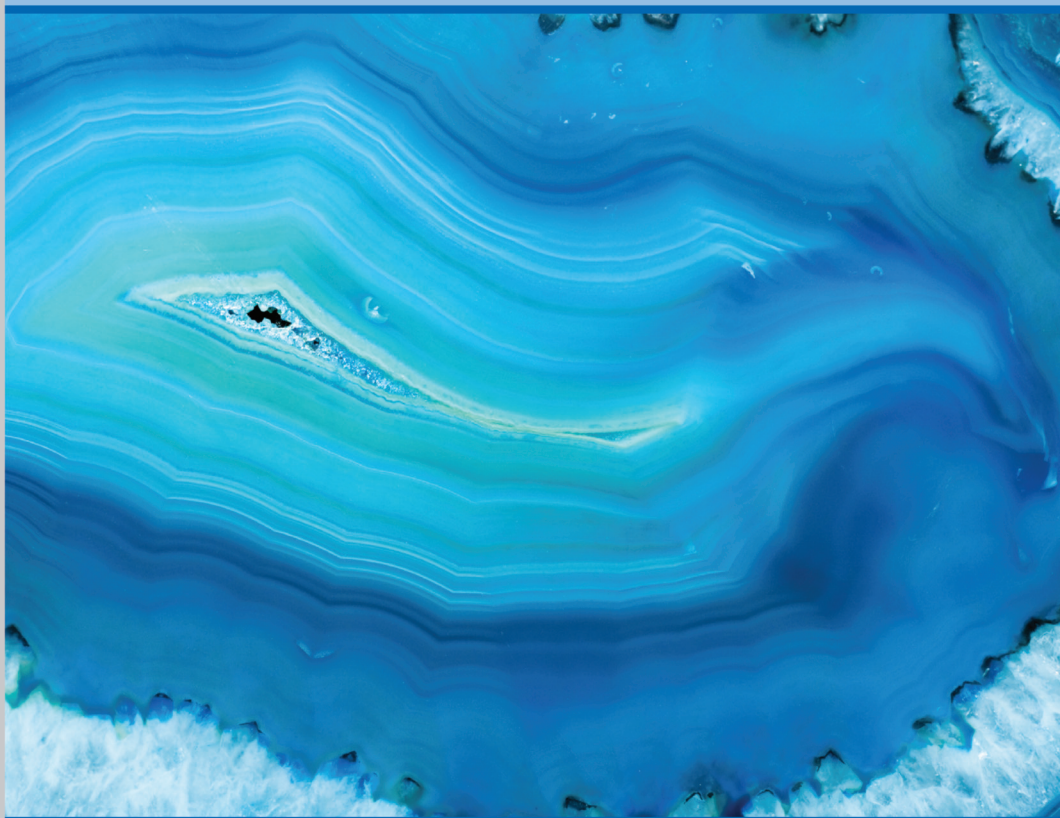


The IT Service Part 1

The Essentials



Pierre Bernard

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The IT Service
Part 1 The Essentials

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The IT Service

Part 1 The Essentials

Pierre Bernard



Colophon

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Throughout this book, every attempt has been made to adhere to the ITIL Intellectual Property (IP) as defined by the owner of ITIL¹, namely the UK Cabinet Office. Additionally, every attempt has been made to provide appropriate and accurate references where material is quoted verbatim from another source such as websites, definitions, and quotes from various people.

¹ See appendix E for an overview explanation of what ITIL is

Foreword

From the author

Throughout this book, I am providing my own opinion in the form of author's notes or rants. I am by nature pragmatic and positive but prone to sarcasm at times. This is who I am and this is part of my writing style. I don't intend this book to be academic or a simple regurgitation of topics found in other books; that would be plagiarism, not to mention useless.

The intent of this book is to explore what a service really is. To accomplish this, I need at times to quote sources verbatim then add the real, and sometimes my own, interpretation of relationships between the topics. Throughout my career I found that people often roll their eyes when they read something and up come comments such as *"as if"*, *"yeah, right"*, *"that will never work here"*, *"looks good in theory"* or one of my favourites *"what the <expletive> is the author thinking"*.

I actually do expect some readers to roll their eyes at some parts of this book. This book can not be everything to everyone. It assumes the reader has either read on the topic of service management, is knowledgeable regarding this topic or has access to the literature quoted in this book for further reading. I do expect criticism (both good – I hope – and bad). It is OK to have different opinions and interpretations. This is healthy for our industry.

I am not implying in my author's notes and rants that everyone or every organisation is like that. The rants, especially, are about extreme and – hopefully – rare cases. Although many readers may perceive that things are not going so well in their organisations – and this may actually be the case – there are great things done in all organisations by fantastic people.

In my humble opinion, every organisation performs all the activities of a framework in some way, shape, or form. They may not realise this is what they are doing or they may have another name for it. Please do not discard off-hand what you are doing. It might be as good if not better than what is described by the various frameworks

In too many situations the naysayers and the malcontent are the most vocal. Additionally policies and rules, affecting everyone, are put in place because a handful of individuals abused the system. Just read the newspaper or watch the news for examples.

I hope this book will provide you with a sense of having made something “*theoretical*” into something more practical and more pragmatic. I sincerely hope this book will be useful to you and your organisation in your service management journey.

Make it simple and keep it simple...

Regards,

Pierre Bernard
CTDP, ITIL Expert

Acknowledgements

Van Haren Publishing has worked on several projects with Pierre Bernard, the Author. Previously his work has been to reflect a standard or to review a topic. Here, for the first time, Pierre has been able to bring to the reader a view established from experience of IT Service within the real world. Van Haren Publishing would like to thank Pierre for such a thorough and useful piece of work. In addition, the practical examples and real-life reflections ensure that the guidance is immensely helpful to anyone who works within this environment. We would like to thank Pierre for his thorough approach, his strong writing ability and also for his ceaseless good humour which is expressed so clearly in this book.

As Publishers we have met and exchanged views with many people across the world. We are extremely fortunate to consider these people not only colleagues but also good friends who have spent many hours making sure that the works we release into the marketplace do serve that market with beneficial best practice.

For this particular product it is an honour for us to thank the following people who have invested much time and effort reviewing this manuscript:

- Claire Agutter, ITIL Training Zone, UK
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About the author of this book

Pierre Bernard is a Certified Training and Development Professional (CTDP) with the Canadian Society for Training and Development (CSTD).

Pierre started his career in IT in 1984. He has been involved with various certifications since 2000 with EXIN, ISEB, and LCS before joining APMG in 2007. Pierre was a senior examiner (2007 – 2010) responsible for the creation of the ITIL qualification scheme, and the exam format, and participated in the creation process of many qualifications.

Pierre is an ITIL Expert as well as having passed all intermediate qualifications. Pierre has taught thousands of people around the world.

Pierre has worked in the retail industry for over 15 years. This is where various mentors and coaches helped Pierre better understand the concept of a service from an end-to-end perspective as well as providing excellent customer service. This is also where Pierre learned the value and benefits of teamwork as well as knowledge sharing.

Preface

‘Why make something simple when you can make it complicated?’

–Pierre Bernard

The above is just a jest really. It is about pointing out the tendency of many to overcomplicate simple things and this applies to services, the topic of this book. In my humble opinion, a service is not a complicated concept. I don’t want to claim that non-IT personnel know this instinctively or that IT personnel are totally ignorant of what a service is. What I am saying is that people have difficulty translating a simple textbook definition into something tangible, yet easily recognised and usable. This being said, in the experience of many IT process consultants and trainers, many IT personnel have difficulty in easily grasping the concept.

Not being a psychologist and relying primarily on my observations and discussions with fellow IT process consultants and trainers, I can only hypothesise as to the real reasons behind this observation.

As I have already said, a service is not a complicated concept. However, because of our business environment and culture, our attitudes and behaviours, we sometimes can’t see beyond our area of focus; we can’t see the forest for the trees so to speak. The apparent complexity of the concept of a service comes from all the interlocking parts and their dynamics making up the service.

When people buy a motor vehicle, they are interested in a mode of transportation to bring them from the proverbial point A to point B. They are not interested in all the little parts making up the vehicle. Similarly, people are interested in the business outcomes a service will help deliver; they are not interested in what makes up the IT system or the IT service.

A motor vehicle dashboard only displays important information to the driver for the safe operation of the vehicle. This has two purposes. The first is to display the half-dozen or so really important pieces of information a driver needs. The second is for safety reasons; displaying too much information at once could become a distractor and adversely affect the safe operation of the vehicle. Similarly, a service should only provide the customer with important information for the proper delivery of the business outcomes expected.

This may be an oversimplification but the analogy should “drive” (pun intended) the point home. Make your services simple to understand and use for your customer and provide the information the customer really needs; that is the information they asked for.

It may seem a bit like an oxymoron or a joke to claim that a nearly 300 page book will simplify things, but it has some truth in it. One of my intents, throughout this book, is to point out where and possibly why people make a service a complicated thing. So, why write a book with nearly 300 pages on services? The answer is simple. Because too many books and too many people make it sound complicated. A service is not that complicated. Sure, there are a lot of components and there may be a lot of paperwork involved but, like many things in life, a little planning goes a long way in preventing issues later.

Here is a quote regarding planning. We need to plan as things do not materialise out of thin air.

In all things, success depends on previous preparation, and without such previous preparation there is sure to be failure

– Confucius

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