

## Agile/Fast ITSM

- ITIL fulfilled a particular need in the IT Industry and has grown massively over the last 20 years to the multi-vendor and global industry it is today.
- Currently there are a number of challenges to traditional means of delivering technology. These are changing rapidly and also presenting a number of immediate threats and challenges to the current ITIL publication and training/certification structure. The key threats are:
- The current ITIL output is looking out of date, inconsistent, muddled and inflexible. This is a result of current developments – e.g.:
  - Cloud computing
  - Multi-vendor service models
  - Availability and use of user-owned devices and applications in all areas of life and work
  - Social media
- It takes several years for a new update of ITIL to be developed and published, courses updated etc. This is fatally limiting in terms of keeping ITIL current in the next few years. There is a need for clarity and simplicity of message, plus agility and speed of delivery
- There are also a variety of rumblings of discontent and rebellion in the industry as a result of the above issues, plus the current structure of governance and ownership - e.g. there is now a campaign for the use of ITIL content to be made 'free' by the UK Govt.
- There is a need for change - fresh new ideas and content, delivered in line with the pace of technology and end-user change.

**The proposal is for a dynamic ITSM forum (Name to be decided) to develop new materials and ideas based on the following principles:**

- **Clear and definite focus on customer and business value** in all ITSM initiatives
- **Speed and agility of delivery** – new content that is created and issued quickly (e.g. within 4 – 6 weeks) and not dragged down by committees and long review and publishing cycles
- **Brevity of content** – not rewriting any ITIL books, producing short (e.g. 1 or 2 page) summaries and guides
- **Practical guidance and clarity on key issues** – definitive answers and opinions on key topics (e.g. Services, CMDB, Problem Management, Service Catalog)
- **Using and absorbing existing content and thinking** that fits with the philosophy where possible.
- **Using new technology and media** where possible to get the message out in a relevant way
- The forum should not be seen as a rival or threat to the current industry – it shouldn't waste it or anyone else's time with negative campaigns or get embroiled in legal or commercial disputes about ownership or copyright of ITIL.
- It should be seen as the 'bleeding edge' of the ITSM industry that gives forward-thinking people the opportunity to develop their skills and projects, in an up-to-date and relevant way. It could be seen as the development area for the next versions of ITIL and a way to keep this (relatively) up to date.

## So what next?

The forum should embrace the ITIL industry where possible and show that it is not in conflict – this will be a fine line to avoid any disputes as mentioned, but there will be a business case and opportunity on this for the industry so it shouldn't be seen as a challenge. Many people are potentially losing their jobs in IT so will not care or be interested in ITSM navel gazing and internal, internecine strife.

### Suggested next steps:

- Socialise these ideas to like-minded and influential people across the industry to identify if they are interested in supporting this initiative
- Produce some initial content, plus content related to existing materials, in order to build some interest in the wider community
- Use social media (carefully) to socialise the concepts and build interest across the wider ITSM community
- Build a series of 'practitioner radio'-type podcasts that lay out the agile ITIL thinking and approach

### In time:

- Develop some short and simple communications 'products' that can be delivered consistently by a variety of bodies and people – that fit with their approaches, and which the forum would approve. So we're not trying to create a huge new training/consulting industry programme, rather leverage (perhaps tweaked) existing content.
- These could include:
  - Workshops on key concepts and practises – e.g SLM, problem management etc
  - Practical (mentoring) approaches for
    - Business/customer/outside-in 'service' definition
    - New commercial models – Cloud, multi-source, user-owned
    - Fast implementation – 5, 10 , 30 days
    - Benchmarking / metrics – based on business value
    - Procurement and Supplier Management
    - Management/governance
    - Use of social media

If you want to discuss this and get involved please contact me directly [bjr@barclayrae.com](mailto:bjr@barclayrae.com)