Building Bridges: ITIL and eTOM

A joint web discussion for the TM Forum and itSMF communities

July 2008

Agenda

- Introduction by Susana Schwartz, TM Forum, Marketing Manager for Collaboration
- Presentation by Mark Lillycrop, itSMF, Publications Manager
- Presentation by Mike Kelly, TM Forum, lead for eTOM and eTOM/ITIL
- Q & A with above, and also John Long, IBM, and Philip Williams, BT Group, members of eTOM/ITIL Task Force

Please mute your phones!

Note: You can enter text questions throughout the session, using the “Question and Answer” area in the GoTo control panel (screen right)
What is the itSMF?

- Only internationally recognised and independent organisation dedicated to helping organisations improve the delivery of their IT services.
- Not-for-profit body wholly owned, and principally operated, by its membership.

itSMF UK - Background

- Formed in 1991
- Founding Chapter
- Approx 18,000 members from 1300 organisations
- 62% of FTSE 100
itSMF UK – what we do

Purpose:
- Develop and promote “best practice” & standards in IT Service Management.
- Enable organisations to deliver efficient & effective solutions.

Through
- Thought leadership & contributions
- Events
- Publications
- Website
- White papers & Case studies

itSMF International

- Formed in 2002
- “Umbrella” organisation assisting with
  - Governance
  - Chapter inception & development
- Global board
- First Global event – ITIL v3 launch
- Global membership
ITIL – the background

- **Version 1**
  - 1986 to 1999
  - Function based practice
  - 40+ books dealing with variety of IT practices.

- **Version 2**
  - 1999 to 2006
  - Process based
  - 10 books (2 core)
  - Globally accepted best practice framework for IT Service Management.

ITIL v3 - the journey so far

- December 2004 – Consultative exercise to update ITIL announced.
- January 2005 – process begins
- September 2005 – first call for authors.
- February 2006 – authors announced.
- October 2006 books completed by authors
- November 2006 – books enter IAG (ITIL Advisory Group) review
- January 2007 – Public QA began on the 8th Jan.
- Public QA finished 22nd Jan.
- Books into final edit Feb/Mar.
Books/e-PDF/Online Subscriptions launched in May/June 2007
- Service Strategy
- Service Design
- Service Transition
- Service Operation
- Continual Service Improvement
- Official Introduction to ITIL Service Lifecycle

2008 – complementary publications and ITIL Live!

Why TMF & eTOM

Need to give single message to our members
Collaborative working across industry groups
ITIL v3: a good time to work together
What is the TM Forum?

The TM Forum is the world’s trade association for telecom operations and systems. It has over 600 member companies in 60 countries encompassing the most important players in the whole telecom value chain. It has 3 primary roles:

- **Guidance/Leadership** - Providing the telecom industry with a common language and ways of seeing things to reduce fragmentation to a minimum
  - Best practices
  - Frameworks
  - Information
  - Training
  - Education
  - Benchmarks

- **Standards** - Providing the telecom industry with a minimum number of ‘cardinal’ standards to drive least cost of development and deployment
  - Interfaces
  - Contracts
  - Data models
  - Test specs and tools

- **Ecosystem** - Providing the telecom industry with a capability for networking, enabling business flow and ideas exchange through conferences, webinars and online information exchange

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**TM Forum Business Process Framework (eTOM)**

- Service Provider business process framework
- Developed by TM Forum membership collaboratively over more than a decade
- Captures business-oriented view
  - emphasizes structure/ process components/ process interactivity/ roles/ responsibilities
  - sets requirements for (but is neutral towards) system solution/ architecture/ technology/ implementation
- Represents industry-consensus on Service Provider processes
  - harmonized position across global scene
  - can be tailored/ extended for individual companies
- Accepted by ITU-T as International Rec. M.3050

**eTOM provides an enterprise-wide business process view**
ITIL

- Best Practice framework for IT Service Management
- Set of processes & standardised vocabulary
- Size, technology and industry independent
- Publicly available
- Developed initially for UK Government, now by itSMF membership
- Standardised view captured in ISO 20000
- ITIL material separately updated to v3

ITIL sets out flow sequences/ steps for various focused areas of IT/Service Management

Why Build Bridges?

- The ITIL and eTOM frameworks have developed separately
- Each has value in providing insight and guidance to enterprises
- They address overlapping communities of users, with a large common constituency
- Both are employed as common references/ standards by their users
- Unifying their different perspectives into an integrated view offers added value to all
- A range of issues have been identified and are being addressed to support this

An initial Technical Report TR143 with guidance on linkages has been developed and published by TM Forum and itSMF
Focus is on identifying and removing obstacles to full integration of ITIL and eTOM, within SPs and others
- Supported by TM Forum and itSMF, with joint publication
- Builds on past TM Forum work published as GB921V
  - GB921V shows a workable technical basis for implementing eTOM process flows overlaid on ITIL process steps as a background
  - GB921V demonstrates that enterprises can directly build support for ITIL best practice services using eTOM
- Broadens scope to consider other issues impeding integration
- Includes over 20 Recommendations and Guidelines
- Proposes extensions to the eTOM Framework to accommodate individual Good and Best Practice specifications, and ITIL processes in particular
- Also considers structural issues on blending ITIL and eTOM, merging terminology, etc

Conclusion: eTOM and ITIL can offer complementary value

Final Result: eTOM Business Flows that Deliver ITIL Best Practice Services
How about "Reconcile and Assimilate"?

John Long, 10/30/2007
Example Detailed Flow: ITIL Change Management

Note: this is the process flow for a particular type of change – here a software bugfix.

ITIL and eTOM: Points of Contact
Initial ITIL processes implanted into eTOM

- **Service Design:**
  - Service Catalogue Management
  - Service Level Management
  - Capacity Management
  - Availability Management
  - IT Service Continuity Management
  - Information Security Management

- **Service Transition:**
  - Service Asset and Configuration Management
  - Change Management
  - Release and Deployment Management

- **Service Operation:**
  - Event Management
  - Incident Management
  - Problem Management
  - Request Fulfillment

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The Way Forward

- Implementation of TR143 recommendations
  - eTOM updates
  - Work on common position for terminology, etc

- Ongoing work between itSMF and TM Forum
  - Cross Industry Working Group
  - Promotion and publicity
  - More detail and case studies / examples
  - Develop joint eTOM/ITIL strategy to progress convergence

Looking to get the best of both worlds!
Questions & Answers

Thank you for your participation

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