



Best Practice, Customer Focus and other fancy fashions (in Service Management),

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IBM Tivoli

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Meet the people who can help
advance your infrastructure



Professional defence

- When we want to sound cleverer than others – we become obscure
- First resort – fancy words
 - Best Practice
 - Customer focus
 - Business perspective
 - Service lifecycle



Often the underlying truth is simpler

- And service management should be simple
- About simple things
- Delivering what others need to do their jobs



Best Practice - 3 kinds

- Universal truths
- standards
- Common sense



How many people have just ONE cookery book?

- Mostly people who don't like to cook
- About tools + talent + application



One recipe doesn't work for everyone

- Understand what or who it is for



- And who the customer will be

What is a service?

- Judged by what and whether they deliver
- Not by how they do it



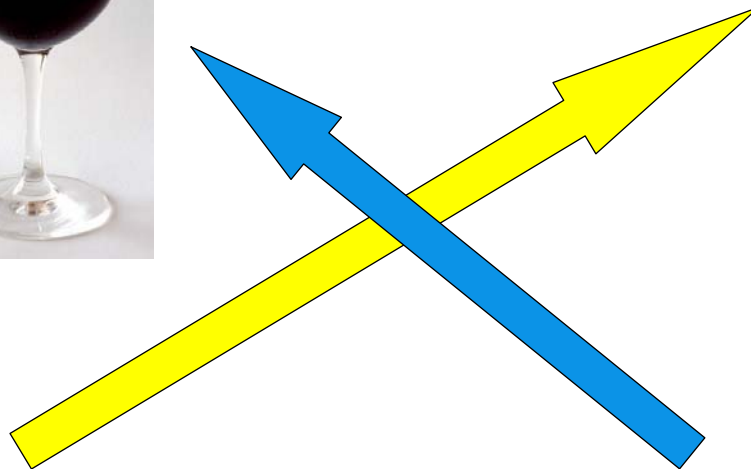
Application



Service

Service catalogue

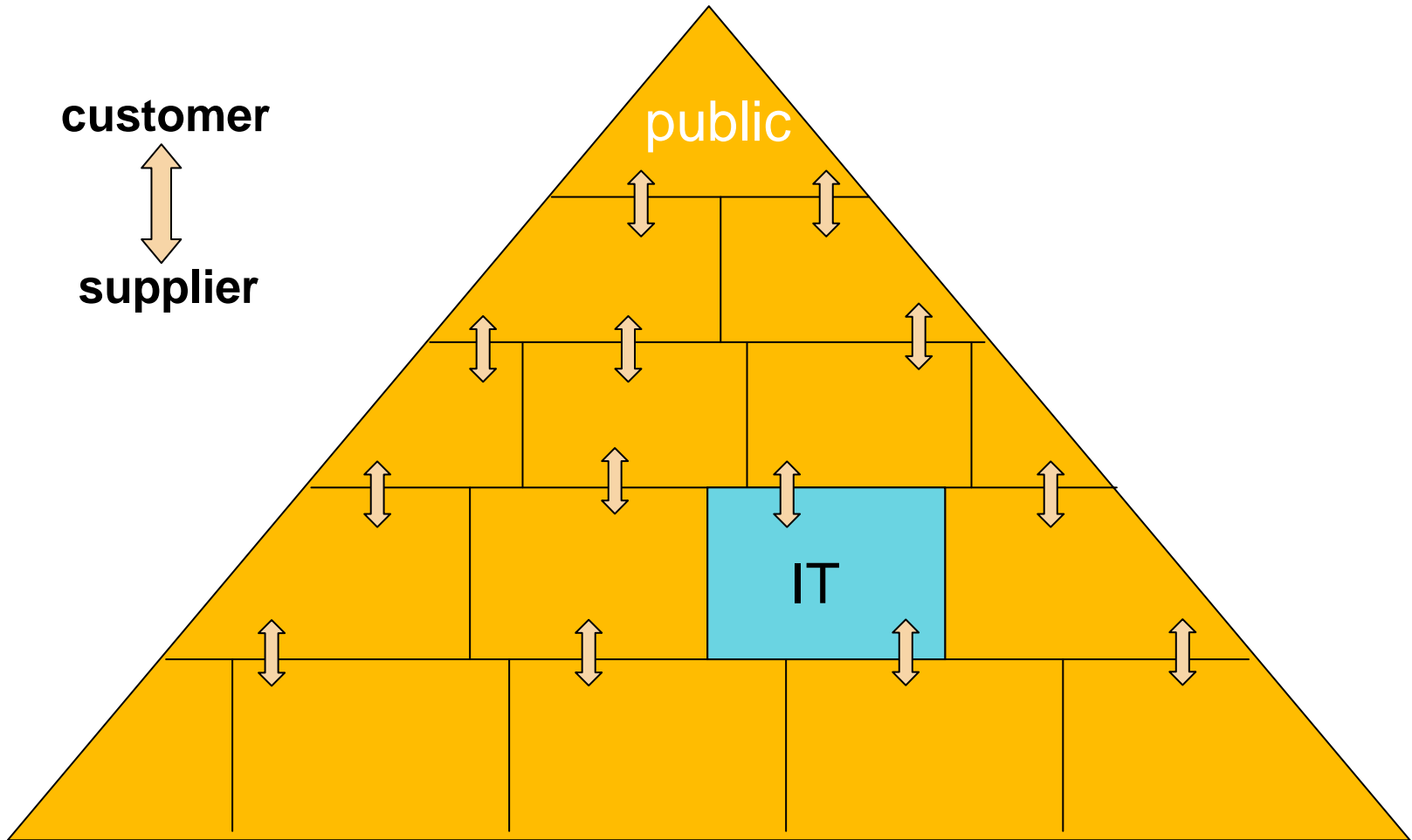
Matching services to customers



Not always so easy for real



Who is the service for?



Customer perspective

- Wrong perspective delivers wrong answers
- Drills or holes



Customers

- What makes them happy?
- How do you sell a car or a service
- Depends on the customer

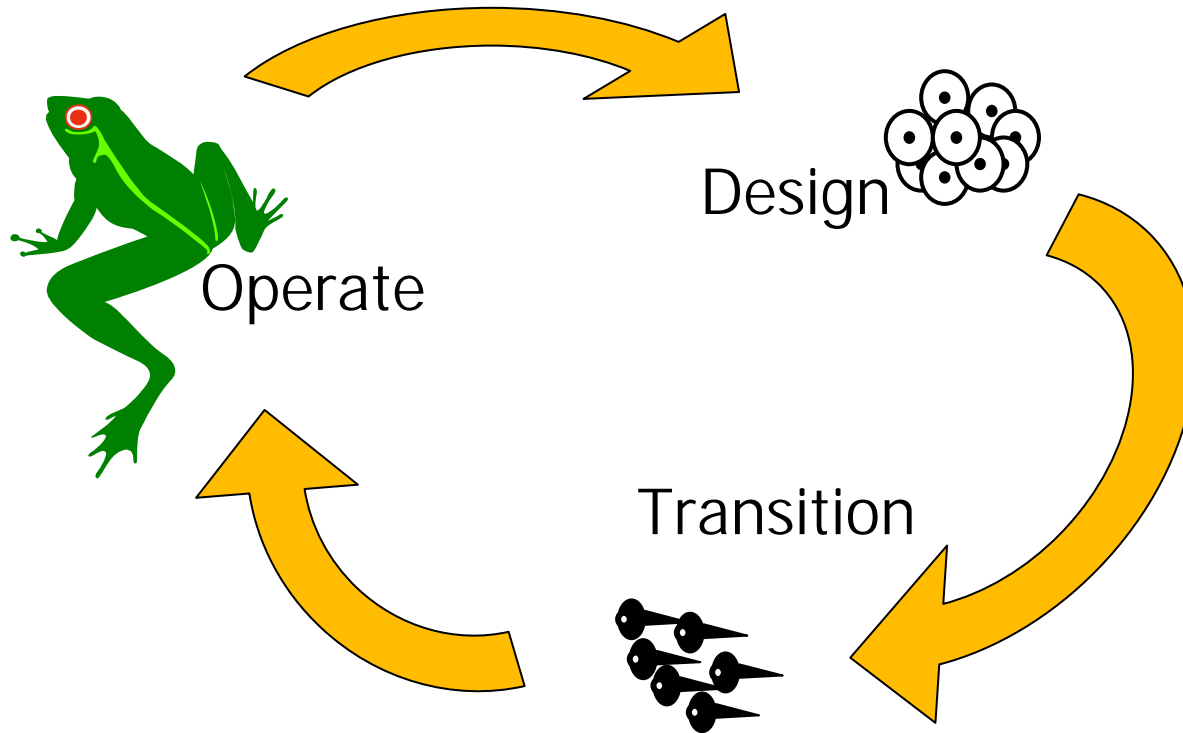


Customer focus requires customers too

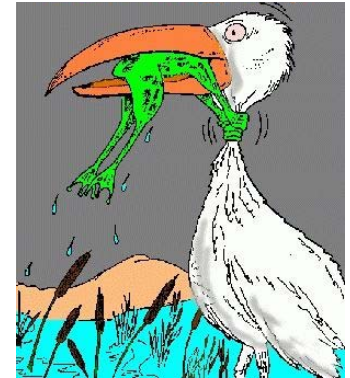
- Know what they need
- Say what they need
- Take responsibility



Lots of talk about (service) lifecycle?



Frogs, people and services



Usually just the one life each

Thank you

**Questions, comments, opinions
- now or later**

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