Cloud computing and self-service;
Are they the way ahead?

With Malcolm Fry

“Someone told me long time ago
There’s a calm before the storm
I know. And it’s been coming for some time
When it’s over so they say
It’ll bring a sunny day
I know, shining down like water
I wanna know, have you ever seen the rain?
I wanna know, have you ever seen the rain?
 Coming down on a sunny day?”
- John Fogerty
Technology is changing everyday life

I love being able to make my own choices in my own time
Life is now about........

- Making your own decisions
- Deregulation
- Making your own choices
- Small world big options
- No waiting
- Portable technology
- Straight to the product
The world in our pocket

- Buy and sell
- Exchange information
- Limitless knowledge
- Instant news
- Virtual everything
- No international barriers
- New communities
- Business has changed
Child’s eye view

• Icons that no longer exist – Diskette
• Plasma/LED televisions
• Camera telephones capture everything
• Electronic home work submission
• Techno tool taught at school e.g. PowerPoint
• Maps? When you have Google earth?
• Just an extension of the Kindergarten
Not just children

• Direct to the Customer (DttC) services make life easy
• IT engages in a huge amount of work and deploys significant resources to make things seem so easy
• It is not just children - according to IMRG in December 2010 of £6.8 billion, equivalent to an average spend of £111 (approximately US$170) for every person in the UK.
SaaS needs Common rule sets

- The cloud and SaaS services
- ITIL evolution
- De facto ITSM standard
- ITSM already supports SaaS
- ETOM has ITIL compatibility
- Hybrid’s
Speaking a Common Language

NIST Cloud definition

• “Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

• This cloud model promotes availability and is composed of; five essential characteristics, three service models, and four deployment models.”
Deployment models?

private cloud
community cloud
public cloud
hybrid cloud
Service Models?

SaaS
PaaS
IaaS
## Controls

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<tr>
<th></th>
<th>Networks</th>
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<th>Deployed Applications</th>
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**Legend:**
- ![Thumbs Down](https://example.com/thumbs_down).: no control
- ![Thumbs Up](https://example.com/thumbs_up).: control
- ![Thumbs Up](https://example.com/thumbs_up).: limited control
Supporting and Servicing

SaaS is a double edged sword
ITIL v3 a logical approach

• ITIL v2 concentrated on Service Support and Service Delivery
• ITIL v3 has a life cycle approach
• There is an emphasis shift from retro fitting
• To get it right first time
• Selecting a SaaS tool is a science
Role changing

• Two party approach to IT Service Management and cloud?
• Mind set and platform changes
• The invisible and inaccessible?
• It is very difficult to leave SaaS?
The five key ITIL phases
ITIL
Service - strategy
ITIL
Service - design
ITIL
Service - transition
ITIL
Service - operation
Should ITSM use SaaS products?

• Yes because these are the NIST essential characteristics work better if ITIL is employed:
  • on-demand self-service
  • broad network access
  • resource pooling
  • rapid elasticity
  • measured service
• It also easier to support a service that you understand
• Ideal if both SaaS supplier and ITSM are ITIL compliant
SaaS and ITIL

• SaaS maybe a current trend but old processes never die
• Or will SaaS eliminate
  • Changes
  • Incidents
  • Availability
  • Capacity
  • etc?
Deregulation is the removal or simplification of rules and regulations that constrain the operation of market forces. Deregulation does not mean elimination of IT security or asset ownership but eliminating or reducing control of how business is done, thereby moving toward a more laissez-faire, free market for IT services.

It is different from liberalization, where more players enter in the market, but continues the regulation and guarantee of service levels and fit for purpose prices.

Cloud and Deregulation

• Cloud computing is the beginning of the deregulation of IT – maybe this should be at the beginning or even the theme
8 Key Questions
1. Why should organizations that are moving to SaaS care about ITIL?

Why would you not make your SaaS offering ITIL compliant?
2. Is it important for the SaaS supplier to be ITIL certified? Or is it more important that the IT organization be ITIL certified?

Certification Importance

Both should be certified
Supplier PinkVerified or similar
Same rules = same game
IT will benefit from compliance
3. How do you respond to comments that “ITIL just gets in the way of the agility of a SaaS platform”?

Agility must be channelled to avoid circumventions
4. How do you address comments that “ITIL is old school. SaaS is modern. How can the two converge? “

- **ITIL** is being refreshed as we speak
- Which of the ITIL disciplines are no longer relevant?
- SaaS is simply a means to an end
- By looking at each ITIL process and asking who performs which role?
- By ensuing that the customer is involved by the SaaS supplier

*SaaS an cloud rules the world*
5. What should IT organizations look for in regards to ITIL with a SaaS supplier?
6. What are the biggest challenges IT organizations face with ITIL and SaaS?

 Especially when BM is SaaS customer
7. How can IT organizations best address these challenges?

ITSM can be Customer and User
8. What are some key observations?

ITIL and SaaS are compatible
A new dichotomy

- Some companies are now competing internally for the same customers
- For example, it was reported that sales from the on-line Next Directory retail catalogue and Internet arm rose 15.3%
- While like-for-like store sales fell by 7.5%
- Here, we have two sales-driven divisions vying for the same customers
- Where would you invest?
The progression of IT Services

- Batch
- Data Prep
  Data Control
- Remote Job entry
- Agreed schedules
  Tech support
- Dumb terminals
- Personal computers
- SLAs
- Change Management
- Best Practices
  ITIL / Cobi
Quantum Change

No longer just a cost centre now contributing to the bottom line

In some cases FEFO is the bottom line
The new ROI function

- Now, it is not just Return On Investment but also Return On Insurance
- The aim is investing to avoid any potential service interruption to the customer, rather than saving revenue by reducing Service Management costs
- The question is not what does ITSM cost but what happens if we don’t investment in ITSM
- It is not until a major DttC application failure occurs that the full extent of the damage can be assessed
- The key is to identify DttC applications and make them as resistant and resilient as possible to avoid unplanned downtime
- IT needs to both closely monitor key DttC services and protect against potential unplanned outages.
I am the genie of the Cloud give me 100% availability, fast performance and all this 7/24
Changing the IT mindset

• It is obvious that traditional approaches to supporting IT services have to change.
• IT can no longer work to targets that tolerate failure or complacency.
• IT must adopting a 100% target for high FEFO ratings.
• Whenever 100% is not hit IT should launch an investigation to find out why and stop this defect from occurring again or at least minimizing the risk.
Best Practices

- eTOM
- ITIL
- COBIT
- ISO
- Six Sigma
Blurring of Responsibilities
Blurring of Responsibilities

• There were clear lines of demarcation
• But what happens when FEFO kicks in and DttC services start to proliferate?
• Who does the external customer contact IT or a corporate customer service point?
• Who owns local support?
• The key point here is to identify those areas where FEFO services are providing DttC support, identify the blur points, work with the business units to establish where responsibilities lies and then adopt those responsibilities.
Risk Management

- Is this the Achilles heel of ITSM?
- How much time is spent on Risk Analysis and the implications of failure?
- What happens if the Front End fails?
- What are the potential costs of failure?
- Return on Insurance!!!
Morphing

• Morphing from – to:
• From to Action to Strategy and Design
• IT Back Office to IT Front Office
• Performance reporting to Strategic reporting
• From Fixers to Avoidance Managers
• From never consulted to always consulted
• From watching new services to becoming key players in new services
Adopt an SSSM stance

- What can you transfer to your corporate customers?
- Is SSSM part of your ongoing plans?
- Are you investing in the correct technology?
- Perhaps you should look at Cloud technologies
- Adopt and Adapt is the key to success

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There is little doubt that the future will be driven by DttC.

Too often, IT has been good but not good enough. IT must step up to the big challenge that lies ahead.

It is now an exciting time for IT Service Management (ITSM) to emerge from the

The business differentiators gained from implementing FEFO can only be successfully realized if ITSM steps up to the challenge. This is just one strategy to enable organizations to master the new wave of mobile support.
• The vast majority of the DttC services discussed here will be provided through mobile support devices
• But to gauge the impact of poor ITSM what would happen if the technology failed? Close the facility?
• Who knows but one thing is certain ignoring the importance of FEFO will dramatically increase the possibility of that failure.
The End

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