

Keep the rock rolling!

Welcome to the fifth issue of our newsletter.

The Chapter has organised its 5th Annual Conference on February 27. We had an overwhelming attendance record with the great supports from our honourable speakers and sponsors, which is an encouraging outcome for all council members and the organizing committee.

Since the start-up of the Chapter, there has been a gradual increase in the awareness of ITSM and ITIL in local market. Besides, the number of certified ISO/IEC 20000 organizations keeps growing. These are all positive progresses, and give confidence to the wait-and-see organisations in ITSM implementation.

To keep this momentum going, your inputs of industry news and ITSM implementation stories are crucial. We need your valuable contributions to advance the maturity level of our market. If you want to play a more active role, please join us as a sub-committee member or participate as a project-based volunteer. These are great chances not only for you to realize your passion, but also to obtain a rewarding return in professional and personal developments.

Enjoy reading this issue from our passionate volunteers!

*Juliana Li
 Director of
 Strategic Development*



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Interview with ITSM Implementation Leader

Colin Rice, Dairy Farm's IT Director, shares the ITSM implementation and certification roadmap of his company and gives his lucky eight tips for success.

itSMART: What are the key drivers for Dairy Farm to go for ITSM implementation?

Colin: We had implemented ITSM in our Off-Shore Centre in the Philippines, in 2004, and their processes were standardized according to international best practices. However, our IT Department here in Hong Kong was still operating on processes developed over a period of decades.

We had merged the IT Departments of Wellcome, 7-Eleven, Mannings, and the Dairy Farm Group in 1999, and we had the situation of functionality similar teams, such as System Development for point-of-Sales systems and ERP systems, using different processes and approaches to do the same job.

We recognized that the implementation of ITSM across the department would drive standardization of processes across the various teams, and furthermore would provide greater efficiency between the Hong Kong team and the Off-Shore Center since we would be operating to the same standard processes and talking the same language.

itSMART: What are the major values that ITSM brought to your organization?

Colin: The greatest value was the improvement in service levels to the business, which was realized through a number of ITSM processes and practices.

VOICE FROM THE INDUSTRY

ITSM Implementation drives standardization of processes across IT teams which bring operational efficiency and service level improvement to the business.

For example, with a focus and common approach to capacity management, we made significant and measurable improvements to our service availability, and we were able to sit down with the business and demonstrate they were receiving a high level of availability. Deploying Release Management and Change Management processes resulted in more careful planning of changes to our systems

and services which could potentially impact our supply chain and users, and this further improved our availability. The inter-relationship between the various ITIL management processes could now be understood by our IT team members once they could observe measurable improvements.

A further tenet of the improvement in service levels was the establishment of service level KPIs for our various services. Service improvement plans, Problem Management, and internal Service management meetings focused the whole team on identifying means to continuously improve our service levels. At the same time, we noticed a general improvement in our customer satisfaction ratings, which were evidence that the improved service levels were appreciated by our user community.

itSMART: Now Dairy Farm has already attained ISO9001, ISO270001 and ISO20000 certification. What is your next target?

Colin: There is inevitably some overlap between the three standards. During the implementation of each ISO management system, we had looked for our own ways to harmonise the common areas of the three systems, and had to use our own initiative to quite an extent to achieve this. And given that we were the one of the first IT organizations to have achieved the accolade of the "big three" we didn't find any standard approaches or external advice on how to improve.

We have been looking at PAS 99 in 2010, which provides a framework of standardization across the three management systems. We will look for further opportunities to implement some of the measures to reduce duplication of work.

itSMART: In the implementation of ITSM, what is the approximate mix of resources distribution, say, how many percentages by utilizing internal resources and how many by external resources? And why Dairy Farm decided to use this combination of resources?

Colin: The answer would depend on how fast you want to implement. If you want to deploy ITSM in say 6 months, then you'd require more external consultants, but conversely, if you have the luxury of more time then a single or part-time external resource would be sufficient to manage the work output of several internal staff.

In the case of Dairy Farm, we wanted the IT team to have considerable involvement in process changes, and so a part-time external consultant (say 33% occupied) was able to manage the work of an internal full-time Project Manager and around 4 part-time staff (say a total of 2 FTE). so it was a ratio of about 1:6 for us.

itSMART: Knowing that Dairy Farm has invested a lot in the ITIL education of staffs, what is the importance of internal awareness and knowledge of ITIL and ISO/IEC20000?

Colin: It's vital to the continued success of the ITSM that all our IT team members are versed in ITIL terminology and basic processes, how our IT Management System operates, and that it is based on ISO20000. Therefore, we have mandatory ITIL training for all our IT team members, and we have recently invested in ITIL version 2 to version 3

bridging classes. All new IT team members must under-go an internal awareness course on all our Management systems (QMS, ISMS and ITSM) and we conduct annual internal refresher classes.



Colin: Believe!! You will encounter internal resistance from non-believers and change-haters. Have faith, this stuff really works. Don't give up!!

itSMART: In implementing ITIL and ISO/IEC20000, it inevitably needs to change the behavior of business users. Could you share how Dairy Farm overcame the resistance (if any) and also how to carry out the awareness campaign for users?

Colin: Most of the impact came from changing the day-to-day user-facing processes. For example, we need to comply with our Change Management policy meaning users needing to be patient and wait longer for changes to be implemented into production.

However, we found the users were extremely accommodating when we explained the benefits of implementing best practice and the ISO compliance requirements. They also appreciate the benefits of service transparency, such as prompt distribution of Incident Reports and Server Level reporting, so on the balance, the feedback from the users are positive.

In brief, an open and proper communication with users are required to achieve harmony.

itSMART: Being so successful in implementing ITSM, could you share some tips with us?

Colin: Here's a lucky eight tips.

- 1) Top down: the Head of IT needs to get involved, drive the change, and walk the talk.
- 2) Bottom up: tackle grass roots initiatives such as documenting your daily work procedures and processes first. Such activities take time, and can be achieved using new hires or interns.
- 3) Plan your road-map: will you aim for ISO certification, or just operate your processes according to ITIL? Will you accredit for ISO9001 or ISO27001 along the way? If you don't expose your ITSM processes to external audit, then it's likely your IT team members will not take them seriously.
- 4) Set long term objectives: establish meaningful 3-year department objectives early, such as service level and user feedback survey KPIs. You can use these to gauge the objective improvements in service as you progress your implementation.
- 5) Project Management: put your best Project Manager on to this early on. This will take considerable resource.
- 6) Consultants: discuss your requirements with a variety of independent consultants and consulting companies. Assess their fit to your roadmap. Do they have ISO20000 and ISO27001 experience? Do they need to have software development experience? Do you have overseas offices which will be part of your scope, if so, do they have overseas presence too?
- 7) Certifying Bodies: research these as well. Do they have ISO20000 and ISO27001 experience if your roadmap include this? Do they have local auditors, or will they be flown in from overseas?
- 8) Believe!! You will encounter internal resistance from non-believers and change-haters. Have faith, this stuff really works. Don't give up!!

- Yantl Sze



What's going on in our neighborhood?

We are also participating in events organized by itSMF international or other itSMF Chapters to exchange our ideas and views in supporting the promotion of good practices.

itSMF International – Chapter Leadership Conference & AGM 2009

The itSMF Chapter Leadership Conference (CLC) 2009, the Annual General Meeting (AGM) and Annual Chapters Meeting were held at Barcelona, Spain from Oct 28-30.

I was arrived Barcelona a day before the events and took the opportunity to visit some famous attractions like La Sagrada Familia, Gaudi's unfinished unconventional church; Barri Gòtic, Barcelona's oldest residential district with Gothic architecture; and the busy La Rambla main street. ... all in an eight hours non-stop walking tour!

There were 35 Chapters in attendance from the 52 Chartered. Beside the 35 Chapter's representatives, 17 Chapters also sent their observers including Hong Kong. It was a good exchange between Chapters leaders from different countries in the two days conference. There were sessions and workshops presented and run by itSMFI Board members. We also have special guests from OGC and TSO gave a presentation on the topics: The importance of the itSMF, OGC & TSO Relationships with a Q&A Session. The breakout sessions of CLC 2009 has been divided into 2 groups: Chapters with high maturity and Chapters with medium-low maturity to cater different market needs on Event Planning & Management and also on Business Development.

The Annual General Meeting (AGM) and Annual Chapters Meeting were held on the last day. Sharon Taylor delivered her Chairman's report on the achievements of the Board over the past year and highlighted the successes included itSMFI acquired the itSMF trademark and that itSMFI is financially stable.

Three new Directors were being appointed to replace those standing down. Those standing down were; Colin Rudd, Ken Wendle and Paul Martini. Based on the election process and the results the IEB recommends that both David Cannon (USA) and Peter Cross (Australia) be appointed as Directors of the company from 1st January 2010. There was a tie for the 3rd place between Rania Al-Maghraby (Egypt) and Michael Kum (Malaysia). With a majority in Favor to Michael, he was appointed to the Executive Board after voting by the Chapter's representatives.

It was brought up that the governance was not consistent in the election process. The Company Secretary, Keith Aldis, stated that the process had been put to the Chapters in August, was documented and had not been questioned then.

A motion was raised by Norway and the Nordic Chapters during the Full Board (Chapter) Meeting in the afternoon that a vote of no-confidence in Peter Brooks' and Alex Kist's ability to carry out their respective portfolio roles. A secret ballot was carried out and the ballot results were counted by the Company Secretary and had verified and announced by the Chairman that the Chapters supported the continuation of each Director in their current positions. Ole-Vidar Christensen representing Norway stated he didn't have pleasure in bringing this to the table and that Norway, Sweden & Denmark would respect the vote and will continue to work with the Board.

Other topics discussed were the Draft Budget 2009/2010 and 2010/2011 Business Plan that the Operational budgets will be included in the overall budget report and will include capital budget and project budgets. Meeting was adjourned with good understanding of Chapters' concerns and their suggestions. Sharon Taylor thanked the Chapters for their continued support for the IEB and IEB agreed to incorporate all suggestions into the plan before the next AGM and Chapter meeting.

- Raymond Yu, Vice-Chairman

itSMF HK Chapter Upcoming Events



15 Apr 10	ITIL Simulation Workshop
03 May 10	Workshop-ITSM Paradigmology
Jun 10	2010 Annual General Meeting

For more information about the upcoming activities, please visit our [Events](#) page. We look forward to seeing you in our events.

IT Service Management Information on Twitter

itSMF International on Twitter

itSMF International's Twitter pages has been running. By typing "<http://twitter.com/itsmf>" in the address bar of your Internet browser, you will find the latest update of International as well as activities of other chapters.

Apart from the International, other well-established chapters including UK Chapter and USA Chapter publish their up-to-date information to their Twitter pages. Below are links to their pages:

itSMF UK: <http://twitter.com/itsmfuk>

itSMF USA: <http://twitter.com/itsmfusa>



Source: twitter.com/itsmf

itSMF HK pages on Facebook and Twitter -- Coming Soon !

There is an initiative of Hong Kong Chapter that is to launch its Facebook page and Twitter page providing itSMF members and fellows Web-feeds on the latest ITSM news and chapter dynamics. We are planning for that and it is planned to open the pages in 2010 Q2.

At the moment, we would like to seek views from members, especially what kind of information will cause members' interests. If you have any creative ideas or suggestions, feel free to let us know at info@itsmf.org.hk (Attn: William Lam, Director of Knowledge and Web Management).

Stay tuned.



New Services, Products or Customer Stories to share with the industry?

If it is IT Service Management, let us know at info@itsmf.org.hk
(attn: William Lam, Director of Knowledge and Web Mgmt)

Book Shelf

What's new in the collections?

- Information Security Management with ITIL V3 (english version)
- ITSM Process Assessment Supporting ITIL (TIPA) (english version)
- Passing Your ITIL Intermediate Exams (English version)
- The Service Catalog (english version)
- TOGAF 9 Certified Study Guide (english version)

In order to enjoy purchase discount on e-Bookstore (http://www.itsmf.org.hk/eng/p5_1.asp), **remember to register as a member of the Hong Kong Chapter**



Chapter Connections Quarterly Picks

- itSMF Norway 2010 Conference, ITIL-With a little help from my friends 3 Mar 2010
- itSMF Belgium 2010 Conference 18 Mar 2010
- itSMF New Zealand 2010 Conference, Driving Real Value 19 May 2010

Professional Development Corner

Two upcoming not-to-miss Professional Development Events!



Learning about Service Management can be fun. The itSMF Hong Kong Chapter is pleased to invite you to the upcoming professional development workshop titled **Winning Formula One Racing with ITSM Simulation** on April 15th, 2010 (Thursday).

Formula One Racing ITSM Simulation is an exciting and interactive workshop where participants experience the business benefits that Service Management (SM) can bring to their organisations.

This workshop is free for members and is another "must attend" event! Please sign up as a member of the Racing team immediately at <http://www.itsmf.org.hk/eng/e85.asp>.

Professional Workshop on May 3, 2009

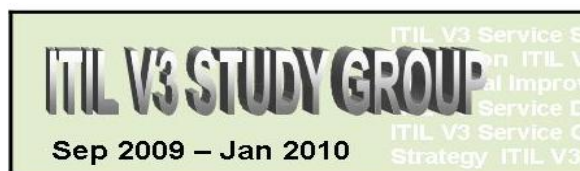
Topic: **ITSM Paradigmology and Top Challenges in Application Management**



Our guest speaker from Amsterdam, Mark Smalley, will share with us new trends in ITSM and will talk about Application Management.

There will be a roundtable discussion to allow interactions from the participants sharing their views, thoughts and experience.

Want to know the top three challenges in ITSM.



The third meeting of the Service Design Group was held on January 19. Members exchanged interesting points on Service Level Management, IT Service Continuity Management, ITIL V2 & V3 and ITIL publication-Service Design.

Our study group leader provided guidance on the ITIL concepts through his practical experiences that aroused members' reading interests. Each member shared their reading approach and the chapters of the Service Design book that they are particularly interested in. The group also discussed on the application of what they have learned to their daily works.

- William Lam

Report of itSMF Hong Kong Conference 2010



On February 27th 2010, the Hong Kong Chapter organized the 5th itSMF Hong Kong Conference 2010 at Renaissance Harbour View Hotel, Wanchai, Hong Kong. The theme of the event was "Riding on ITSM to Drive Better Business Result". The participation was overwhelming with a record attendance of more than 150 professionals.



The conference included presentations by speakers from China, Hong Kong and Macau sharing their experience implementing ITSM as well as their journey to certification. In the panel discussion session, speakers also exchanged their views on how ITSM can play a role in driving better business result. Our special thanks to all honorable speakers for their presence and contributions to make this conference a big success



Council member & guest speakers spoke in the panel discussion. From left: Mr. Wilfred Wah (moderator), Mr Peter Miao (Director of Membership), Mr. Ken Vong (Galaxy Entertainment Group), Mr. Michael K.M. Leung (China Construction Bank Asia) and Mr. Colin Rice (Dairy Farm)

The chapter would like to express appreciation to the organizing committee for their hard work and dedications to holding the successful event.

-YK Chau, Director of Marketing and Programs

Recruitment - Looking for a "Fun" and "Skill" raiser for your life?

Look no further – participate as a Volunteer. Contribute your ideas and share your knowledge!

There are vacancies available for our sub-committees. Besides, the Chapter needs volunteers helping on an as-needed basis for special projects.

We invite you to join us as a team if you have passion to professionalize the industry!

Besides, you could also contribute offline by sharing your practical experiences and interesting findings. We always welcome new ideas! Please drop us email at info@itsmf.org.hk.

Editorial Team

Yantl Sze (*Chief Editor*)
Stephen Chan
William Lam
Juliana Li
Sherwin Wong

**WE want to hear
YOUR voices!**

EMAIL us at
info@itsmf.org.hk for
comments, suggestions and
contributions.