DIGITALIZATION WITH IT SERVICE MANAGEMENT & IT SERVICE DESIGN THINKING.

BMW'S APPROACH TO CHANGE THE IT FROM SILO ORIENTATION TO A SERVICE ORIENTED BEHAVIOR.



Michael Stratmann, BMW Group IT

Head of IT Service Management, Head of User Platforms

BMW GROUP THE NEXT 100 YEARS

SPEAKER INTRODUCTION.



Name: Michael Stratmann
Title: Head of IT Service Management, Head of User Platforms
Function: IT Infrastructure & Technology Management
Company: BMW AG

Experience: 10 years at BMW AG, 3 years Head of IT Service Management.

Expertise: IT Sourcing, IT Governance, IT Strategy, IT Infrastructure, Application Management, IT Service Management, …

Achievements: Introduced IT Service Design Thinking incl. complete toolchain, introduced IT Service Fulfillment Platform with automation capabilities,…

Current Projects: Change BMW‘s IT from silo orientation to a service oriented behavior.

MY COMPANY – BMW.





























OBJECTIVES AND WHAT YOU WILL LEARN.

Objectives

– Delivering IT Services at “Lightspeed” is possible – but only if you combine:

1. IT Service Design Thinking.
2. A Service Oriented Architecture integrating your legacy world.
3. State of the art methodologies and processes.
4. A highly motivated, interdisciplinary team.



What you will learn

– Implement cloud based servicenow solution in a strongly regulated EU Data Protection Enterprise environment.

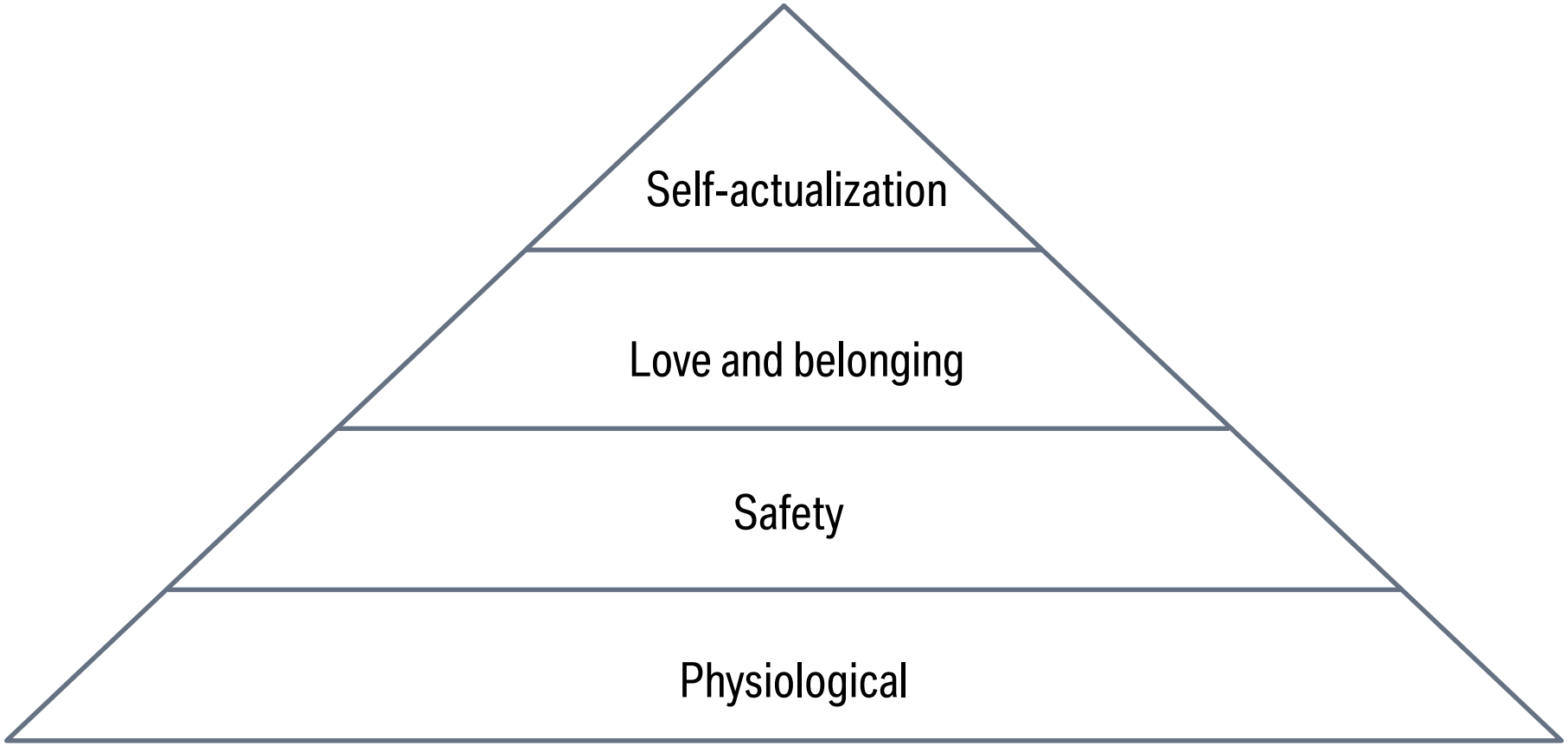
– Designing a Service Oriented Architecture for Automated Service Fulfillment.

– Understanding your Customers Needs.

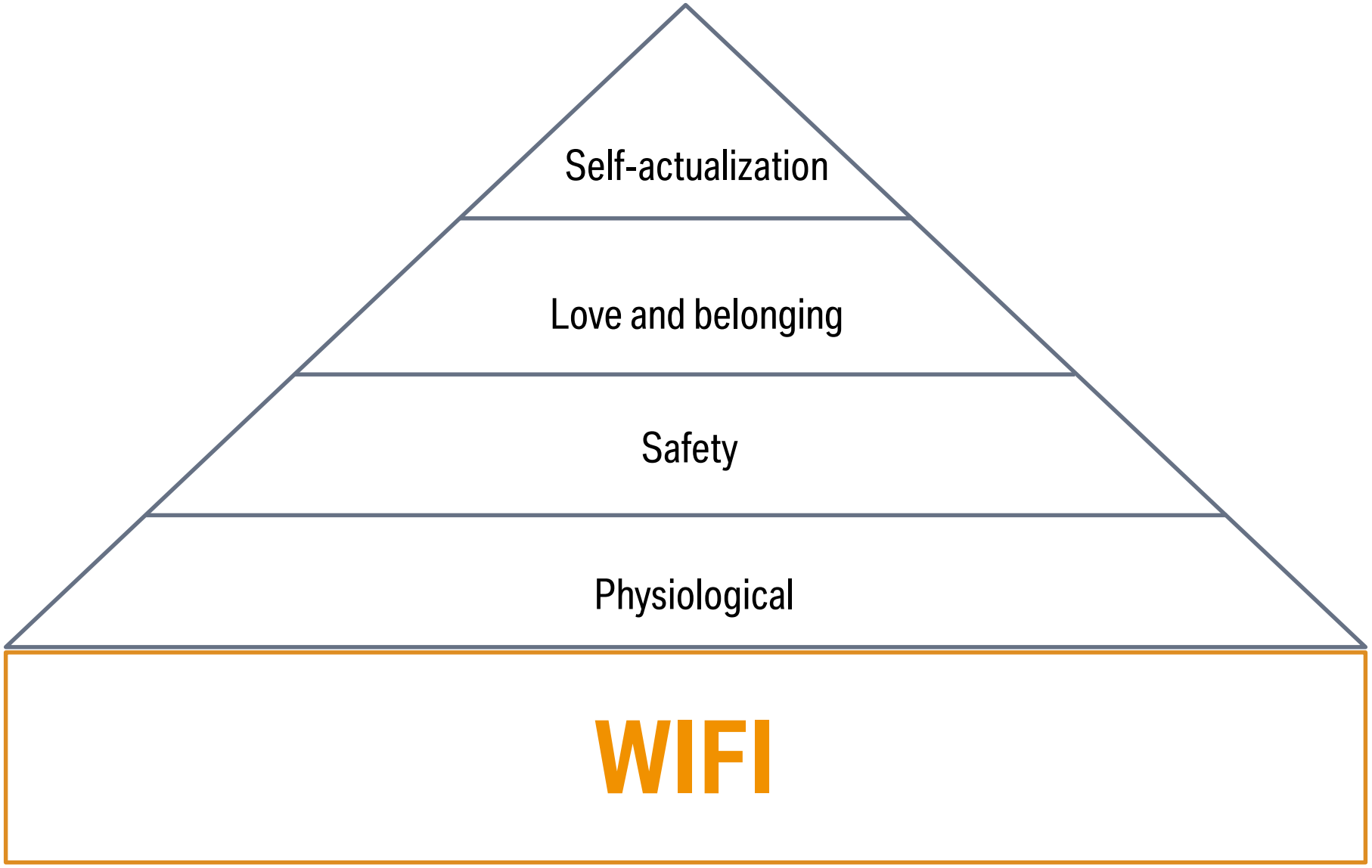
– Service Data is the Key.

“DIGITALIZATION AND THE NEW NORMAL”

THE NEW NORMAL - MASLOW 2.0



THE NEW NORMAL - MASLOW 2.0



INTRODUCING IT SERVICE MANAGEMENT.
HELP TRANSFORM GROUP IT TO A SERVICE ORIENTED IT ORGANIZATION.



Customer centric service design.
Service Design Thinking methodology and toolbox.

IT‘S ALL ABOUT SERVICE DESIGN THINKING !



Automation of service fulfillment for faster time to business and time to value.
Remove irritations caused by different IT fulfillment channels.

IT‘S ALL ABOUT TIME TO BUSINESS !



Reduce Customer Touchpoints.
Aligned interaction with IT processes.

IT‘S ALL ABOUT CRUSHING COMPLEXITY !

IT SERVICE MANAGEMENT - WHAT IS AN IT SERVICE ?

BMW - “engineer”
(IT Components* + Customer) x Time = IT Service

instead of …

FireScope “modern”
The discreet points of interaction between your technology and your customers, both internal and external.

ITIL V3 - “oldschool”
An IT Service is based on the use of Information Technology and supports the Customer's Business Processes. An IT Service is made up from a combination of people, processes and technology.

*IT Component can be a technology, product, consulting, system, hardware, device, app, operation, etc.

THE FIVE PRINCIPLES OF DESIGN THINKING.

1. USER CENTERED



Services should be experienced through the customers' eyes

3. SEQUENCING



The service should be visualized as a sequence of interrelated actions

5. HOLISTIC



The entire environment of a service should be considered

2. CO-CREATIVE



All stakeholders should be included in the service design process

4. EVIDENCING

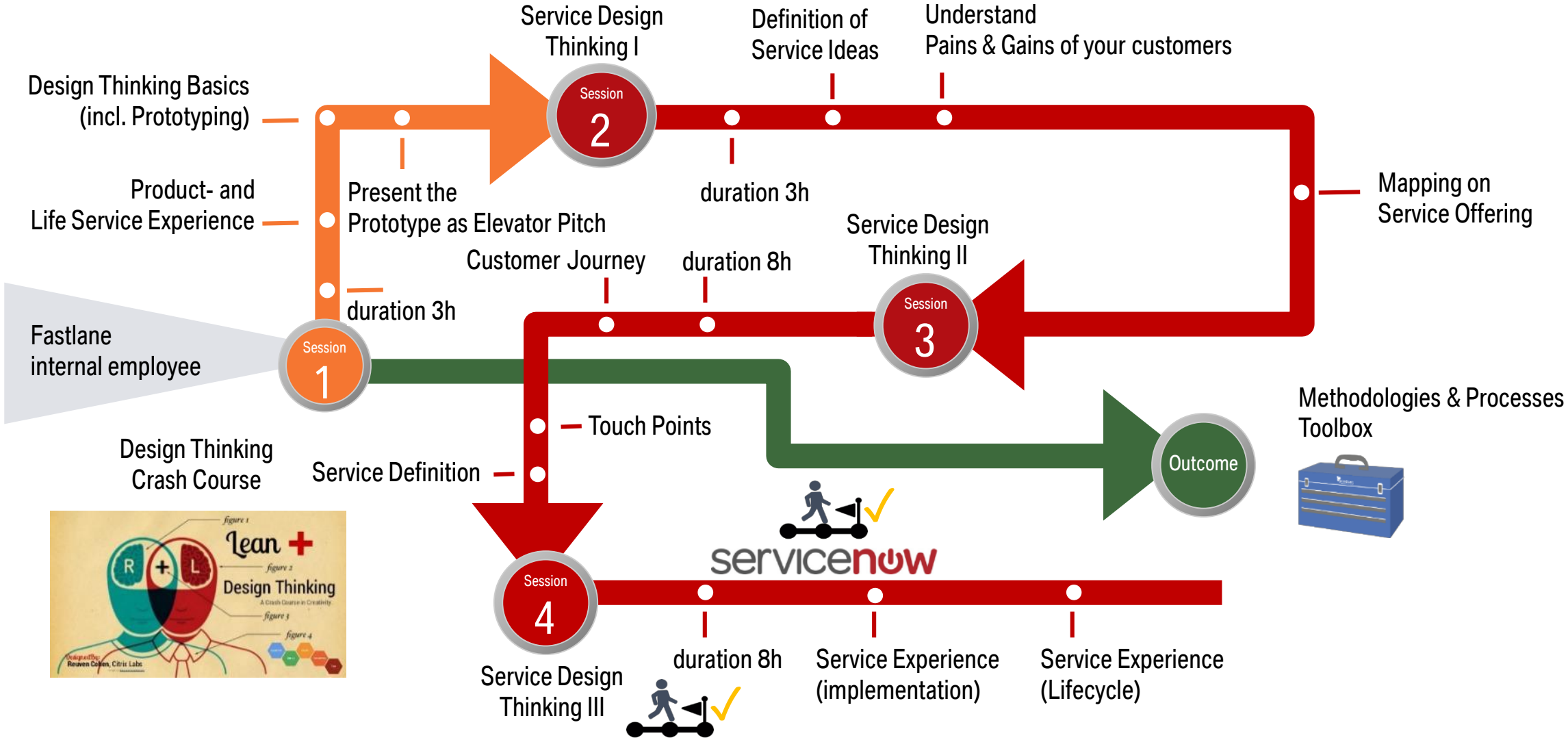


Intangible services should be visualized in terms of physical artefacts

DESIGN THINKING APROACHES.

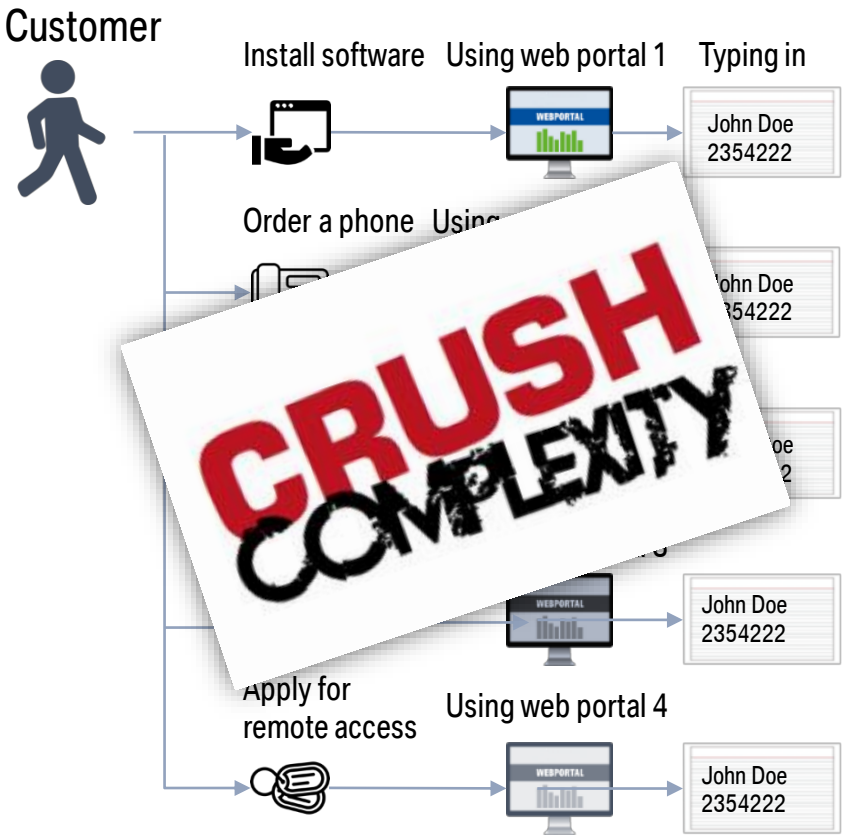
Criteria	Design Thinking	Lean Startup	Service Engineering	User Centered Design
Service Orientation	●	●	●	○
Customer Orientation	◒	●	●	◒
Discovery of Hidden Needs	●	●	○	○
Fast Iterations	●	●	●	●
Integration of different stakeholder	●	●	●	○
Flexibility towards different design goals	●	●	●	◒
Integration of existing services	●	●	●	●
Assessment of business case	○	●	○	○
Easy Application	○	○	○	○
Reproducibility	○	○	○	○
Consistency	●	●	●	●
Early Prototyping	●	●	●	●
Quality Gates	○	●	○	○

DESIGN THINKING ROADMAP.
HOW TO START YOUR CREATIVE JOURNEY.



IT SERVICE MANAGEMENT.
IT‘S ALL ABOUT CUSTOMER EXPERIENCES.

TRADITIONAL IT ORGANIZATION

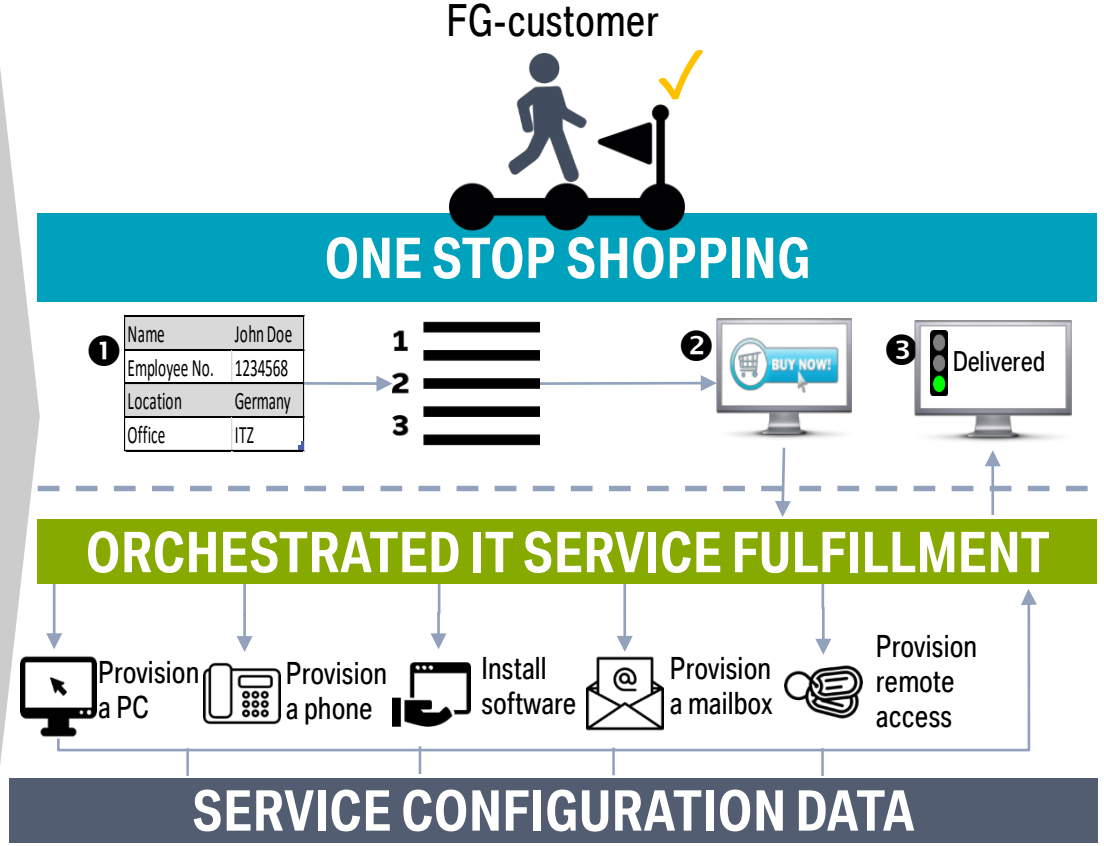


IT SERVICE MANAGEMENT

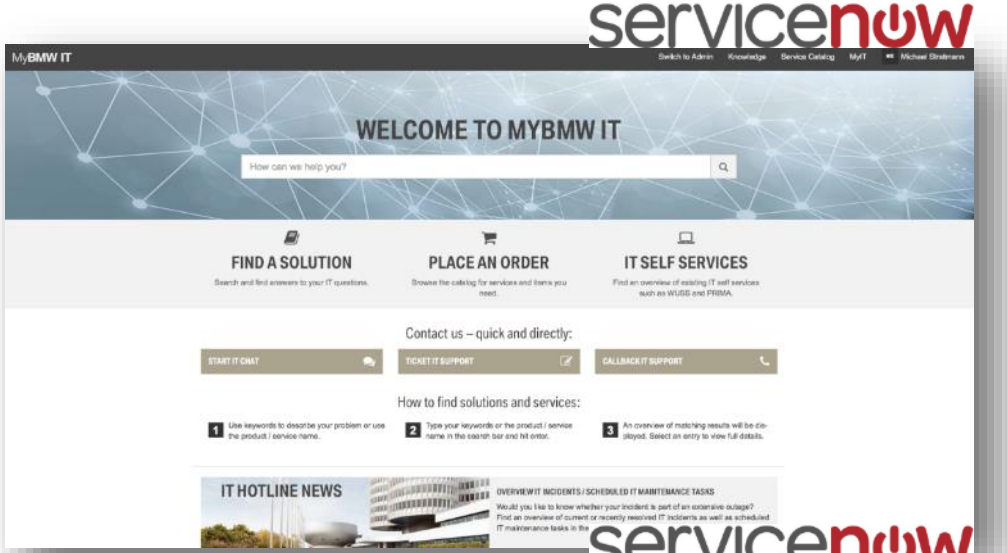


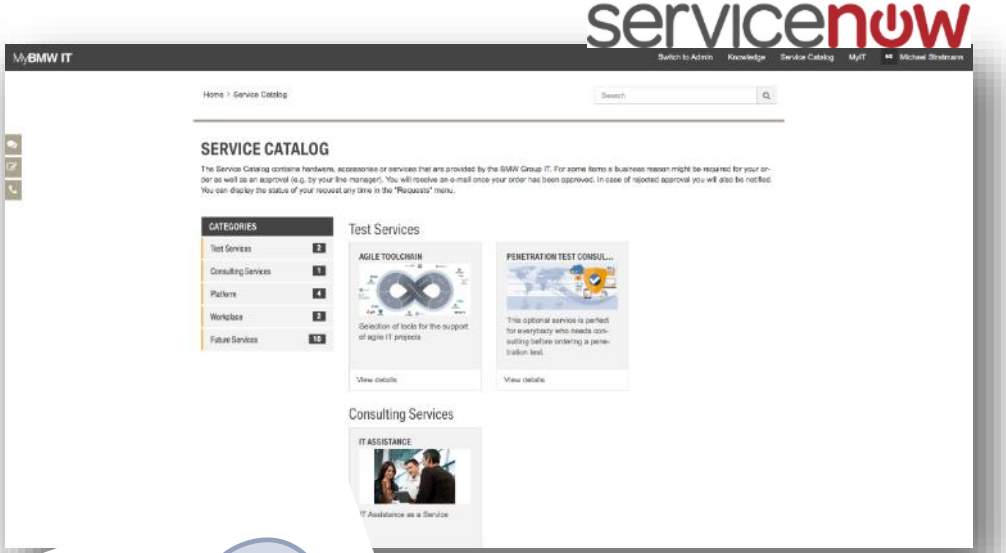
SERVICE DESIGN THINKING

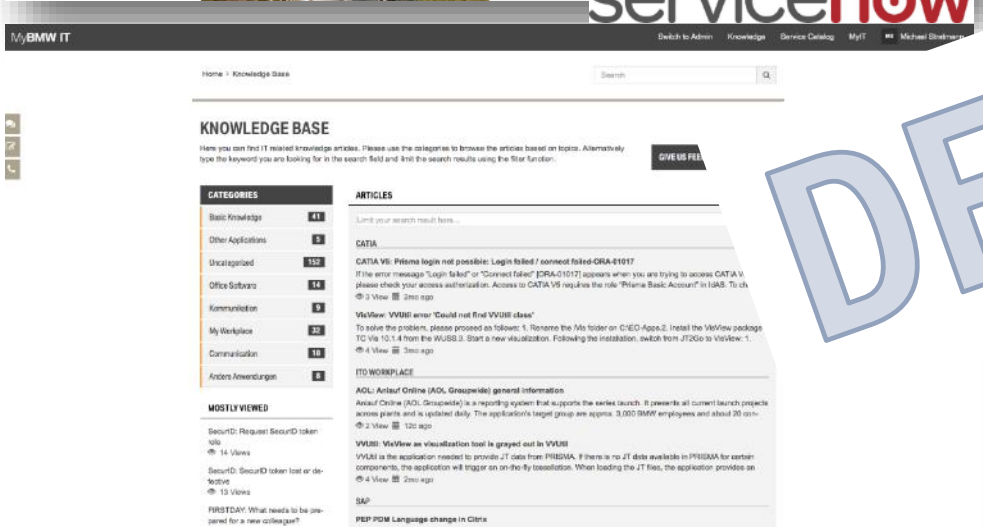
AS A SERVICE



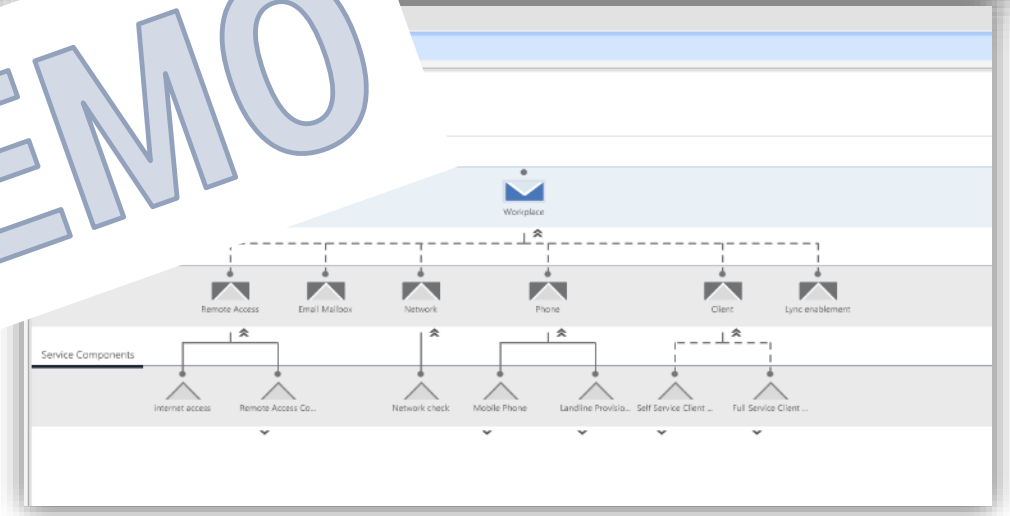
IT SERVICE MANAGEMENT.
LIVE DEMO.



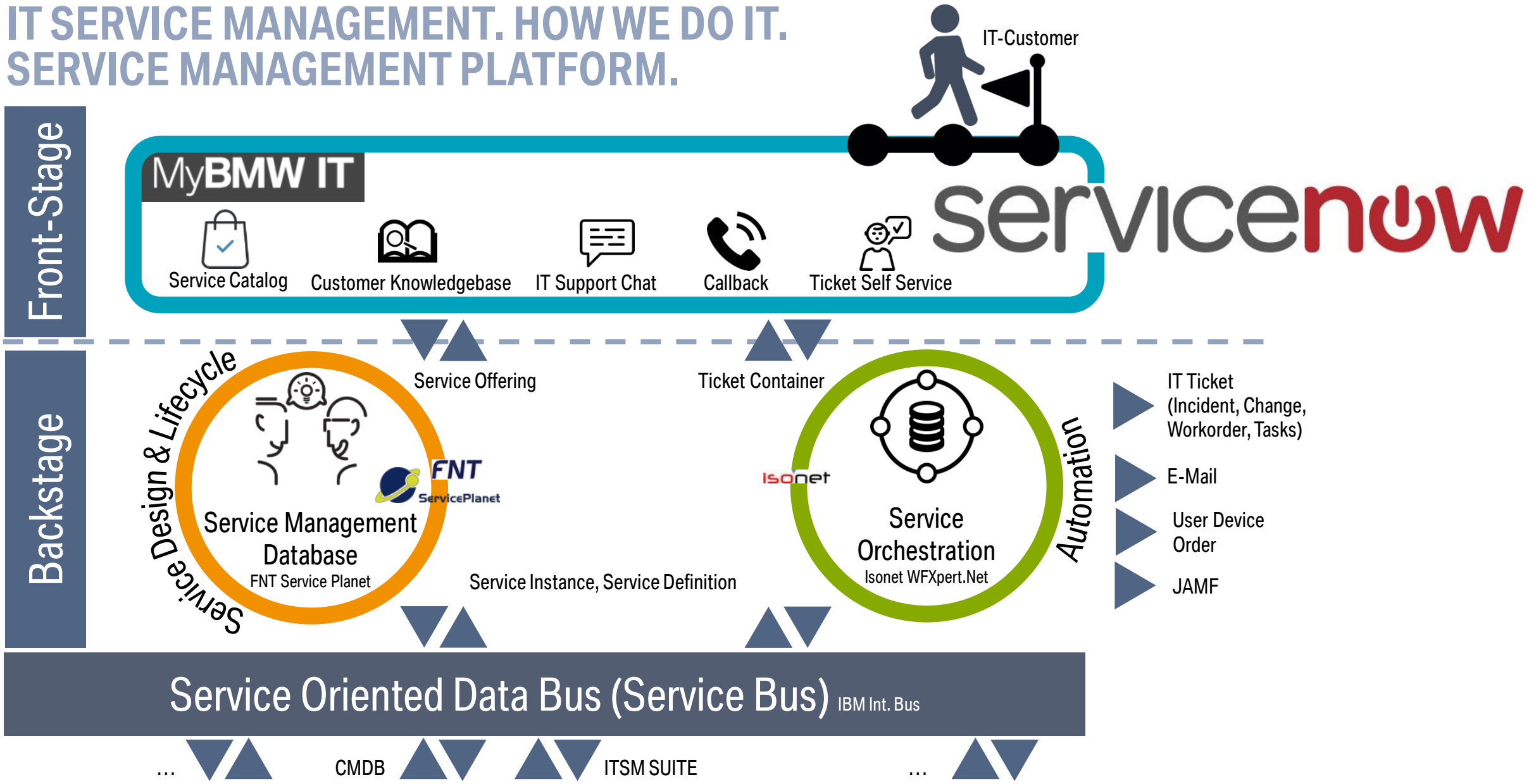




DEMO



IT SERVICE MANAGEMENT. HOW WE DO IT.
SERVICE MANAGEMENT PLATFORM.



IT SERVICE MANAGEMENT – RESULTS.

700
Knowledge Articles

600
Service Requests per month



50
Chats per day

800
Users per Day

12.000
Service Objects

2 Mio.
Config. Items


Growing every day

TOP TAKEAWAYS.

1

Customer:

- ✓ Put your customers in the middle of the game.
- ✓ Know customers pains & gains.
- ✓ Design (not only implement) a Service.
- ✓ Use minimal viable products.

2

Channels:

- ✓ With ServiceNow you can easily implement new channels to your customers.
- ✓ Every channel is based on same same data.
- ✓ Digitalize telephone calls.

3

Architecture:

- ✓ Principle of loosely coupled systems.
- ✓ Hybrid cloud architecture.
- ✓ Service Oriented Architecture.

4

Service Data:

- ✓ Implement a Service Bus.
- ✓ Legacy systems will stay as data master - service bus handles data.
- ✓ All existing and new IT services will take advantage of every new interface to legacy system.

THANK YOU

Q&A WITH BMW TEAM

KARL KLOSTERMANN
STEFAN STRAUBINGER
CHRISTIAN STILZ
KAI KLAEREN
MICHAEL STRATMANN

