

EUROPE'S LEADING
SERVICE MANAGEMENT
CONFERENCE

ITSM15

Johann Diaz
Nov 2015

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#ServiceMgt

Service Management is Dead –
Long Live Service Management



itSMF UK

Warning



Jobs will disappear

By 2030 **over 2 billion jobs will disappear.**
Again, this is not a doom and gloom
prediction, rather a wakeup call for the world

*Thomas Frey is the Senior Futurist at the DaVinci Institute, and
Google's top rated Futurist Speaker – March 2014*



Bill Gates quoted as saying **at least a dozen job types will be taken over by robots and automation in the next two decades**, and these jobs cover both high-paying and low-skilled workers. Some of the positions he mentioned were commercial pilots, legal work, technical writing, telemarketers, accountants, retail workers, and real estate sales agents.

Speaking at Washington, D.C., economic think tank [The American Enterprise Institute](#) – March 2014

Warning..... SM jobs will go



Let's Discuss



1

History of Service Management?

2

When / Did Service Management die?

3

Whilst this was taking place...our world changed

4

How will we cope?

5

Long LiveSM

IT did not create Service Management

History

ITIL - framework for efficient and financially responsible use of IT resources within the British government and the private sector



2010s

JD/SM

Service Integration (SIAM)

Service Mgt

ITSM projects

Ops Mgt / Mgd S

Helpdesk - comms

OTSM - telemetry

Remote PWR

FASS + user group

Field Service Mgt

Dist Service Desks

2000s

1990s

1980s

ITIL

2013 ITIL (Axelos)
Capita & Cabinet Office

2007 ITIL v3 (OGC)

2001 ITIL v2 (OGC)

ITIL consulting

1991 itSMF(CCTA)

1989 ITIL v1 (CCTA)

1988 Gov IT Infra Mgt
Method (CCTA)

Vendors

2007 Cherwell

2004 BMC acqn

2003 ServiceNow

2001 Peregrine acqn

1995 Hornbill

1992 EasyVista

1990 Remedy Corp

1989 FrontRange

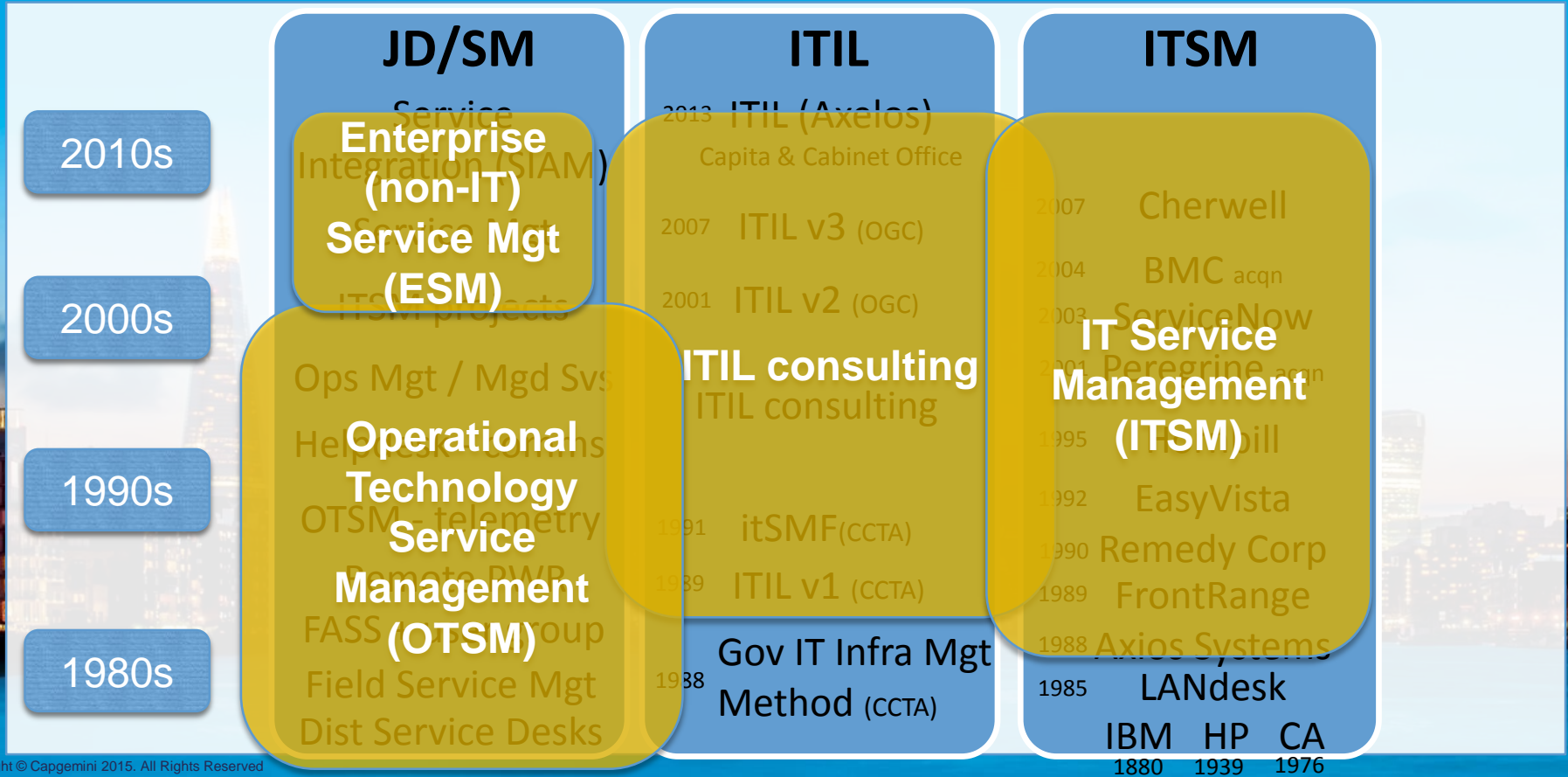
1988 Axios Systems

1985 LANdesk


IBM HP CA

1880 1939 1976

History



SM got hi-jacked by Tools

- 
- 1 Got lost & taken over
 - 2 Tools vendors took control & initiative
 - 3 Umbrella for selling workflow systems
 - 4 Became constrained to basic operations processes e.g. I/P/C
 - 5 Hijacked by IT and governed by ITIL – v2, then v3

IT Services grew



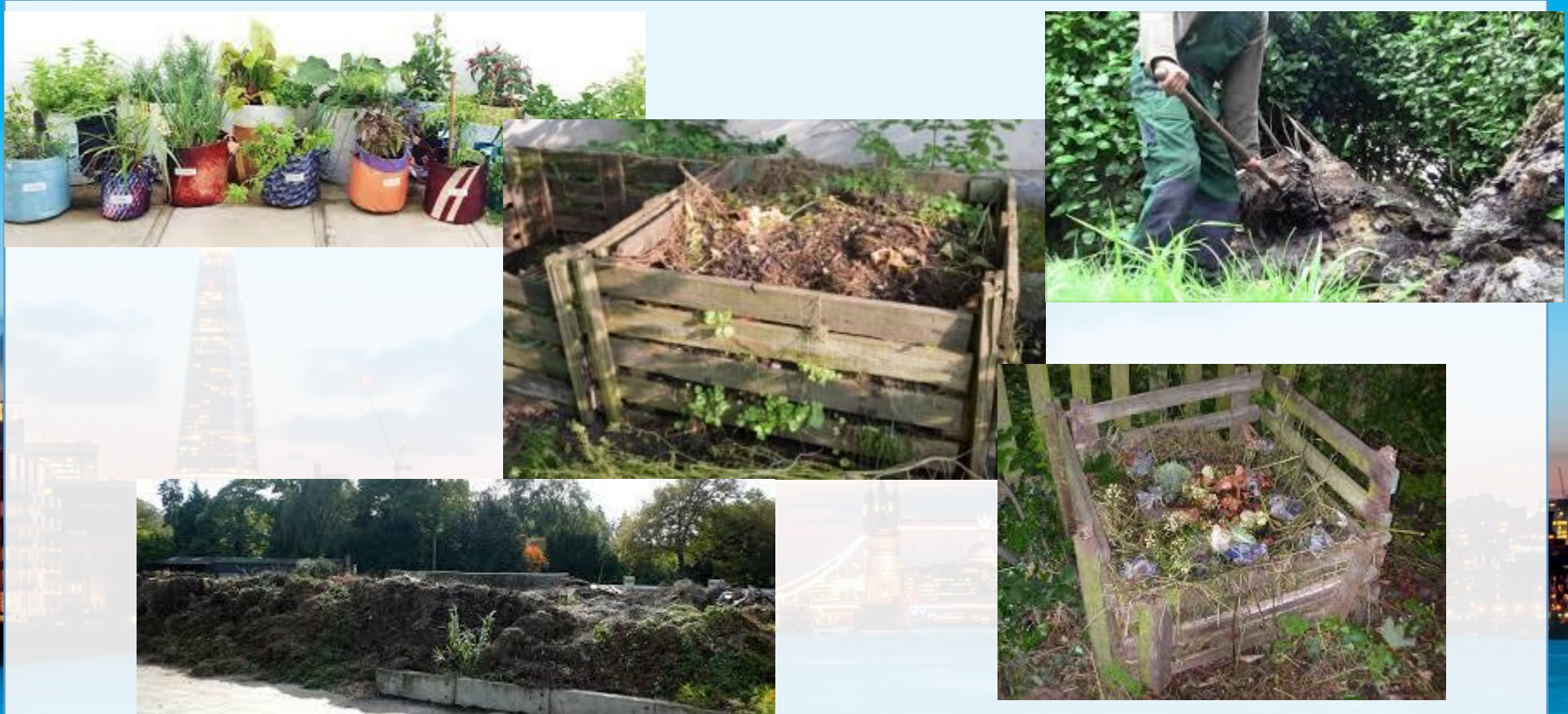
Instead of growing nicely....



Services grew up around each other



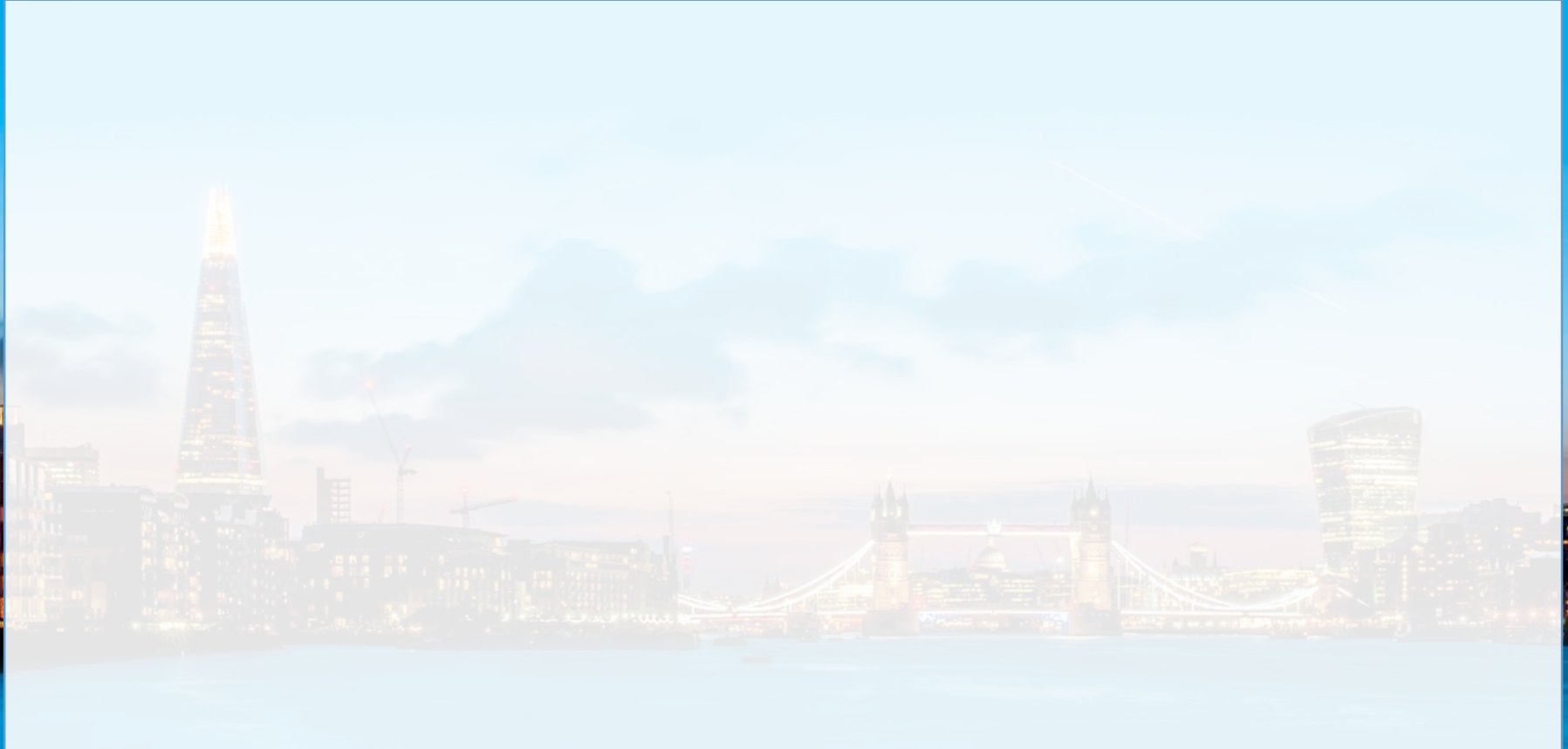
Consequently.....!



Now have work to do



Whilst this has been taking place



World of IT & OT moving ahead

Outsourcing, Cloud, Social, Mobile, Big Data
SaaS / PaaS / IaaS / everythingaaS
Disruption of old ways



Internet of Things market:

\$7.1 trillion world market for IoT solutions projected for **2020**¹

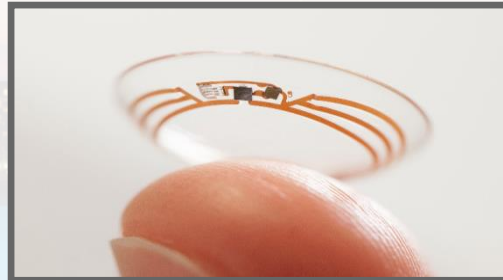
15% of all “things” will be connected by **2020**²

3 times faster growth rates in IoT spending compared to traditional ICT markets²

50 billion “things” will be connected to the internet by **2020**³



World started moving faster



And 'smarter'



Smart Cities



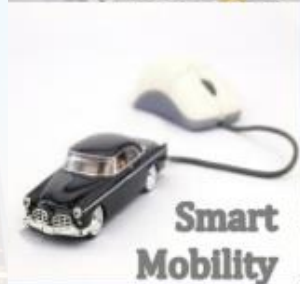
Smart Technology



Smart Infrastructure



Smart Energy



Smart Mobility



Smart Buildings

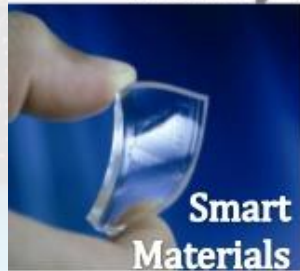


Transparent Smart Window

Smart Windows



Smart Clouds



Smart Materials



Smart Bandages



Smart Factory



Smart Meters

And Artificially Intelligent



The Robots Have Arrived

Now – world of Convergence

infrastructure shared operations **Converged** automation efficiency's pooling
workloads processes data



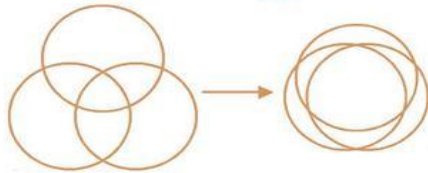
“.. businesses, in aggregate, are creating a hyperconnected world where companies, consumers and even everyday objects have instant capabilities to act and interact with each other digitally across the globe”

(Accenture 2015 –

Technology Vision 2015) capacity
orchestration centralize element

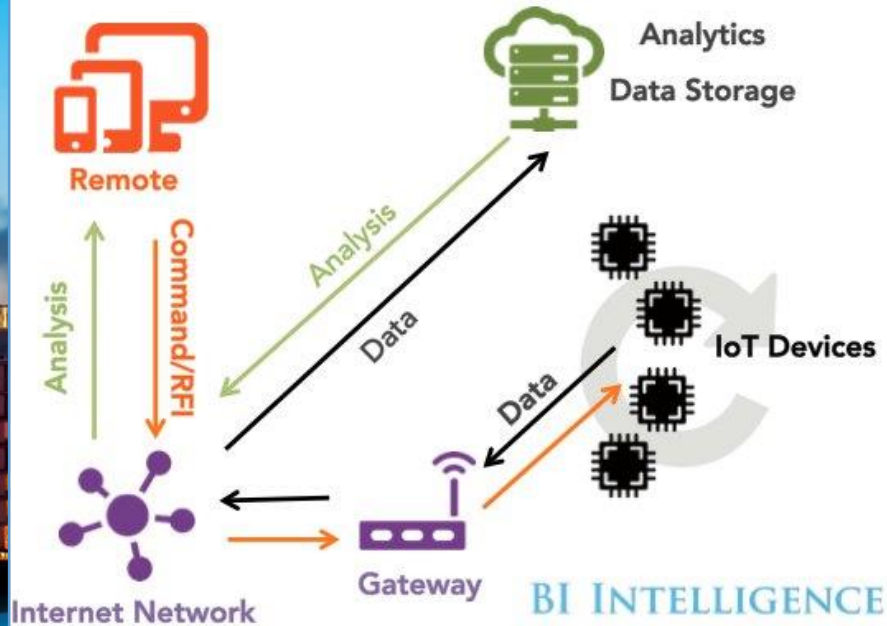


Convergence



Who / What's Needing Support?

The Internet of Things Ecosystem



By 2018, 6 Billion Connected Things Will Be Requesting Support
Imagine a refrigeration system at a pharmaceutical company requesting help from the network because it's experiencing power fluctuations that could impact the compounds stored inside

Who's going to be providing Support?



By 2018, More Than 3 Million Workers Globally Will Be Supervised by a "Roboboss"

Source: Gartner 2015



By Year-End 2018, Customer Digital Assistants Will Recognize Individuals by Face and Voice Across Channels and Partners

So... we become weak link in chain



By 2018, 50 Percent of the Fastest-Growing Companies Will Have Fewer Employees Than Instances of Smart Machines



Through 2020, 95 Percent of Cloud Security Failures Will Be the Customer's Fault

Source: Gartner 2015

Our world of 'neat' IT/SM has changed



What seems
to be the
problem?

We'll come
and fix it



Having to consider



DevOps / Continuous Delivery

IoT / 3rd Platform

Artificial Intelligence

**Autonomics, Robotic Process
Automation (RPA)**

Virtual / Augmented Reality

Bi-Modal IT

**Automated Provisioning /
Orchestration**

Predicative Analytics

**Wearable Technology
Smartphone to Head-Mounted**

Self-Learning / Self-Healing

Automated Service Management

- Zero Incident world (auto Capacity, Service Continuity)
- Orchestrated Service Request & Fulfilment
- Big Data runs RCA in Problem Mgt, then passes to ...
- Automated Changes inc. roll-backs & Releases
- Automated Discovery & Configuration



Balance between



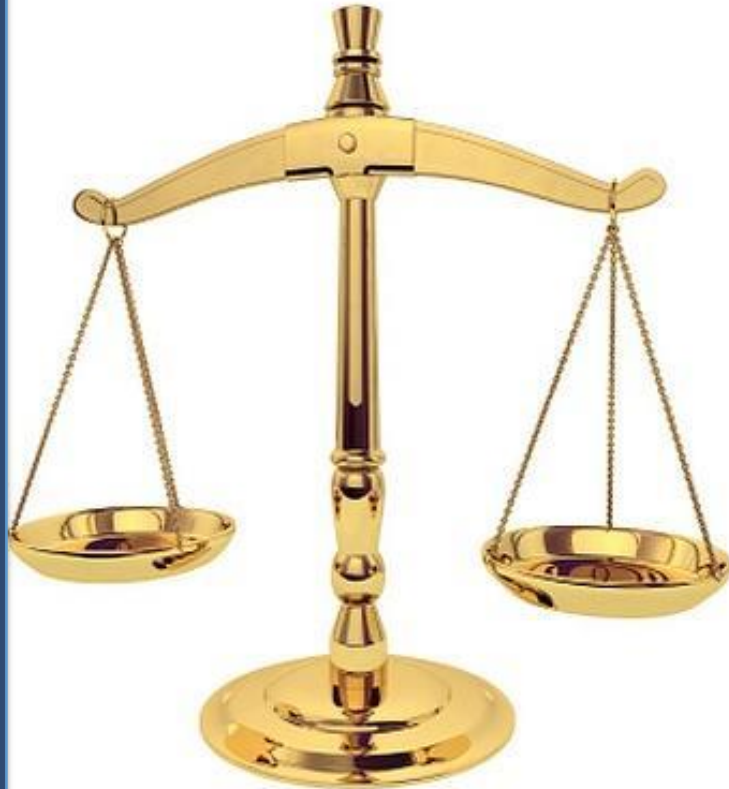
DevOps / Continuous
Bi-Modal

IoT / 3rd Party

Artificial Intelligence
CONTROL

Autonomics, Robotics
Automation

Virtual / Augmented



Self-healing

Cloud Provisioning /
Orchestration

AGILE

Big Data / Predictive Analytics

Cloud to Head-Mounted

Self-Learning

Service Management Perceptions

The Change Advisory Board



Slow or No



“..old-guard values associated with elaborate time-consuming processes for managing change and traditional forms of governance that slow down IT in the face of shifting business pressures and demands”

EMA – Future of ITSM, May 2015



**Uncontrolled
'innovation'**

Non-IT community



The Rise of Shadow IT

The Change Advisory Board



Slow or No



“..old-guard values associated with elaborate time-consuming processes for managing change and traditional forms of governance that slow down IT resilience in the face of shifting business pressures and demands”

EMA – Future of ITSM, May 201.



Shadow IT



Service Management is

Change
Release

Catalogue

Incident

Problem
Availability
Configuration
Capacity

Service Management is DEAD!



Change
Release

Catalogue

Incident

Problem
Availability
Configuration
Capacity



IT Service Management is DEAD!



Change
Release

Catalogue

Incident

Problem
Availability
Configuration
Capacity



Warning..... SM jobs will go

Incident Manager



Configuration Manager



**Availability & Capacity
Manager**



**Change & Release
Manager**



**Service Catalogue
Manager**



Warning..... SM jobs will go

Incident Manager



Availability & Capacity
Manager



Change & Release
Manager



Configuration Manager



AUTOMATED
or
ERADICATED

Service Catalogue
Manager



But let's remember

The Good News

It's All About Service!

“ITSM is increasingly viewed as a dynamic center for expanding IT value, impact, and effectiveness in support of broader business requirements—in combination with operations, development, and business stakeholders”

EMA – Future of ITSM, May 2015

It's (~~still~~ even more) all about Service



Creation of Value

without owning costs & risks



Buy the 'Outcome'

e.g. engine flying hours, lift journeys, appointments made



Buy vs Build

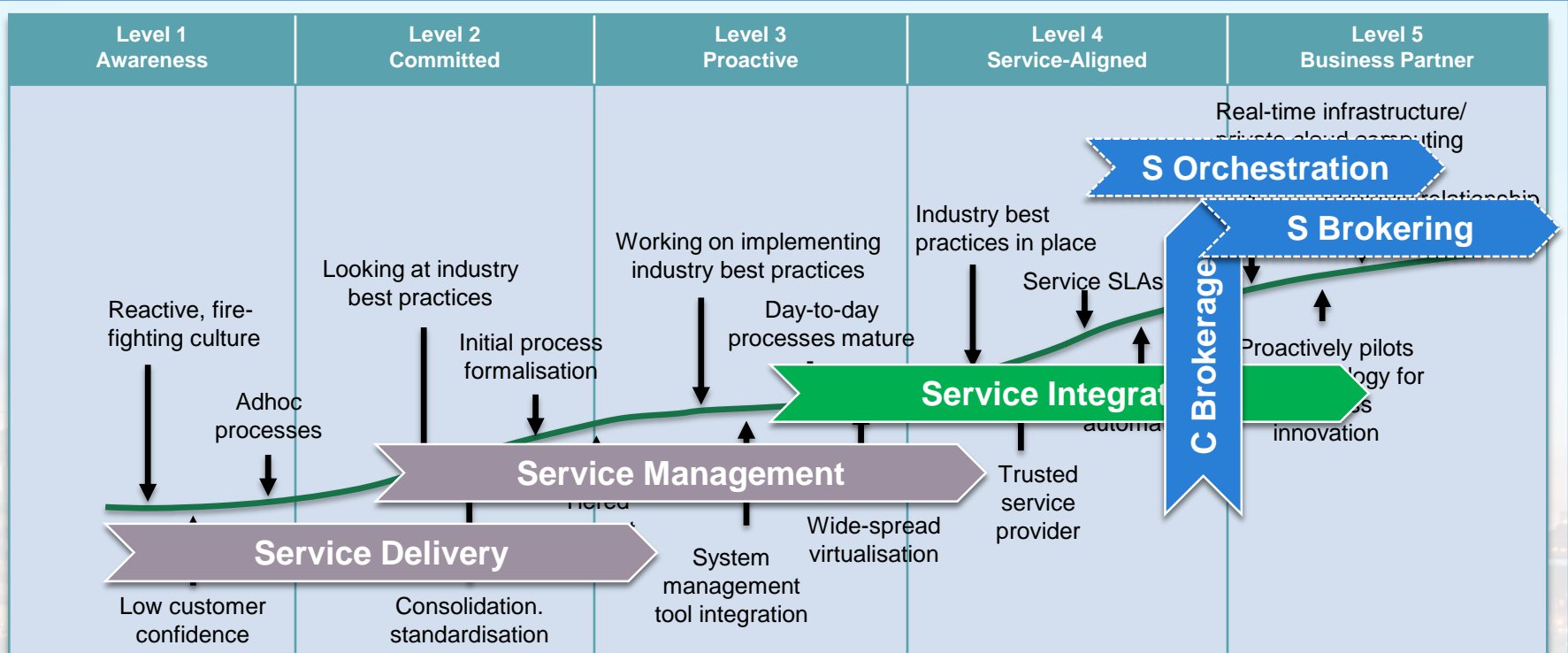
- Faster
- Better
- Cheaper? TCO



It's still about Maturity

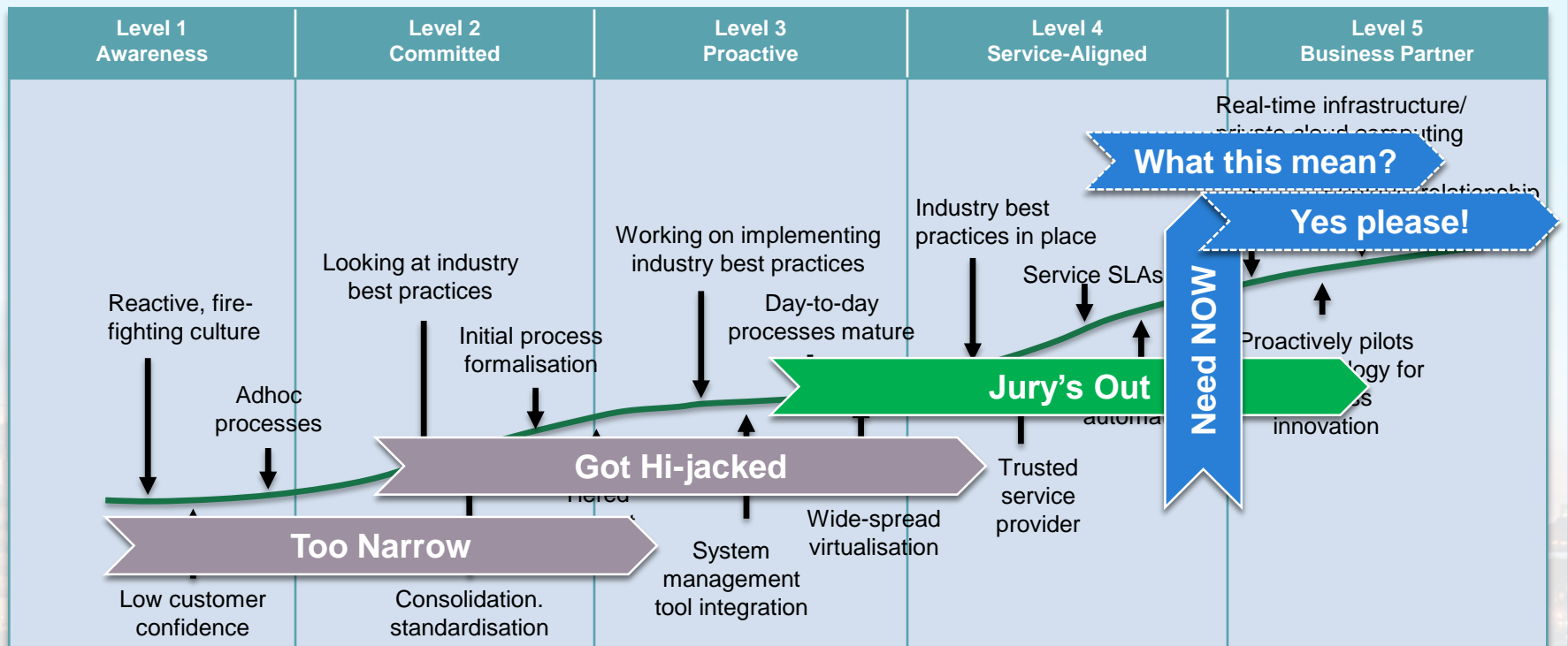


It's still about Maturity



Source: Gartner 2014

It's still about Maturity



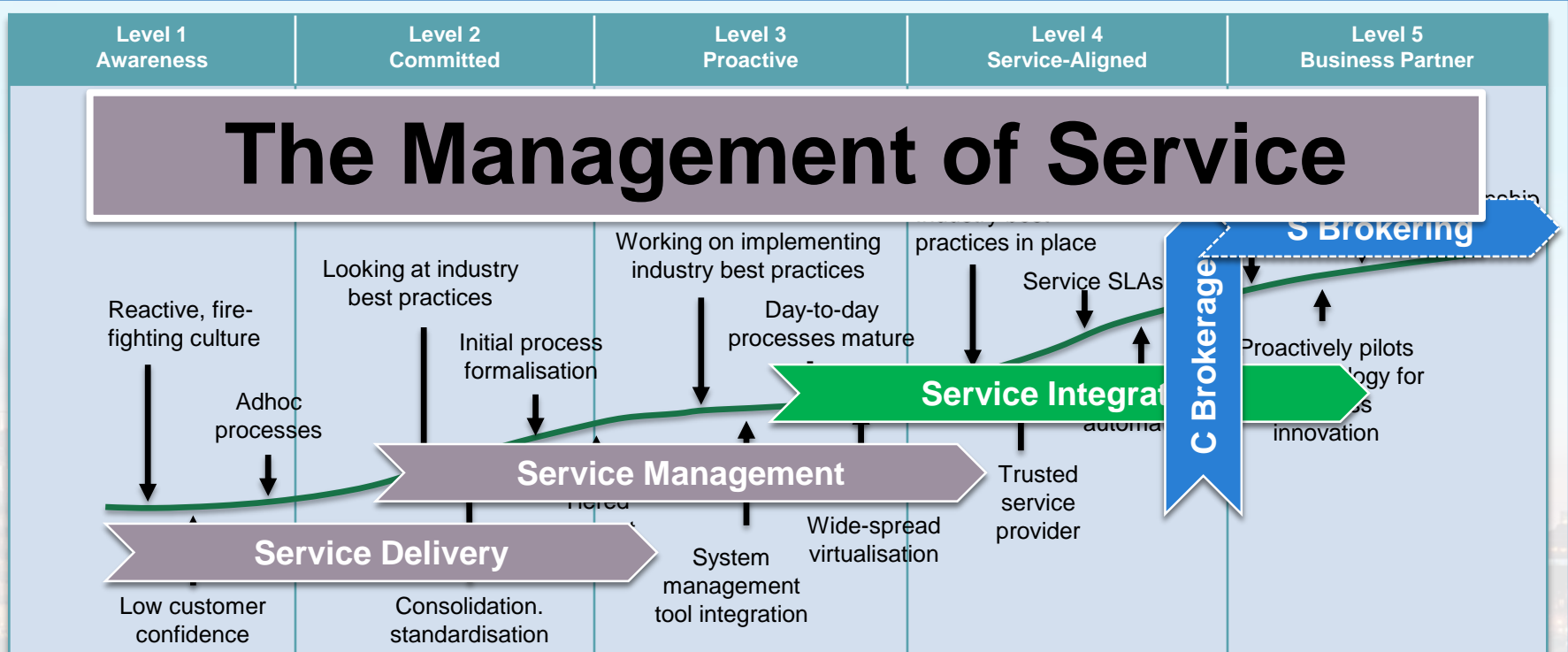
Source: Gartner 2014

If Service Management is Dead

Level 1 Awareness	Level 2 Committed	Level 3 Proactive	Level 4 Service-Aligned	Level 5 Business Partner

Source: Gartner 2014

Long Live



Source: Gartner 2014

The Management of Service



Principles remain

Perspective goes higher

Overview maintained – end-to-end

Practices change

The Rise of the Chief Service Officer

The Management of Service CSFs

1

Re-define the ground – it's not just IT-SM

2

Take the high road – 'It's All About Service'

3

Reclaim the initiative – gain investment

4

Drive the agenda – Business Outcomes

5

Evangelise – stop talking about IT, ITSM, ITIL

6

Go back to first principles – Business Management

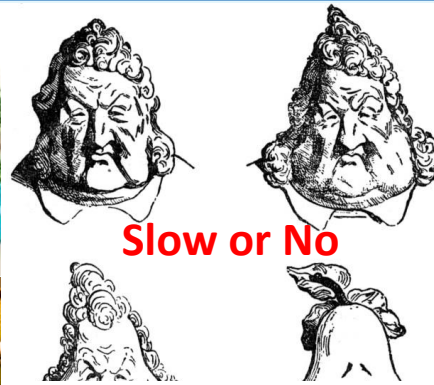
To Summarise

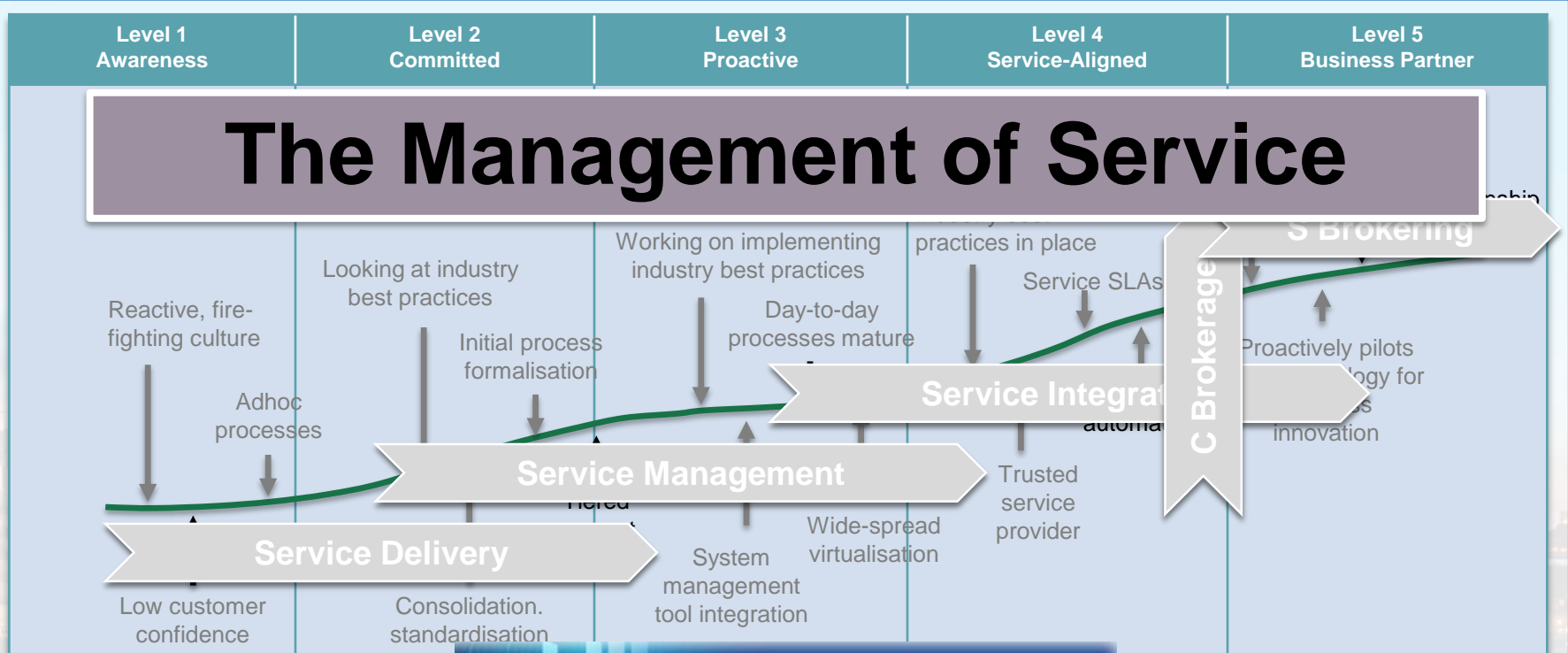
SM Hijacked

New World Order

Jobs Will Go

Service Management is Dead





Source: Gartner 2014



Service Management Lives

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itSMF UK

References

1. IDC – The Internet of Things Moves Beyond the Buzz – 2014
2. IDC – The Digital Universe of Opportunity – 2014
3. Cisco – The Internet of Things – Cisco Visualisation

Chief Service Officer



Chief Service Officer – cross org'n



1

Service Innovation for Growth

2

Service Experience & Quality

3

Service Revenue & Profitability

4

Voice of Customer on Leadership Team

5

Service Strategy & Design

