Session 1 - Overview

- Session Kickoff
- Agenda
  - Introduction
  - Purpose
  - History
  - Course overview
  - Takeaway
- Logistics for the meeting
  - Stay on mute if not speaking
  - Use chat for questions
  - I’ll have times to stop to answer questions
  - I’ll keep this as interactive and engaging as possible
  - I will follow up with any questions I can’t get to during session
- Introduction
  - Instructor: Cyrus A. Howells
  - Senior Process Engineer
  - Been with DLC since November 2016
  - Certifications
    - Lean Six Sigma Green Belt
    - ITIL 3.0 Expert Certification
    - ITIL 4.0 Managing Professionals certification (in progress)
  - Worked for
    - Allegheny Energy
    - EDS / HP
    - Matthews International
    - Nationwide Children’s Hospital
    - Duquesne Light
  - Past roles / Jobs
    - Field Technician
    - Supervisor on Call
    - Right of way Agent
    - IT Analyst
    - Service Desk Supervisor
    - Client Technology Manager
    - Service Level Manager
    - Change Management Process Owner / Manager
    - Operations Manager (Incident, Problem, Change)
    - ITSM Process Management / Engineer
  - Industry / Organizations
    - Past President of the Pittsburgh HDI Chapter
    - Manager of the itSMF Utilities Community of Interest
    - VP of Education - Moon Toastmasters
    - ITIL 4.0 update participant
Conference Speaker
- HDI conference
- Pink Elephant ITSM conference
- Cherwell User conference

itSMF Utilities COI
- We provide a forum to discuss, development, and adopt IT Service Management (ITSM) principles and best practices in support of utility organizations.
- We are not limited to but generally include companies who generate, distribute or resell; electricity, gas, water, sewer and telecommunications services.

itSMF USA
- We are a volunteer-led, vendor-neutral community dedicated to the promotion, adoption, and advancement of service management best practices and standards that help your organization run more effectively and efficiently to deliver bottom-line results.

Purpose
- What is the purpose of the course?
  - Develop common terminology and understanding
  - Improve individual service management skills
  - Improve department service management capability
  - Improve customer service management experience
  - Improve understanding of the IT role, not just the IT Organization (what I do as opposed to where I sit in the organization)
- What is the objective(s) of the course?
  - Understand what ITIL is (and isn't)
  - Where do I and what I do fit in
  - Understand how the ITIL framework can help
  - Provide a reference for future needs - A detailed document will be provided to participants for each session
  - Provide information to help you find a path forward
- Today's session
  - Why ITIL?
  - History of ITIL
  - Overview of remaining sessions
- Why ITIL?
  - What is a best practice framework?
    - A IT Service Management framework is a set of policies, processes and procedures for managing the implementation, improvement and support of customer-oriented services
  - What is IT Service Management (ITSM)?
    - Service Management - A set of specialized organizational capabilities for enabling value for customers in the form of services.
    - ITSM is those capabilities to provide value in the form of IT services.
  - Why ITIL?
    - ITIL is a best practice framework that gives guidance on how ITSM can be delivered. Although there are several frameworks and standards that describe IT
service management, ITIL is by far the most widely adopted and recognized framework globally.

- Holistic approach to ITSM delivery - ITIL 4 defines the four dimensions critical to the successful facilitation of value for customers and other stakeholders.
  - Organizations and people: An organization needs a culture that supports its objectives, and the right level of capacity and competency among its workforce.
  - Information and technology: In the SVS context, this includes the information and knowledge as well as the technologies required for the management of services.
  - Partners and suppliers: This refers to an organization's relationships with those other businesses that are involved in the design, deployment, delivery, support, and continual improvement of services.
  - Value streams and processes: How the various parts of the organization work in an integrated and coordinated way is important to enable value creation through products and services.

- What about the other frameworks?
  - ITIL compliments other practices and frameworks such as IT4IT, COBIT, DevOPs, Togaf etc.

- Q&A
- History - How did we get here?
  - IT Service Management
    To talk about how we got here, where is "here"?
    "Here" is The ITIL Service Value System shows us the house. All the components which together allow us to take an opportunity or demand for our products and services and provide value the business (our customer) in an effective and efficient manner. This is IT Service Management.
    In these sessions, we'll dive deeper into this framework, but if it helps tie the theoretical to reality, let's look at this a different way.
  - ITSM Supply Chain
    - A linear supply chain with a series of customer / provider relationships between each layer, and where directions and requirements flow down through the supply chain and plans, solutions, and results flow up.
    - We collectively get ourselves in trouble when we don't recognize what role we are playing, or we bypass layers in the supply chain
    - Business Example: A customer calls a lineman directly because they fixed their electric before, bypassing the contact center and field operations and their processes and procedures.
    - IT Example: A business customer bypasses the service desk and goes straight the person who solved a problem for them before. The problem is that customer has now informally reprioritized what that person was working on.
  - The History of ITIL
    - 1972 - The story begins in 1972, when IBM was researching Information Systems Management Architecture (ISMA). This is back when computers had less than a
megabyte of RAM, 2.5 MHz of processing speed, and, today, could probably only store a handful of photos on its 233 MB hard drive.

- **1980** - Edward A. Van Shaik published the first of several volumes detailing IBM’s ISMA, titled “A Management System for the Information Business.” Shaik’s initial publication “defined generic IT business processes and methods for evaluating the effectiveness of an IT management system.” It was a crucial first step that laid the groundwork for what we now know as ITIL.

- **1981** - IBM’s first PC was introduced on August 12, 1981. The IBM PC revolutionized business computing by becoming the first PC to gain widespread adoption by industry. The IBM PC was widely copied (“cloned”) and led to the creation of a vast “ecosystem” of software, peripherals, and other commodities for use with the platform.

**Late 80s** - a British organization called the Central Computer and Telecommunications Agency (CCTA) took a deeper look at the skeleton of ITIL after UK government officials felt the level of IT services they were receiving were both costly and inefficient. This led to the first incarnation of an ITIL framework, known then as Government Information Technology Infrastructure Management (GITIM).

**1989** - GITIM was officially re-dubbed ITIL and the first informational volume on this subject was published, establishing much-needed ITSM structure in both the public and private sectors in the UK. ITIL v1 grew to a 30-volume framework cataloging IT best practices, its adoption was as swift as it was widespread. This included volumes centered around problem management, configuration management and cost management for IT services. As the world crept closer to the turn of the millennium and the information technology industry evolved, ITIL adoption began to seep into the everyday IT operations of businesses in the United States and Canada.

**1999** - Microsoft their own framework, Microsoft Operations Framework (MOF)
**2001** - CCTA becoming fully integrated with the Office of Government Commerce (OGC).

**2001** - ITIL (ITIL v2) was the first major revamp of the IT framework since its inception more than a decade earlier. The main objective behind the creation of ITIL v2 was to make the framework and information about IT service management more accessible to users. This included shrinking the original 30-volume library into a more concise collection of 7 titles that were laid out in a more logical manner. With this streamlined repository of knowledge came a new level of affordability for IT professionals that hadn’t been able to adopt ITIL before this point. Not surprisingly, this version of the framework soon became the most widely-used IT service management system with a best practice approach.

**2007** - ITIL v3 was published. Also called the “ITIL Refresh Project,” it was an even more compact 5-volume edition that took on more of a lifecycle approach to service management process. In addition to that, ITIL v3 also put a far greater emphasis on IT business integration.

- ITIL V3 was organized around a set of five core publications which together form the ITIL service lifecycle
  - Service Strategy
• Service Design
• Service Transition
• Service Operation
• Continual Service Improvement
  ▪ This established a Deming-like Plan-Do-Check-Act (PDCA) cycle focused on continual improvement. The PDCA cycle also figures prominently in ISO 20000, the international standard for service management, so ITIL V3 is better aligned with ISO 20000 than earlier versions of ITIL.

2011 - ITIL 3, 2011 Release - In July 2011, AXELOS released another update to the existing ITIL v3 framework. No new concepts were added, with its goal being to “resolve errors and inconsistencies in the text and diagrams across the whole suite.” The 2011 release also consisted of five modules, with module improvements that focused on the clarification of overarching principles that continued to make the information more straightforward and digestible for professionals looking to implement them.

2014 - Axelos purchased the ITIL intellectual property from the OGC and now owns ITIL, alongside other best practices like PRINCE2 and RESILIA. AXELOS is a joint venture between the Cabinet Office and Capita.

2019 - ITIL 4: A holistic approach. The most recent edition of ITIL was published by AXELOS in February 2019. ITIL 4 embraces the latest trends in technologies and service management, and provides a flexible basis to support organizations as they undergo digital transformation and integrate digital technology into all areas of their business.
  ▪ The service lifecycle and the 26 service lifecycle processes introduced with ITIL V3 have been dropped again in ITIL 4. This gives service providers more freedom to design tailor-made processes that work for the organization.
  ▪ ITIL 4 components: The four dimensions model and ITIL 4 service value system (SVS).
  ITIL 4 was not a minor upgrade of the ITIL framework but a completely revised body of knowledge.

○ That's how we got here

• Overview of course - what are we going to cover?

  **Syllabus**
  
  Overview (Session 1) - today
  • Purpose
  • History
  • Overview of remainder of course
  
  Key components of the ITIL 4 framework (Session 2) - October 21st
  • ITIL Service Value System
    ▪ ITIL service value chain
    ▪ ITIL practices
    ▪ Governance
    ▪ ITIL seven guiding principles
    ▪ Continual improvement
ITIL 4 - Session 1: Overview

Presenter
Cyrus Howells, ITSM Process Engineer, ITIL Expert
chowells@duqlight.com
Duquesne Light Company

- Four Dimensions of Service Management
  - Organizations and people
  - Information and technology
  - Partners and suppliers
  - Value streams and processes.

Key Concepts of Service Management (Session 3) - November 4th
- Value
- Stakeholders
- Products and services
- Service relationships
- Outcomes, costs, and risks

Core components of the ITIL Service Value System
- The Service Value Chain
  - Plan
  - Improve
  - Engage
  - Design and Transition
  - Obtain or build
  - Deliver and support

- ITIL Practices (34) (Session 4) - November 18th
  - General management
  - Service management
  - Technical management practices

- The ITIL Guiding Principles (Session 5) - December 2nd
  - Focus on Value
  - Start Where You Are
  - Progress Iteratively with Feedback
  - Collaborate and Promote Visibility
  - Think and Work Holistically
  - Keep It Simple and Practical
  - Optimize and Automate

- Continual Improvement
  - What is the vision?
  - Where are we now?
  - Where do we want to be?
  - How do we get there?
  - Take action
  - Did we get there?
  - How do we keep the momentum going?

- Governance (Session 6) - December 16th
  - What does it mean and look like
  - Governance activities
    - Evaluate
    - Direct
Monitor

Conclusion
• Knowledge and tools
• Certification
• Tips for applying the framework

3:45 Takeaway
• Instructions
  • If you’re willing to participate
  • You’ll receive this by email or you can send directly to me at chowells@duqlight.com
  • Doesn’t have to be perfect
  • Don’t spend more than 15 minutes
  • Don’t provide sensitive or restricted information
  • Return to me by October 16th
• Takeaway: Where do I / what do I fit in?
  • List 1-5 IT processes / services you participate in
  • List 1-5 business services / processes you support (directly or indirectly)
  • How do or could you impact the external customer * (positive or negative)?
    ▪ External customer = your companies customers, not internal business units

Q & A
• Next step: Session 2: Key Components - October 21st - 3:00 PM

Session 1 sources
• https://www.axelos.com/
• https://computerhistory.org/
• https://wiki.en.it-processmaps.com/index.php/Main_Page
• https://www.pinkelephant.com/
• https://www.mindville.com/blog/the-history-of-itil