

THE DAWN OF MANAGED ITSM

Over the past two decades, technology has evolved at a staggering pace. It's safe to say, most people and businesses can't function without their personal computing devices to access the Internet, email and applications at anytime, anywhere. The consumerization of information technology (IT) has drastically changed the way end-users utilize technology and want to be supported. This has driven an over-arching requirement for internal IT departments to change the way they think and deliver technology – today, it's all about the end-user experience!

A LITTLE HISTORY

The managed services industry has been prevalent since 2000, primarily focused on the small- and medium-sized business (SMB) market with IT services delivered by tens of thousands of managed service providers (MSPs) around the globe. The MSP ecosystem includes just about everything you can think of to deliver managed services in a highly automated, primarily remote service delivery model. The acceleration of the cloud and Software-as-a-Service (SaaS) has only fueled the adoption of the MSP model.

The IT Service Management (ITSM) industry, based on the principles of the IT Infrastructure Library (ITIL), has been around for decades with a primary focus on process maturity and best practices for enterprise IT departments. The ITSM ecosystem, too, is deep in service providers, vendors and consultants to assist enterprises in their ITIL journey, which is long if not endless.

Like the MSP market, the ITSM industry has several influential software vendors with large install bases that drive the market and have become thought leaders. For ITSM, no vendor has impacted the industry more than ServiceNow®, the second SaaS vendor ever to reach \$1B in annual recurring revenue with 35% market share of large corporate enterprises.

What's interesting is that the MSP and ITSM markets serve two opposite ends of the market. This leaves the mid-market, organizations (companies or divisions) from 500 to 5000 employees, as the neglected middle child searching for an alternative solution to the do-it-yourself (DIY) model. This market is massive, under-served and increasingly under pressure to deliver more with less to the business and its stakeholders. The days of bottomless IT budgets are long gone!

MODERNIZATION OF ITSM

Today's 24x7, always connected "as-a-Service" economy requires a complete paradigm shift in the way we think of delivering technology, service and support to the end-user. Anyone that has utilized complex ITSM platforms to rudimentary ticketing tools knows there is one key thing missing – a simple, intuitive, personalized end-user experience. A great quote I came across at a recent technology conference keynote sums it all up – "Why can't corporate IT be as simple as using my smartphone or the app store?"

The interesting thing with most IT management software is that typically the last thing the vendor shows you is the customer end-user portal. Why? Because it's bad and generally no more than a log-in screen. The first time ServiceNow was demonstrated to our company a few years ago, the sales engineer started with the end-user portal and explained how their technology simplified the experience. He used Google®, who utilized their technology, as an example of not only simplifying, but tailoring the experience to the company's culture, branding and nomenclature. There were three things that mattered to them:



GET SUPPORT

ticketing and incident management;



GET STUFF

product catalogue to order technology services or products;



KNOW STUFF

searchable knowledge base and social feeds of user community

Those of us in the service management industry buried in process improvement, information security, performance management, and all the tools that go along with it, need to adopt the Apple® or Google mentality – make IT simple for end-users to get what they need, fast!

Modernization of ITSM starts from the end-user back, not from your data room out! Internal IT can no longer dictate how end-users consume technology and support. You need to think like an MSP – you're in the customer service business and your user is getting smarter and more reliant on technology every day. As simple as this sounds, modernization is a costly journey as the ITSM tools are built and priced for the Global 2000, not to mention administering them and building out the solution beyond the basics. As Steve Jobs always said, "Building something is easy. The hardest thing is the last mile of simplifying it so people will use it!"

THE DAWN OF MANAGED ITSM

Managed ITSM is a new service model that fuses the automation and 24x7 proactive management of managed services with best-of-breed tools and processes of IT service management. It addresses the four key challenges facing mid-enterprises and the DIY model:

- **Licensing and implementation** – prohibitive up-front costs and long-term contracts;
- **Administration** – cost of hiring, training, and maintaining internal resources to support ITSM software;
- **End-users** – personalizing your end-user experience for improved satisfaction levels and productivity;
- **Strategic value** – inability to move your ITSM investment beyond an expensive ticketing tool to deliver true value to the business!

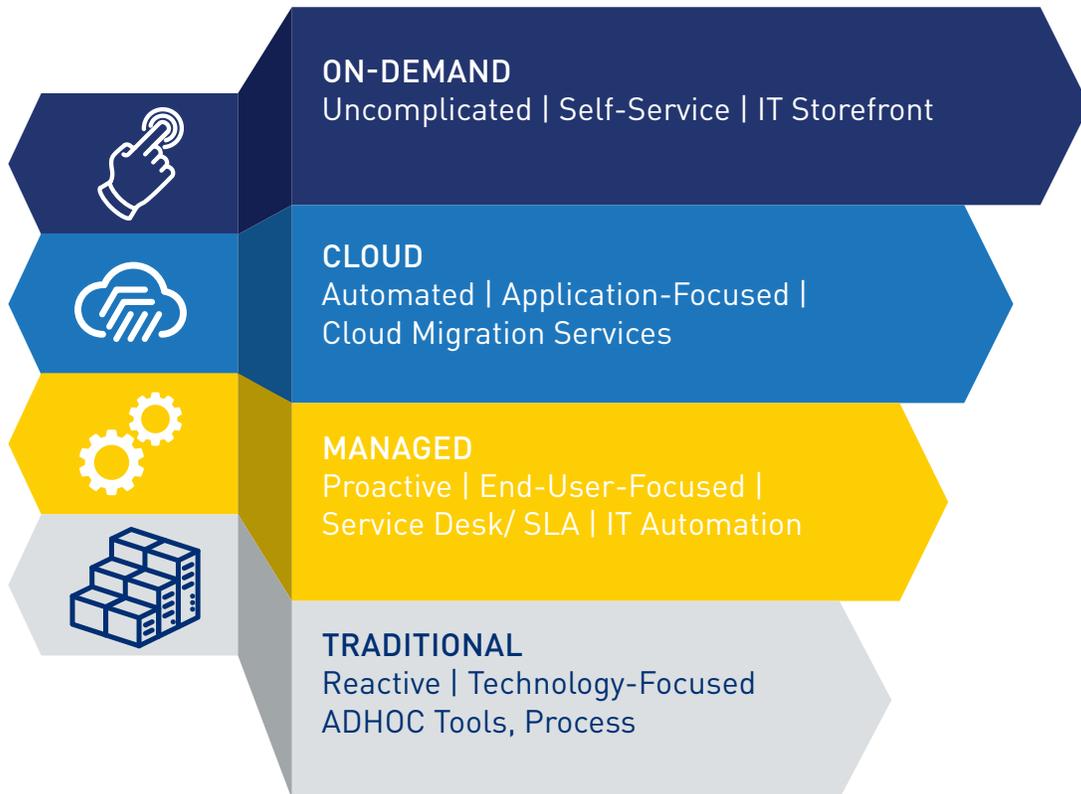
To tear a page from Google, Managed ITSM focuses on getting the key components that most impact the end-user experience: on-demand support, knowledge and access to products and services. The key components of Managed ITSM include the following:

- **ITSM-as-a-Service** – ITSM software licensed from an accredited MSP with expertise to implement and administer your instance. Features and functionality added on an ongoing basis;
- **Service Desk** – access to Level 1, 2 and 3 technicians providing technology support 24x7 in a co-managed services partnership model;
- **Self-Service** – application available via desktop or smartphone to access support and knowledge center on-demand;
- **IT Automation & Security** – remote monitoring and management of network, desktops, applications and security to proactively detect and remediate issues;
- **IT Storefront** – leverage a product catalogue to streamline your technology and applications. Made available to authorized end-users to order online with seamless provisioning.

Once this is in place, you can then build out the other components of ITSM mapped to your business objectives.

THE PLATFORM FOR TECHNOLOGY-AS-A-SERVICE

For years we have been told to “move to the cloud”, resulting in most businesses having at least a portion of their technology in this model. Most organizations look at this evolution as tactically replacing traditional technology, like email and business applications, with cloud services and Software-as-a-Service. The diagram below provides insight into this IT service transformation from traditional to managed to cloud, then ultimately on-demand. Whatever the size of your organization or knowledge of technology, this should serve as a useful guideline for simplifying the journey to service nirvana.



What’s interesting is that Managed ITSM provides the platform to ultimately move to a true Technology-as-a-Service model, where hardware, software and service and support are consumed in a monthly, usage-based model.

For more information visit us at www.FullyManaged.com