

09:30 – 17:00



**Keith Sutherland,**  
**Avant**

## SVM-100: IT Service Value Management™ Essentials

This training session provides an overview of the fundamental components of IT Service Value Management™, Business Service Management, underlying best practices, related business drivers, and required steps to successfully prioritize projects, allocate resources, and effectively communicate business value with Service Value Modeling™.

It is an excellent primer for those who are new to IT-SVM™, beginning their Service Management initiative, or interested in moving an existing Service Management initiative to the next level. IT-SVM™ facilitates numerous activities including...

- Quickly building Service Catalogues.
- Assessing the Business Value of IT services.
- Accurately measuring service quality.
- Justifying resources for service improvement initiatives.
- Communicating Business-IT alignment in non-technical terms.
- Successfully managing Service Portfolios

The IT-SVM™ Workshop Series combines decades of practical experience with the essentials from globally accepted best practices such as ITIL®, NGOSS®, TQM, CRAMM®, COBIT®, PMBOK®, CMMI®, SERVQUAL/RATER, Six Sigma, and distils them into this easy to understand training program.

**Who Should Attend?** IT Executives, Senior IT Management, Service Management Process and Function Owners, Consultants, Vendor Account Managers.

**Format:** 1-day of facilitator led discussion.

**Curriculum:**

- IT Service Value Management™ Overview
- Role of the Business in IT Strategy
- Understanding Where IT Value Originates
- Value From Enterprise Boundaries
- How to Make IT a Strategic Asset
- How to Align IT and the Business
- Competitive Advantage from IT
- IT Service value Management™
- Defining IT Services in Business Terms
- Valuing IT Services by Business Value at Risk™
- Measuring IT Services by Business Value at Risk™
- Choosing IT Services for Improvement

**Prerequisites:** ITIL® Foundations is highly encouraged, although not required.

**Examination:** An optional 30 question (45 minute) certification examination will be administered at the end of this course.

**Reference Material:** Each student receives a 135 page course manual.

**Additional Cost:** \$750nz (\$675nz if booked in conjunction with the conference)

*Includes exam, lunch and morning/ afternoon tea*



## DAY 1 – Wednesday 19<sup>th</sup> May 2010

### RENDEZVOUS HOTEL, AUCKLAND

12:30 – 15:15



**Peter Borich/ Jonny Flutey**  
Victoria University of  
Wellington

#### *Cruising with your customers: a Service Mgt Framework to engage your people!*

This workshop is designed to walk participants through the creation of a customer focused service management framework designed to instigate change and service improvement. The framework has been in place at Victoria University of Wellington for three years and has dramatically changed the way their IT services are delivered and supported. The framework is built on the three core pillars of:

- Service management strategy - a simple clear strategy that you can sell to your management and team
- Customer management model - outlining who your customers are, what their characteristics and needs are and how you are going to manage the relationship into the future
- Service delivery model - based on your customer model, this defines the service to be delivered and how they are going to support them

The whole process can be completed in three months from which a focused change management programme can be created for implementation.

If you have ever struggled with implementing service management in your organization then this workshop will provide a practical approach to moving forward.

The workshop is designed to be interactive and will use Victoria University as a case study.

### Afternoon Tea (15 mins)

15:30 – 18:30



**Ralph Gray, LucidIT**

#### *ITIL Simulation – “TrainIT” – Demonstrating how to drive real value through process improvement*

Many service management staff struggle to identify that process improvement will bring any real value to the organisation. In this practical demonstration, you will experience that occurring, and use their experience to drive real value improvements in their own organisation.

This simulation is based on a customer - service provider – supplier model. The service provider must maintain the infrastructure so that the business can achieve its objectives. To assist in doing this, the service provider has a contract with a supplier – just like in the real world.

Participants play roles in the simulation, and quickly learn the lessons of having good processes, investment in infrastructure and good relationships between all parties.

18:30 – 20:00

### **WELCOME RECEPTION**



## DAY 2 – Thursday 20<sup>th</sup> May 2010

TASMAN BALLROOM				
08:45 – 09:00	Conference Welcome			
09:00 – 10:00	<i>Marianna Billington, itSMFi/ Fairfax Media</i>	Opening Keynote		
TASMAN BALLROOM		COROMANDEL ROOM		
10:05 – 10:45	<i>Lisa Arthur (TVNZ), Nicole Leonard (Delta)</i>	Designing and Growing a Service Delivery Culture	<i>Michael Davies, ProActive</i>	Service Catalogues: A Pragmatic Approach
	<i>Presentation (Case Study)</i>	People/ Culture (Case Study)	<i>Presentation</i>	Service Catalogue
10:45 – 11:05	Morning Tea (20 mins), Exhibition Hall (Rendezvous Ballroom) <i>Sponsored by Exin</i>			
TASMAN BALLROOM				
11:05 – 11:55	<i>Karen Ferris, Macanta</i>	How Green is your ITIL?		
	<i>Keynote</i>	Sustainable IT		
COROMANDEL ROOM				
12:00 – 13:00		Speed Networking <i>Bring your Business Cards</i>		
13:00 – 13:45	Lunch (45 mins), Exhibition Hall (Rendezvous Ballroom)			
TASMAN BALLROOM		COROMANDEL ROOM		
13:45 – 14:25	<i>Robert Ryan, IBM</i>	Measuring Success! - How to develop and implement an ITIL Performance Management Framework		
	<i>Presentation</i>	Performance Mgt		
14:30 – 15:10	<i>Mike Davies, Assessment Portal</i>	IT and the Business driving together	<i>Rob England, TwoHills</i>	Plug and Socket: connecting ISO38500 and ITSM
	<i>Presentation</i>	Reporting & Metrics	<i>Presentation</i>	IT Governance
15:10 – 15:30	Afternoon Tea (20 mins), Exhibition Hall (Rendezvous Ballroom)			
TASMAN BALLROOM				
15:30 – 16:30	<i>Atwell Williams, BMC Software</i>	Communicating the Value of IT		
	<i>Keynote</i>			
TASMAN BALLROOM		COROMANDEL ROOM		
16:35 – 17:15	<i>Sam Ferguson, Planwell</i>	Realising the benefits from ITSM and where the cloud can assist	<i>Shane Deay, Avant</i>	Maximising Service Value - Beginning with the End in Mind
	<i>Presentation</i>	ITSM & the Cloud		Continual Service Improvement
<i>...time to freshen up and get ready for the Awards Gala Dinner</i>				
19:00 – late		Awards Gala Dinner Featuring the IT Service Mgt Project of the Year Award (proudly sponsored by Delta)		
		Tasman Ballroom, Rendezvous Hotel		



DAY 3 – Friday 21 <sup>st</sup> May 2010				
TASMAN BALLROOM				
08:45 – 08:55	Conference Welcome / Highlights from Previous Day			
08:55 – 09:10	Award winner presentation			
09:10 – 10:10	Keynote			
10:10 – 10:30	<i>Morning Tea (20 mins)</i> , Exhibition Hall (Rendezvous Ballroom)			
TASMAN BALLROOM		COROMANDEL ROOM		
10:30 – 11:10	<i>David Hayes (Delta), Janet Hunt (VUW), Jill Cowton (MoE)</i>  <i>Presentation (Case Study)</i>	Back Seat Drivers – The Customer Experience  Customer Surveys, Reporting	<i>Mark Smalley, ASL BiSL Foundation</i>  <i>Presentation</i>	IT is from Flatland, Business is from Spaceland (whitepaper)  Business Relationship Mgt
TASMAN BALLROOM				
11:15 – 12:15	Keynote			
12:15 – 13:00	<i>Lunch (45 mins)</i> Exhibition Hall (Rendezvous Ballroom)			
TASMAN BALLROOM				
13:00 – 14:00	Leadership Debate			
TASMAN BALLROOM		COROMANDEL ROOM		
14:00 – 14:40	<i>Colin Rice, Dairy Farm</i>  <i>Presentation (Case Study)</i>	Driving Business Improvement: A tale of two ISO20000 Certifications  IT Governance (Case Study)	<i>Bhishmaraj Shinde &amp; Gautam Nadkarni, Infosys</i>  <i>Presentation</i>	Service Decomposition - Propellers for Service Transparency
14:40 – 15:00	<i>Afternoon Tea (20 mins)</i> Exhibition Hall (Rendezvous Ballroom)			
TASMAN BALLROOM		COROMANDEL ROOM		
15:00 – 15:40	<i>Darren Webber, Telecom Gautam Nadkarni, Infosys</i>  <i>Presentation (Case Study)</i>	Extracting value from test environments - The Hidden Treasure  Test Environments	<i>Kevin O'Donnell, Kiwibank</i>  <i>Presentation (Case Study)</i>	The Kiwibank "Ask Me" story - Enhancing the customer experience across the enterprise by delivering a SharePoint Knowledge Management solution  Knowledge, Incident & Problem Mgt
TASMAN BALLROOM				
15:45 – 16:45	<i>Rob Stroud, CA itSMF International ISACA\ITGI</i>  <i>Keynote</i>	Cloud and Virtualisation - the death of ITIL or the opportunity of our lifetime?		
16:45 – 17:00	Conference Prize Giving & Close			



Note: Once additional presentations have been fully confirmed these will be added. The conference programme is subject to change. The latest programme will be published via the itSMFnz website.

Last updated Mon 12<sup>th</sup> April 2010