

From the Chief Editor

Welcome to the third issue of our newsletter.

The Chapter has enhanced the knowledge sharing channels since second half of 2008, and I hope that you could fully utilize these channels to advance your skills. Under current difficult economic situation, it would be a good idea to equip yourself by gaining new knowledge and prepare yourself to capture the new opportunity.

Knowledge is a gift that you could award yourself, and no one could take it away unless you refuse to retain it. We hope that you could gain the knowledge by attending our continual professional development events, and most of these events are free of charge for members. Knowledge is also a precious gift that you could give through sharing with others, we hope that you would not be too shy to contribute your articles for our upcoming newsletter. We also welcome you to nominate any ideas or topics for our upcoming professional development events.

You could always share your ideas or ask for peers' ideas via *Discussion Forum* on our web site. Act now, there are always people eager to share with you and discuss with you. Be proactive and actively participate in the discussion, let's grow and contribute the growth of the industry. I look forward to meet with you in the discussion forum and our upcoming events.

Yantl Sze
 Director of Communications



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Interview with ISO/IEC 20000 Achiever

itSMart: George, what are the key drivers for your company to go for ITSM implementation?

George: Frankly, we have key performance indicators in place before implementing ITSM

and the performance of the IT department was quite good. However, it is still not on the right business angles whenever CIO did the presentation to the business. Even though the components were performed and maintained well, it was just not managed from the business perspective. And therefore, business-IT alignment is one of

the two key drivers for the ITSM implementation, in order to promote the IT into next level of excellence. Other than this external driver, we do have an internal driver to achieve better communication, integration and co-operation between teams.

Our helpdesk, incident management, problem management and change management are already in place before the ITSM implementation project, and individual performances of the function and processes functioned quite well. However, the recovery times for major incidents were usually very long. Without the visibility of the linkage between components and processes, it was

very difficult to identify the root causes and prolonged the recovery time.

We understand that nearly 80% of incidents are triggered by bad changes, however, we only have silo processes, and integration between change management and incident management seems to be

VOICE FROM THE INDUSTRY

We interviewed Mr. George Chiu from Taiwan Far EasTone on the reasons for their determination to step on ITSM journey.

one of those improvements that we needed to do. We could see the trend that when change rate was high then incident rate was high as well, however, we just had no information to link them together. That is one of the reason why we introduce configuration management and CMDB as a core part of our process integration project.

We started to find the solutions ourselves and studied a lot of different sources on IT Governance areas, and finally, we found that ITIL is our solution for the integration.

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

George: I think one of the major benefits is on a comprehensive integration of the processes, which reduces the change-related incidents significantly.

My team charts the IT Governance and Service Management areas, and needs to collect business

application team for their development, we need to understand and finalize the business requirements. Before introducing ITSM, once application was developed, the application team simply filed a change request and then sent the application to production. Honestly, there was not much interaction between teams in previous silo processes. As a result, we could not tell and pinpoint the reasons for sudden increases in incidents.

Now, ITSM brings us effective operation processes. With the tighter integration between processes, especially incident and change management, it is easier for us to identify and relate if an incident is triggered by any recent change. This helps us a lot in reducing the recovery time. Besides, with effective change and configuration management, we could minimize the change-related incidents proactively. We have created two new roles, change owner and service owner, to achieve the proactive purpose. So that we could have better co-ordination of changes, eliminate resources conflict between different changes and could better prioritize the resources and schedule change effectively via cross-team review committee, which is similar to Change Advisory Board if spoke in ITIL terms. With the integration and risk assessment practice introduced, we gain a lot of internal benefits.

itSMart: *Now Far Eastone has already attained ISO20000 certification, what is your next target?*



George: *“We started to find the solutions ourselves and studied a lot of different sources on IT Governance areas, and finally, we found that ITIL is our solution for the integration.”*

George: We have obtained BS7799 before certifying for ISO/IEC 20000. To continue our improvement journey, we are now planning on either Business Continuity Management (BCM) or fine-tuning our ITSM. The consideration for BCM is mainly due to the economic crisis. However, due to the tight budget, we might start with some pilot by limiting the scope to particular systems first.

On the other hand, although service management has been fully used in IT, we have certified only certain services among our

over 30 services as some of these services have no formal Service Level Agreements (SLA) in place. We hope to fine-tune our service catalog by fine-tuning the categories of different service levels, such that critical services, such as billing generation service, could have higher levels. This could help us to have tighter alignment with user. Our users are quite impressed by our proactive action in committing service levels and asking them to sign formal documents.

itSMart: *Being so successful in implementing ITSM mainly by internal resources, could you share some tips with us?*

George: Management support is inevitably required for the success, but support from peer teams is even more important. And therefore, I think that communication is one of the key success factors for us. The communication to get consensus before and after process changes is crucial. Besides, I think understanding the strength of our capability and resources helps a lot as well, so that the project team could make the best use of them. Finally, start small and aim big works perfectly for our company. We treat ITSM as an investment for long term improvements, and learn by doing. Of course, we also leverage external consultant for the tasks that we cannot find internal resources. It is always good to implement a project with internal and external expertise, but just a matter of the percentage.

- Yantl Sze

About the Interviewee

Mr. George Chiu is the Manager of IT Service Management & Architecture Department at Far EasTone Telecommunication Company Limited (FET). He is now implementing Enterprise Architecture framework into IT organization for end-to-end service quality and operation efficiency. On the IT Service Management aspect, he has introduced the ITIL and ISO/IEC 20000 into FET since 2007. With this implementation, FET becomes the only Taiwan Telecommunication operator who acquired ISO/IEC 20000 certification.

George has over 11 years experience in Telecommunication IT development and operation, and with mass experiences in different IT/Telecom solutions including Data Warehouse, Business Intelligent System, Data Mining System, Customer Scoring/Segmentation, and Campaign Management System, etc. George has obtained his Master of Science degree in System Analysis & Design at University

Congratulations to Jardine OneSolution (HK) Limited on attaining ISO/IEC20000 Certification



The itSMF Hong Kong Chapter takes great pleasure in extending its congratulations to Jardine OneSolution (HK) Limited (JOS) for obtaining an ISO/IEC20000 Certification.

The certification is a mark of excellence to the company's capability in delivering an internationally recognized IT Service Management Solution. More importantly, the achievement enhances the Hong Kong IT Industry's competitiveness in the global marketplace.

Our best wishes to JOS for continued success. We look forward to seeing a growing number of companies obtaining an ISO/IEC 20000 certification in Hong Kong.



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.

International Qualifications and Certification Executive Sub Committee Meeting

In March 2008, an International Qualifications and Certification Executive Sub Committee (IQC) was formed under the leadership of Colin Rudd, an itSMFI Board member responsible for Professional Certifications & Qualifications. The IQC reviews the quality of all Service Management qualification and certification schemes, especially those related to ITIL® and ISO/IEC 20000, and make recommendations to the relevant controlling bodies.

Officers for the IQC are:

- Chair - Rosemary Gurney, UK
- Vice Chair - Richard Berg, USA
- ITSM Standards compliance and quality - Maxime Sottini, Italy
- ITSM Best practice compliance and quality - Michael Imhoff Nielsen, Denmark
- Translation - Alejandro Pestchanker, Argentina

CK Li, Director of Membership, and I are the Chapter representatives. In September 2008, I joined the Qualification working group headed by Michael Imhoff Nielsen, and had participated in designing the process for assessing and approving new qualifications into the ITIL V3 credit scheme.

I also helped assess a few qualification requests. Because of Non-disclosure Agreement, I cannot give more details about the requests. The translation work group had kicked off, and I participated in a few meetings too.

The workload is not heavy although one has to read the documents and be prepared before the meetings. The discussions were frank and sometime very critical about the quality of submitted material. To accommodate members around the world, the conference call can take place at odd hours. The nice thing is we have a track record of keeping it under one hour.

itSMF has grown to over 50 chapters, and the expectation of users and the industry are growing as well. It is thanks to all the ITSM professionals who have worked together to create this great movement. I am honored to be able to contribute to this committee. If you have questions or suggestion, please contact itSMF at info@itsmf.org.hk and with subject "IQC".

- H.P. Suen, Chairman

itSMF Hong Kong Chapter 2009 Year Plan



Feb	itSMF Annual Conference 2009
Apr	Member Survey & itSMART 03
May	PD Event - Simulation Workshop
Jun	Annual General Meeting
Jul	itSMART 04,
	PD Event – Visit to ISO 20000 Organization

Aug	PD Event – Learning Roundtable
Oct	itSMART 05
Nov	PD Event - Workshop
Dec	X'mas Gathering
* e-Symposium runs on monthly basis	

For more information about the upcoming activities, please visit our [Events](#) page at <http://www.itsmf.org.hk/eng/events.asp>. We look forward to seeing you in our events.

Report of itSMF Hong Kong Conference 2009

On February 25th 2009, the Hong Kong Chapter organized the itSMF Hong Kong Conference 2009 at Renaissance Harbour View Hotel, Wanchai, Hong Kong. The theme of the event was "Service Management in the Midst of the Global Financial Crisis". The participation was overwhelming with an attendance of more than 130 people.

The conference included presentations of practical ITSM implementation cases and approaches, as well as topics on ways to maximizing operational efficiency and minimizing IT costs by leveraging IT Service Management.



Well done! Thanks Organizing Committee of itSMF Annual Conference for the hard work.

From left: Mr. Umar Chandran (Chair of itSMF Singapore), the Organizing Committee, Mr. HP Suen (Chair of itSMF Hong Kong)



Representatives of Asian chapters spoke in the panel discussion.

From left: Mr. Wilfred Wah (moderator), Mr. KT Hwang (Korea), Mr. Suwat Laicharoensup (Thailand), Mr. Michiel de Boer (Malaysia), Mr. Umar Chandran (Singapore), Mr. YK Chau (chair of itSMF HK Annual Conference Organizing Committee) and Mr. HP Suen (chair of itSMF Hong Kong)

Representatives from Asian chapters were invited to the conference. Mr. Umar Chandran (Singapore), Mr. Suwat Laicharoensup (Thailand), Mr. Michiel de Boer (Malaysia) and Mr. KT Hwang (Korea) spoke in the panel discussion and they exchanged their views on how ITSM can play a role in responding to current economic challenges.

Our special thanks to all honorable speakers for their presence and contributions to make this conference a big success.

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

- Y K Chau, Director of Marketing and Programs

50th Chapter Celebration



itSMF
The IT Service Management Forum

50th Chapter and Competition News

itSMF International announced the result of itSMFI Artwork Competition, the objective of the completion is to find a logo which represents the significant movement of itSMF with the 50th Chapter to be approved by itSMF International. The winner of the competition is John Wallhoff who is the Treasurer of the itSMF Sweden Chapter.

For details, please visit <http://www.itsmfi.org/content/50th-chapter-celebration-%E2%80%93-artwork-competition-winner>

Book Shelf

What's new in the collections?

- ITIL® V3 Foundation Exam: The Study Guide (english version)
- IT Service Management Based on ITIL® V3 - A Pocket Guide (english version)
- Service Strategy (ITIL V3, SS) (english version)
- Service Agreements: A Management Guide (english version)
- ISO/IEC 20000: A Pocket Guide (english version)
- TOGAF 2007 Edition (Incorporating 8.1.1) (english version)

In order to enjoy purchase discount on e-Bookstore, remember to register as a member of the Hong Kong Chapter



Chapter Connections Quarterly Picks

- itSMF New Zealand 2009 Conference
11 - 13 May 2009
- itSMF Korea 2009 Conference
16 June 2009
- itSMF Japan 2009 Conference
30 - 31 July 2009
- itSMF Australia 2009 Conference
18 - 20 August 2009



Professional Development Corner

IT Service Management Journey

Under the current economic situation, there is no better time to invest into ourselves to gain competitive edges.

We learnt from our members' feedback that collaborative and peer learning is more effective than lecture-like seminars. In response to that, itSMF Hong Kong Chapter had worked the extra miles and arranged an ITSM Experience Journey for our members who want to sharpen their competitive edges.

The experience journey is made up of three parts:

- Part 1 - ITSM simulation workshop;
- Part 2 - Visit to ISO/IEC 20000 Organization;
- Part 3 - Round table discussion session.



The visit is a breakthrough event that bridges the concepts with the practical world. We believe that it will be a unique and valuable experience to you. It is far more than a presentation. The tour is full of interactions - you are free to exchange views, ask questions, and see how ITIL is being applied. We strongly advise you to join the visit because this valuable chance does not come easy.

Part 3 - Round Table Discussion

We would conclude the journey with a **learning and sharing round table discussion**. While ITIL is the industry practice on IT Service Management, there is not a universal formula that applies to all organizations. Thus, we would like to conclude the journey with peer learning and sharing, facilitated by our recognized ITIL practitioners.

YOUR journey planner:

Date	Topic
12 May, 09 (Tue)	Winning Formula One Racing with ITSM Simulation
8 July, 09 (Wed) "Tentative"	Seeing is Believing - Visit to ISO/IEC 20000 Organization
Aug, 09	Learning and Sharing Roundtable

Although the journey is structured into 3 Professional Development activities, there is no limit to your participation. We encourage every member to join any or all of the events.

For more information, please visit our chapter website at <http://www.it-smf.org.hk/eng/n17.asp>.

- Sherwin Wong
Director of Professional Development

itSMF
Hong Kong Chapter



Picture from HP

The experts change 4 tyres and refuel a car in less than 10 seconds. How do they do it? **Expert People, Great Processes, Terrific Teamwork**

Enroll **Winning Formula One Racing with ITSM Simulation** now at <http://www.itsmf.org.hk/eng/e68.asp> and become part of the winning team on **12 May, 2009**

Handy Tips – ITIL Terms in Chinese

With the increasing interactions between Mainland China, Taiwan and Hong Kong, it is inevitably that we need to know the jargons of ITIL terms in Chinese. It is useful to understand the mappings of some basic terminologies, in order to carry out effective communications with our partners, clients and contractors who work in Mainland China and Taiwan.

Have you heard about the Chinese ITIL terms? Followings are some examples.

English	Traditional Chinese 繁體中文	Simplified Chinese 简体中文
Configuration Management System (CMS)	組態管理系統	配置管理系统
Incident	事故	故障
Service Strategy	服務策略	服务战略
Serviceability	服務能力	可服务性

The full set of Chinese Translation of ITIL version 3 Glossary is available for download. Check out the OGC Web site at <http://www.best-management-practice.com/officialsite.asp?FO=1230366&action=confirmation&tdi=575004> for more information.

Reference of this article: itSMF International – Publications Update <http://www.itsmf.org/content/itil%C2%AE-v3-glossary-translations-available>

- William Lam , Director of Knowledge and Web Management

WANTED

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 2 vacancies available for the Membership sub-committee. Besides, the Chapter needs volunteer workers 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!



itSMF
Hong Kong Chapter

Editorial Team

Yantl Sze (*Chief Editor*)
Stephen Chan
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WE want to hear YOUR voices!

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