

# Welcome

ITIL V3 Live! CIO Mediacast  
10AM EST Tuesday June 26, 2007

## **ITIL V3: The Facts**

David Pultorak, CEO  
Pultorak & Associates

# ITIL V3 Live! CIO Mediacast – Morning

## © 10AM EST: ITIL V3: The Facts

© Speaker: David Pultorak, CEO, Pultorak & Associates

## © 11AM EST: ITIL V3 Book 1: Service Strategies

© Speaker: David Pultorak, CEO, Pultorak & Associates

## © Noon EST: ITIL V3 Book 2: Service Design

© Speaker: Moira Stepchuk, senior consultant, Pultorak & Associates

# ITIL V3 Live! CIO Mediacast - Afternoon

## © 2PM EST: ITIL V3 Book 3: Service Transition

© Speaker: Rich Schiesser, principal consultant, Pultorak & Associates

## © 3PM EST: ITIL V3 Book 4: Service Operation

© Speaker: Don Cox, CTO, Pultorak & Associates

## © 4PM EST: ITIL V3 Book 5: Continual Service Improvement

© Speaker: Kathryn Pizzo, senior consultant, Pultorak & Associates

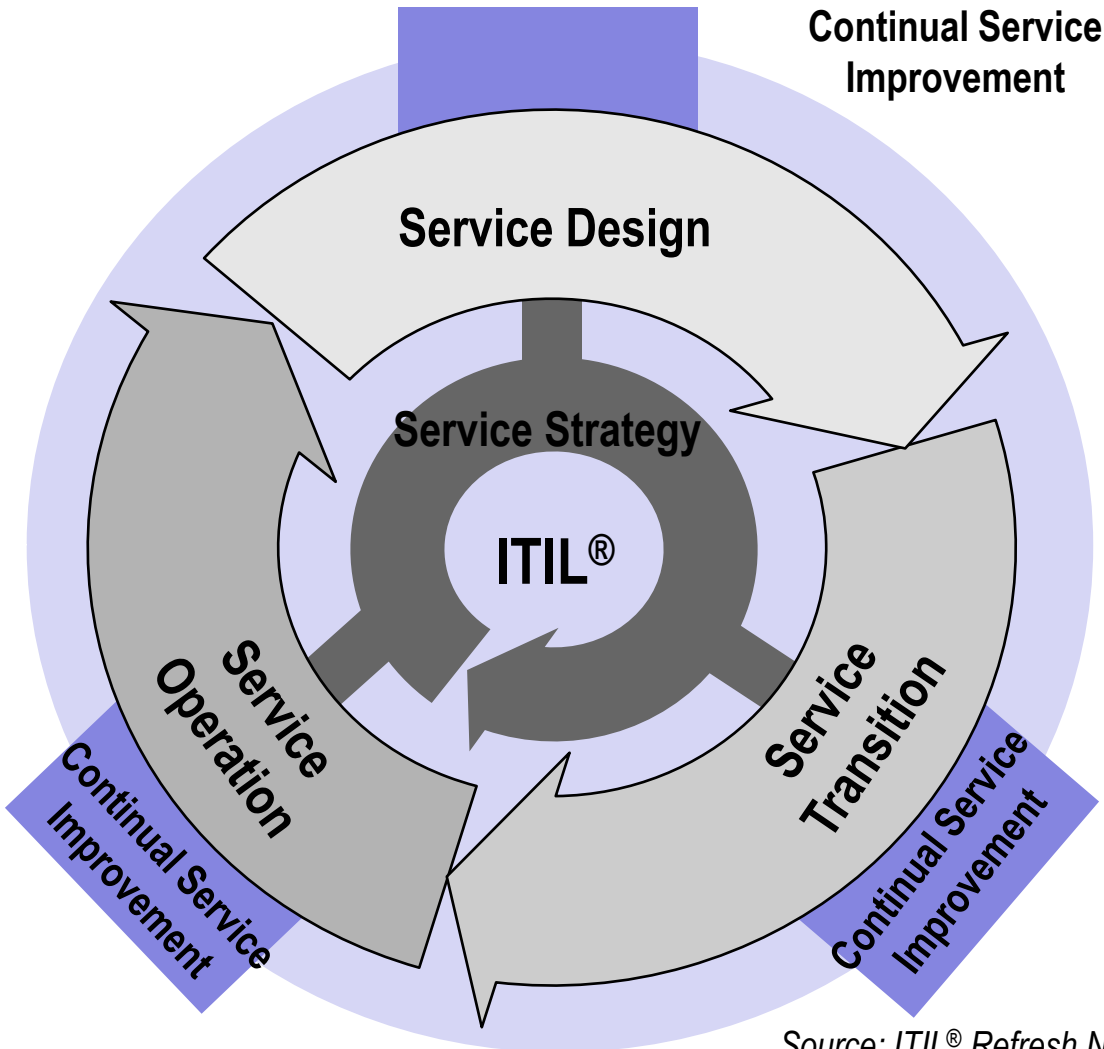
# What we will cover:

- © Changes in ITIL V3
- © Why transition to ITIL V3?
- © How ITIL V3 will affect your use of ITSM best practices
- © How to transition from ITIL V2 to V3

# Changes in ITIL V3

- ◎ The body of knowledge
  - ◎ Service Lifecycle concept and the reorganization of the V2 Service Support and Service Delivery processes around its five phases
  - ◎ New concepts, processes, functions
  - ◎ New library structure: core set of books + complimentary / dynamic materials (hardcopy and web) which focus on implementation and technology or application specific issues
- ◎ The qualification scheme
  - ◎ More levels of qualifications
  - ◎ Different entity in-charge of accreditation

# ITIL V3 Service Lifecycle



- ⊙ **Service Strategy** - envisioning and conceptualizing the set of services which help achieve business objectives
- ⊙ **Service Design** – designing the services with utility and warranty objectives in mind
- ⊙ **Service Transition** – moving services into the live production environment
- ⊙ **Service Operation** – managing services on an ongoing basis to ensure their utility and warranty objectives are achieved
- ⊙ **Continual Service Improvement** – evaluating services and identifying ways to improve their utility and warranty in support of business objectives

*Source: ITIL® Refresh Newsletter, 1<sup>st</sup> Edition*

# Service Strategy

- ◎ How to design, develop, and implement service management not only as an organizational capability but also as a strategic asset
- ◎ Key topics:
  - ◎ Strategic assets, service utility and warranty
  - ◎ Service Portfolio, Service Catalog
  - ◎ Service assets
  - ◎ Market Spaces
  - ◎ Service Economics: ROI, Financial, Service Portfolio, Demand Management
  - ◎ Service Model



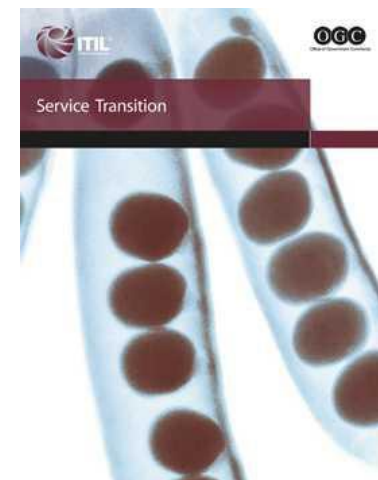
# Service Design

- ◎ How to design and develop services and service management processes, converting strategic objectives into portfolios of services and service assets
- ◎ Key processes
  - ◎ Service Level Management
  - ◎ Service Catalog Management
  - ◎ Availability Management
  - ◎ IT Service Continuity Management
  - ◎ Information Security Management
  - ◎ Supplier Management
- ◎ Other areas of concern:
  - ◎ Service sourcing alternatives



# Service Transition

- ◎ How to take designed services into the live environment
- ◎ Key processes:
  - ◎ Change Management
  - ◎ Service Asset and Configuration Management
  - ◎ Knowledge Management
  - ◎ Transition Planning and Support
  - ◎ Release and Deployment Management
  - ◎ Service Testing and Validation
  - ◎ Evaluation
- ◎ Managing organizational and cultural change



# Service Operation

- ◎ How to successfully manage a service through its production life through daily management
- ◎ Key processes:
  - ◎ Event, Request, Incident, Problem Management
- ◎ Key functions:
  - ◎ Service Desk, IT Operations, Technical, Application Management
- ◎ Balancing conflicts in Service Operation

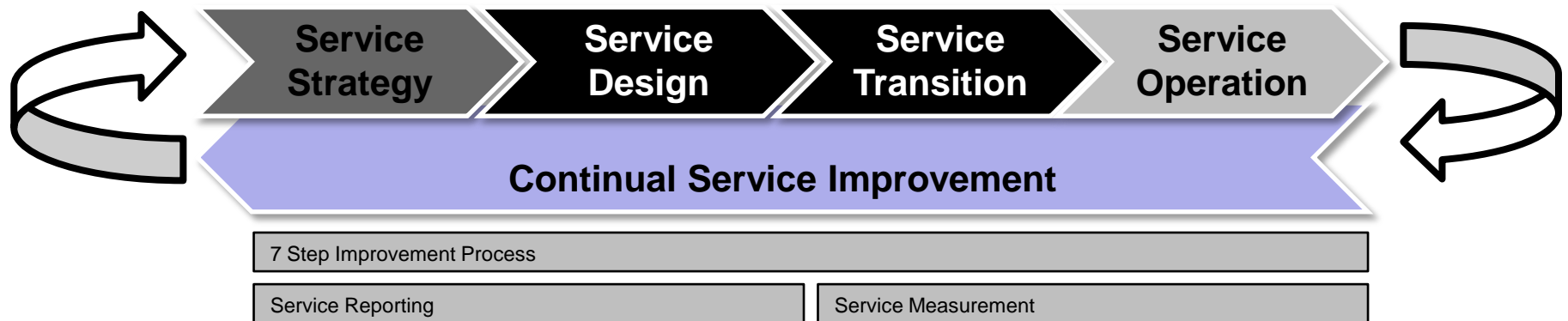
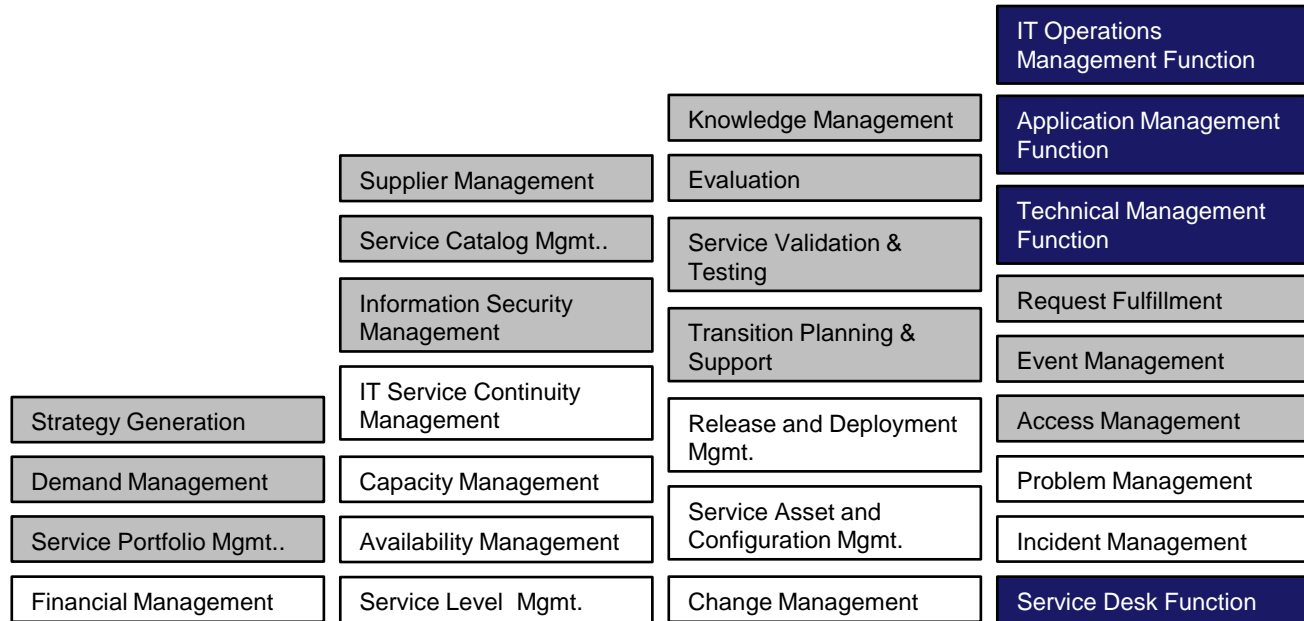


# Continual Service Improvement

- ◎ How to create and maintain value for customers through better design, introduction, and operation of services
- ◎ Processes involved in identifying and introducing Service Management improvements:
  - ◎ Service Level Management
  - ◎ The Seven-Step Improvement Process
- ◎ Other topics:
  - ◎ The Plan-Do-Check-Act model
  - ◎ The Continual Service Improvement Model
  - ◎ The concepts of business value, baselines, and metrics



# ITIL V3 Processes and Function in the Lifecycle



Legend: From ITIL V2 New in ITIL V3 Functions

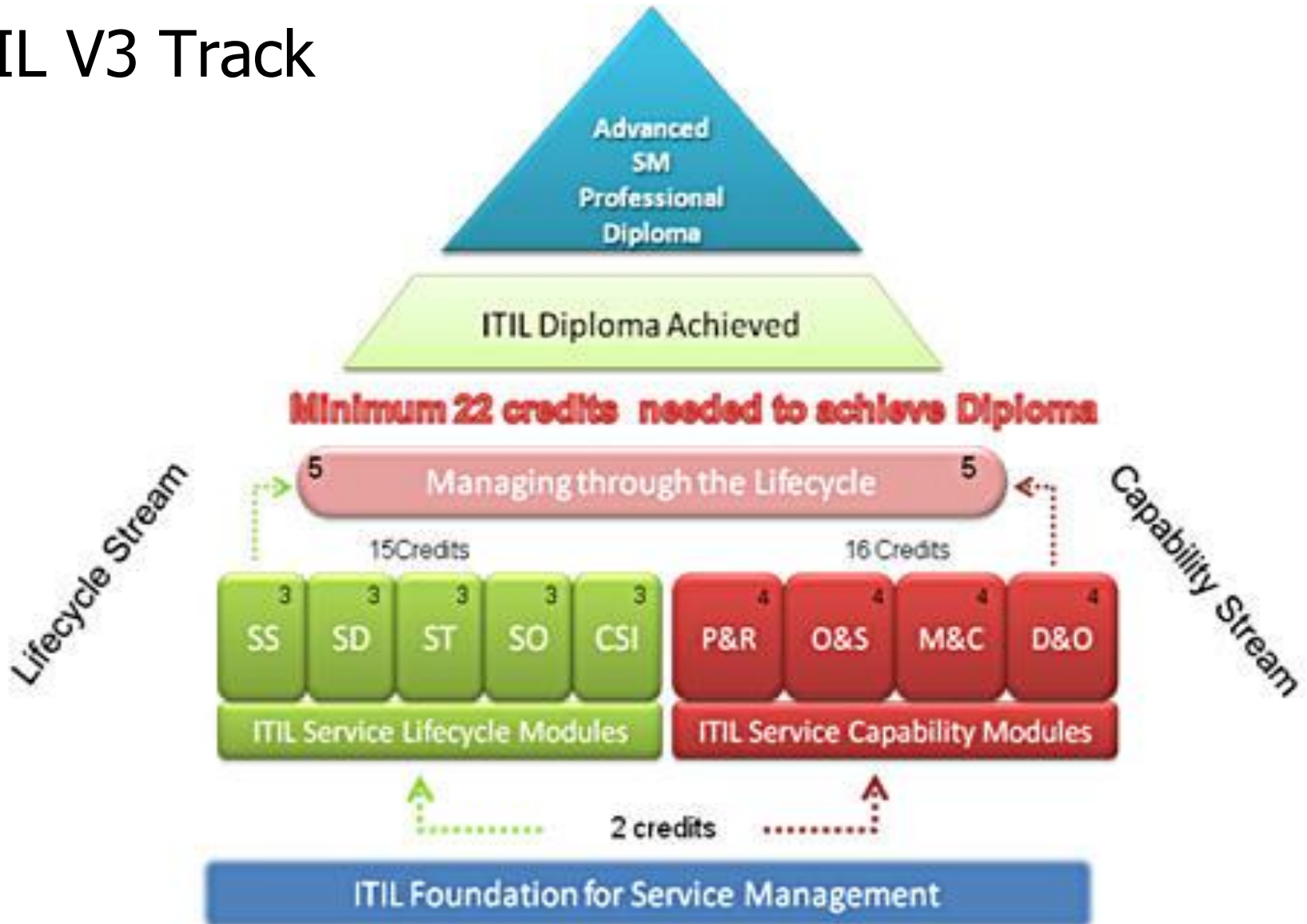
# ITIL Library Changes in V3

- ◎ Core Library: five books, one for each Lifecycle phase
- ◎ Plus: Official Introduction to ITIL Service Lifecycle book
- ◎ Complimentary materials
  - ◎ Supporting books, brochures, documents, other info
  - ◎ Aimed at specific audiences (e.g., CIOs, IT Pros)
  - ◎ Addresses application of generic guidance to particular markets or technologies
- ◎ Dynamic guidance
  - ◎ Through web-based materials for more
- ◎ Study aids for the Foundations and other examinations

# ITIL Qualification Scheme Changes in V3

- ◎ Two tracks to pursue:
  - ◎ ITIL V3 track
  - ◎ ITIL V2 to V3 track for certified V2 professionals
- ◎ ITIL V3 qualifications more modular, adaptable to the specific career path of the IT Professional
- ◎ Two ITIL V3 diplomas:
  - ◎ ITIL V3 Diploma
  - ◎ Advanced Service Management Professional Diploma

# ITIL V3 Track



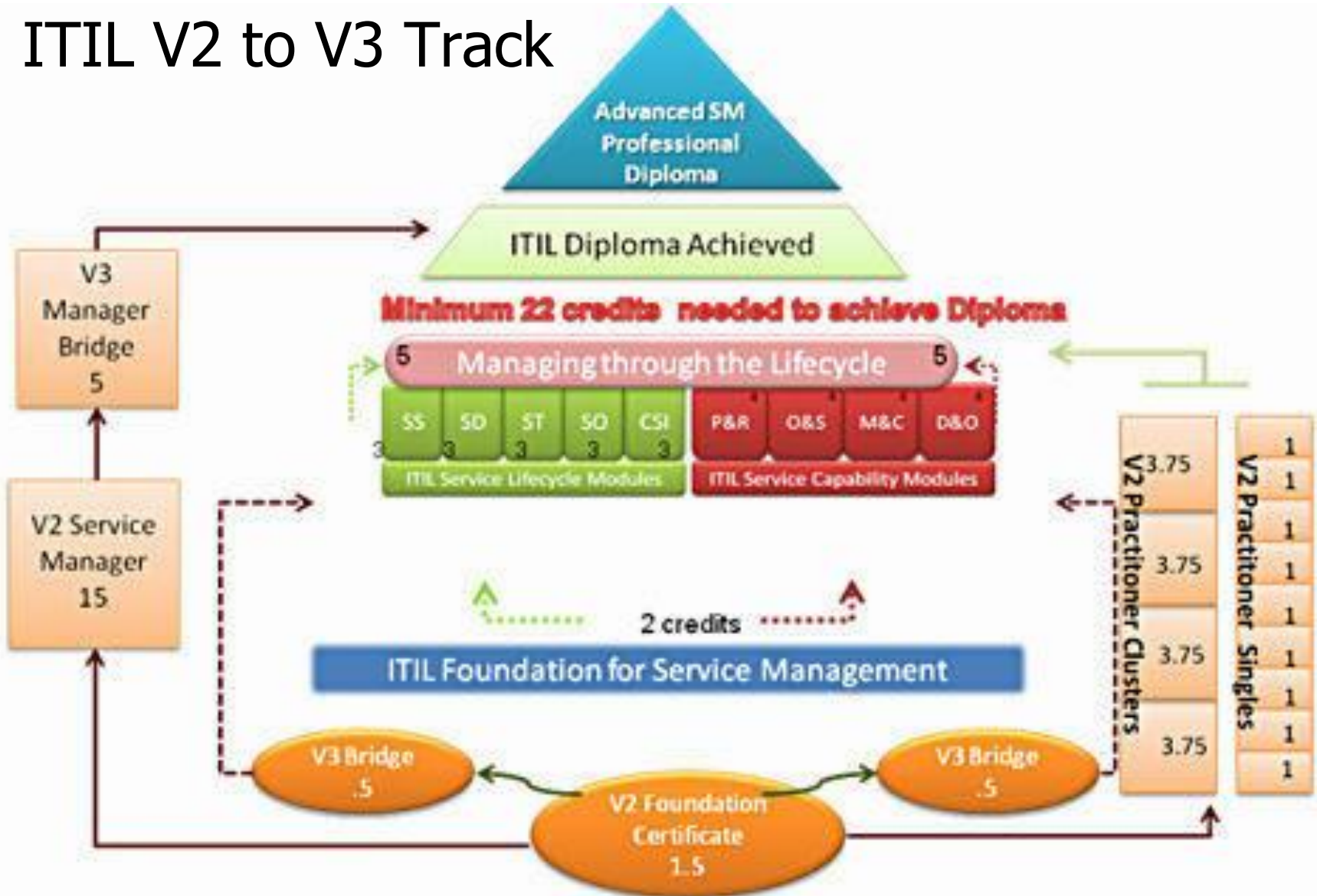
# ITIL V3 Track Details

- ◎ Foundation level (3-day course)
- ◎ Intermediate level, Lifecycle Stream (3-day courses)
  - ◎ Service Strategy, Service Design, Service Transition, Service Operation, and Continual Service Improvement
- ◎ Intermediate level, Capability Stream (5-day courses)
  - ◎ Service Portfolio & Relationship Management
  - ◎ Service Design & Optimization
  - ◎ Service Monitoring & Control
  - ◎ Service Operation & Support
- ◎ Course: Managing Across the Lifecycle - brings together the full lifecycle approach to service management

# ITIL V3 Diplomas

- ◎ ITIL V3 Diploma
  - ◎ Awarded when 22 credits are achieved from education at foundation and intermediate level
  - ◎ Units can be gained from either of the 2 intermediate streams
  - ◎ No further examination or course is required to gain the diploma
- ◎ Advanced Service Management Professional Diploma
  - ◎ Under development

# ITIL V2 to V3 Track



## ITIL V2 to V3 Track Details

- ◎ Individuals can gain credits for ITIL V2 and V3 courses
- ◎ Existing V2 qualifications have corresponding credits
- ◎ Foundation level bridging course: V3 Bridge
  - ◎ Covers differences between V2 and V3
  - ◎ Exam to test understanding of ITIL V3 approach
- ◎ Intermediate level bridging course: V3 Manager Bridge
  - ◎ For ITIL V2 Manager, to gain the ITIL V3 Diploma if exam is passed
  - ◎ 3-day course, covers new concepts in ITIL V3 and fully integrates the benefits of the lifecycle approach

# Why Transition to ITIL V3?

- ◎ Focus of IT Service Management is growing
  - ◎ Increased use of service providers outside of the IT organization (outsourcing, in sourcing, multi-sourcing)
  - ◎ Increase direct tie of business services to IT services
  - ◎ Globalization
  - ◎ Virtualization
- ◎ Best practices of ITIL V2 may no longer be valid
  - ◎ Many v2 practices now just common not best practices
  - ◎ Need to identify new and emerging best practices for today's IT environment

# Why Transition to ITIL V3?

The past (V2)	The present and future (V3)
Business and IT <u>alignment</u>	Business and IT <u>integration</u>
Value <u>chain management</u>	Value <u>network integration</u>
<u>Linear service catalogs</u>	<u>Dynamic Service Portfolios</u>
Collection of <u>integrated processes</u>	<u>Holistic Service Management lifecycle</u>

# Why Transition to ITIL V3? Key Benefits

- ◎ V3 improves on usefulness and applicability of ITIL in support of current business and technology landscape
  - ◎ Updated with new scenarios brought about by new technologies (e.g. outsourcing, Internet)
- ◎ V3 makes link between employment of best practices and their business benefits more visible, easier to show
  - ◎ Addresses business issues and concerns (e.g. financial justification, strategic planning)
- ◎ V3 gives more consistent content / depth across topics
  - ◎ More scalable too, for use in organizations of all sizes

# How ITIL V3 Affects Service Management Practices

- ⊙ Integration of business strategy with IT service strategy
- ⊙ Enables agile service design and ROI blueprint
- ⊙ Provides transition models that are fit for purpose
- ⊙ De-mystifies service provider management and sourcing
- ⊙ Eases service implementation and management in dynamic, high-risk, volatile business environments
- ⊙ Improves the measurement and demonstration of value
- ⊙ Identifies triggers for improvement and change

Source: ITIL® Refresh Newsletter, 1<sup>st</sup> Edition

# How you can transition from V2 to V3

- ◎ Upgrade skills and knowledge
  - ◎ Get trained on ITIL V3 Foundations
  - ◎ Continue with ITIL V2 Practitioner training if already needed since V3 equivalent not yet released
  - ◎ Take v2 to v3 bridging courses when available
- ◎ Change practices within the organization
  - ◎ Continue with existing ITIL V2 processes in place
  - ◎ Get senior IT managers to start understanding the Service Lifecycle to begin implementing new and upgrading existing V2 processes and functions

# Session Summary

- © ITIL V3 is a fundamental re-write that introduces a services lifecycle, new content, a new structure that includes complimentary materials and a vehicle for dynamic / interim updates, and a new certification qualification scheme
- © CIOs should consider transitioning to V3 because V2 content is 5-7 years old and in some cases no longer best / current / relevant practice
- © Transitioning to V3 requires skills and knowledge updates, including bridging courses, and strategy for bridging from existing V2 processes and functions to V3

# Call to Action

- ◎ Learn more about ITIL V3 and IT service management
  - ◎ Visit [www.pultorak.com](http://www.pultorak.com) and [searchcio.techtarget.com](http://searchcio.techtarget.com) for the latest information on ITIL for CIOs
  - ◎ View the other webinars in this series
    - ◎ 11AM EST: ITIL v3 Core Practice Book 1: Service Strategies
    - ◎ Noon EST: ITIL v3 Core Practice Book 2: Service Design
    - ◎ 2PM EST: ITIL v3 Core Practice Book 3: Service Transition
    - ◎ 3PM EST: ITIL v3 Core Practice Book 4: Service Operation
    - ◎ 4PM EST: ITIL v3 Core Practice Book 5: Continual Service Improvement
- ◎ Consider implementing ITIL V3 in your organization
  - ◎ Contact Pultorak & Associates at (206) 729-1107  
[info@pultorak.com](mailto:info@pultorak.com)

# Questions and Answers

David Pultorak

CEO

Pultorak & Associates

6828 34th Avenue NE,  
Suite 100

Seattle, WA 98115

(206) 729-1107

info@pultorak.com

www.pultorak.com

