clients for some time now in 'Service Modeling' i.e. identifying their products and services, mapping out the people and processes involved in fulfilling the delivery, support, management and maintenance of these ICT products and services. This has included setting up a life-cycle program for all products and services, and through identifying and making all processes and people supporting the organizations ICT products and services visible, the opportunity has naturally emerged to make them more efficient and cost effective.

The logical next step has been to assist our clients in the sourcing and management of the Transition in of their products and services into an **Actionable** Product and Services Catalogue, and with many new arrivals supplying this capability, either on premise or in the Cloud, it's made the adoption of this capability NPV positive in the business case to EXCO, especially in driving out costs relating to Service Desk calls, and the often hidden management and maintenance costs of servicing the ICT products and services to their customers. Should you require any further information, would like a meeting or simply an informal chat, please feel free to make contact with either Pieter or Terry, details below.



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