

# De kunst om alles met alles te verbinden...

*Samenwerking van bedrijfsondersteunende functies*

IFMEC, 20 april 2018, Rob Akershoek

# About me



- **Opleiding:** Technische Bedrijfskunde Universiteit Twente
- **Rol:** Solution Architect at Fruition Partners, voorzitter IT4IT Forum van The Open Group
- **Werkgevers:** o.a. Shell, ABN AMRO, ING, KPN, Rabobank
- **Onderwerpen:** Enterprise Service Management, Cloud, DevOps, Agile development, Innovatie, Automatiseren werkstromen, Blockchain, Big data, ...

THE  
Open  
GROUP

fruition  
PARTNERS  
A DXC Technology Company

servicenow



**Rob Akershoek** is Consultant / Enterprise Architect bij Fruition Partners (onderdeel van DXC). Hij is ruim 20 jaar werkzaam op het gebied van service management. Hij houdt zich bezig met de inrichting en besturing van IT-organisaties met uiteenlopende aandachtsgebieden zoals IT service management, DevOps, Continuous Delivery en het automatiseren van IT activiteiten.

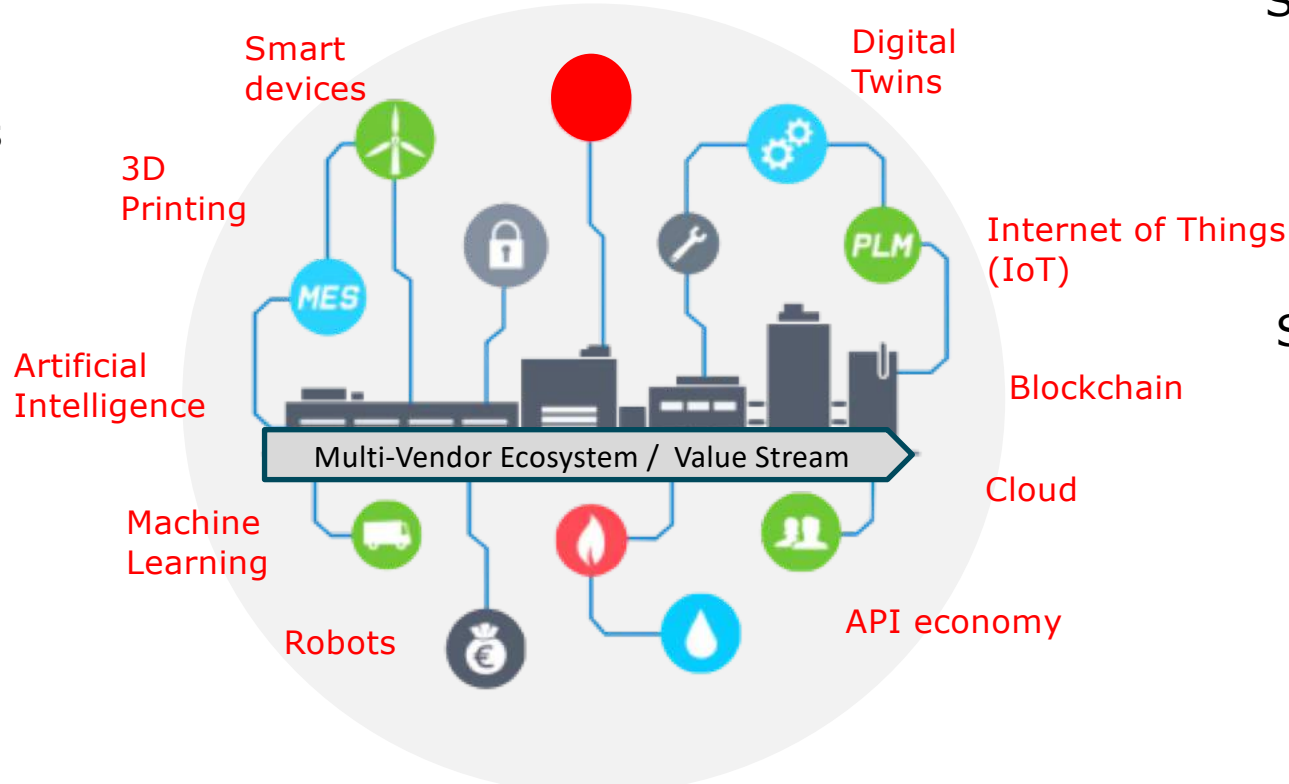
# Nieuwe Digitale Ecosystem...

## Everything as a service (XAAS)

New sourcing /  
business models

Self service,  
optimal  
customer  
experience

Autonomous  
devices



Smart building &  
smart supply  
chain

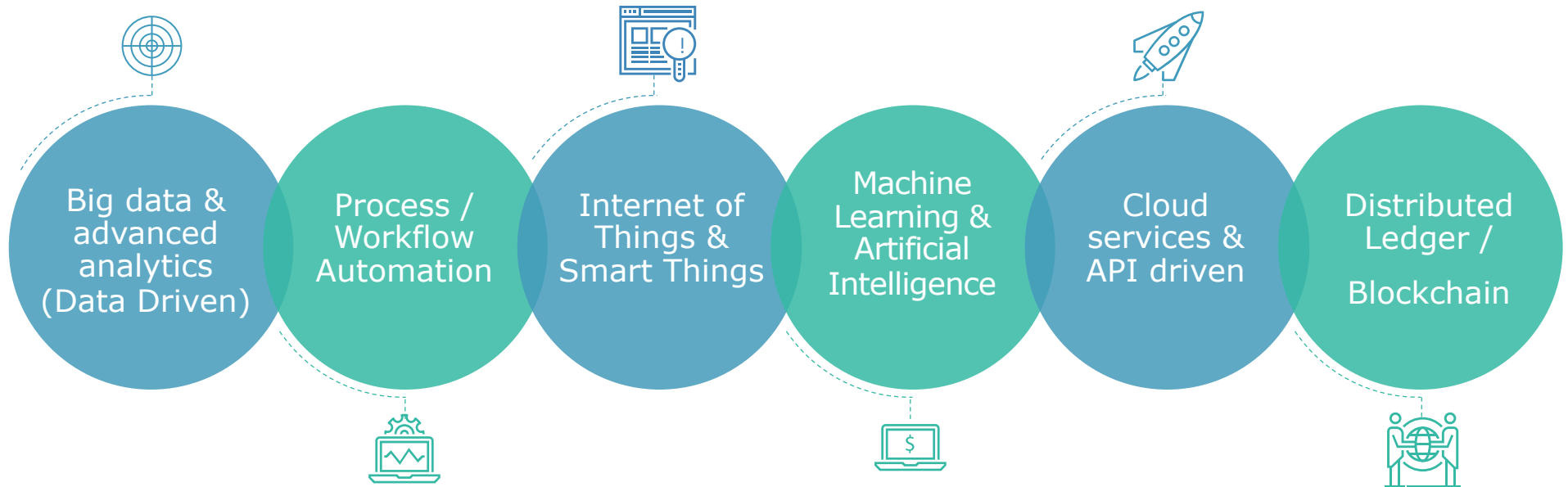
Shared insight /  
real time  
information

Agile teams

***Streamlined, efficient, automated, transparent and trusted ecosystem***

# Digital innovation...combineren van diverse technologieën...

What technologies change the way we manage and organize supporting functions?  
*Chatbot, AI, Data Analytics, Machine Learning, Blockchain, Cloud, Mobile, ....*



Converging technologies  
to enable new services

# Everything as a service...

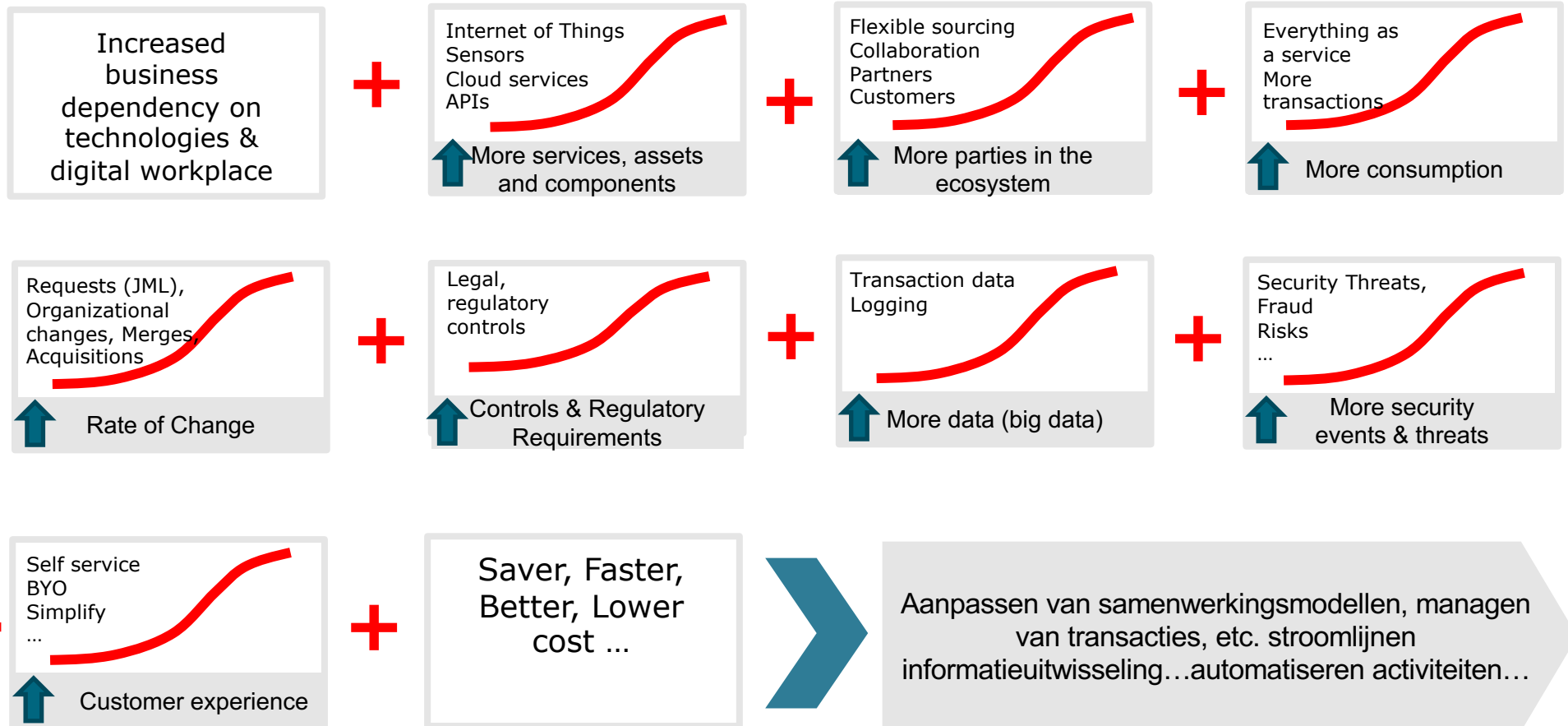


# Een lamp of een digital experience / service ?

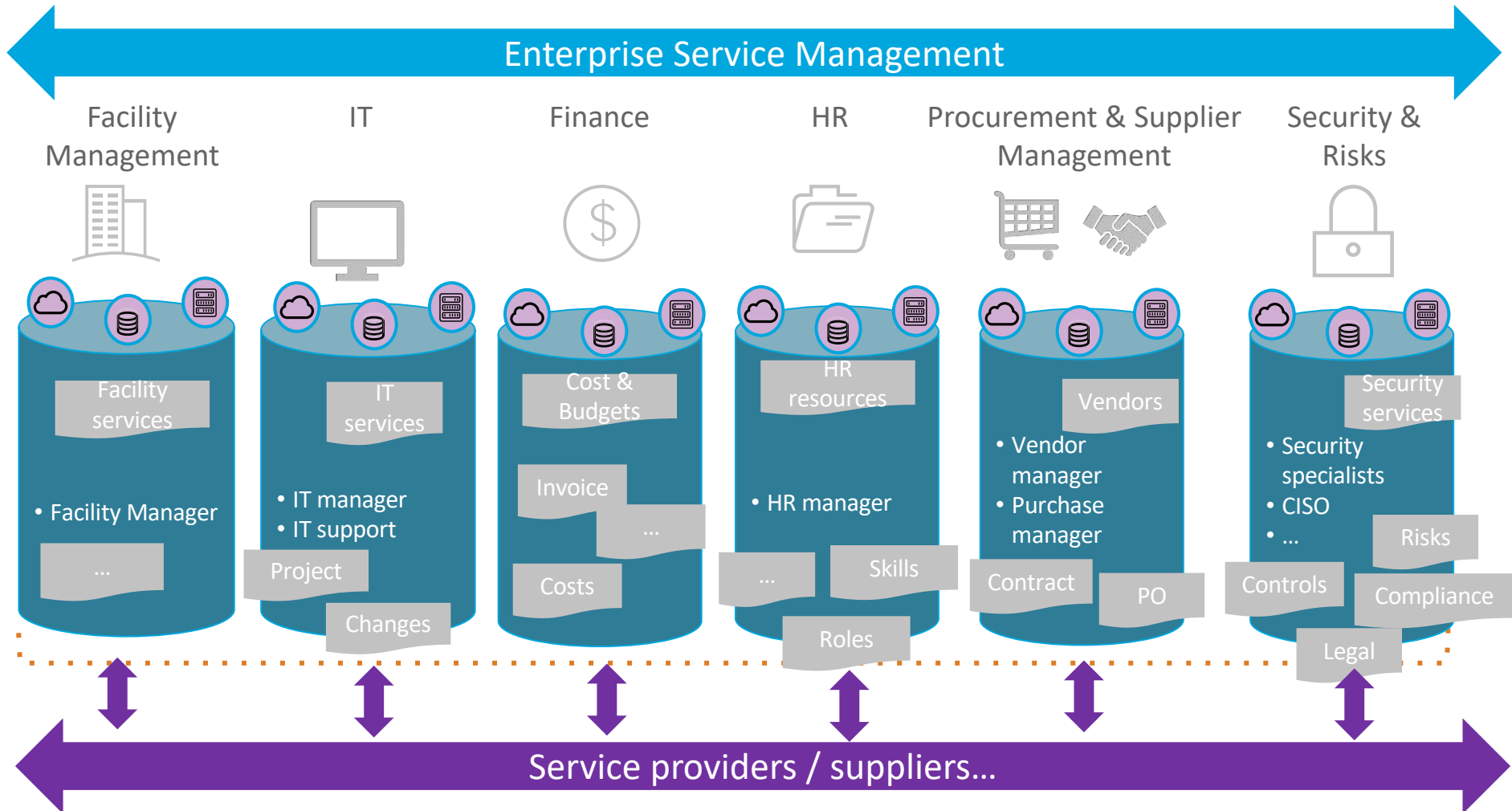


Smart devices  
SAAS service  
Lightning as a service...

# Algemene ontwikkelingen in de markt...

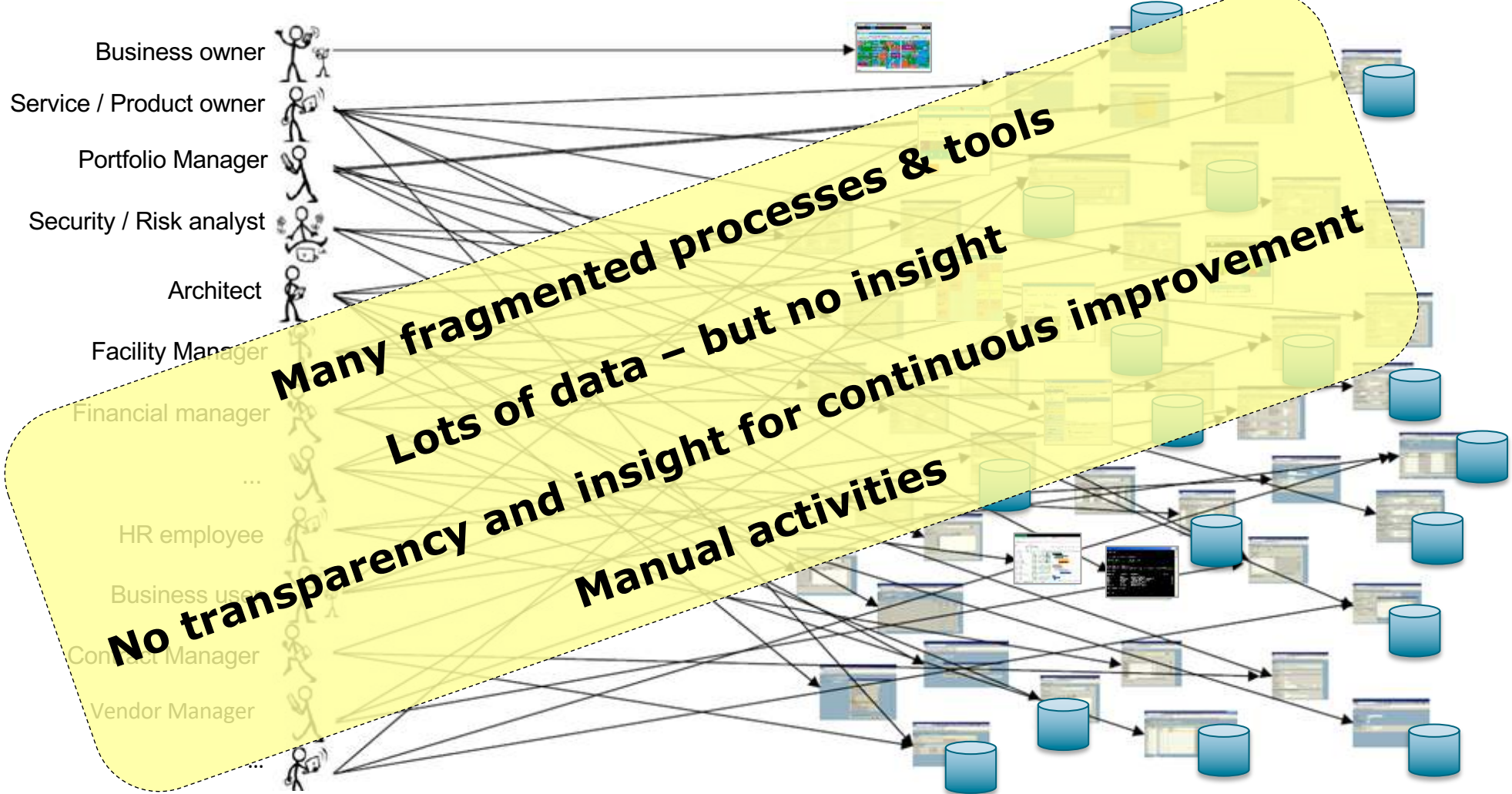


# Samenwerken over meerdere silo's heen...





# Lacking Enterprise Service Management Platform causing Frustration...



Hoe lossen we dat op?



Spreadsheet



Email

Mag het licht aan?

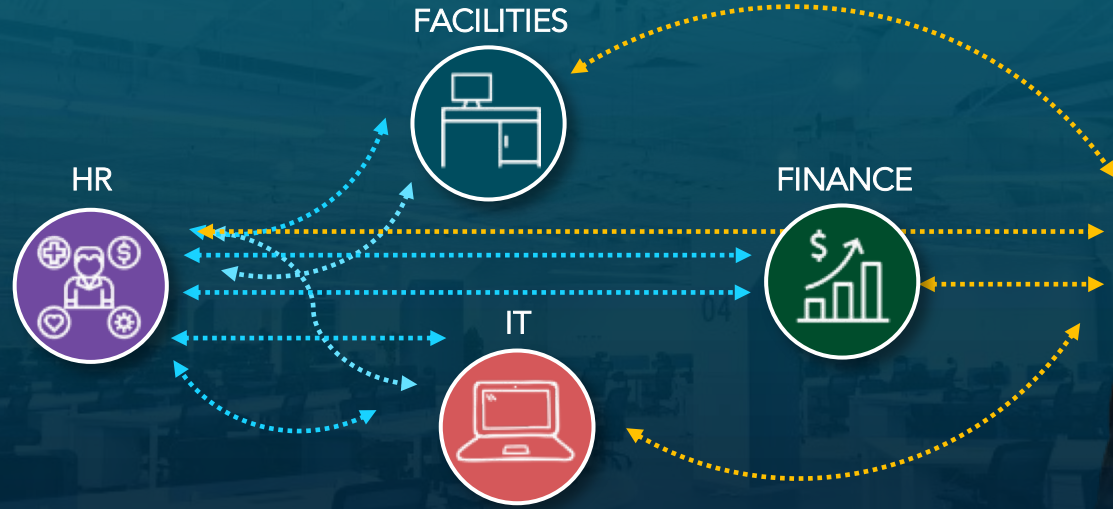


# Samenwerken over meerdere afdelingen en disciplines heen?

## Enterprise Service Management



# Onboarding van een nieuwe medewerker is een multidisciplinaire beleving...

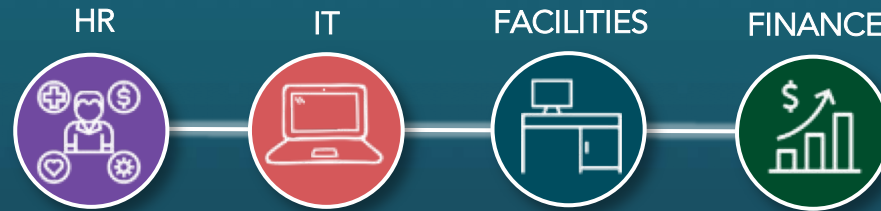


Unstructured | Incomplete | Untimely

START

FINISH

# Onboarding Needs A Multi-Department Solution

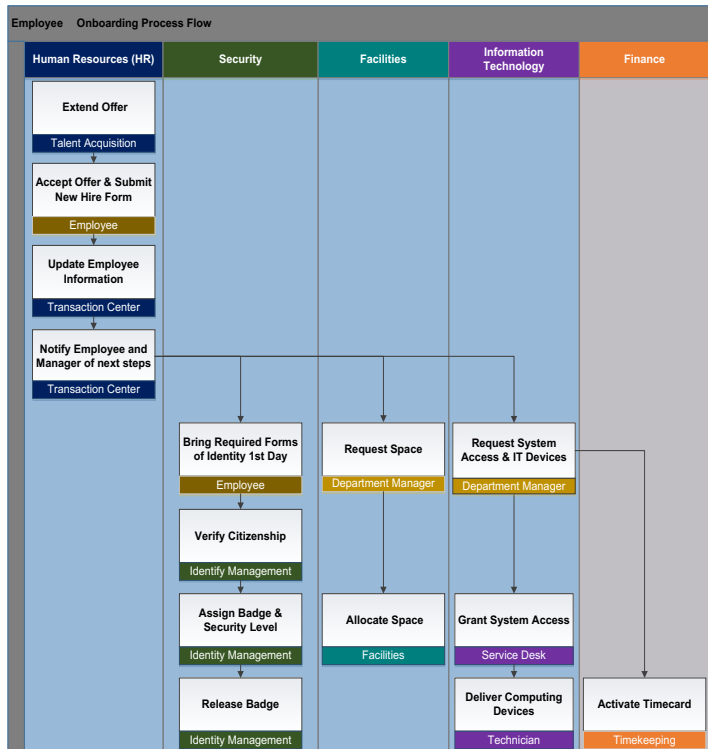


Enterprise Service Management

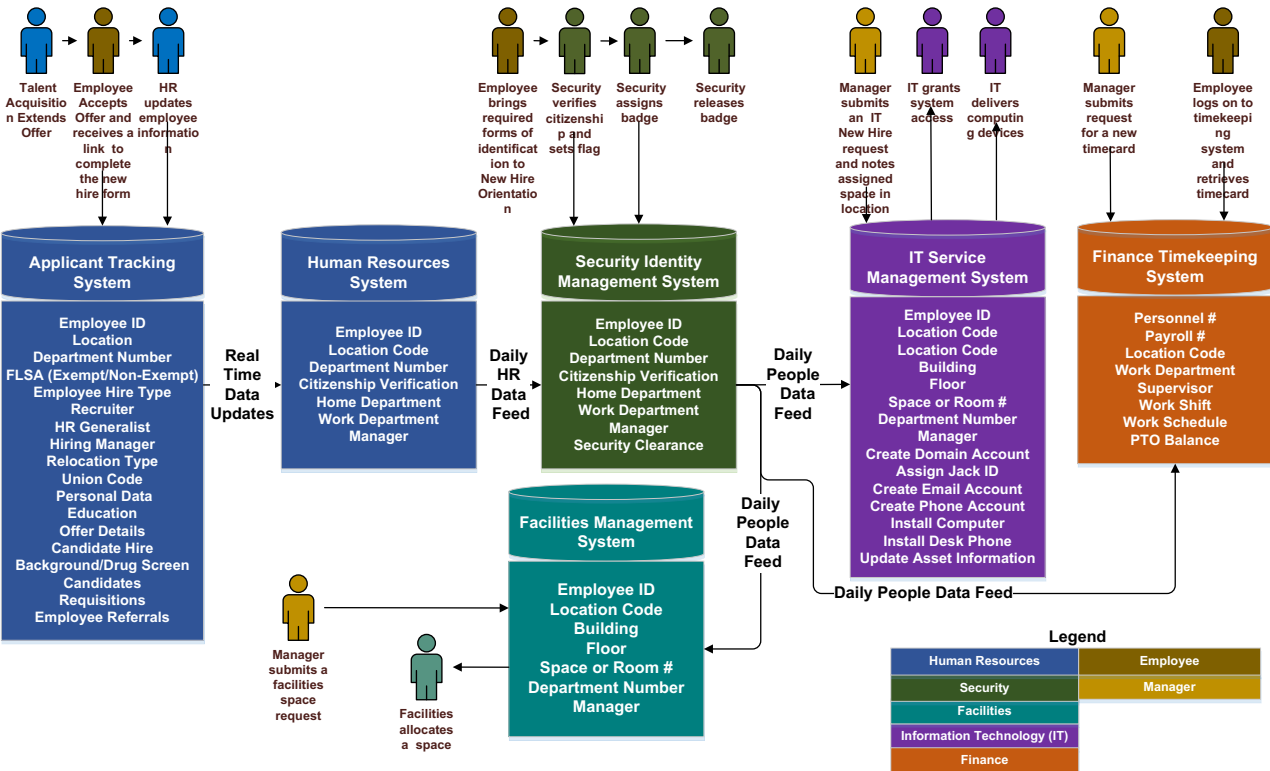
START

FINISH

# Voorbeeld onboarding nieuwe medewerker...

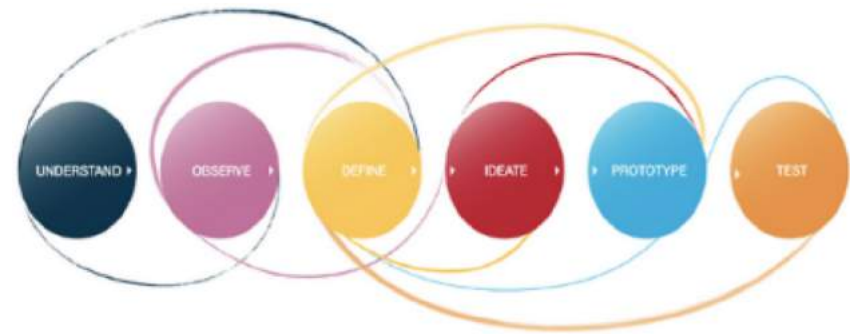
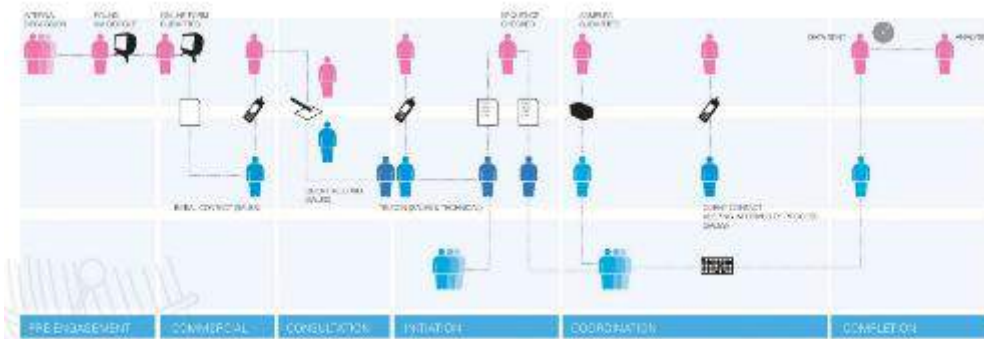
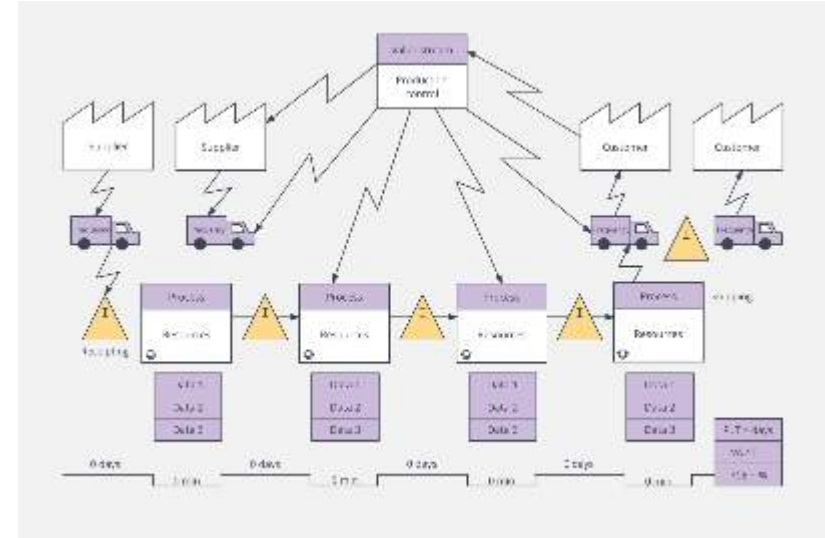
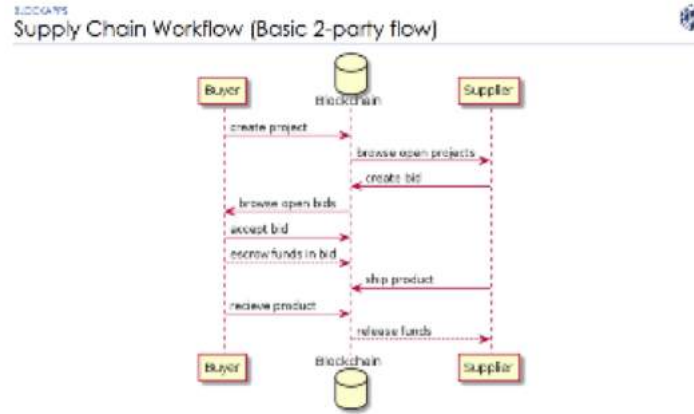


**Employee Onboarding System Data Flow**



# Denken in waardeketens...

- Design Thinking
- Customer journey map
- Value stream analysis / value stream mapping



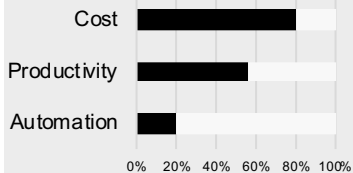


# Customer Journey 2018

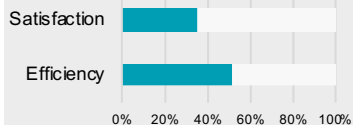


**Meet Beata,**  
HR Advisor, 47. Single, Beata has many friends and loves to socialise and travel. She has a Psychology degree and is curious by nature.

## IMPACT OF DIGITAL ON THIS ROLE

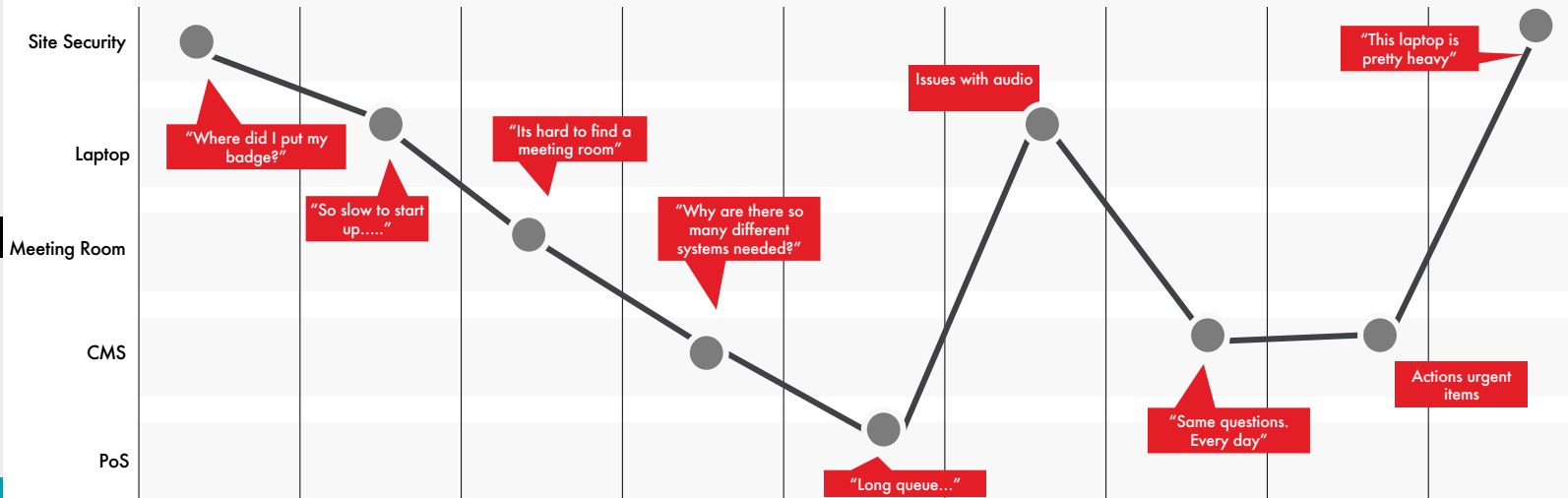


## IMPACT OF DIGITAL ON EMPLOYEES



	09.00 Entry	09.05 System Access	09.30 Meeting	10.25 Solving cases	12.30 Lunch	13.30 Meeting	14.00 Solving access	15.30 Priority cases	17.00 Exit
Summary	Badge scanning	Starts up laptop and opens systems	Daily huddle with the team	Works through standardised cases		Joins weekly team meeting	Continues work on standardised cases	Checks dashboard to view progress on SLAs	Leaves the office

## TOUCHPOINT MAP



## CUSTOMER VALUE ADD

		Team aligned on key focus and tasks	Efficiency-gains from standardised processes		Wider team connects on relevant topics	Efficiency-gains from standardised processes	Urgent enquiries get prioritised	
--	--	-------------------------------------	--	--	--	--	----------------------------------	--

## BEATA'S MOOD

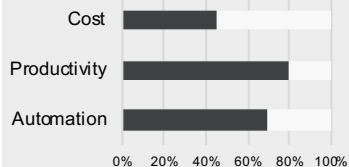


# Customer Journey in 2025

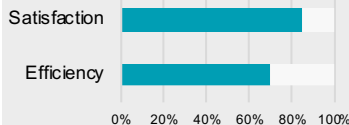


**Meet Beata,**  
HR Advisor, 47. Single, Beata has many friends and loves to socialise and travel. She has a Psychology degree and is curious by nature.

## IMPACT OF DIGITAL ON THIS ROLE

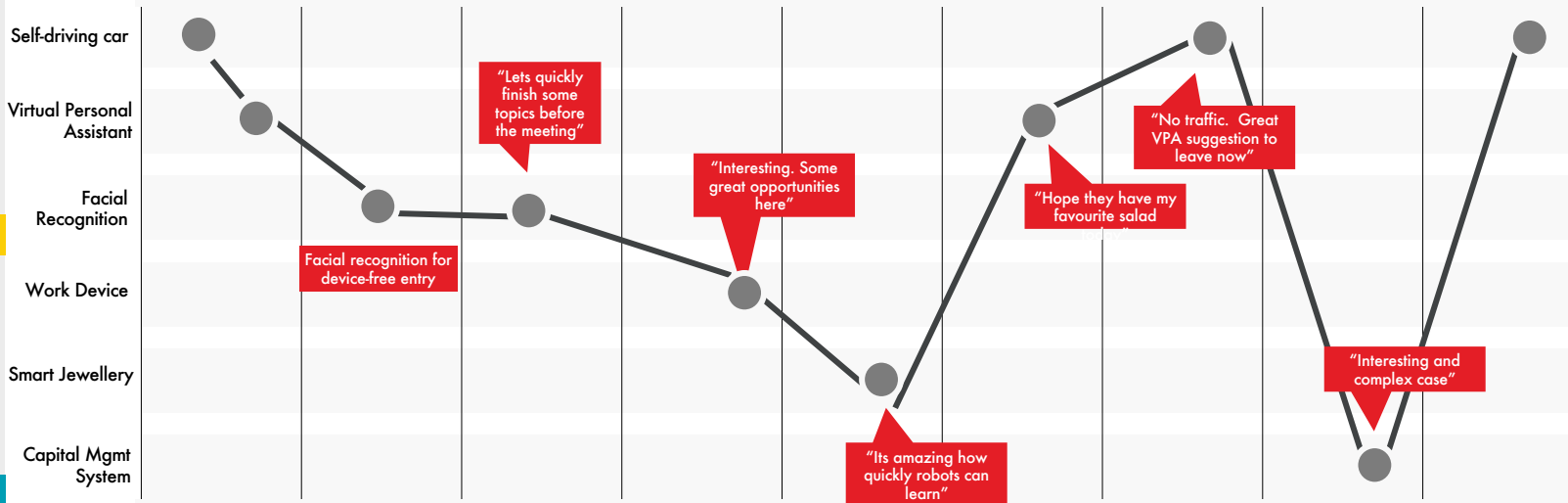


## IMPACT OF DIGITAL ON...



	08.30 Pick-up	08.55 Entry	09.30 System Access	10.25 Vendor Workshop	12.30 Meeting	13.30 Restaurant	14.00 Commute	15.30 Complex cases	17.00 End of day
Summary	Self-driving car picks Beata up and she informs herself of the day	Enters building and picks up coffee and VPA informs her of best desk to take	Opens relevant application from her device and starts working	Vendor Workshop on future roadmap	Deep dive discussion with HR advisors on potential improvements	Smart jewellery links to payment system	Leaves office to work from home	Works on HR complex cases	VPA advises on preparation for the next day

## TOUCHPOINT MAP



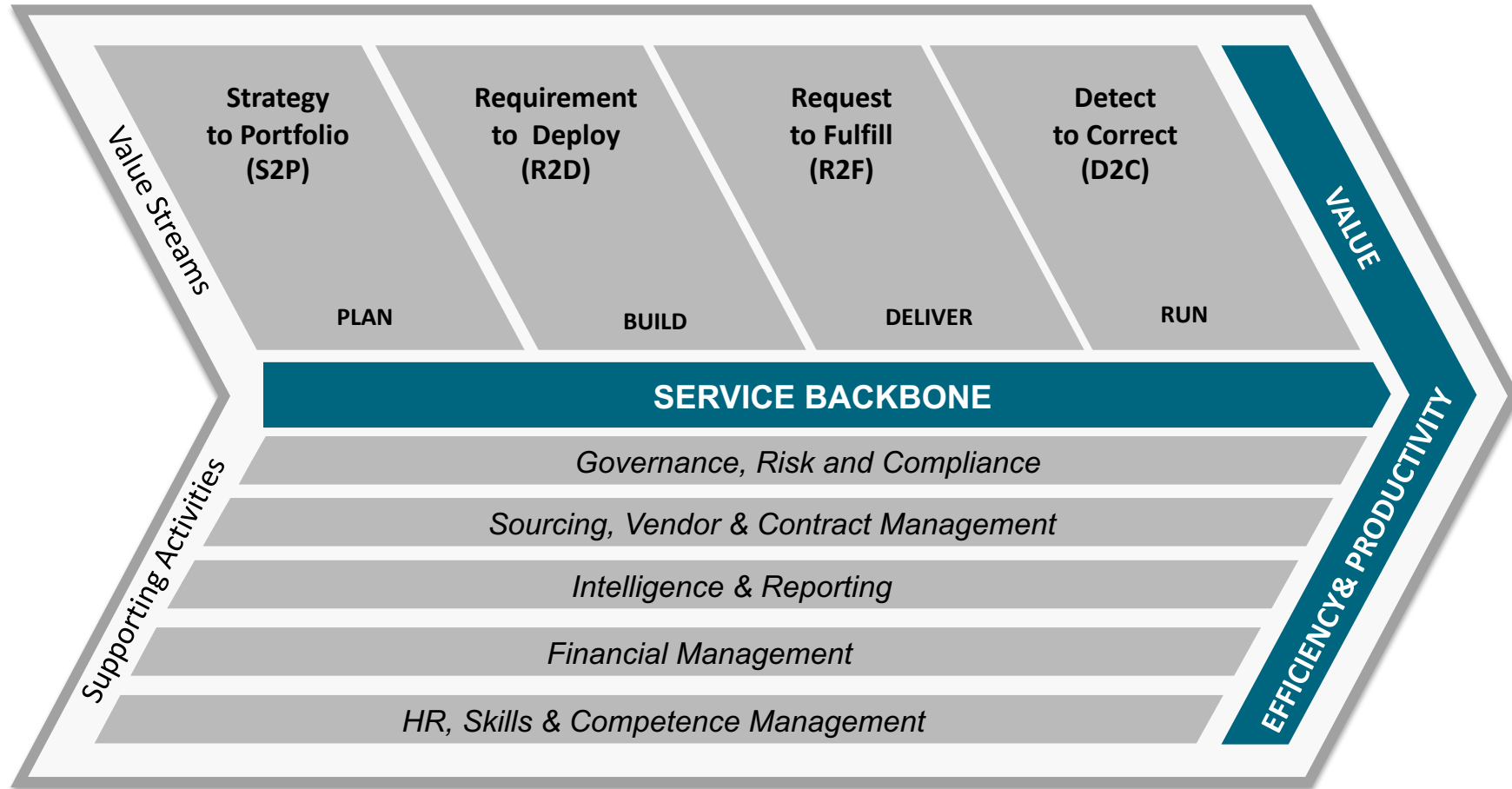
## CUSTOMER VALUE ADD

Commuter time well utilised	More secure, with less time wastage	Easy-to-use software on hand-held devices	Beata focuses on the future instead of present processes	HR involved in developing the future instead of standardised processes	Seamless experiences	Well-utilised time	Beata is needed for complex and rare cases	Staff supported to succeed by technology
-----------------------------	-------------------------------------	---	--	--	----------------------	--------------------	--	--

## BEATA'S MOOD

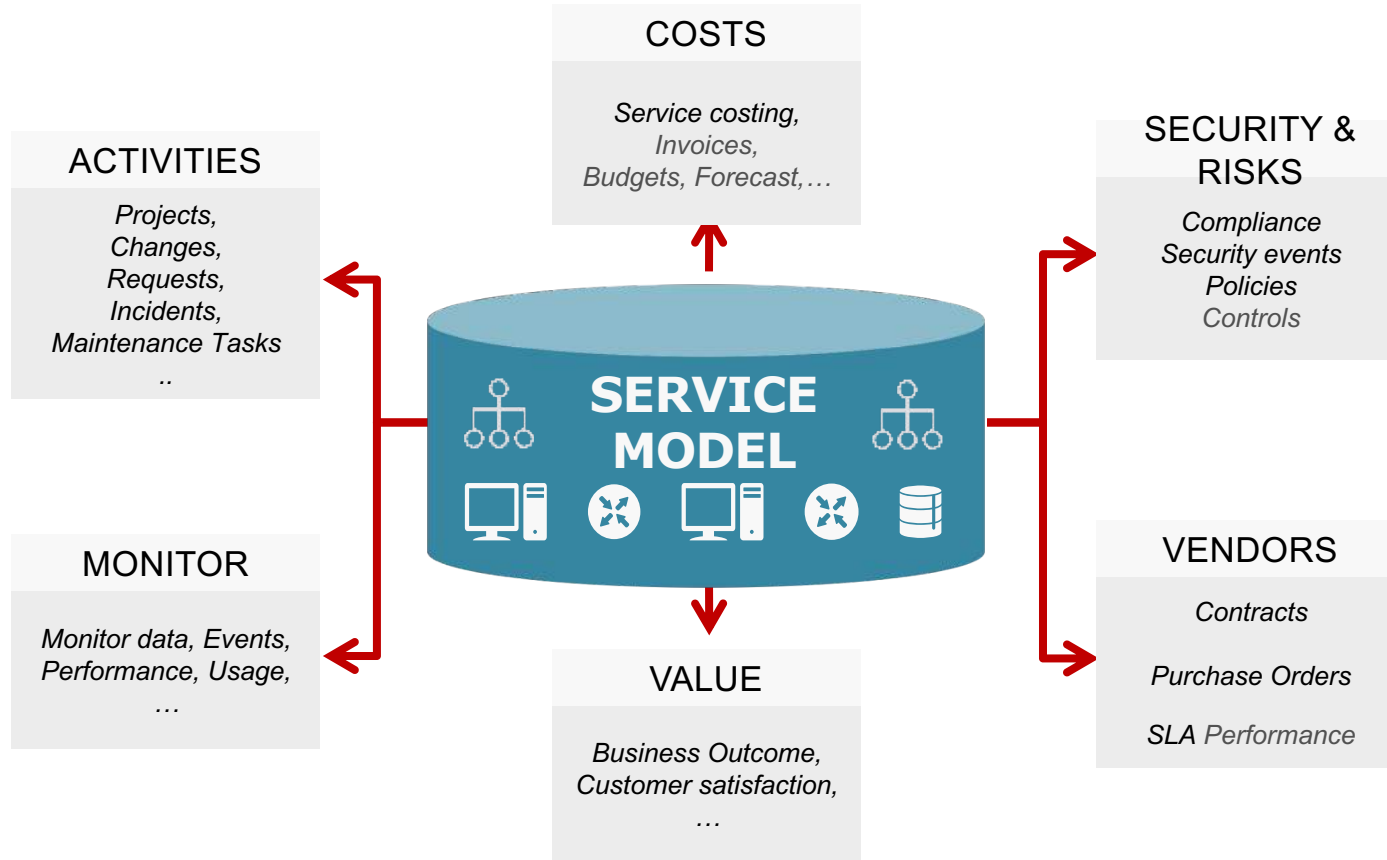


# Value Streams for Enterprise Service Management...



# Service Model

single system of record of portfolio of services, catalogue, contracts, assets and configuration items



Manage full life cycle of services (service portfolio and catalogue)

# Service Portal, Collaboration & Communication



## Collaboration & Communication

My Services, Self Help, Self Service, ...



*Ik heb een idee / plan...*

*Ik heb nieuwe eisen / wensen...*

*Ik wil graag...*

*Ik heb een vraag, fout, storing*

Enable Flow, Transparency & Traceability, ...

Portfolio

Deploy

Request Fulfillment

Monitor Service

Manage Events & Incidents

Feedback loops

Manage Service Portfolio

Develop & Test

Manage Service Catalogue

Manage Configuration & Assets

Manage Knowledge

Service Backbone :: Service Portfolio / CMDB

Supplier Integration

# Enterprise Platform approach...



Business Interface / Self Service Portal



Enterprise Service Management

Plan

Develop

Service

Operate

Service Portfolio, Catalogue, Configuration & Asset Management

Integration & Coordination (API and automation layer)

Facility Management

HR system

ERP system

Vendor integrations

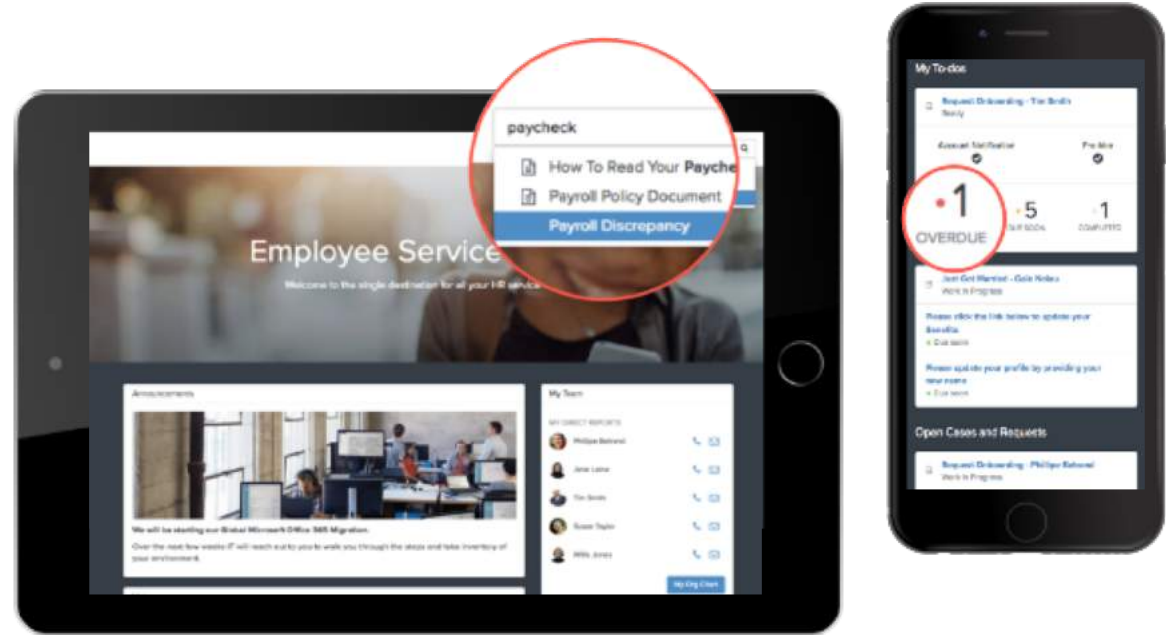


Service Monitoring, IOT, Automation, ...

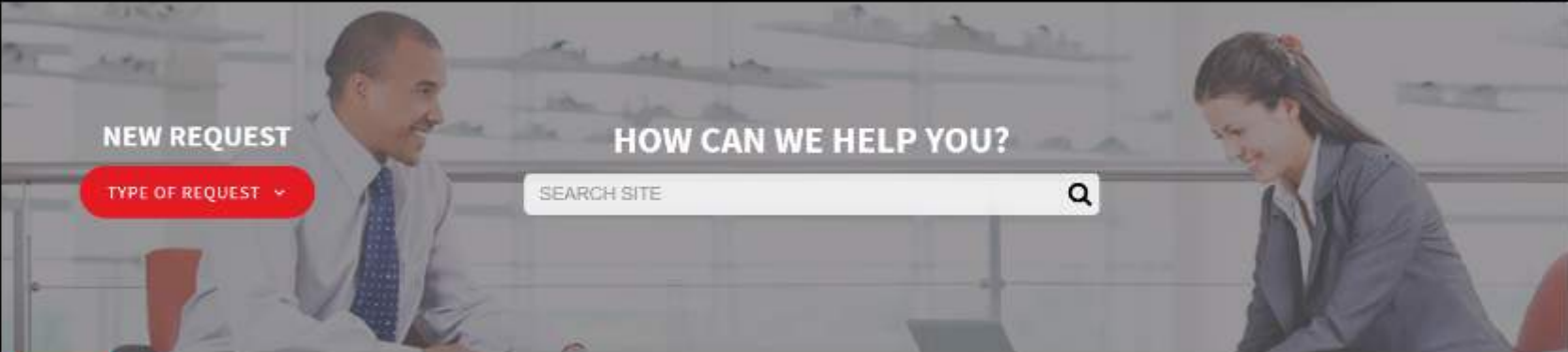


# Self service portal - bestelcatalogus

- Self service portal
- Knowledge base
- Service catalogue
- My Services (and manage subscriptions)
- Actual status of services



Technology trends: self service, self help, mobile apps, chatops & AI, ...



NEW REQUEST

TYPE OF REQUEST ▾

HOW CAN WE HELP YOU?

SEARCH SITE



HOME

IT SERVICES

HUMAN RESOURCES

FACILITIES

FINANCE

SALES

MARKETING

DATA & ANALYTICS

LEGAL

SECURITY

SURF APPS



MY APPROVALS

0



MY REQUESTS

0



MY INCIDENTS

0



MY PURCHASES

0



SHOP

[Browse the Catalog >](#)



LIVE FEED

[View the Live Feed >](#)

## ServiceNow Reports Financial Results for Fourth Quarter and Fiscal Year 2015

January 27, 2016

[Learn More](#)



# Enterprise Service Management

+ REQUEST SOMETHING

+ REPORT AN IT ISSUE

Search All Departments



## POPULAR ITEMS



Logitech Wireless Mouse  
PC / Mac Compatible



Planar 24" LED Monitor  
24" Widescreen LED, VGA & DVI Input

Plantronics Wideband

BROWSE FULL CATALOG

## EMPLOYEE DIRECTORY



View directory  
Employee directory, departments & org charts

VIEW DIRECTORY & ORG CHART

## LIVE FEED



Live Feed  
Join the conversation

VIEW THE LIVE FEED

## WHISTLEBLOWER



Whistleblower and Complaint Policy  
Checkout the forums on how you can report a violation

REPORT A VIOLATION

## MOST VIEWED KB ARTICLES



- Cisco Jabber for MacOS 11.5 Quick Start G...
- ServiceNow First Call Deck
- Sales Enablement Info Center (SEIC)
- AD Password Reset Instructions

## QUICK LINKS



- Okta
- Surf Apps
- OneDrive
- Corporate Policies

# Define end-to-end services offerings

- **Service:** New Employee Onboarding
- **Business Outcome:** Delivery of Badge, Laptop, Lease car, Mobile Phone, System Access, Physical Access & Timecard on start date,...

Process Area	Activity	Deliverable	Service Group	Measure	System
Human Resources	Offer package sent with a one week deadline, and start date established Validate certification	Offer acceptance Onboarding Training ...	Talent acquisition & onboarding	Five business days from offer acceptance	Applicant tracking system HR system Training system
Security	Validate citizenship	Citizenship flag set Photo badge / Smart card	Identity & access management	Start date or prior	Identity management system
Facilities	Submit service request one week prior to start date	Space for new hire Building access Parking pass	Work space management	Five business days prior to start date	Facility management system
Information Technology	Submit service request one week prior to start date	Workplace Asset E-mail Mobile phone Application access ...	Access management Asset management	Five business days prior to start date	IT service management system ...
Finance	Activate Timecard Setup financial contract	Employee Timecard	Timekeeping	Start date or prior	Financial system / ERP
Procurement	Lease car	Lease car		Start date or prior	Lease management system

# Customer interactions...



Chatbot  
Natural language processing



Virtual assistant

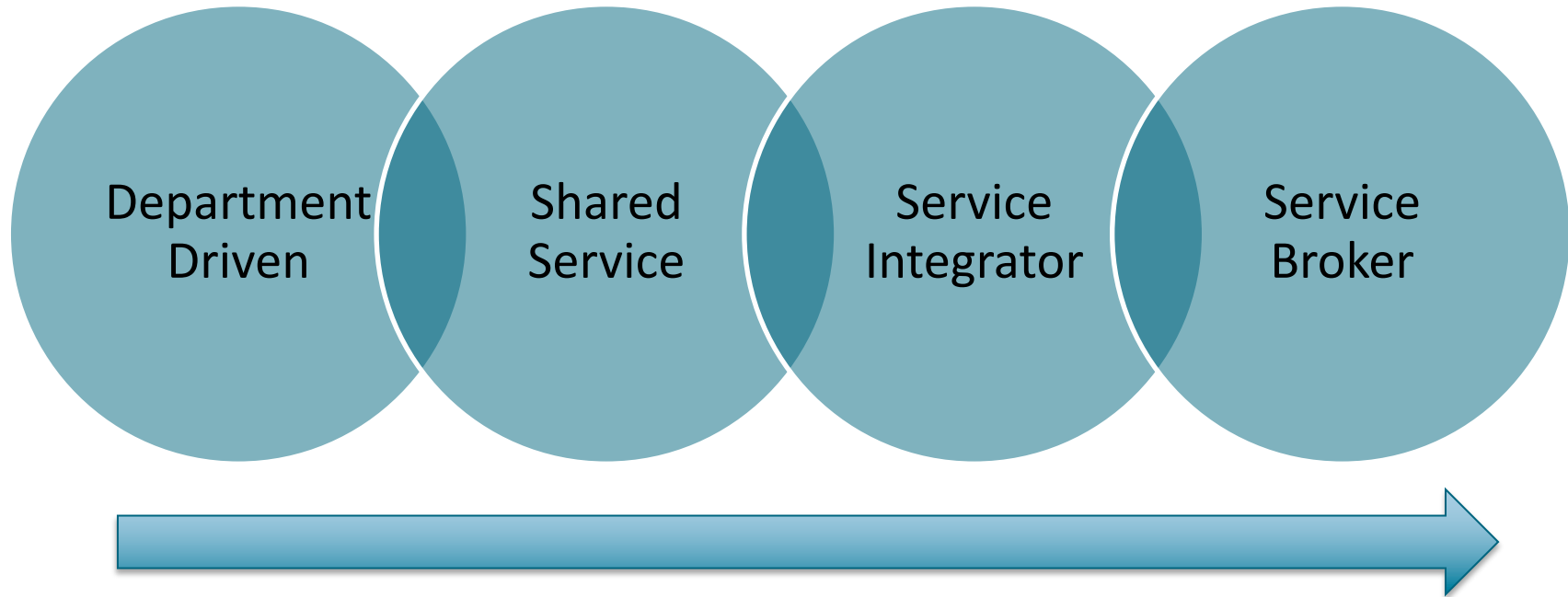
# Anticipatory / Proactive Customer Service



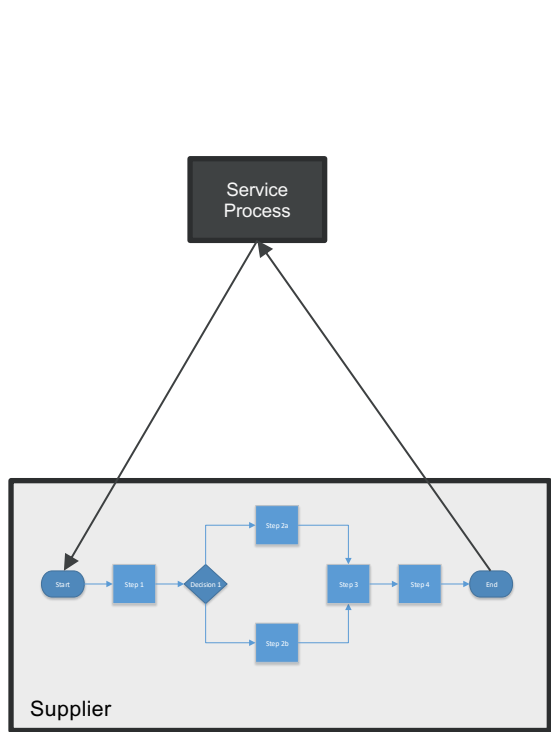
Amazon wants to send products before the customer placed an order...



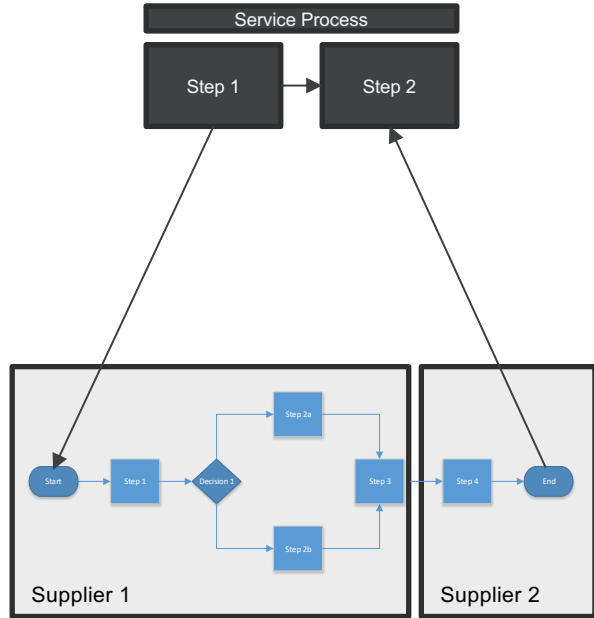
# Changing Operating Models...



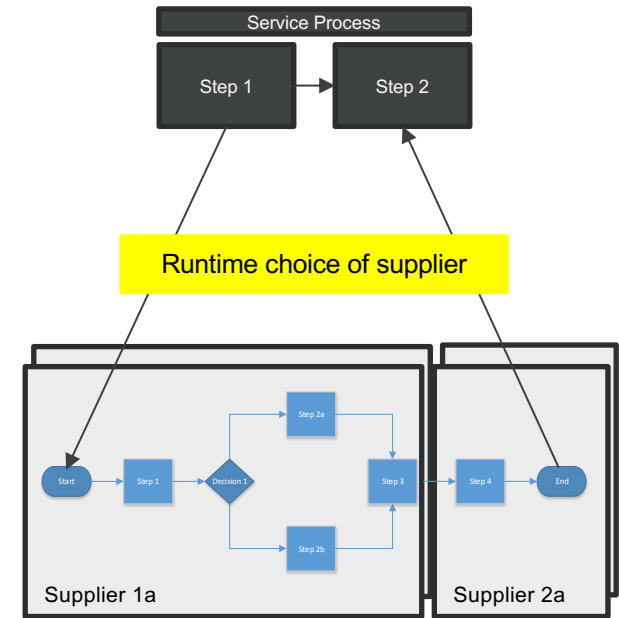
# Becoming a “Service Broker”



Service Intermediation



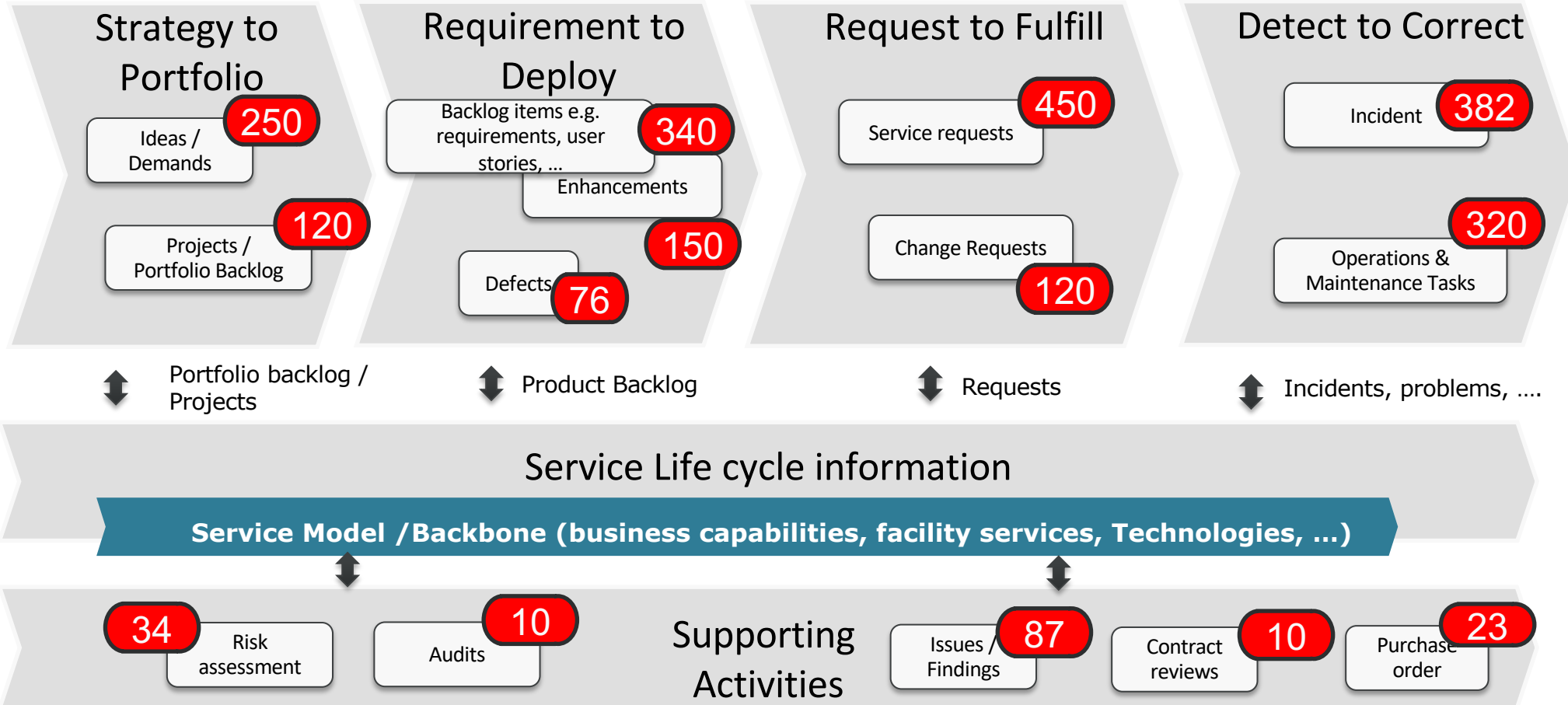
Service Aggregation  
(coördinatie over de diverse leveranciers heen)



Service Arbitrage

Source: NIST Brokering Definition

# Create visibility of all work items / backlogs...




URGENT - P1 HR Operations Finance Customer-facing

Avatar icons: [User 1] [User 2] [User 3] [User 4] [User 5] [User 6] [User 7] [User 8]

New 2

INC0000041  
31 minutes ago

### Out of disk space



Opened by Bow Ruggieri  
Urgency 3 - Low  
Priority 3 - Moderate

INC0010007  
2 days ago

### New hire laptop needs more RAM

Opened by Abel Tuter  
Urgency 2 - Medium  
Priority 4 - Low

[+ Add Task](#)

Active 25

INC0000046  
2 days ago


### Can't access CRM software

Checklist 2/4

Opened by Bud Richman  
Urgency 3 - Low  
Priority 3 - Moderate

INC0000044  
2 days ago

Can't log into SAP from my laptop today



Checklist 0/4


Opened by Joe Employee  
Urgency 2 - Medium  
Priority 2 - High

INC0010002

Awaiting Problem 4

INC0000039  
27 minutes ago

### Trouble connecting to corp network



Opened by Bud Richman  
Urgency 3 - Low  
Priority 5 - Very Low

INC0000027  
44 minutes ago

### Please remove the latest hotfix from my PC

Opened by David Loo  
Urgency 2 - Medium  
Priority 2 - High

INC0000040  
6 months ago

Resolved 2

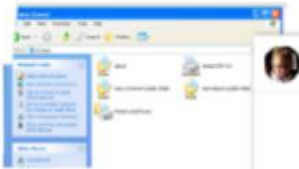
INC0000005  
44 minutes ago

### Load high for over 10 minutes

Opened by System Administr...  
Urgency 1 - High  
Priority 1 - Critical

INC0000002  
34 minutes ago

Unable to get to network shares



Checklist


Opened by Joe Employee  
Urgency 1 - High  
Priority 1 - Critical

[+ Add Task](#)

Closed 22

INC0000054  
5 hours ago


### SAP Materials Management is slow or there is an outage



Checklist 3/3

Opened by ITIL User  
Urgency 1 - High

Incidents by ...



57.06 KB [Open Original](#)

Jagjeet Khalsa just now  
Thanks for the screenshot - I'm on it

Katia Suchkova is viewing

Type a message...



# Smart Buildings en Internet of Things (IOT)

## OCCUPANCY

- PRESENCE/OCCUPANCY
- TRAFFIC FLOW
- DOOR COUNTER
- PARKING

## POSITIONING

- POSITIONING

## ENERGY METERING

- ELECTRICITY
- GAS
- WATER
- WASTE

## USER SATISFACTION

- FEEDBACK POLLING

## WELL-BEING

- TEMPERATURE
- CO<sub>2</sub>
- HUMIDITY
- NOISE

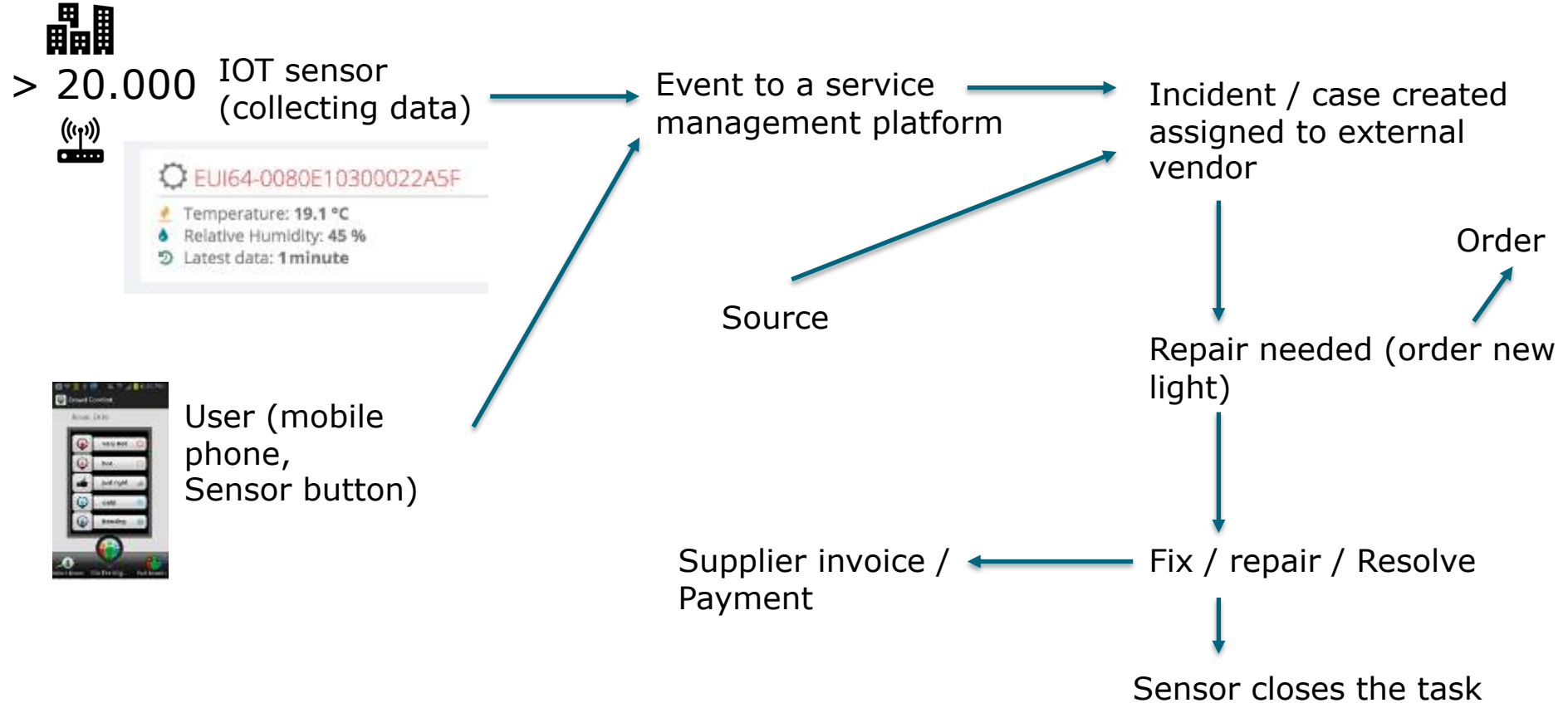


Climate  
Lighting  
Facilities  
Cleaning  
Maintenance  
...

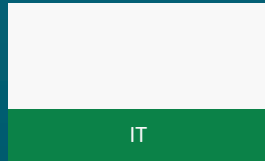
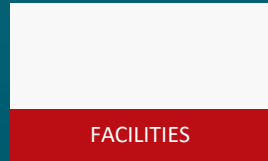
24/7 Monitoring, Sensors,  
Customer feedback (smart  
buttons, mobile phone, ...)



# Data / event processing and automation..



# Veel shared capabilities tussen Facility, HR en IT service management...



## Enterprise Service Platform

BUSINESS INTERFACE /  
PORTAL



Service  
Portal



Feedback &  
Survey



Case  
Management



Community  
Collaboration



Status  
Notifications

SERVICE  
BACKBONE



Service  
Portfolio



Service  
Catalogue



CMDB & Assets



Contracts & SLA



Knowledge  
Base



Reporting &  
Analytics



Finance /  
Costs

Master data : organization / departments, locations, cost centers, employee data, teams,....

BACKLOGS &  
WORKFLOWS



Ideas /  
Demands



Project



Service  
Request



Incidents



Risks & Issues

...

INTEGRATION &  
AUTOMATION



Process  
Automation & Orchestration



Supplier Integration  
and APIs



Service Monitoring  
& events



Discovery

# Afsluiting...

- Service oriëntatie: begin meteen “Service model” (is de backbone). Definiëren van end-to-end service (portfolio en catalogus).
- Breng de gehele service keten in kaart...
- Leg de basis voor een service platform: enterprise service management platform (platform approach).
- Service portal – optimaliseren klantbeleving, self service, optimale ondersteuning
- Experimenteer met nieuwe service management technologieën, zoals monitoring, AI, machine learning, self service, data analytics, ...