

# AGENDA

2.30-3.00

Registration

3.00-3.05

Welcome

3.05-3.55

Beth Coleman

Knowledge Management  
Consultant—Catalynk Ltd

Bruno Jenel

Support Delivery  
Management—Security & API  
Management at Broadcom

Knowledge is  
the single  
source of truth  
for ESM

3.55-4.05

National Update

4.05-4.55

Kathryn Howard

Director,  
Visual Explanations

CSI is not  
optional!

4.55-5.00

Close

5.00-6.30

Networking

itSMEF AUSTRALIA

# NSW Q4



BETH COLEMAN  
CATALYNK LTD



BRUNO JENEL  
BROADCOM



KATHRYN HOWARD  
Visual Explanations

**KNOWLEDGE & INNOVATION TO  
ENABLE BUSINESS**

**TIME: 2.30 - 6.00**

**DATE: 6/12/2018**

**99 ON YORK, 99 YORK ST, SYDNEY**

Beth is an experienced knowledge management and service innovation professional with 30 years' experience in service design.

Bruno will explain how KCS was rolled-out at CA Technologies, now a Broadcom company.

Kathryn has over 30 years' experience in IT management and delivery - working in prominent financial institutions, telecommunication providers plus the public sector.

Join us for an entertaining and informative afternoon with presentations on Knowledge and Innovation to Enable Business from these experienced speakers.

[REGISTER](#)

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## BETH COLEMAN, CATALYNK LTD. & BRUNO JENEL, BROADCOM

When business looks to IT to deliver service management across the enterprise, structured knowledge will be needed. What role will IT play in leading the transformation that's required? IT must gain mastery of the design and management of knowledge structured for assisted service, self-service / online help, and all channels needed for service across the enterprise. This discussion presents two methods that engage knowledge to improve customer value, and case studies to provide further context. Bruno will explain how KCS was rolled-out at CA Technologies, now a Broadcom company

## KATHRYN HOWARD, VISUAL EXPLANATIONS

Has your organisation embarked on the digital transformational journey? Have your current service delivery and support practices hit the wall with the ability to support it.

Yesterday's reactive break/fix approach to IT services cannot meet growing business demand. Predictable sustained services must evolve to a state of continuous improvement and innovation in a service-centric customer service and delivery.

We look at CSI as a process in its own right with a CSI board and charter.

- keep the lights on AND deliver value from agile & Devops designed services
- Accommodate business-sourced cloud solutions
- integrate a growing number of service providers

This service management profiling model maximises the value with enough governance inbuilt to manage the associated risks. ITIL's CSI activities plus COBIT's Quality, Risk and Innovation processes; build, monitor and guide a formal model across the 4 service management domains of Process, Service, Function and Lifecycle.