



**Pre-10: Enterprise Service Management: The Vital Third Part of Digital Transformation, Stephen Mann**





# SERVICE MANAGEMENT WORLD

## ENTERPRISE SERVICE MANAGEMENT DAY

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## AGENDA

### Morning

9:00-9:05	Introductions
9:05-9:30	<b>Stephen Mann</b>
9:30-9:45	Interactive session
9:45-10:25	<b>Nancy Van Elsacker</b>
10:25	<i>Coffee break</i>
10:40-11:20	<b>Bruce Randall</b>
11:20-12:00	<b>Chuck Darst</b>
12:00-12:40	<b>Evan Carlsen</b>

### Afternoon

12:40	<i>Lunch</i>
13:25-14:05	<b>Fran Fernandez</b>
14:05-14:45	<b>Ed Perez</b>
14:45	<i>Coffee break</i>
15:00-15:40	<b>Presenter panel session</b>
15:40-15:45	Wrap up
15:45	<i>Finish</i>

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## TOPICS

1. **“The ESM State of the Nation”** then “Common ESM Ambitions and Issues”  
(Stephen Mann, ITSM.tools)
2. **“The Growth Path to ESM Success”**  
(Nancy Van Elsacker Louisnord, TOPdesk)
3. **“Selling Enterprise Service Management to the Business. Wheh!!! Is it worth it?”**  
(Bruce Randall, ServiceNow)
4. **“Top ESM Solutions - HR, GRC, PPM, Facilities, and Your Own”**  
(Chuck Darst, Cherwell)
5. **“3 Technologies for Building an ESM-Ready Employee Experience”**  
(Evan Carlsen, EasyVista)
6. **“Next Gen AI for Enterprise Service Management”**  
(Fran Fernandez, Espressive)
7. **“Transformational Change: ESM Made Simple”**  
(Ed Perez, Axios)
8. **Presenter panel session**, then Close

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**THE ESM STATE OF THE NATION**  
**Stephen Mann, ITSM.tools**

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## **COVERAGE**

1. Scene setting
2. Stats from the latest HDI ESM report
3. Lessons learned/key takeaways
4. Interactive session to identify ESM ambitions and issues

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## **(AN) ESM DEFINITION**

“The use of ITSM principles and capabilities in other business areas to improve performance and service”

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## THE DRIVERS

1. Consumerization
2. Business function/corporate-level demand (“*digital transformation*”)
3. Better ITSM solutions
4. Increased vendor marketing/“*It’s what everyone else is doing*”

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## DIGITAL TRANSFORMATION

1. The introduction of new products and services (and thus revenue streams) based on both technology and data exploitation
2. The improvement of customer engagement mechanisms – to improve the customer experience across the customer lifecycle
3. **The improvement of back-office operations, in particular modernizing antiquated manual procedures**

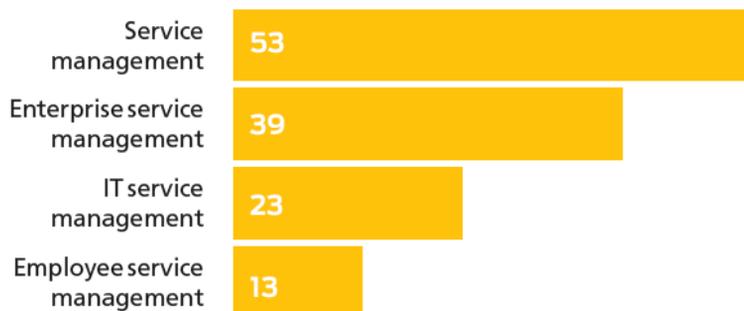
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# DIGITAL TRANSFORMATION

enterprise service management  
=  
digital transformation #3

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## How does your organization refer to the principles of service management when applied outside of IT?

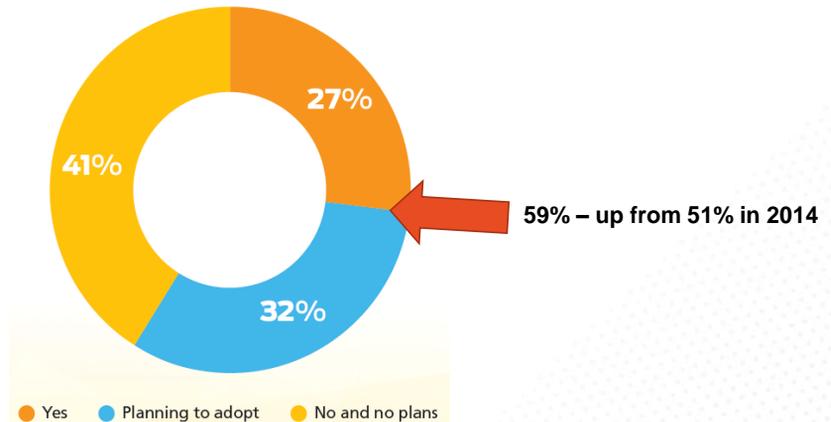


Percentage of organizations  
(select all that apply = 100%)

N = 363

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## Are the principles of service management being applied outside IT?



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## THE TECHNOLOGY VIEW OF THIS

Can your service management solution be used outside of IT?



Is your service management solution being used outside of IT?



Percentage of organizations

84% of orgs use a solution (up from 68% in 2014), only 6% have no plans to

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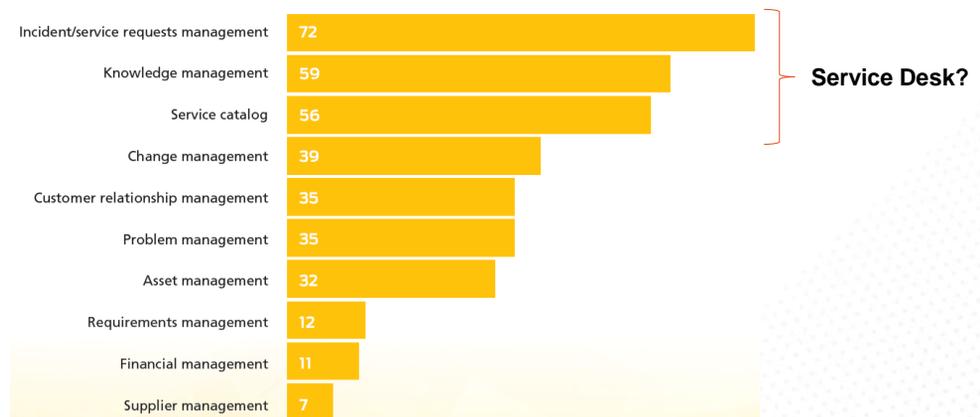
## Strategic Versus Tactical ESM?

What do adoption stats really mean, e.g. ITIL adoption?

- **Tactical** = the use of the ITSM tool by other business functions – “Let’s use the ITSM tool to help HR (or to save money)” (10+ years old)
- **Strategic** = a proactive approach to systematically share ITSM best practices and technology across the organization (call it “digital transformation”)
- Plus, there’s another dimension – the “scope” of ITSM adoption by other business functions

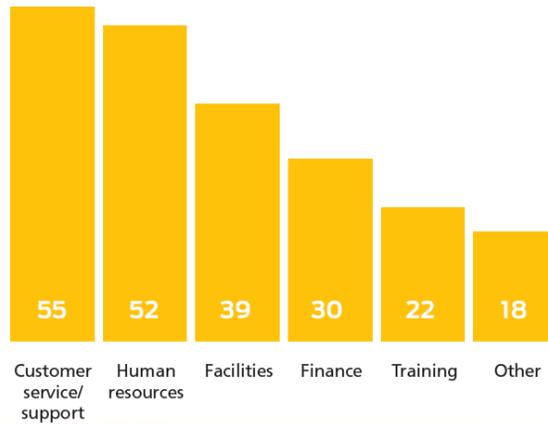
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## Which service management processes and practices are being applied outside of IT?



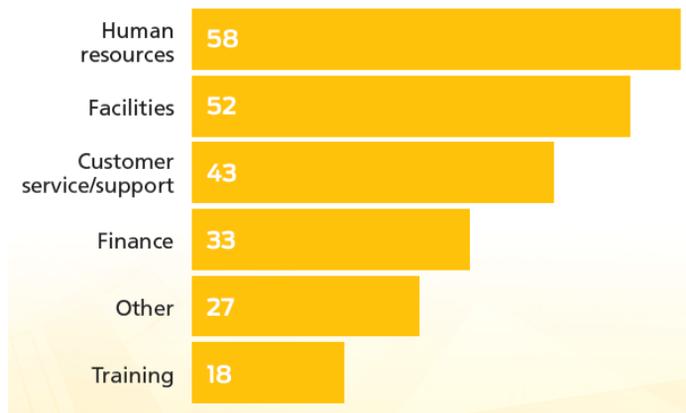
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## Where are the principles of service management being applied?



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## In which non-IT areas WILL your service management SOLUTION be implemented?



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## What business drivers are influencing the expansion of service management outside of IT?



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## How has employee satisfaction changed since expanding service management outside IT?



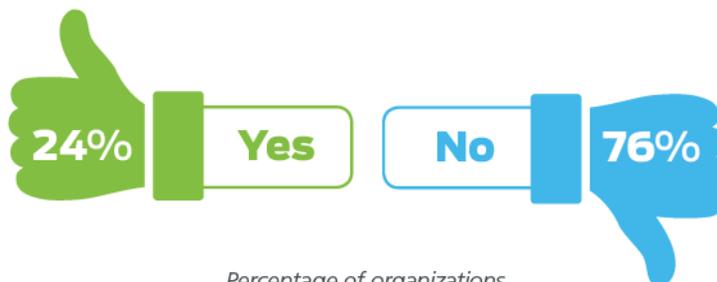
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## How has productivity changed since expanding service management outside IT?



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## BUT was a formal org. change management program included in the expansion of service management?



Percentage of organizations

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## **SOME LESSONS LEARNED**

1. **Don't treat ESM as an IT project** – it's ultimately about people change (and improving other business function service delivery)
2. **Don't try to help other business functions before helping yourself** – think about the high-value ITSM capabilities
3. **Don't assume that ESM will sell itself** – justify it in business terms
4. **Allow for the “differences”** – and don't force-fit the tool

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## **KEY TAKEAWAYS**

1. **ESM (or digital transformation) is here to stay**
2. **Most ESM best practice is held by technology/service vendors** – hence the presentations that follow
3. **Technology plays a key role in delivering both ESM capabilities and benefits** – again, hence the presentations

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## ESM AMBITIONS AND ISSUES

### What do you want to:

- Get out of today (in general)?
- Find out more about?
- Solve (or surmount)?
- Challenge (about ESM)?
- Share with others?

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this session.**

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