

*it*SMEF

Annual Conference

MARCH 18TH 2010 - METROPOLIS ANTWERP

Yes, we care !!



KEYNOTE SPEAKERS



09:10 - 09:50

Service Design and the Service Catalog: A practical approach and case study.

Colin Rudd, I.T. Enterprise Management Services Limited

This session provides an overview of a practical approach to the creation of a Service Catalog, using the techniques developed by the author of the Service Design book. It also describes and explains a case study where these techniques were successfully used within an organisation.

Colin Rudd (Director, IT Enterprise Management Services Ltd.)

Colin has been working in the IT industry for over 35 years and is internationally recognised as a leading authority on Service Management. He has been heavily involved in the development of IT Infrastructure Library (ITIL). Colin was involved as a lead author in the development of Versions 1, 2 and 3 of ITIL and was responsible for the design of the ITIL Version 2 framework. Colin now works for his own company and is using his extensive practical knowledge of Service Management to assist a number of major clients with the improvement of their Service Management processes and solutions. He has delivered Service Management training and consultancy all over the world and has presented at many International conferences on all aspects of Service Management.

He was former President of the Institute of IT Service Management and is now a Director of itSMF International and Chair of the itSMF Standards Management Board, through which he has been a driving force for the establishment of the Service Management certification and qualification schemes, particularly ISO/IEC 20000. Colin's enormous contribution to the Service Management industry was recognised in 2002, with the presentation of the itSMF's "Paul Rappaport" lifetime achievement award.



16:30 - 17:10

Probably... the 10 best service improvement tips ever.

Barry Corless, Akamas Consulting

Service Improvement is not a new concept. Organizations have talked about improving their IT support environment for many years and countless initiatives have started. Sadly, many improvement programs fail. Even more frustrating is that it is often for the same reasons. Hear about the glorious failures and how to avoid them with 10 top tips picked up in over 20 years in the IT business.

Barry Corless (Owner/ Director - Akamas Consulting)

Over 20 years IT industry experience in public sector, retail and IT service provider roles. Barry has been delivering Service Management education and consultancy since 1999. He is currently the Chair of the itSMF UK chapter, ITIL version 2 Chief Examiner for the APM Group, an ITIL version 3 Examiner and a Fellow of the Institute of Service Management.

AM PROGRAMME

08:00 - 09:00

Registration & Breakfast in the Exhibitions Area

PLENARY SESSION
09:00 - 09:10

ROOM 6
HP SOFTWARE ROOM

Welcome & Introduction by the itSMF Belgium President

PLENARY SESSION
09:10 - 09:50

ROOM 6
HP SOFTWARE ROOM

Service Design and the Service Catalog: A practical approach and case study.
By Colin Rudd, I.T. Enterprise Management Services Limited

PARALLEL SESSIONS 09:50 - 10:30	ROOM 6 HP SOFTWARE ROOM	In times of hype, cost transparency is crucial. <i>By Peter Barnes, HP Software</i>
	ROOM 2 INFRA ROOM	CMMI for Services: what about ITIL? <i>By Gert Leroy, Prosource</i>
	ROOM 11 AXIOS SYSTEMS ROOM	Operational Excellence - From A.Donkey to A.Donis. <i>By Patrik Horemans, NetIQ and Attachmate Business</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	"Codeless IT Service Management Solution. You want a Service Management solution that is easy to develop and easy to enhance; you don't need an army of technos that cost an arm and a leg." <i>By Stijn De Wolf, People & Technology & Thibaut Rigard, Staff & Line</i>

10:30 - 11:00

Coffee & Refreshments Break in the Exhibitions Area

PARALLEL SESSIONS 11:00 - 11:40	ROOM 6 HP SOFTWARE ROOM	eLoket, Service Management Improvement in an e-gov context. <i>By Serge Libert, Fedict</i>
	ROOM 2 INFRA ROOM	One year after ISO 20000 certification. <i>By Johan Goossens, Siemens IT</i>
	ROOM 11 AXIOS SYSTEMS ROOM	Service Catalog: Supply Chain Management for IT. <i>By Frank De Schepper, Axios Systems</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	PRIVATE WORKSHOP <i>By HP SOFTWARE</i>
	WORKSHOP ROOM B NETIQ - METASTORE ROOM	Service Management Simplified, back 2 basics. <i>By TOPdesk</i>

PARALLEL SESSIONS 11:45 - 12:25	ROOM 6 HP SOFTWARE ROOM	Cultural Change in 45 Minutes <i>By Mark Flynn, APMG Benelux</i>
	ROOM 2 INFRA ROOM	ISO 20000 & IT Service Management : from cost center to strategic differentiator. <i>By Pierre Dewez, Devoteam</i>
	ROOM 11 AXIOS SYSTEMS ROOM	The medium bank vs. service management, David vs. Goliath? <i>By Roland Vanderschueren, Landbouwkrediet</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	PRIVATE WORKSHOP <i>By HP SOFTWARE</i>
	WORKSHOP ROOM B NETIQ - METASTORE ROOM	Mission impossible? Bridging the gap between efficiency and quality. How Knowledge-Management for your service desk can help you to combine both objectives. <i>By Harald Huber, USU AG</i>

12:25 - 14:00

Lunch Break in the Exhibitions Area

PM PROGRAMME

PARALLEL SESSIONS 14:00 - 14:40	ROOM 6 HP SOFTWARE ROOM	The 'people' dimension. <i>By Patricia Speltinckx, Opsys & Steve Mann, SM2</i>
	ROOM 2 INFRA ROOM	Social Networks and IT Service Management. <i>By Jan Maarten Willems, Netlog</i>
	ROOM 11 AXIOS SYSTEMS ROOM	Integrating Service Management with Software Development Lifecycle. <i>By John Walsh, NBB</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	Service Catalog: Supply Chain Management for IT. <i>By Frank De Schepper, Axios Systems</i>
	WORKSHOP ROOM B NETIQ - METASTORE ROOM	Creating an IT KPI based scorecard in only 40 minutes. <i>By Arjan Woertman, ITpreneurs</i>

PARALLEL SESSIONS 14:50 - 15:30	ROOM 6 HP SOFTWARE ROOM	Practical ways to cut costs and increase ROI with green IT. <i>By Abdel Kander, BDNA</i>
	ROOM 2 INFRA ROOM	Change and Release Management within the Belgacom group. <i>By Christophe Nachtergaele & Sebastien Doneux, Belgacom</i>
	ROOM 11 AXIOS SYSTEMS ROOM	Creating and maturing the CMDB. <i>By Richard Oliver, Aviva</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	Learn how to get from a Paper based process and transforming it into an automated process. <i>By Christophe Leenknecht, Infra Benelux</i>
	WORKSHOP ROOM B NETIQ - METASTORE ROOM	Mission impossible? Bridging the gap between efficiency and quality. How Knowledge-Management for your service desk can help you to combine both objectives. <i>By Harald Huber, USU AG</i>

15:30 - 15:50

Coffee & Refreshments Break in the Exhibitions Area

PARALLEL SESSIONS 15:50 - 16:30	ROOM 6 HP SOFTWARE ROOM	The Business-IT Alignment Illusion. <i>By Remko van der Pols, The Lifecycle Company & Mark Smalley, ASL BiSL Foundation</i>
	ROOM 2 INFRA ROOM	10 key items to consider for your service management implementation. <i>By Jan Brouwers, IBM</i>
	ROOM 11 AXIOS SYSTEMS ROOM	Enhancing IT Governance at the European Parliament - The Case of VallIT. <i>By Gerrit Potoms, European Parliament</i>
	WORKSHOP ROOM A NETIQ - METASTORE ROOM	Demonstrating Operational Excellence – From A.Donkey to A.Donis the practical implementation <i>By Shailes Nanda & Dennis Zuiderwijk, NETIQ</i>
	WORKSHOP ROOM B NETIQ - METASTORE ROOM	"Cost, Capacity, Performance, Demand, Forecast, KPI Reporting, Ad-hoc Analysis ... getting the big picture of your IT Services". <i>By Kim George, SAS</i>

PLENARY SESSION
16:30 - 17:10

ROOM 6
 HP SOFTWARE ROOM

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PLENARY SESSION
17:10 - 17:30

ROOM 6
 HP SOFTWARE ROOM

Closure by the itSMF Belgium team

17:30 - 19:00

Networking Cocktail in the Exhibitions Area

ROOM 6

HP SOFTWARE ROOM

09:50 - 10:30

In times of hype, cost transparency is crucial. *By Peter Barnes, HP Software*

Few would disagree that IT is an industry notorious for hype. At the top of the list are topics such as cloud computing and virtualization. Many in IT are investing their time in understanding what these are from a technical perspective and assessing what benefits could be realized if they were adopted. However the key to making such decisions is with a topic that is typically of less interest to IT - financial management. This is because all business decisions are made on the basis of economic advantage and the same few would disagree with the fact that IT today lacks insight into the cost of what it delivers to the business. This session will explore the scope and function of financial management within IT and the additional benefits it can provide beyond cost transparency.

11:00 - 11:40

eLoket, Service Management Improvement in an e-gov context. *By Serge Libert, Fedict*

End of 2008, Fedict started the implementation of a new web application, ALINE (Alarm Information Exchange), on top of the existing eLoket platform. Seen the criticality of ALINE and the expected increase in volume of transactions, there was a clear need to improve the Service Management for the whole platform. Serge Libert tells us how he tackled this challenge and gives an insight on the approach and deliverables. He also provides guidance and recommendations for peers facing the same kind of challenge.

11:45 - 12:25

Cultural Change in 45 Minutes *By Mark Flynn, APMG Benelux*

It was somewhere around 2,500 years ago, the ancient Greek philosopher Heraclitus observed that the only constant in life is change so you might think that, by now, people would have become used to responding to life's changing demands. However, humans are creatures of habit and, typically, are uncomfortable with change. Stakeholder resistance to change is one of the major reasons why change projects fail.

Anyone looking to achieve lasting benefits through implementation of ITIL V3, must consider the human element. For advice and guidance, they need look no further than ... ITIL V3. The Service Transition and Continual Service Improvement books contain a range of materials, referencing a number of established models for cultural change.

14:00 - 14:40

The 'people' dimension. *By Patricia Speltincx, Opsys & Steve Mann, SM2*

« Do not underestimate the 'people' dimension » What if this was the most important good practice from ITIL? What if people were as important, if not more important than technology and processes?

A lot of organisations complain that the return from ITIL is not good enough. Maybe spending a little bit of time and money coaching people to help them manage cultural and organisational change could enable successful ITIL projects and reduce costs.

This presentation will show you how to maximise your investment in people, processes and technology and make the workplace a better place to be.

14:50 - 15:30

Practical ways to cut costs and increase ROI with green IT. *By Abdel Kander, BDNA*

Green IT Implementations bring real, quantifiable value to a business. It's simple numbers – the greater the energy efficiency, the greater the cost savings and the greater the return on IT investment value achieved by an organization, Enterprise Management Associates 2008.

There is little doubt about the value of adopting Green IT initiatives, whether its;

- Reducing energy relating costs
- Reducing IT operating expenses
- Aligning IT with the business
- Complying with any existing regulatory mandates

The real key question however, is how to get started - and here lies the challenge. To make smart decisions about going green in IT, you need a baseline of your existing IT energy footprint, including usage and the energy profile of your IT equipment. Getting this information in a holistic and integrated view can be overwhelming; yet this information drives the best opportunities for savings, prioritizing efforts and tracking results.

15:50 - 16:30

The Business-IT Alignment Illusion. *By Remko van der Pols, The Lifecycle Company & Mark Smalley, ASL BiSL Foundation*

In a duo-presentation that addresses ABC, Visions & Strategy and Sourcing Governance, Remko van de Pols and Mark Smalley share their radical and provocative thoughts on the relationship between business and IT. Why do business people and IT people live on separate planets? Which underlying assumptions sabotage communication? Why is the gap between business and IT illusory? Which basic rules and views can make business information management suddenly make very effective? How can BiSL best practices help?

ROOM 2

INFRA ROOM

09:50 - 10:30

CMMI for Services: what about ITIL? *By Gert Leroy, Prosource*

A new constellation of the CMMI (Capability Maturity Model Integration), which is developed and owned by the SEI (Software Engineering Institute), has now been released for almost a year. This new constellation is called, "CMMI for Services" or CMMI-SVC. ITIL is the most widely used best practice for IT Service Management. It is clear that CMMI-SVC and ITIL have a number of commonalities but what about the main differences? Are there differences? Is it possible to have CMMI-SVC and ITIL implemented together in the same organization?

The presentation "CMMI for Services: what about ITIL" will answers these questions.

11:00 - 11:40

One year after ISO 20000 certification. *By Johan Goossens, Siemens IT*

Siemens IT Solutions and Services has been ISO 20000 certified for one and a half year. Acquiring this certification was a huge experience, but it was not the end.

During the first year, we encountered several challenges worth sharing:

- Service Management: how to keep it running?
- Processes: how to keep the processes alive and the people aware?
- Quality Management: how to integrate standards and frameworks like ISO9000, ISO27001, SAS70, CMMI?
- The future: "Deming cycles for ever?"

11:45 - 12:25

ISO 20000 & IT Service Management : from cost center to strategic differentiator. *By Pierre Dewez, Devoteam*

If you ask anyone from sales department what his job is, he will probably tell you that he sells products for the business. He won't ever tell you that he makes cold calls to prospects, maintains a database of contacts, takes potential clients to lunch or writes proposals. Sure, he does all of that, but the focus is on the end result, not the tasks required to achieve it. It is time to bring IT out of the basement and apply the same principles used to run other divisions. Taking a service focused approach allows businesses to stop focusing on technology and start using IT as a powerful tool to get work done. When this happens, IT moves from cost center to competitive advantage.

14:00 - 14:40

Social Networks and IT Service Management. *By Jan Maarten Willems, Netlog*

Communication and alignment between IT specialists must become more efficient and faster.

Yet, communication is still difficult and slow: waiting for answers, searching for answers, looking for information, unavailability of the specialists, complexity of the organization are a serious threat for not achieving the agreed service levels. Modern communication and collaboration means, like chat, online meeting and social networks are being integrated into the business processes and subsequently into day-to-day usage of supportive ITSM solutions.

Some examples: starting a chat session while opening an incident, when you notice the end-user or technician is available and chat session could be stored automatically into the incident ticket. RSS or twitter feeds could be used to plan and execute change and releases, collaborators could be warned via twitter feeds that there is some change activity on a specific Configuration Item. User groups through social networks could be integrated with the knowledge management solution of the ITSM tool and feed the knowledge bank with solutions and workarounds...

14:50 - 15:30

Change and Release Management within the Belgacom group.

By Christophe Nachtergaele & Sebastien Doneux, Belgacom

Within the Belgacom Group, about 60.000 interventions (IT & Infrastructure) are planned and executed yearly. To guaranty Service Stability, it is essential that those changes are taking place in the most secure way. During this session, we will explain the Change & Release Management way of workings, the evolution in the future and the impact on the organization.

15:50 - 16:30

10 key items to consider for your service management implementation. *By Jan Brouwers, IBM*

Implementing IT Service Management in any IT Organization, specifically the ITIL framework can be either enabled or hampered by the attitudes, behaviors, and overall culture of an IT organization. Ultimately, successful ITSM is about changing the mindset of the IT management and workforce in any IT organization to truly embrace alignment to customers, development of new skills and abilities to enable customer outcomes that provide value to the customers, and development and implementation of IT Strategy that results in better outcomes for the customer demonstrated in improved service and lower costs.

ROOM 11

AXIOS SYSTEMS ROOM

09:50 - 10:30	<p>Operational Excellence - From A.Donkey to A.Donis. <i>By Patrik Horemans, NetIQ and Attachmate Business</i></p> <p>“Doing more with less” has been a buzzword over the last couple of years. But how many companies really got the “more” in this equation? That all of us have “less” is not a question... now we need to get the “more” done.. Operational Excellence is not just about delivering a good level of service to your business. It is also the way to free up valuable time of your personnel and make sure they can do the “more”. ITPA or IT Process Automation is one of the technologies that will help you getting the “more” done with “less.” Integration and seamless operation of different platforms and applications is another way to accomplish the same goal.</p> <p>Come and see with a few practical examples around Active Directory management how we can accomplish to do “more with less”</p> <p>In the example we will talk about integration, change control, incident management and how this can help you to evolve to Operational Excellence while you still satisfy the business needs and comply to regulations.</p>
11:00 - 11:40	<p>Service Catalog: Supply Chain Management for IT. <i>By Frank De Schepper, Axios Systems</i></p> <p>IT Service Management should be used to demonstrate and deliver value from IT, moving the focus and perceived value of an IT organisation from an operational overhead to a critical business partner. Focus should be on meeting the changing needs of the business, with agility and efficiency, whilst still ensuring minimal risk and business continuity.</p> <p>This presentation will help you:</p> <ul style="list-style-type: none">- Understand the Service Catalog – concepts and terms- Understand the benefits of a Service Catalog- Consider pragmatic planning ideas for creation and implementation
11:45 - 12:25	<p>The medium bank vs. service management, David vs. Goliath? <i>By Roland Vanderschueren, Landbouwkrediet</i></p> <p>How a medium sized Belgian bank implements gradually a for her giant IT governance program, among which a service management project, starting from a best of breed approach and at a reasonable investment cost.</p> <p>What’s important in this approach is the integration with existing applications for project and portfolio management and native monitoring tools as well as the existing client and personnel databases and the infrastructure information. Big bang was not an issue and the choice was made for midmarket tools. Bank choose for a phased implementation where the ITIL process are rolled out consecutively. As a result, bank maintains its suppliers diversification by choosing niche players (best of breed) that collaborate for ad-hoc integration.</p>
14:00 - 14:40	<p>Integrating Service Management with Software Development Lifecycle. <i>By John Walsh, NBB</i></p> <p>ITIL v3 defines a Service Development Lifecycle. And most organisations already have a SDLC. But what does the “S” stand for: System, Software or Service and how does it relate to Service Management? I would like to use this occasion to start from the SDLC approach and build a Service Lifecycle, on in which development and management staff can relate to in a practical manner. I will cover the following points:</p> <ul style="list-style-type: none">- An example SDLC based on RUP (Rational Unified Process)- Extend SDLC phases to include feasibility and Operations phases- List (interactively) the typical Service Management activities that occur in a typical IT project- Start placing these activities in the different phases of the project- Link both SDLC and Service activities in an overall Project Plan and Work Breakdown structure <p>At the conclusion of this presentation, attendees will see a practical approach to integrating Service Management activities with SDLC activities and will be easily able to apply the principles to their own organisations. Most important, they will be able to get essential Service Management activities done early in the Project and not the day before going Live!</p>
14:50 - 15:30	<p>Creating and maturing the CMDB. <i>By Richard Oliver, Aviva</i></p> <p>The presentation will cover how Aviva... Enhanced the basic CMDB to broaden CI range, to better support incident, problem and change processes along with other ITIL components; Matured their CMDB to fully relationship map many business critical services; Generated a higher level of data for service improvement through trend analysis; Provided a single view of IT infrastructure managed from a central source with optimised data sharing across support services ... by Creating And Maturing A CMDB To Leverage Increased Sharing And Accuracy Of Data Across Your Organisation</p>
15:50 - 16:30	<p>Enhancing IT Governance at the European Parliament - The Case of VallIT. <i>By Gerrit Potoms, European Parliament</i></p> <p>The presentation will discuss the IT Planning process at the European Parliament. After a general introduction on the IT Governance Processes currently in place at the Parliament, we will focus on our experience with the use of the VallIT(TM) framework for IT Planning. The presentation will describe how we configured VallIT(TM) to fit our specific needs, what we learned from our experience with the framework, and how we will use these lessons to fine-tune Parliament’s IT Governance setup. We will discuss both general concerns and concerns that are specific to IT Governance in government and other not-for-profit organizations.</p>

WORKSHOP ROOMS

NETIQ - METASTORE ROOMS

<p>09:50 - 10:30</p>	<p>WORKSHOP ROOM A NETIQ - METASTORE ROOM</p>	<p>“Codeless IT Service Management Solution. You want a Service Management solution that is easy to develop and easy to enhance; you don’t need an army of technos that cost an arm and a leg.”</p> <p><i>By Stijn De Wolf, People & Technology & Thibaut Rigard, Staff & Line</i></p> <ul style="list-style-type: none"> - 10 min P&T introduction - 10 min Staff introduction - 30 min EasyVista demo
<p>11:00 - 11:40</p>	<p>WORKSHOP ROOM B NETIQ - METASTORE ROOM</p>	<p>Service Management Simplified, back 2 basics <i>By TOPdesk</i></p> <p>During this presentation, we will show you how to successfully implement a service management tool. You will find out how we translate our vision into the three essential pillars for an implementation: people, process and tool.</p> <p>By sharing with you our experience on these, and by removing a number of frequently-made assumptions, we will guide you through these three pillars.</p> <p>Our main focus is to keep it simple and practical. Bringing Service Management back to basics is the key to a successful implementation.</p>
<p>11:00 - 12:25</p>	<p>WORKSHOP ROOM A NETIQ - METASTORE ROOM</p>	<p>PRIVATE WORKSHOP <i>By HP SOFTWARE</i></p>
<p>11:45 - 12:25 & 14:00 - 14:40</p>	<p>WORKSHOP ROOM B NETIQ - METASTORE ROOM</p>	<p>Mission impossible? Bridging the gap between efficiency and quality. How Knowledge-Management for your service desk can help you to combine both objectives.</p> <p><i>By Harald Huber, USU AG</i></p> <p>Knowledge databases – that may sound like science fiction, but in actual practice they’re usually nothing more than simple document storage locations that some of your users search through for specific information now and then.</p> <p>Yet, knowledge databases are actually able to dramatically improve the quality of service centers by greatly increasing their efficiency and quality. However, this can only succeed if certain prerequisites are met and definite procedures are followed. For instance, processes and roles need to be defined and the “rules of the game” have to be agreed on and adhered to. Finally, the correct technology has to be in place and meet the practical requirements.</p> <p>This presentation describes the successes that can be achieved with knowledge databases and what the prerequisites for these desired results are.</p>
<p>14:00 - 14:40</p>	<p>WORKSHOP ROOM A NETIQ - METASTORE ROOM</p>	<p>Service Catalog: Supply Chain Management for IT.</p> <p><i>By Frank De Schepper, Axios Systems</i></p> <p>(more information: see AXIOS SYSTEMS ROOM)</p>
<p>15:50 - 16:30</p>	<p>WORKSHOP ROOM A NETIQ - METASTORE ROOM</p> <hr/> <p>WORKSHOP ROOM B NETIQ - METASTORE ROOM</p>	<p>Demonstrating Operational Excellence – From A.Donkey to A.Donis the practical implementation <i>By Shailes Nanda & Dennis Zuiderwijk, NETIQ</i></p> <p>In this workshop you will see how we can tune your A.Donkey into the A.Donis workhorse that is capable of plowing all your fields. We will show you how you can manage your A.Donis and gain Operational Excellence while being able to satisfy your business needs and comply to regulatory requirements.</p> <p>“Cost, Capacity, Performance, Demand, Forecast, KPI Reporting, Ad-hoc Analysis ... getting the big picture of your IT Services”. <i>By Kim George, SAS</i></p>