



# IT Service Management 2007

## *A Pink Perspective*

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# Agenda



Pink Elephant – Leading The Way In IT Management Best Practices



1. ITIL® Historical Highlights
2. Pink Elephant's Involvement in ITIL
3. The V1 and V2 Process Models and the V3 Service Lifecycle Model
4. Who Uses ITIL?
5. Benefits of ITIL
6. ITIL Professional Certification
7. ITIL Organizational Certification
8. ITIL Tool Certification
9. The Future?

# ITIL Historical Highlights



- 1986 – CCTA starts the GITIMM project
  - To gain control of IT costs; particularly in procurement and operations
  - To promote use of “best practice”
  - CCTA later renamed OGC
  - GITIMM later renamed “ITIL”
- 1989 – ITIL V1
  - 44 books published
- 1991 – itSMF founded
  - originally named “itIMF”
- 1992 – ITIL V2
  - 7 books published
- 2005 – ITIL V3
  - 5 books published

# Pink Elephant's Involvement In ITIL



- Contributed to all versions of ITIL since its inception in 1986, including authors of one of the five new volumes in V3
- Founding member of itSMF
- The leader in ITIL education
  - Commissioned by the UK government to develop the very first ITIL certification course
  - First to market with all levels of certification ever since
- Host of the world's largest ITIL conference each year in February
- Participation in the V3 examination scheme advisory panel

# ITIL V1 Process Model



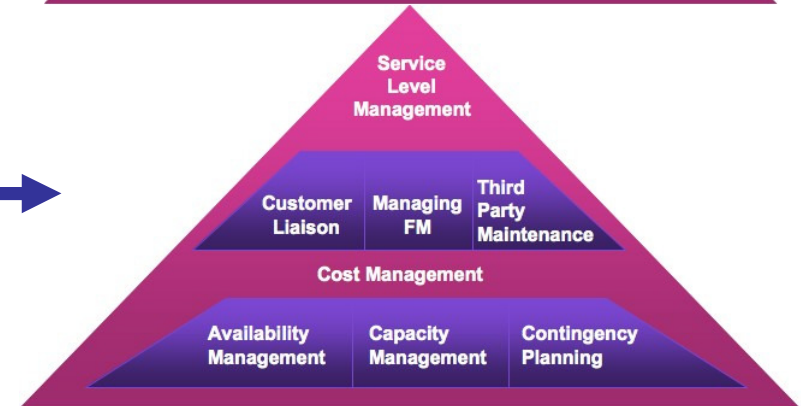
## Strategic IT Processes

Planning and Long Term Control Over Quality, Stability, Flexibility →



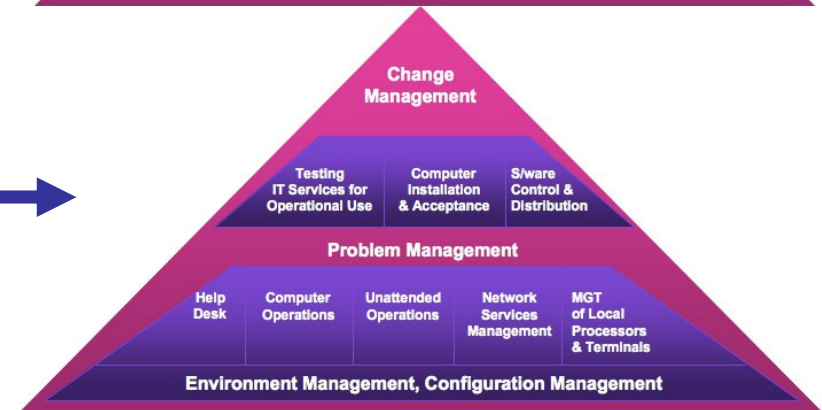
## Tactical IT Processes

Service Delivery Processes  
To Achieve and Maintain Quality, Stability, Flexibility →

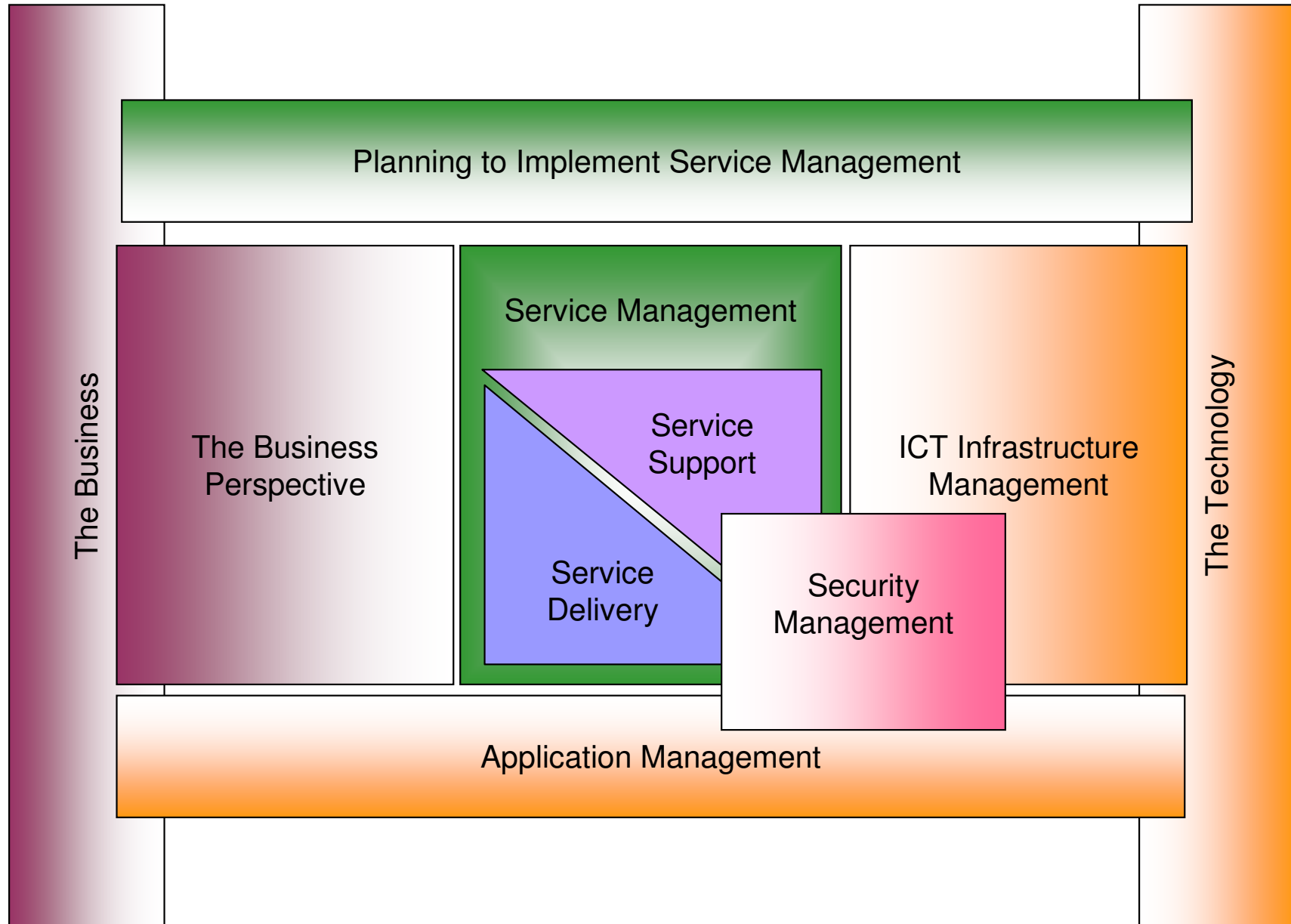


## Operational IT Processes

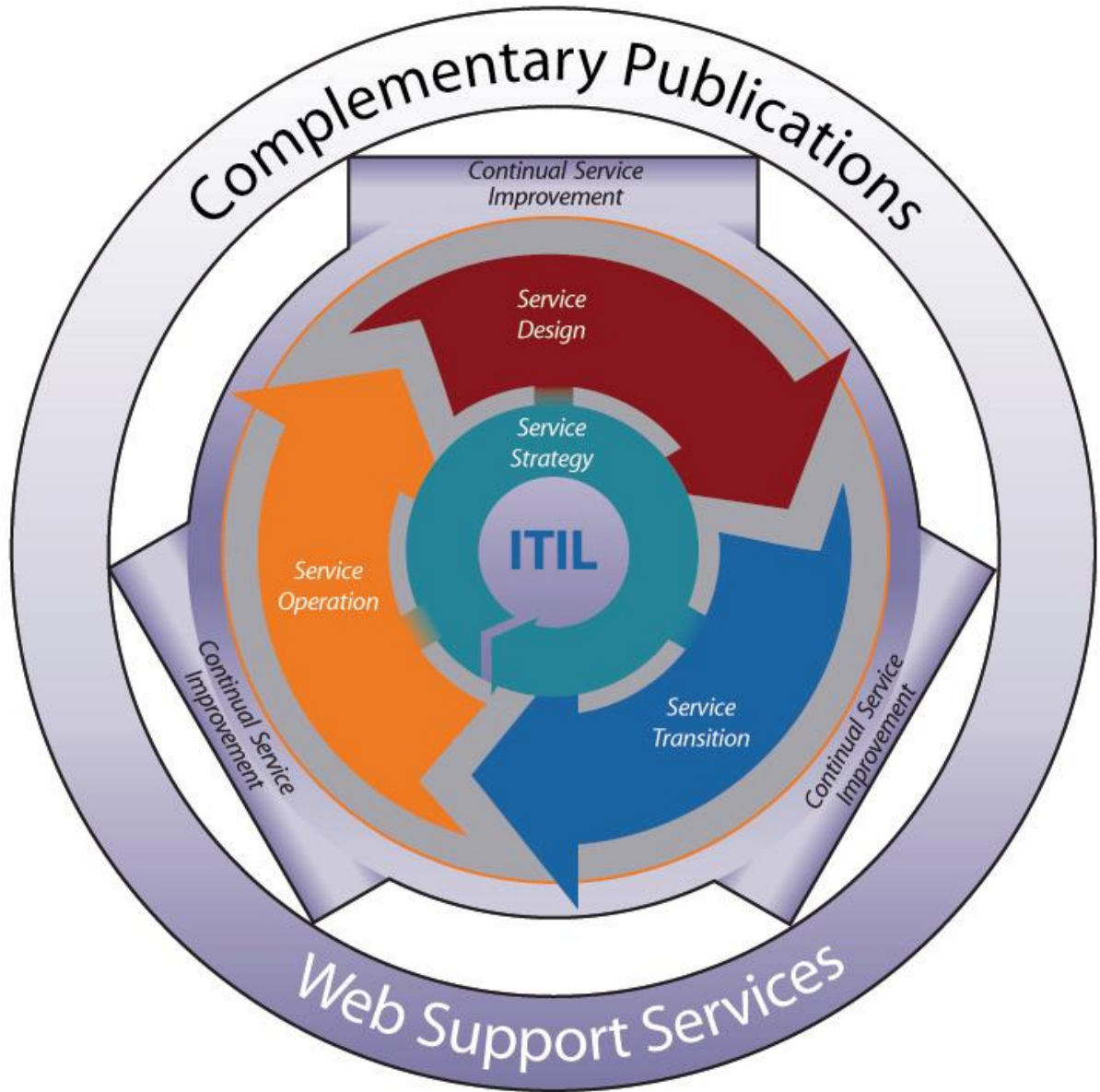
Service Support Processes  
To Achieve Quality, Stability, Flexibility →



# ITIL V2 Process Model



# ITIL V3 Service Lifecycle



# Core Book Authors



## Service Strategy

Authors:

- Michael Nieves, Senior Manager, Accenture, USA
- Majid Iqbal, Project Scientist, Carnegie Mellon University, USA

## Service Design

Authors:

- Colin Rudd, Director, ITEMS, UK
- Vernon Lloyd, International Client Director, FOX IT, UK

## Service Transition

Authors:

- Shirley Lacy, Director, ConnectSphere, UK
- Ivor Macfarlane, Director, GUILLEMOT ROCK, UK

## Service Operation

Authors:

- David Cannon, IT Service Management Practice Principal, HP Education, USA
- David Wheeldon, Director of Service Management, HP Education EMEA, UK

## Continual Service Improvement:

Authors:

- George Spalding, Executive Consultant, Pink Elephant, USA/Canada
- Gary Case, Executive Consultant, Pink Elephant, USA/Canada

## Chief Architect:

- Sharon Taylor, Aspect Group, Canada



# Who Uses ITIL?

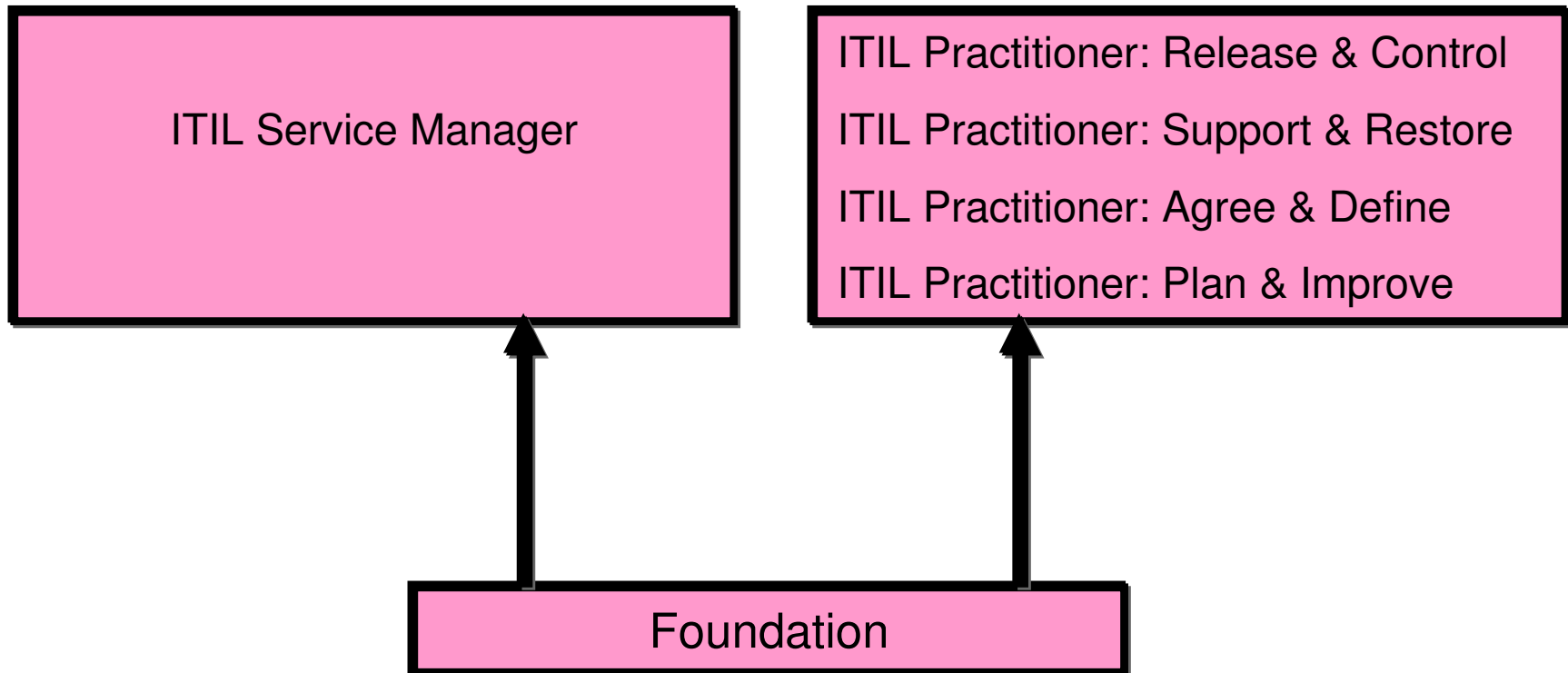


- Early adopters:
  - Finance (banking and insurance)
  - Government
  - Utility (telecom and electric)
- Also:
  - Pharmaceuticals
  - Oil and Gas
- The guidance is relevant to ALL organizations
- It can even translate to non-IT environments!



- Knowledge and control of costs
- Improved knowledge of IT services and their business impact
- Improved quality of IT services:
  - Availability and Continuity
  - Reliability
  - Resilience
- Enables new opportunities for the business

# V1 & V2 Professional Certification

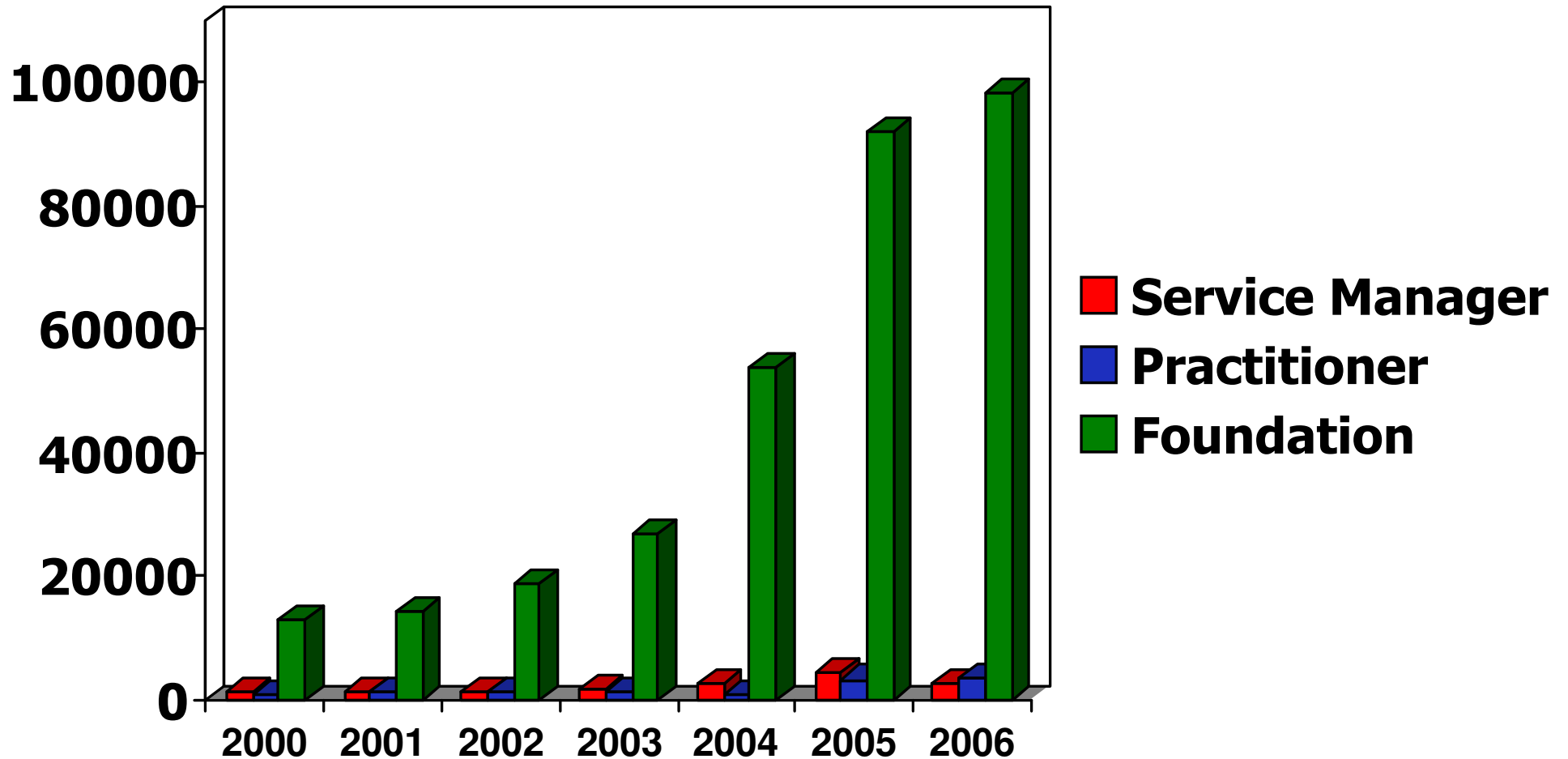


# ITIL Professional Certification



- 1986 - CCTA starts the GITIMM project
- 1989 - ITIL V1: 44 books published
- 1991 - itSMF founded (originally named "itIMF")
- 1992 - Service Manager professional certification - ISEB & Pink Elephant
- 1996 - Foundation professional certification - ISEB/EXIN & Pink Elephant
- 1997 - Process Practitioner professional certification - EXIN & Pink Elephant
- 1999 - ITIL V2: 7 books published
- 2005 - Clustered Process Practitioners - EXIN & Pink Elephant
- 2007 - ITIL V3: 5 books published
- 2007 - New ITIL certification scheme launched - APMG & Pink Elephant

# Examination Statistics (EXIN)



# V3 Professional Certification



## Path #2

### Single Course:

- V2-V3 Manager's Bridge
- 3 days duration
- 5 credits

### "Management Certificate" (V2)

- 17 credits

## Path #1

### Single Course:

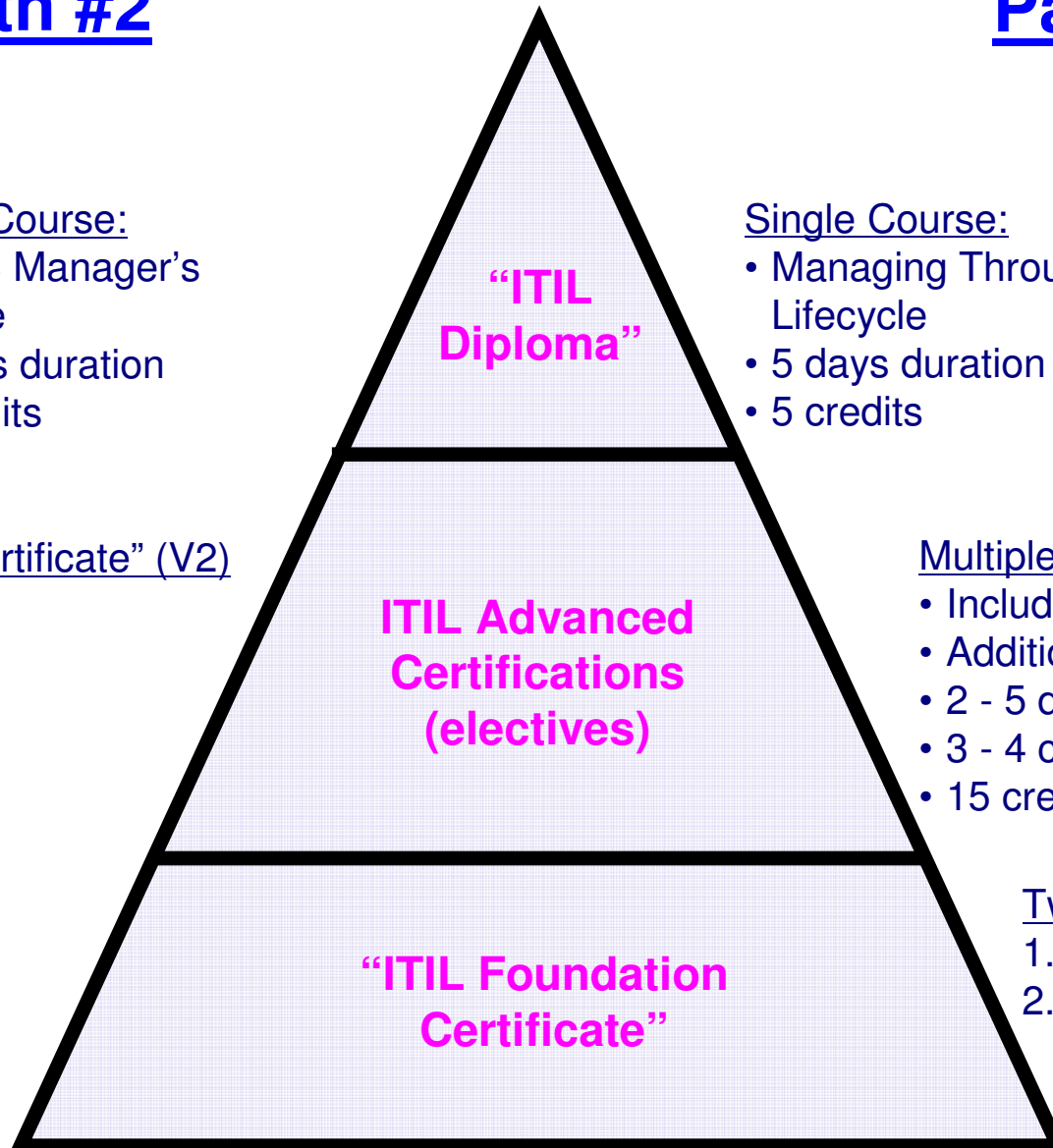
- Managing Through The Lifecycle
- 5 days duration
- 5 credits

### Multiple "Practitioner-Style" Courses:

- Includes new V3 and current V2 modules
- Additional modules to be added over time
- 2 - 5 days duration
- 3 - 4 credits each
- 15 credits to advance to next level

### Two options:

1. "V3 Foundation" (3 days; 2 credits)
2. "V2 Foundation" (1.5 credits)  
plus  
"V3 Bridge" (1 day; 0.5 credits)



# V3 Professional Certification



## Path #2

### Single Course:

- V2-V3 Manager's Bridge
- 3 days duration
- 5 credits

"Management Certificate" (V2)  
• 17 credits!



## Path #1

### Single Course:

- Managing Through The Lifecycle
- 5 days duration
- 5 credits

### Multiple "Practitioner-style" Courses:

- Includes new V3 and current V2 modules
- Additional modules to be added over time
- 2 - 5 days duration
- 3 - 4 credits each
- 15 credits to advance to next level

### Two options:

1. "V3 Foundation" (3 days; 2 credits)
2. "V2 Foundation" (1.5 credits)  
plus  
"V3 Bridge" (1 day; 0.5 credits)

At the Advanced Level there are currently 3 groups of defined modules:

- Lifecycle modules
- Capability modules
- V2 Practitioner
- More courses/certifications are expected to be added

## Lifecycle:

- 5 courses/certifications
- SS, SD, ST, SO, CSI
- 3 days each
- 3 credits each
- Ready in Q4 2007

## Capability:

- 4 courses/certifications
- P&R, O&S, M&C, D&O
- 5 days each
- 4 credits each
- Ready in Q4 2007

## V2 Practitioner Clustered:

- 4 courses/certifications
- IPSR, IPRC, IPAD, IPPI
- 5 days each
- 3.75 credits each
- Available now

## Single Process:

- Up to 11(?) certifications
- 2-3 days each
- 1 credit each

# ITIL Organizational Certification



1986 - CCTA starts the GITIMM project

1989 - ITIL V1 published - 44 books

1991 - itSMF founded (originally named "itIMF")

1999 - ITIL V2 published - 7 books

2005 - ISO 20000 launched - ISO

- Focused on ITIL V2

- Must remain unchanged for at least 3 years (until December 2008)

2007 - ITIL V3 published - 5 books



# ITIL Tool Certification



- 1986 - CCTA starts the GITIMM project
- 1989 - ITIL V1 published - 44 books
- 1991 - itSMF founded (originally named "itIMF")
- 1999 - PinkVerify™ - **Pink Elephant**
  - Remedy
  - Magic
  - ViaTIL
- 1999 - ITIL V2 published - 7 books
- 2007 - ITIL V3 published - 5 books
- 2007 - PinkVerify "V3" - **Pink Elephant**

# The Future?



ITIL is the “de-facto” framework for IT Service Management  
More organizations will be adopting ITIL practices

- Professional Certification:
  - The new Foundation Level has a very wide scope and is beyond the needs of most Operations, Support and Development staff
  - While PEOPLE are motivated for certification, I predict that ORGANIZATIONS will be less motivated to sponsor professional certification for all their staff
  - In the coming months, I believe that APMG will further develop the new certification scheme to provide more “entry level” certification options
- Organizational Certification:
  - ISO/IEC 20000 does not appeal to most organizations, unless they are in the managed services (outsourcing) business
  - ITIL V3’s guidance on Continual Process Improvement will provide the opportunity for standardized industry benchmarks for process maturity
- Tool Certification:
  - Initially, ITIL led the way; now it’s the big tool vendors providing direction!
  - PinkVerify “V3” will provide independent assurance of support for ITIL V3
    - Compatibility check from Pink Elephant
    - Deployment experience from practitioners



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# *QUESTIONS?*

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