

SIAM

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13-15 August 2014

Service Integration And Management

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Service Integration

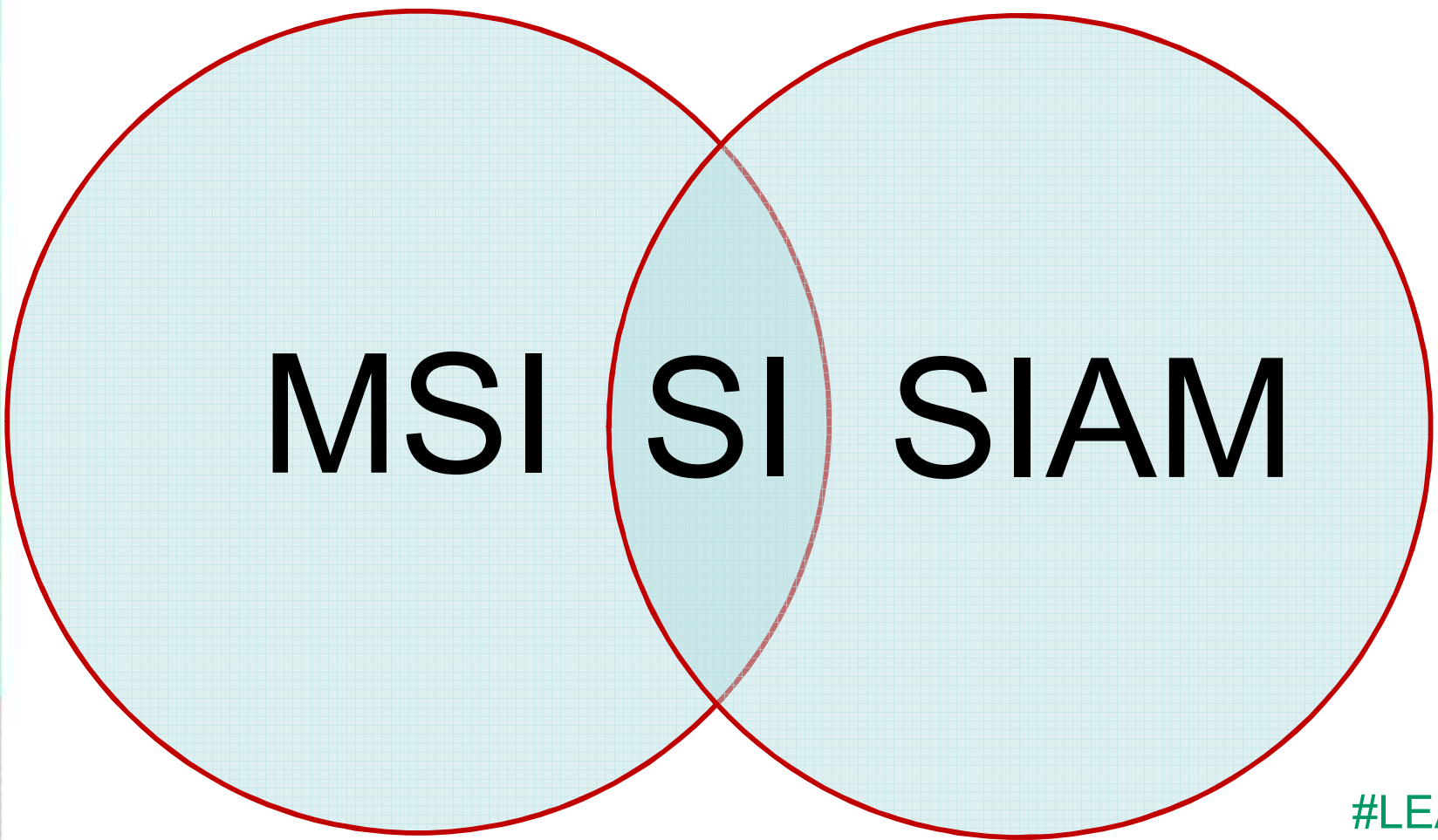
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Multiple Supplier Integration

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Is SIAM?

- A silver bullet?
- An answer looking for a question?
- The Emperor's new clothes?
- A fundamental shift in ITSM philosophy?
- A sourcing strategy?
- Whatever a supplier, IT department or TPA wants it to be ?







Drivers for SIAM

Post-recession business transformation
&
Internal IT focus on governance & strategy



In Europe IT departments...

- Lack commercial/contractual experience
- Don't get what drives supplier behaviour
- Suffer from *Asymmetrical* power balance
 - vendors veto change whilst abdicating responsibility for e2e service
- Specify technical systems not services
- Struggle to map e2e service view



In the USA.....

- No strategic supplier management
- Don't get governance
- Still embracing old world ITSM
- Not ready for change



A New Philosophy

- Multi Supplier Integration as the norm
- Dynamic capabilities rather than rigid rules
- Supply and demand side constraints
- Explicit & mutual links to development, testing, architecture and the business
- Embraces the use of analytics & automation
- BPO style contractual frameworks
- Measured by outcomes



Services

- Marketing
- R&D
- Retail
- Manufacturing
- Finance

Not networks, apps, infra, service desk



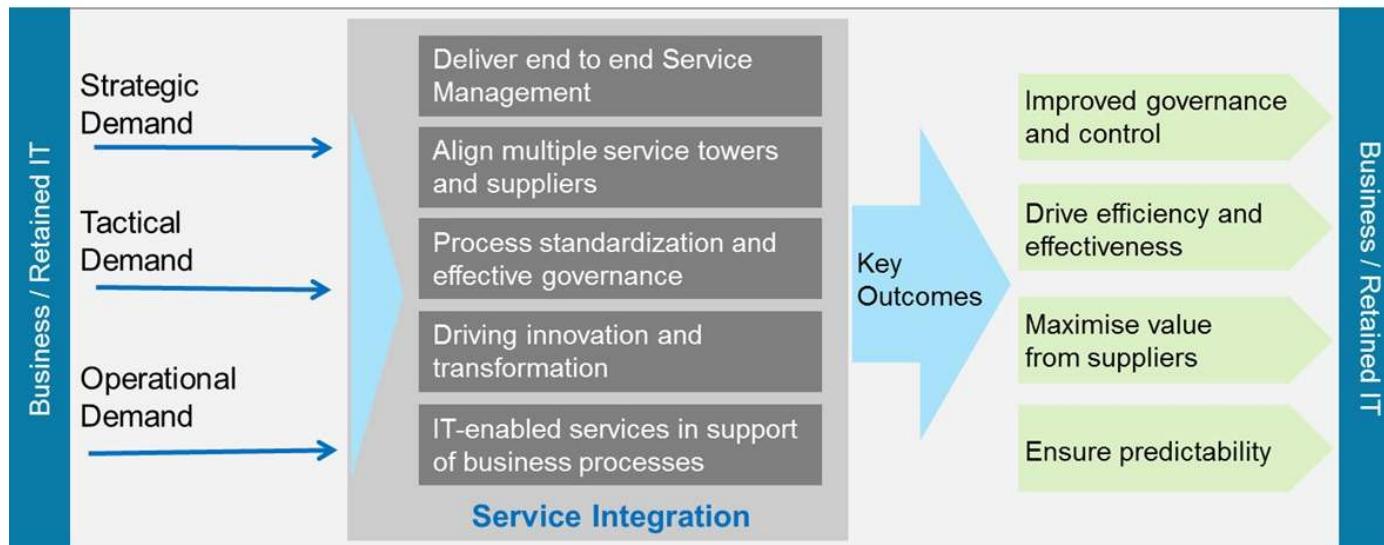
COBIT and Goals Cascade



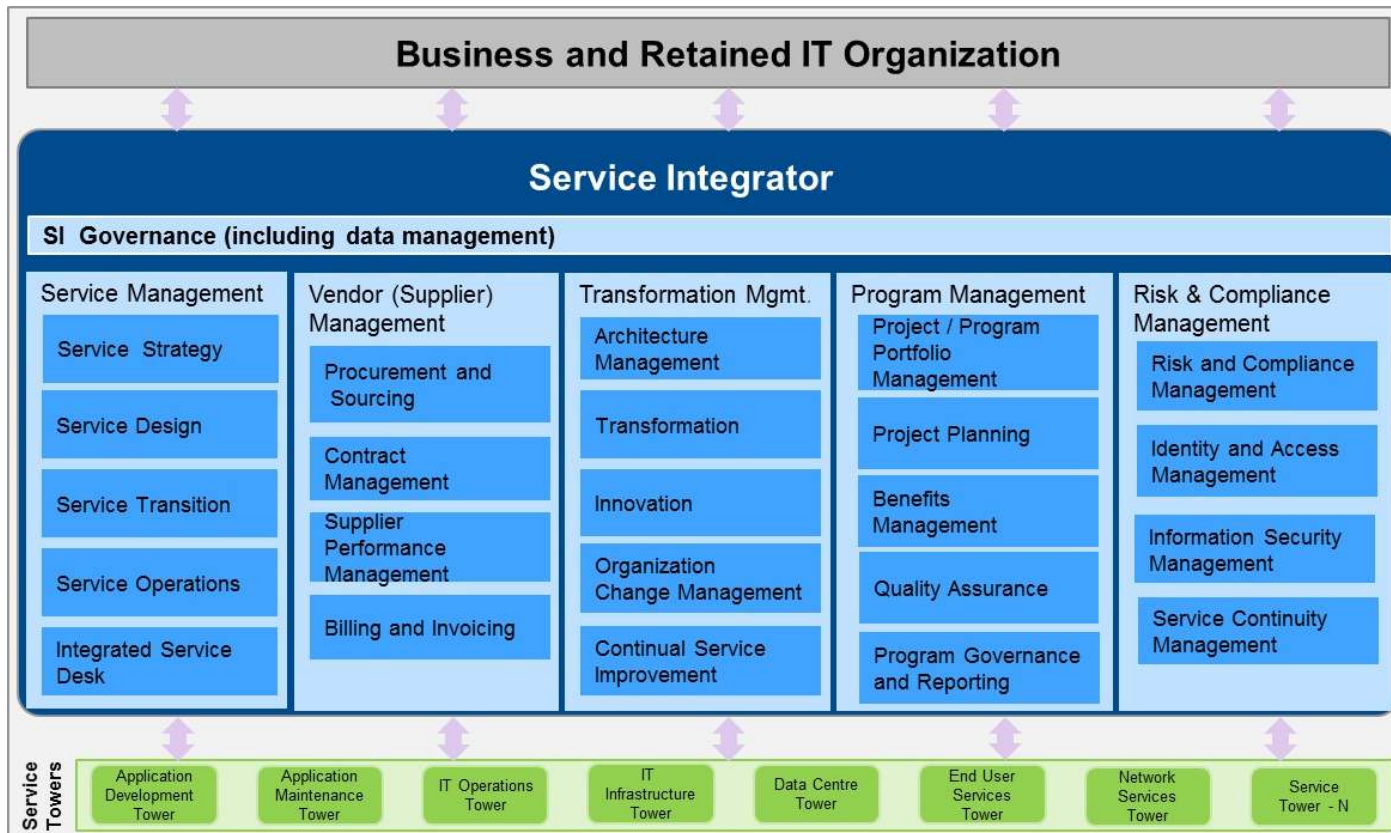
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Towards a definition

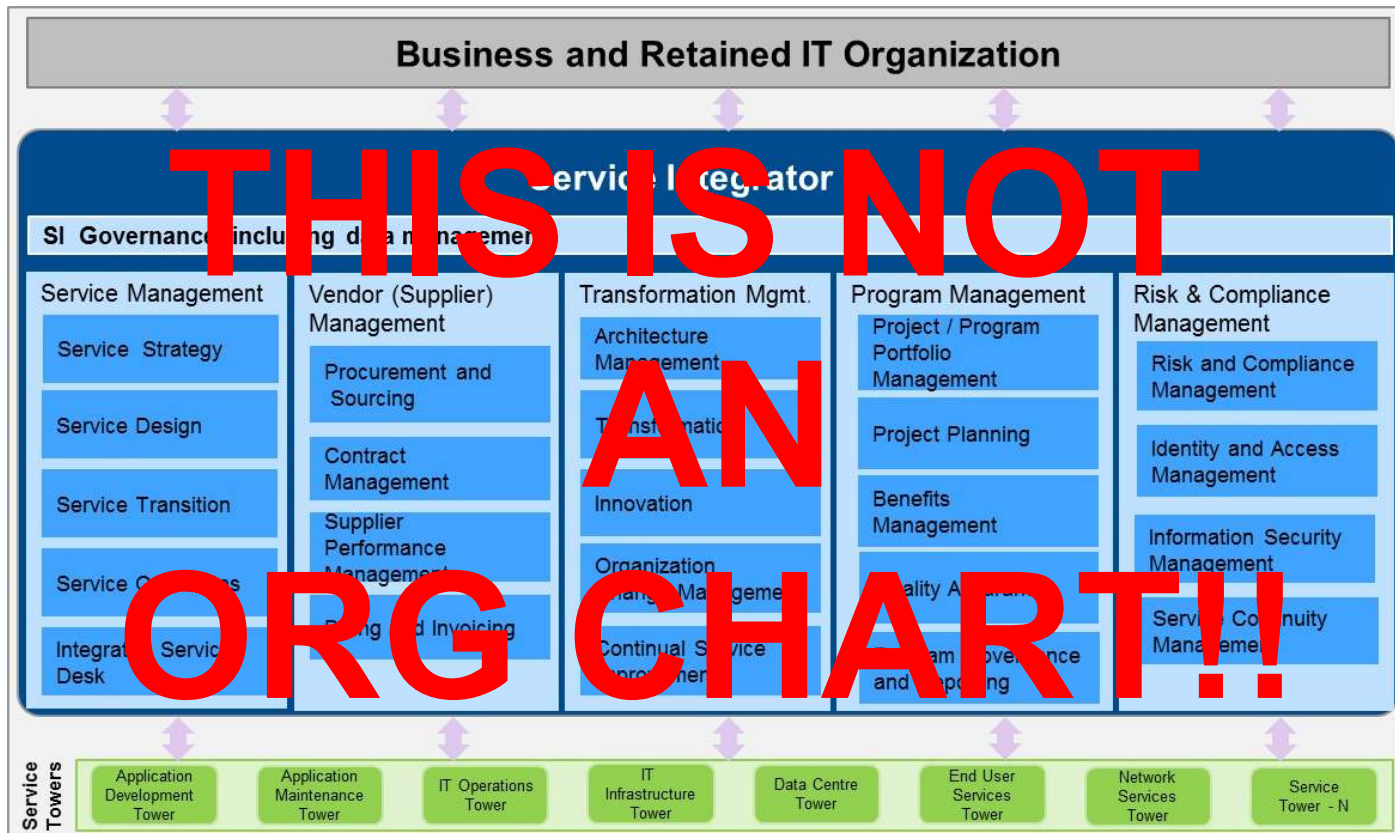
Service Integration is the co-ordination of people, processes, tools & technology, data and governance across multiple suppliers, to ensure effective and efficient operations of the end-to-end service delivery to the business user



A SIAM Framework



WARNING!!



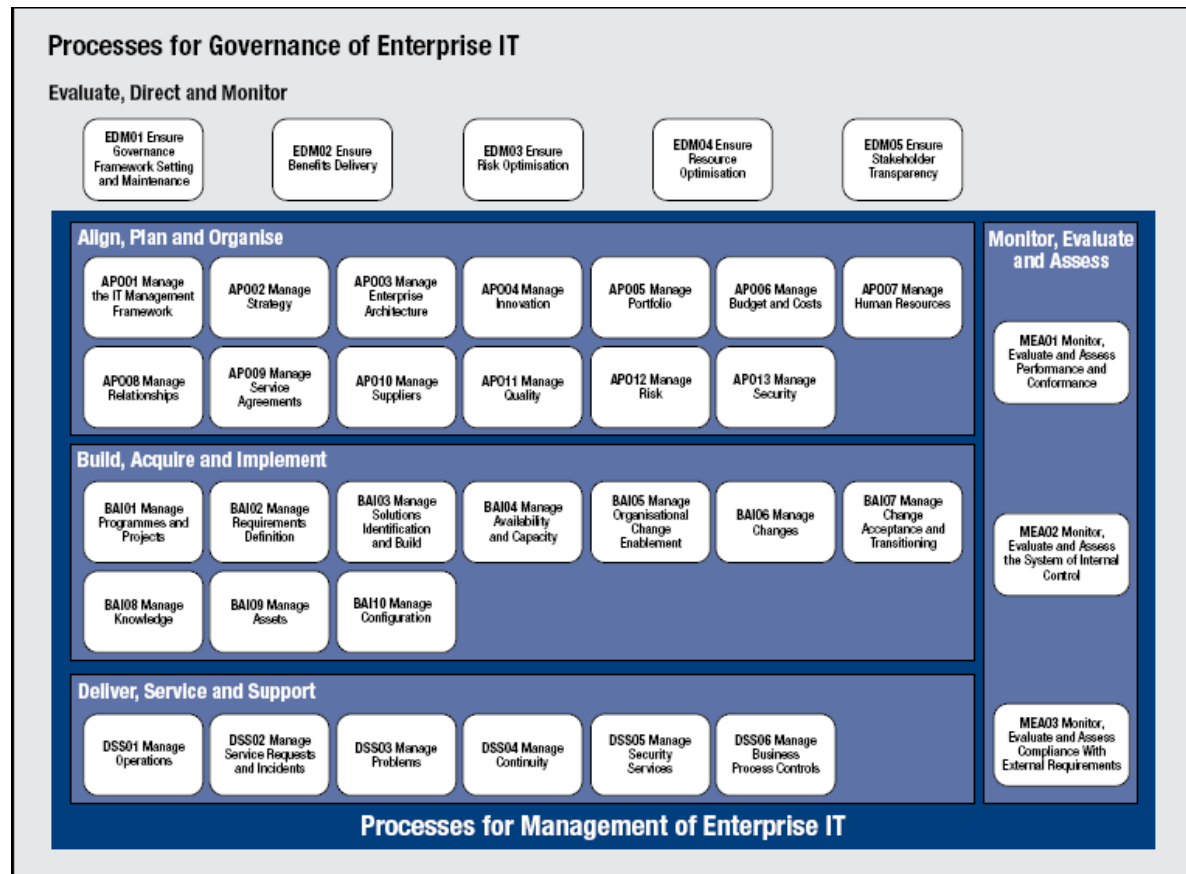


This is what makes SIAM work



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COBIT: A SIAM Model?



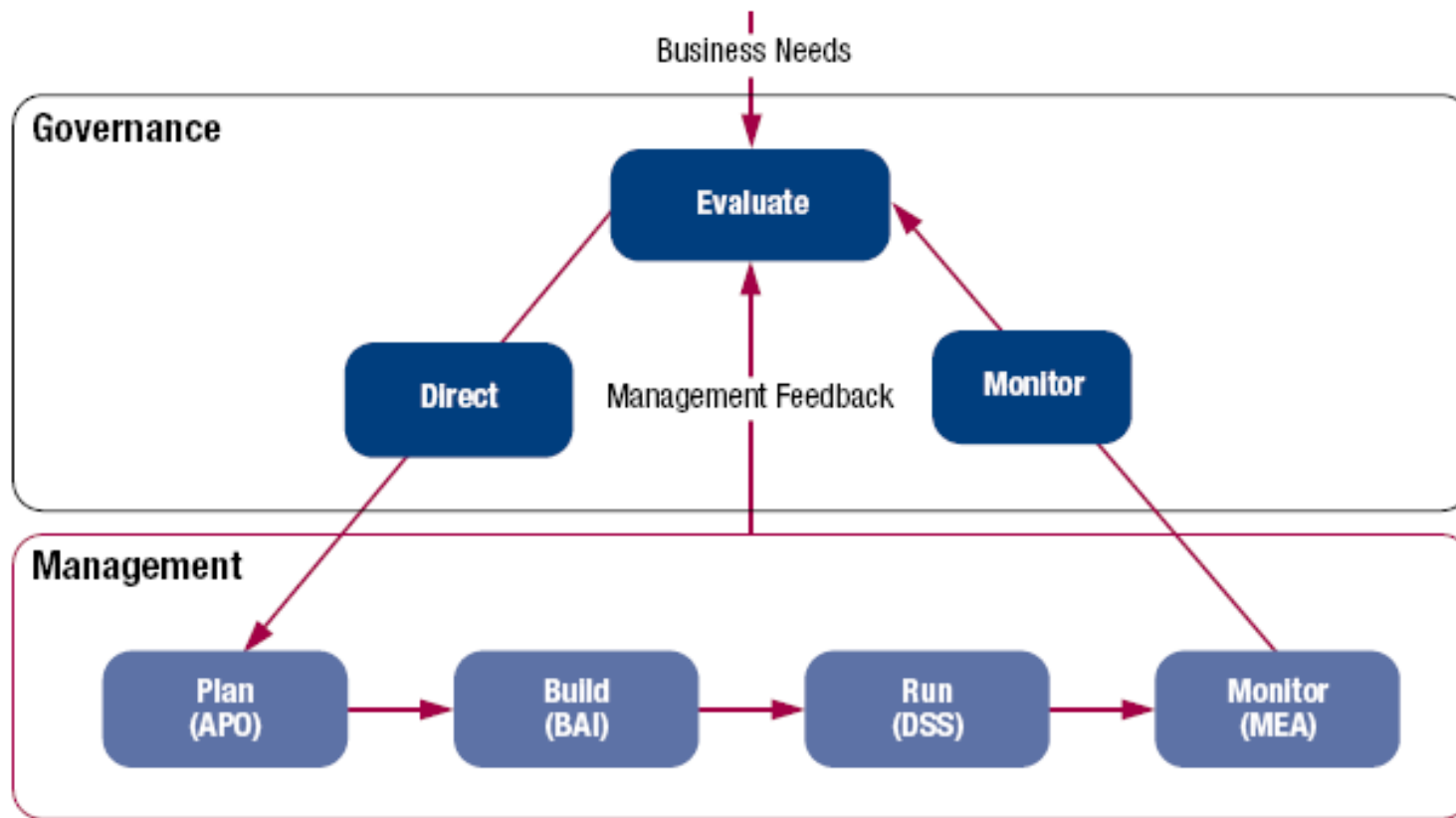
Source: COBIT® 5, figure 16. © 2012 ISACA® All rights reserved.



Design Considerations

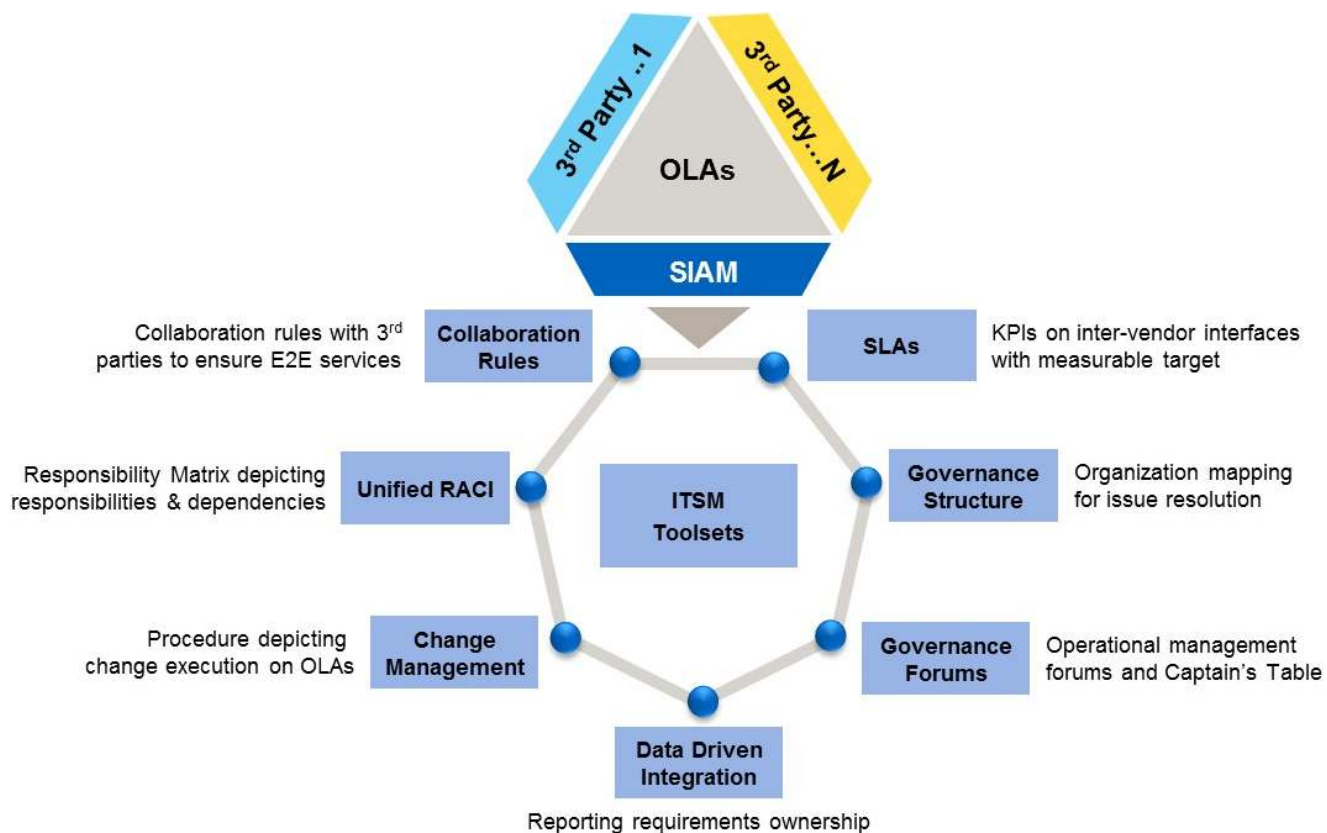
- Business change
- Vision for the retained organisation
- Skill set of existing resources
- Contract landscape
- Risk and reward model
- Tool ownership
- Cultural change

Governance v Management



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Mechanisms





The Ideal SIAM Provider

- White box approach
- Active collaboration and co-operation
- First amongst equals
- “Skin in the Game”
- Full service provider
- Business Innovator
- Scalable & Nimble



Challenges

- Authority, accountability and liability
- Expressed outcomes v. contractual requirements
- Risk & Reward
- Cultural change
- Due diligence
- Commercial and contractual constraints



Conclusions

- SIAM works
- In 2014 SIAM is transformational
- Old thinking stands in the way of value
- Culture is King
- SIAM is a means to an end
- Let COBIT5 be your friend

(The last bullet point is sponsored by Rob Stroud)



Thank You

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