



The ITIL Service Desk

Common Sense Comes To Life

Version : 1.3
Date : August 13, 2003
Location : Pink Elephant Global Hosting Services
www.pinkghost.com



Table Of Contents

1	ITIL DEFINED.....	3
2	ITIL'S BUSINESS BENEFITS.....	5
3	BENEFITS OF AN ITIL-BASED SERVICE DESK.....	7
4	ABOUT PINK ELEPHANT.....	10
5	BIBLIOGRAPHY.....	12

1 ITIL DEFINED

The OGC (Office of Government Commerce) in the UK developed the Information Technology Infrastructure Library (ITIL) in the mid 1980s. Put simply, ITIL is a series of books that outline a comprehensive set of best practices for IT Service Management. OGC enlisted industry leading IT professionals and organizations (including Pink Elephant) to document the best way to manage IT services.

To date, these books are the only comprehensive, non-proprietary guidance for managing IT services.

ITIL promotes a quality approach to achieving IT Service Management results that are aligned with business. It acts as the enabler to cement business effectiveness in the use of information systems.

This is important because today's progressive IT organizations recognize that having technical competence is no longer enough. IT managers need to understand how to take a business view of IT. These professionals recognize the importance of working in close partnership with other business units to achieve corporate goals.

ITIL's IT Service Management process model enables organizations to link together eleven key disciplines required to support and deliver effective IT services. ITIL describes how these disciplines are related to wider business issues. This approach has allowed thousands of IT organizations to improve their credibility and effectiveness, and reduce costs.



Diagram featuring Service Support and Service Delivery processes, as well as the Service Desk function.



ITIL is the most widely accepted IT best practice, process management framework in the world. Since the original launch, ITIL has launched an industry of services including: organizations providing education, consulting and outsourcing services, not-for-profit user groups, and examination bodies to regulate the ITIL certification program.

The remainder of this paper describes the benefits organizations have achieved by using the framework as well as how ITIL can make an impact at the Service Desk.



2 ITIL'S BUSINESS BENEFITS

As a holistic, business focused and process-based approach to IT management, ITIL enables organizations to deliver quality IT services aligned with business goals.

Here are some examples of ITIL in practice:

Procter & Gamble

"Within Procter & Gamble, ITIL was marketed as a way to help meet a companywide directive from the CEO to cut costs by \$2 billion over five years.ⁱ"

*"Are best practices worth the trouble? Ask Procter & Gamble... which is saving...by using a set of best practices for IT services management. ... The company made the investment in training, got management behind the effort and eventually had thousands of its IT people working from the same playbook. That consistency reduced surprises and cut the time spent duplicating efforts, reinventing wheels, putting out unnecessary fires and deciphering nonstandard approaches to routine IT-shop tasks. All of which adds up to less time wasted, more consistent work and greater efficiency and effectiveness – which translates into **10% or 15% in real dollars-and-cents advantage.**ⁱⁱ"*

*"Procter & Gamble...has **saved about \$500 million** across multiple departments since beginning to streamline processes with ITIL about four years ago...Procter & Gamble's IT group **avoided spending \$125 million** by implementing the service management processes outlined by ITIL.ⁱⁱⁱ"*

Ontario Government, Ontario Justice Enterprise

*"Began embracing ITIL in 1999 and has since put hundreds of people through education and certification. They created a virtual Help/Service Desk that **cut support costs by 40%**^{iv}."*

Caterpillar

"Addressing incident management for web-related services, Caterpillar found that internal service providers were meeting the target response time of 30 minutes between 60% and 70% of the time. After applying ITIL principles...the rate surpassed 90%^v."

These examples demonstrate some of the benefits organizations can achieve using ITIL best practices. To summarize, organizations are enabled to:

- Increase alignment between business and IT, as IT focuses on achieving business objectives
- Eliminate regional and departmental silos by integrating key IT processes throughout the organization
- Strengthen lines of communication across IT by using the same *playbook*



- Improve customer satisfaction rates by setting and achieving service targets
- Reduce IT costs by improving management processes across the IT department and the rest of the business

Many organizations begin applying the service management framework by focusing on key Service Support processes such as Incident, Problem and Change Management. These processes converge at the Service Desk and can provide *quick wins* to demonstrate return on investment.



3 BENEFITS OF AN ITIL-BASED SERVICE DESK

There is a difference between a Help Desk and an ITIL Service Desk. The Help Desk's "primary purpose is to manage, coordinate and resolve incidents as quickly as possible."^{vi}

The Service Desk includes this purpose and also interfaces with all other ITIL processes. It has a broader scope that includes acting as a day-to-day contact for end-users, customers, other resolving groups, third parties and management.

Organizations find that the ITIL Service Desk:

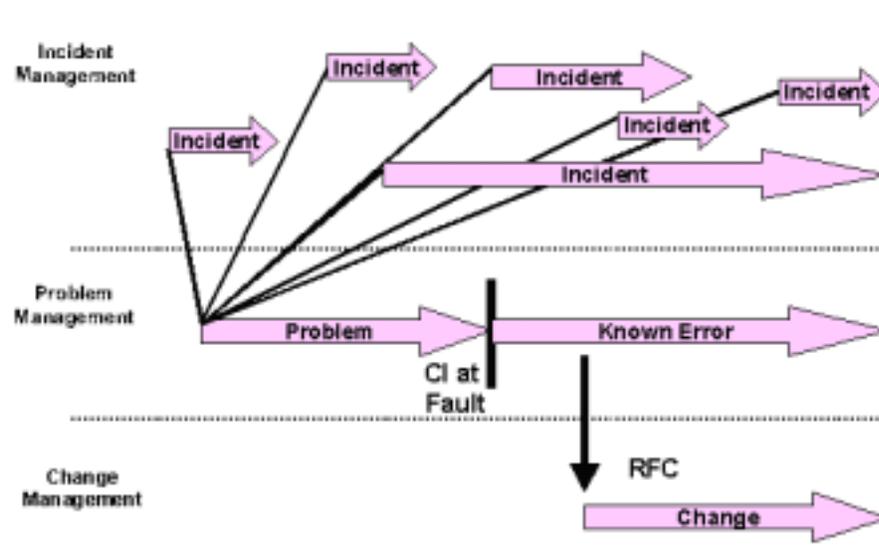
- Enables high levels of customer satisfaction
- Is a strategic function because it lowers total cost of ownership for support
- Provides management information thereby enabling informed business decisions

Using an ITIL based solution provider, such as Pink Elephant, enables organizations to realize the benefits of a Service Desk in a cost and time effective manner.

Benefits include:

- **Increased End-User And Customer Satisfaction**
When Service Level Management is working efficiently, and in a fully integrated fashion with other processes such as Incident, Problem, Configuration and Change Management, end-user and client satisfaction ratings increase significantly. This occurs because of decreased disruptions to their workflow through the RFC process, recurring incidents decrease through Problem Management and IT customers have a clear understanding of how the Service Desk will meet their needs through Service Level Agreements (SLAs)
- **Reduced Costs**
Costs decrease over time through the use of integrated ITIL processes such as Incident, Problem, Configuration and Change Management. When these processes are mature, key activities occur that positively impact the bottom line

A Closer Look At The Interdependencies of Incident, Problem, Configuration & Change Management Processes



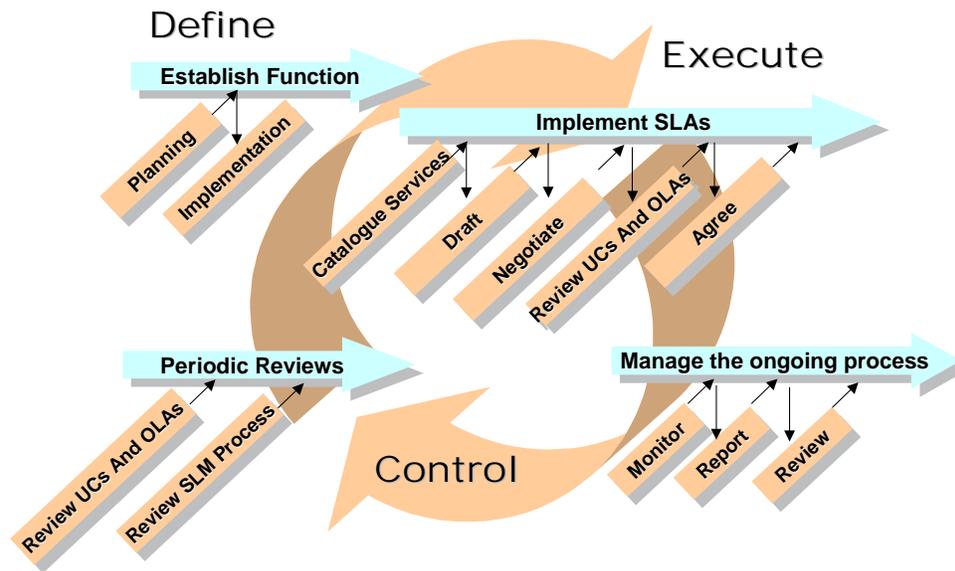
When there is not an integrated approach to managing these key processes, recurring incidents go undetected, problems are not identified and changes are not managed efficiently.

As a result, there is a high cost to organizations because these situations negatively affect end-user productivity, and problems continue because the root cause is not eliminated

- **Service Level Management**

ITIL's Service Level Management model (as depicted below) translates into improved service levels and reduced costs as well as a strong service partnership relationship.

PinkGhost™ Service Level Management Process: Define, Execute, Control



Service Level Management provides a clear definition of required goals and levels of service and expectations. As well, it moves beyond SLAs to include these other value added components:

- **Service Catalogue:** A comprehensive document identifying products the Service Desk currently supports and can support in the future, as well as important service information
- **Service Targets:** A set of business focused, key performance indicators (KPIs)
- **Service Review Meetings:** Regular review meetings between the business and IT to discuss service anomalies and improvement initiatives
- **Operational Level Agreements (OLAs):** To manage relationships and embed KPIs for external suppliers on whom other service targets rely
- **Service Review Board:** A group of major stakeholders have an opportunity to identify the level of service they wish to receive as well as request improvements to service within this process

These benefits illustrate the reasons why an ITIL based Service Desk is a good first step towards implementing a best practice approach to managing IT services. Many organizations choose to partner with an ITIL based solution provider to help realize these benefits sooner.



4 ABOUT PINK ELEPHANT

Pink Elephant is recognized as *The ITIL Experts*. Many of our Consultants have been involved in the “ITIL project” since its inception in 1987. We were involved in the library’s original development; introduced it to North America, and contributed our expertise in the recent re-writes.

We are recognized – by our customers and competitors - as *the* leading IT service provider worldwide for ITIL consulting and education. And, we are the only supplier offering an outsourcing solution built from the ground up using ITIL.

Pink Elephant has also worked closely with Microsoft. We are proud to be a Microsoft Certified Partner, and of the contribution we’ve made to Microsoft’s adoption of ITIL best practices into the Microsoft Operations Framework (MOF).

Pink Elephant offers four service lines each providing different, but complementary business solutions:

- **Global Hosting Services - PinkGhost™:** Specializing in the delivery of ITIL based IT support solutions:
 - Outsourced and managed from our 24x7 global Service Desk
 - Or, through a dedicated Pink Elephant Support Team located on-site at the client’s premises
- **Education:** Pink Elephant is the world’s largest ITIL training supplier delivering four levels of certification – Foundation, Practitioner, Management and Executive. Collectively Pink Elephant and PinkRocade companies have trained and certified over 60,000 IT professional worldwide – more than all other organizations combined
- **Conferences & Special Events:** The delivery of four major events per year, including the world’s largest gathering of ITIL practitioners at our Annual IT Service Management Conference & Exhibition

- **Business Process Consulting:** Using ITIL best practices approach to IT Service Management as a springboard, Pink Elephant provides end-to-end solutions. From assessments, to strategic planning to implementation, continuous improvement and beyond. Our experienced consultants work hand-in-hand with our customers every step of the way. Together, you follow ITIL's process improvement model to answer these important questions:



For more information about Pink Elephant Global Hosting Services:

- Call 1-888-273-PINK
- Visit www.pinkghost.com
- E-mail us at info@pinkghost.com



5 BIBLIOGRAPHY

“Efficiency Tool Kit”, Network World. Tom Duffy, November 5, 2001.

“IT Best Practices”, Network World Management Strategies Newsletter. Melissa Shaw, November 11, 2001.

“Practice Questions”, Computerworld. Frank Hayes, October 7, 2002.

“Procter & Gamble Touts IT Services Model”, Computerworld. Denise Dube, October 1, 2002.

Service Support. Norwich: The Stationery Office, 2000.

Service Delivery. Norwich: The Stationery Office, 2001.

Understanding And Improving: The Business Perspective On Your IT Infrastructure. Norwich: The Stationery Office, 1996.



End Notes

- ⁱ “Efficiency Tool Kit”, Network World. Tom Duffy, November 5, 2001.
- ⁱⁱ “Practice Questions”, Computerworld. Frank Hayes, October 7, 2002.
- ⁱⁱⁱ “Procter & Gamble Touts IT Services Model”, Computerworld. Denise Dube, October 1, 2002.
- ^{iv} “IT Best Practices”, Network World Management Strategies Newsletter. Melissa Shaw, November 11, 2001.
- ^v “Efficiency Tool Kit”, Network World. Tom Duffy, November 5, 2001.
- ^{vi} Service Support. Norwich: The Stationery Office, 2000.