- Experience Design
- The trend of Frameworks, Standards & Tools
- Unified Service Management
- Tools & Automation
- Question & Answers

Experience Design

Founders & Management

Lasse Kruse Koch

Partner

+15 years of experience
with Service Management

Carlsberg, Maersk & Co-founder >
Experience Design

Peter Ravnholt

Partner

+20 years of experience
with Service Management

Co-founder > BusinessNow &
Experience Design

Carsten Groulef

Business Development

+30 years of experience
with commercial & sales

ServiceNow & Nextthink

What We do

Primary Business Activities

Processes, Digital Platforms & Information Flow

Business support

IT

HR

Facility

Finance

Legal

Digital Products

Customer Experience

Satisfaction

Simplicity

High Productivity

Transparency

Omni Experience

Employee Experience (EX)

Digital Platforms
Utility & Road Maps

Capabilities
Management & Profiles

Simplification
Processes, Assets & Data

Innovation
Idea > Product

experience design
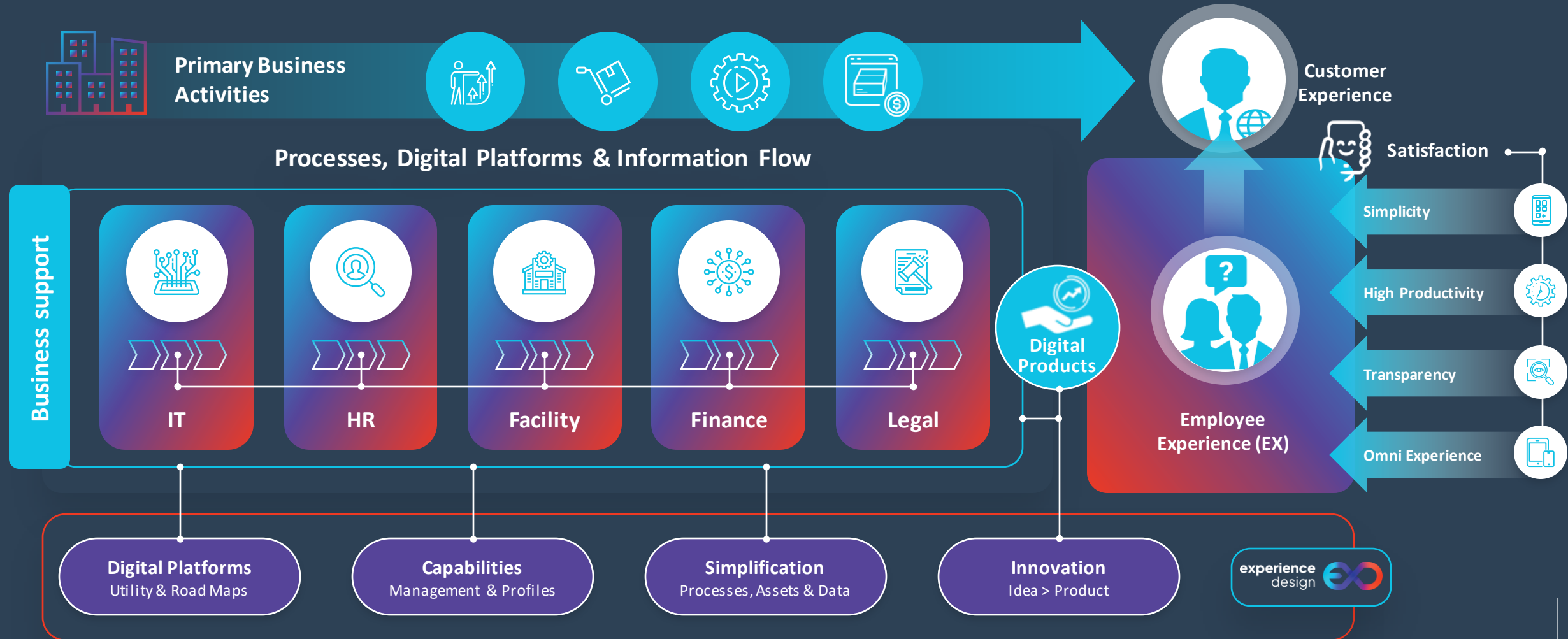
The Trend of
Frameworks, Standards & Tools

Increase in complexity

Increasing Complexity

- The service definition and structure is still difficult to identify, document and manage

- Framework structures and content is increasing in complexity
    - ITIL4 – 34 Practices
    - IT4IT – 33 Functional components
    - COBIT – 40 processes

- Too easy to get lost in complexity and sources of inspiration

Hard to expand out of IT

- Many standards and frameworks tries to expand out of IT

- IT terms, definitions and complexity makes it hard for other support functions to adopt the many years IT Service experience

- Complex tool and license models makes it difficult to realize real Employe Experience

- Demand for simple structure and guidance for how to implement a shared Service Management System across business support

A simple approach is required

- We need a simple method and structure to design and implement service management across the business support functions

- The process managers needs to get basic process design and implementation back in focus

- A basic **Service Management Architecture** needs to set the foundation for how we manage service
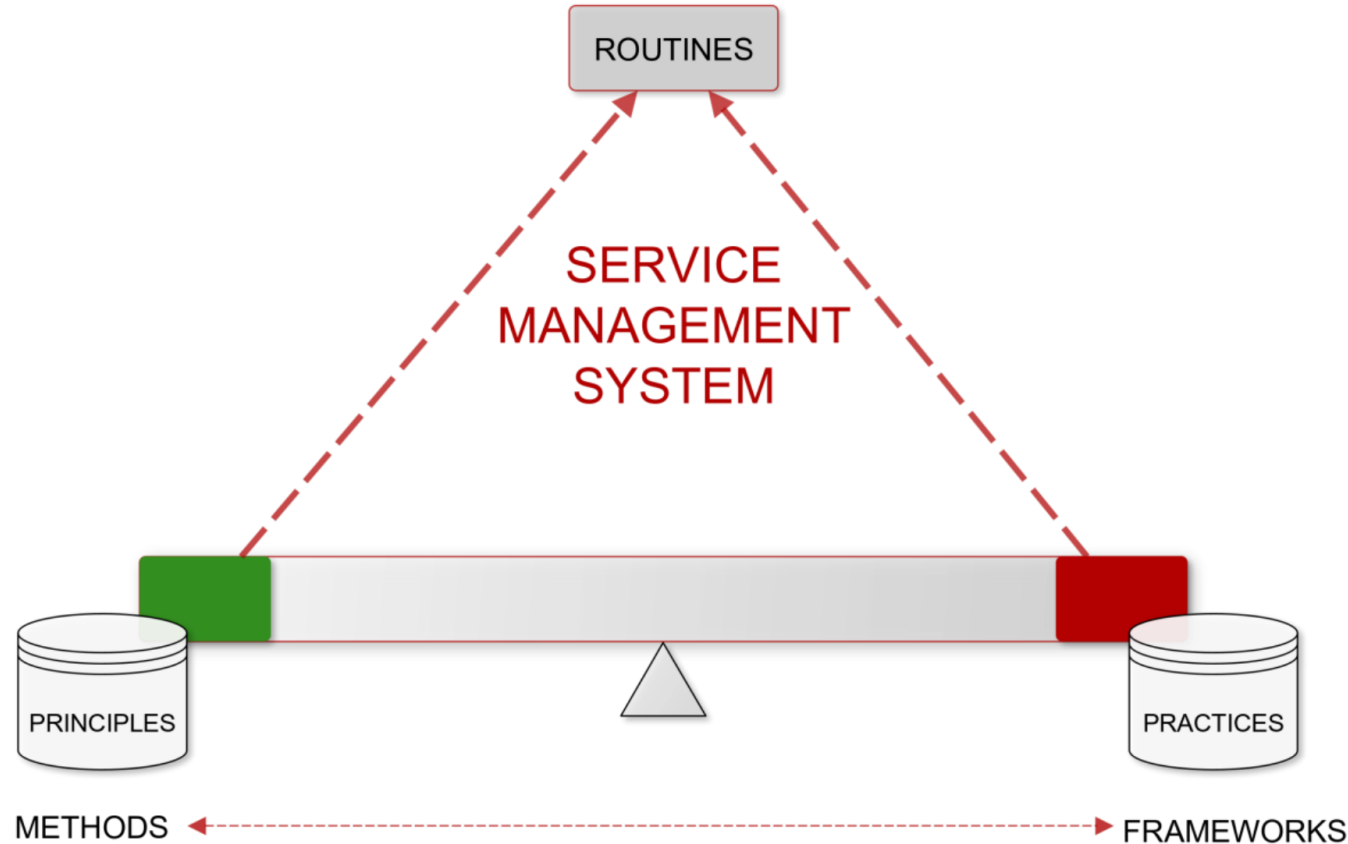
Unified Service Management

We need to ensure structure before we get inspired

The routines in USM are structured in a workflow system that encompasses all activities in a service organization
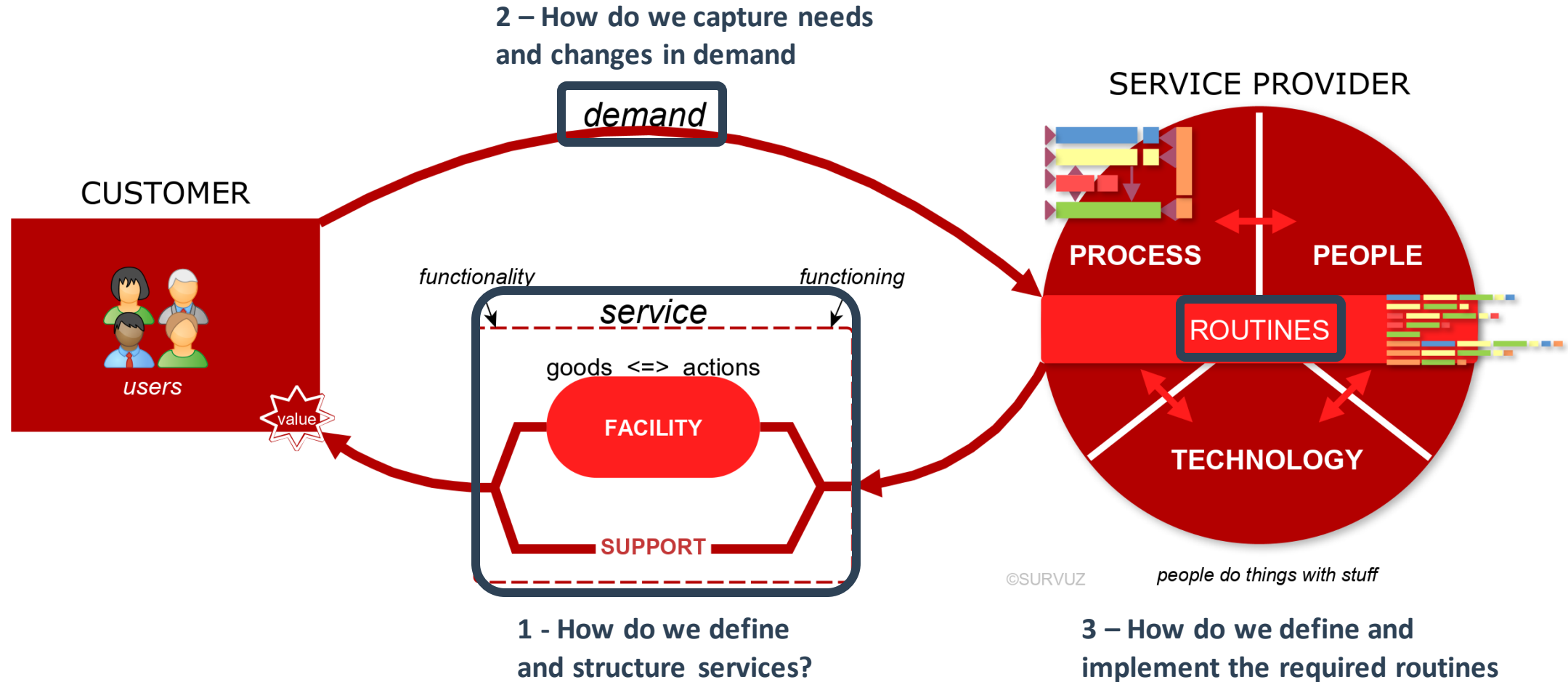
ROUTINES

SERVICE
MANAGEMENT
SYSTEM

Methods are learnable and based on principles > They provide structure for what needs to happen

PRINCIPLES

PRACTICES

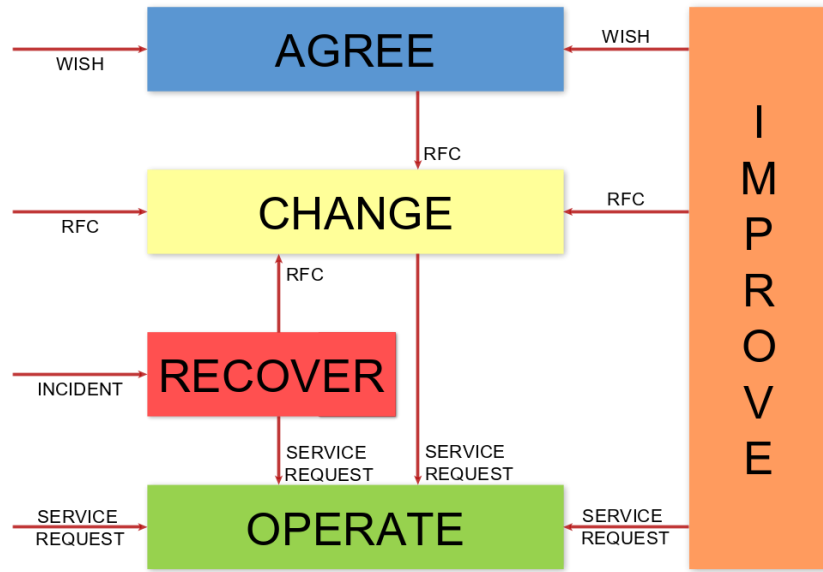Practices gives us inspiration about how things could be done. We need to make it relevant

METHODS ←----------------------→ FRAMEWORKS

The USM service management system

2 – How do we capture needs and changes in demand

demand

SERVICE PROVIDER

CUSTOMER

functionality   functioning

service

goods <=> actions

FACILITY

users

value

SUPPORT

PROCESS   **PEOPLE**

ROUTINES

TECHNOLOGY

©SURVUZ   *people do things with stuff*

1 - How do we define and structure services?

3 – How do we define and implement the required routines
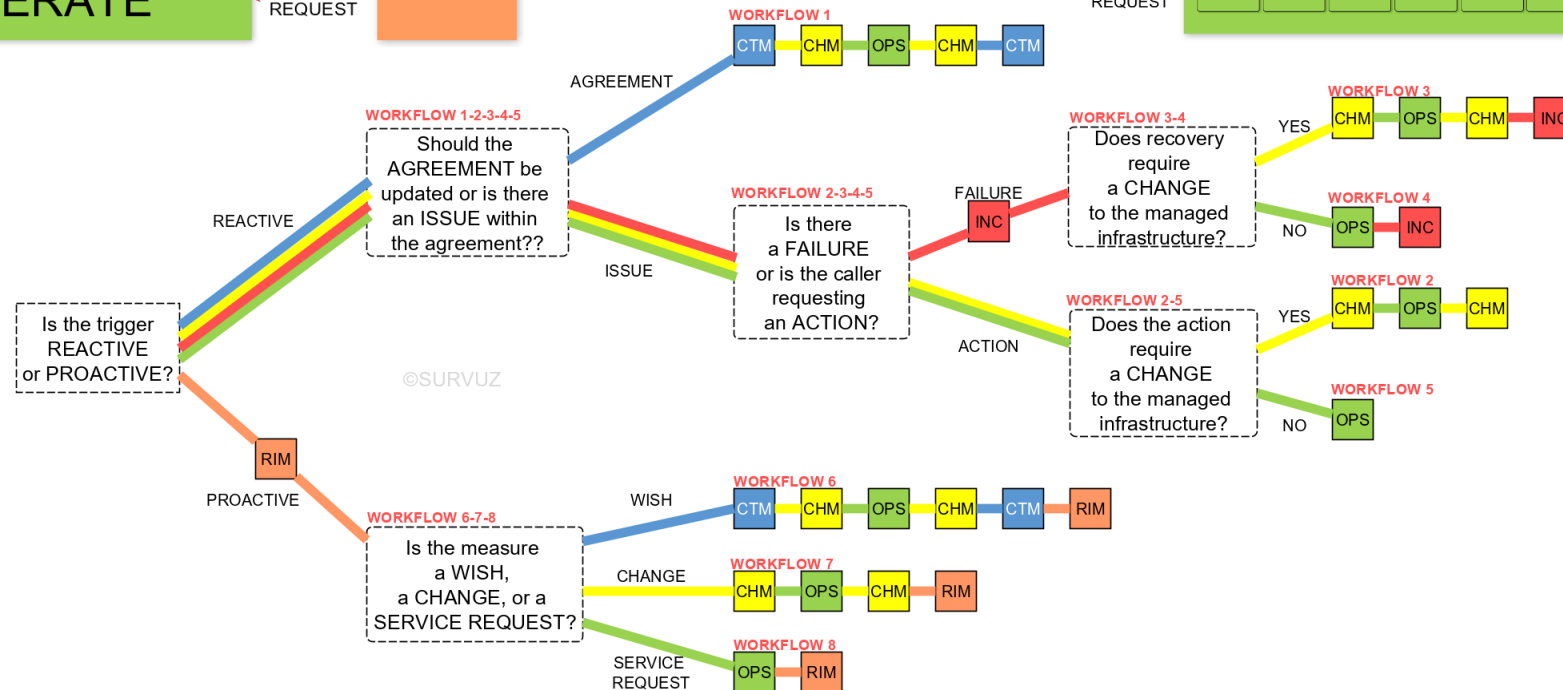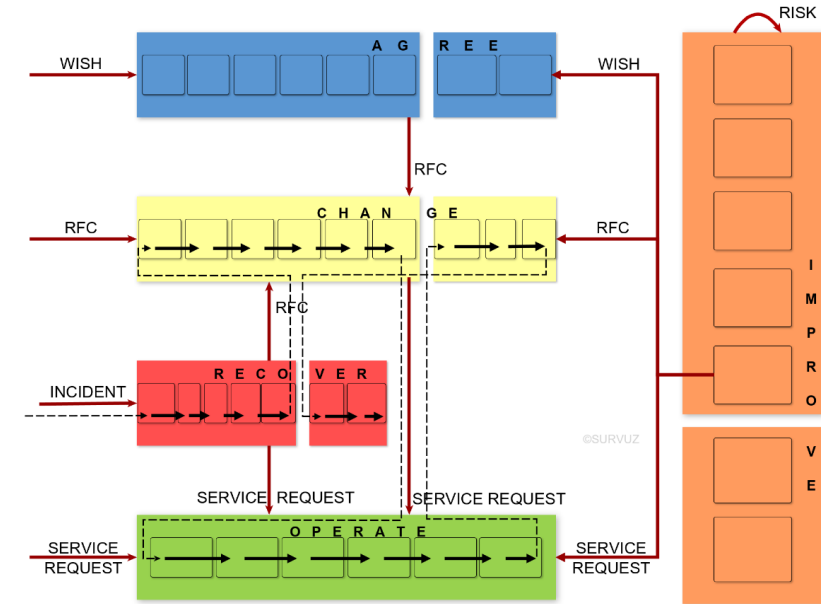
Tool & Automation

USM Tool Architecture

Reports & Dashboards

Shared workflows across Support Functions

IT | HR | Facility | Finance | Legal

One Shared CMDB (MIR)
Infrastructure data and configurations

Digital Experience

Self-Service Portal

Satisfaction

Simplicity

High Productivity

Transparency

Omni Experience
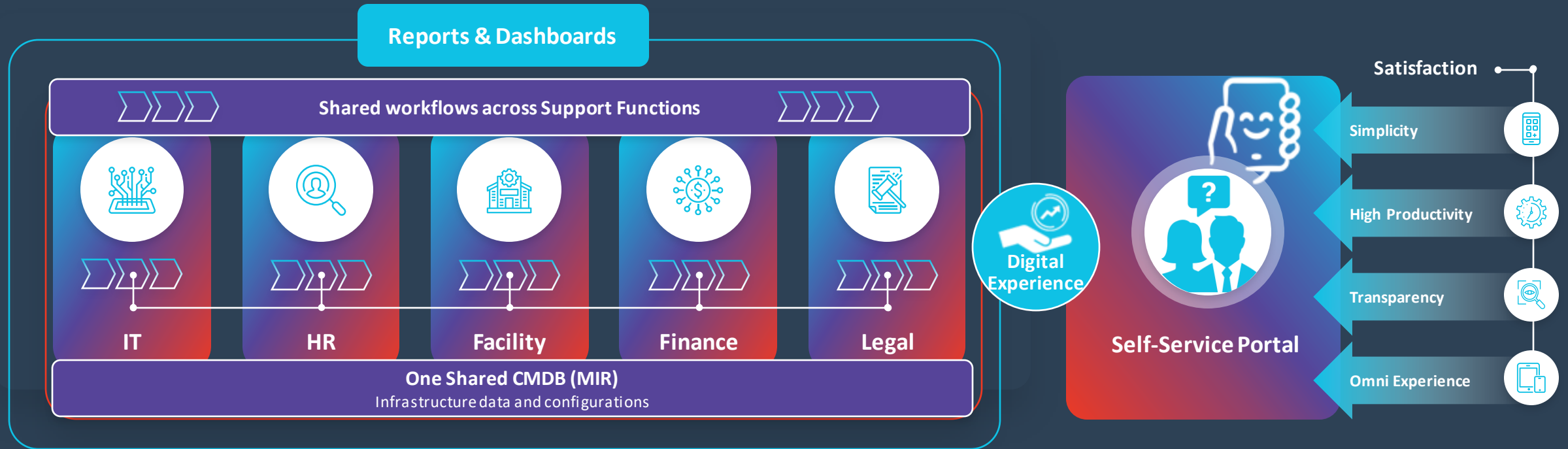
Our recommondations for a USM Tool

The tool must **focus** on **Service Delivery** instead of delivery of technology

Workflows must go **across functions** without need for integration

CMDB (MIR) must be a **central part** of the tool **accessible for all**

The **License Model** must be **simple** and **easy** to understand and predict

Data must be **simple** to **share** and **easy** to **protect**

The tool must have a **unified approach** for **service delivery** & **support**

The tool must have an **omni experience** approach for **user engagement**

The **SIAM collaboration** mindset must be a **fundamental part** of the tool

Robust reporting/analytics capabilities for insights into service performance, trends, and areas for improvement

4 Tools have been certified by USM

OTRS

Open source workflow management tool.

Clientele ITSM

Generic workflow management system for IT Service Manageme

tussom

Centralized solution platform that seamlessly manages & integrates support, assets and operations.

4me

Enterprise Service Management tool for the integral support of all (service) teams in a service organization

QUESTIONS & FEEDBACK

THANK YOU

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