



IBM ITSM Conference 2009



**Exploiting New Opportunities with
Service Management**
Customer Slides

Actor's Background

- Paul is the CTO of a fast growing, competitive – Hotel & Entertainment business in Hong Kong and Macau
- Derek is working for IBM GTS as ITSM consultant who is good friend with Paul since high-school ...



IT Services Domain

- Paul have to supports his business with 60+ IT services including:
 - Hotel systems
 - Guest relationship management
 - Restaurants and shops systems
 - Back office analytic systems
 - Telephony, video on demand, communication systems



IT Challenges

- Lack of available resources
 - People,
 - Process,
 - Technologies
 - Information
- Projection of economic upturn which business demand better service level from IT organization



How to apply ITSM Strategy

- Agreed with ITIL can help, but how to start and what will be the best approach for us?
- How others in the similar industry walk through this journey ?

How Could We Implement ITSM

- What tools should I use to make this journey easier ?



Business Objectives

- Service Level Management
- Quality Control
- Financial Management
- Asset Management





Looking Forward To:

- Manageable IT Services
- Relief resource pressure
- Better manage OPEX

**Delighted users
and customers**



Thank You



Concur with Paul's comment

■ People

- Industry with high staff turn over rate and retain skilled people
- Extensive and time consume training period in order to become productive

■ Process

- With recent new and acquired hotels in the region, lack of common processes and strategy
- Various method to perform the same tasks (historical reasons)



Pattern 1 – Service Support

- Establish Service Desk function as Single-Point-of-Contact (SPoC) for my business
 - Benefits
 - Reduce “Transfer calls”
 - Clear ownership and status
 - Better service level quality