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ITIL 4 – Session 3
Key Concepts and the SVC

Agenda

• Introduction and course background
• Recap from session 2
• Key Concepts
• Session 2 takeaway exercise
• The Service Value Chain
• Takeaway exercise
Meeting logistics

• 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
Cyrus A. Howells

- ITSM Process Engineer Duquesne
- Past President – Pittsburgh HDI
- VP Education – Moon Toastmasters
- Manager – itSMF Utilities COI
- ITIL v3 Expert
- Lean Six Sigma Greenbelt
- Husband
- Father
- Grandfather
- Cavapoo Dad

Past roles

- 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
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 is the premier membership association for Service Management professionals. 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

• Common terminology and understanding
• Individual service management skills
• Department service management capability
• Customer service management experience
• Understanding the IT role, not the IT Organization
Course Objective

• Understand what ITIL is (and isn't)
• Where do I and what I do fit in
• How the ITIL framework can help
• A reference for future needs
• Information for your path forward
ITIL Service Value System

- Guiding Principles
- Governance
- Service value chain
  - Practices
  - Continual Improvement
- Opportunity And Demand
- Value
ITIL 4 – Session 3
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Session 2 Recap
ITIL 4 – Session 3
Key Concepts and the SVC

Organizations and People
Information and Technology
Partners and Suppliers
Value Streams and Processes
Continual Improvement
Governance
Guiding Principles
Plan
Improve
Practices
Value Streams and Processes
Technological
Legal
Social
Economic
Information and Technology
Political
Environmental
Opportunity and Demand
Value
Continual Improvement
Design and Transition
Obtain or Build
Deliver and Support
Engage
Outcome
Products and Services
Output
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Key Concepts

Value

for

Stakeholders

by way of

Products and Services

using

Service Relationships

while keeping in mind

Outcomes, costs and risks
Organizational capabilities for providing **value** in the form of services
Value and value co-creation

Value can be subjective. Value isn't one directional
So who cares?
**Organization** - A person or a group of people that has its own functions with responsibilities, authorities, and relationships to achieve its objectives.
Stakeholders

Service Provider

Service Consumer

- **Customer**  
  *Ex: Customer Relations Director*
- **User**  
  *Ex: Customer Service Agent*
- **Sponsor**  
  *Ex: VP of Customer Relations*

Other stakeholders

- **Vendors**
- **IT employees**
- **Society and community**
- **Charity organizations**
- **Shareholders**
Products and Services

Example

**Service:** Workstation Management

**Products:**
- Workstation Imaging
- Workstation deployment
- Desktop Computer
- Laptop Computer
- Computer decommissioning
- Support
- Software deployment
- Patch management
Service Relationships

Hardware Manufacturer

Hardware Vendor

PC Support team

User

ITIL 4 Foundations, Figure 2.1 The Service Relationship Model - Axelow
Outcomes, costs, and risks

Output or Outcome?

ITIL 4 Foundations, Figure 2.2 Achieving value: outcomes, costs, and risks - Axelos
Takeaway Responses

Where do I / what I do fit in?

• List 5 organizations I'm part of (person, team, function, department, etc.) and the value by each of those organizations

*Operations support brings Operations to life. We coordinate and prepare the system to handle the world around us.*

*Implement and update process automation.*

*Financial Forecasting (to assist Electric Service to customers), Internal Reporting to assist managers in providing IT services*

*Assist with understanding all the asset and financial processes, like how to create a PR, receipt a PO and currently transitioning contractors*
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ITIL Service Value Chain

Plan

Design and Transition

Obtain or Build

Deliver and Support

Engage

Improve

Products and Services
ITIL 4 – Session 3
Key Concepts and the SVC

The Story

As an electric utility, we need a better way for our customers to report bad poles which could be a safety or reliability issue.
ITIL Service Value Chain

Field operations talks with their business relationship manager in IT who helps register the idea, initiate funding and a project.
The steering committee agrees this aligns with the company vision, identifies a project sponsor, and approves the funding and initial schedule for the project.
The project management team works with the technical team to determine possible solutions.
ITIL Service Value Chain

While the mapping system exists and is supported in house, there is no system to which can integrate the location provided by the customer in the customer relationship system with the mapping system.

There is a manufacturer who provides such a solution, and a statement of work is put in place.
A review is conducted by the architecture review board who determines the proposed solution meets architectural standards, and no other products exist in the portfolio to provide this service.
ITIL Service Value Chain

The server team builds the virtual servers required to host the new system.

The Pole Report team installs the new system with the assistance of the server team and the manufacturer.
ITIL Service Value Chain

The pole location interface system is integrated with the customer relationship system and the mapping system, and integration testing and user acceptance testing takes place.
A new Pole Report team has been trained and ready to support the new system.

The teams supporting the customer relationship system and mapping system have been trained to support their portion of the interface.
The ITSM system has been updated for the new applications, servers, and information for receiving calls, alerts and requests for information from the new system.
The PC team works with the software deployment to develop and deploy the software needed by the call center to monitor and manage bad pole reports by the customer.

Final integration testing has been completed and achievement of expected service levels have been validated.

Corporate communications initiates a communication plan with the customers with a go-live date.
The final change is approved the change approval board (CAB) to deploy the final release package to activate the new system.
ITIL Service Value Chain

The system goes live with a go-live support team is in place for 3 months to provide enhanced support during the go-live period.
• The Pole Report team supports and maintains the new pole report system
• Customer applications supports and maintains the customer relationship system
• Field Applications supports and maintains the mapping system.
• The PC team supports and maintains the customer service computers and software.
• The server team supports and maintains the servers running the new system.
• The network team supports and maintains the connectivity between systems.
• The Service Desk provide first level support for call center representatives
Performance and survey results are monitored. The business relationship managers work with the business groups reviewing performance as part of monthly service review meetings and establish future improvement targets. Improvement plans are developed and executed to continue to improve the results of the system.
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ITIL Service Value Chain

Opportunity And Demand

Plan

Engage

Obtain or Build

Design and Transition

Deliver and Support

Products and Services

Improve

Value

Opportunity And Demand

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ITIL 4 – Session 3
Key Concepts and the SVC

- Guiding Principles
- Governance
- Plan

Value Stream / Processes

- Design and Transition
- Engage
- Obtain or Build
- Deliver and Support

Outcome
- Products and Services
- Output

Value Streams and Processes
- Continual Improvement
- Practices
- Partners and Suppliers

Opportunity And Demand
- Political
- Environmental
- Economic

Organizations and People
- Information and Technology

Value
- Legal
- Social
- Technological

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Takeaway

Where do I / what I do fit in?

• What Service Value Chain activity do you spend most of your time doing?
  • Plan
  • Improve
  • Engage
  • Design and Transition
  • Obtain or build
  • Deliver and support

Challenge question (no response needed)
• Is there an activity you’re involved with which could be optimized to increase the value from the activity?

OPTIONAL
• Doesn't have to be perfect
• Don't spend more than 15 minutes
• Don’t provide sensitive or restricted information
• Return to me by COB November 13th – chowells@duqlight.com
Thank you!!

November 18th

Session 4: ITIL Practices