knowledge17

WORK at LIGHTSPEED™

The ITBM Suite Supercharges Your Strategy to Portfolio Value Stream

MARK BODMAN
SR. PRODUCT MANAGER
ServiceNow

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Agenda

- About the IT4IT™ standard
- About Service Now's ITBM suite
- How ITBM maps to IT4IT™
- ITBM Accelerates the Strategy to Portfolio Value Stream
- Q&A

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Speaker Introduction



NAME: Mark Bodman

TITLE: Sr. Product Manager & IT4IT Adoption Workgroup Chair

FUNCTION: Product Management & IT4IT Adoption

COMPANY: ServiceNow

EXPERIENCE: US Army Veteran, 10 years EA @ Dell, 4 years at Troux, 4 years @ HPE

EXPERTISE: Solving the impossible, IT4IT Certified, Product Management, DevOps, Cloud, machine vision

ACHIEVEMENTS: Led many EA projects, Designed Dell Preferred Account, Dell Business Credit, managed Troux product as #1 EA tool. Had 2 kids, married since 1993

CURRENT PROJECT: Product Manager for APM, IT4IT Standard Adoption Forum Chair

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Session Overview



Objectives

- Improve your IT planning process by applying IT4IT, and leveraging ServiceNow's platform to automate and integrate the entire Strategy to Portfolio tool-chain



What You Will Learn

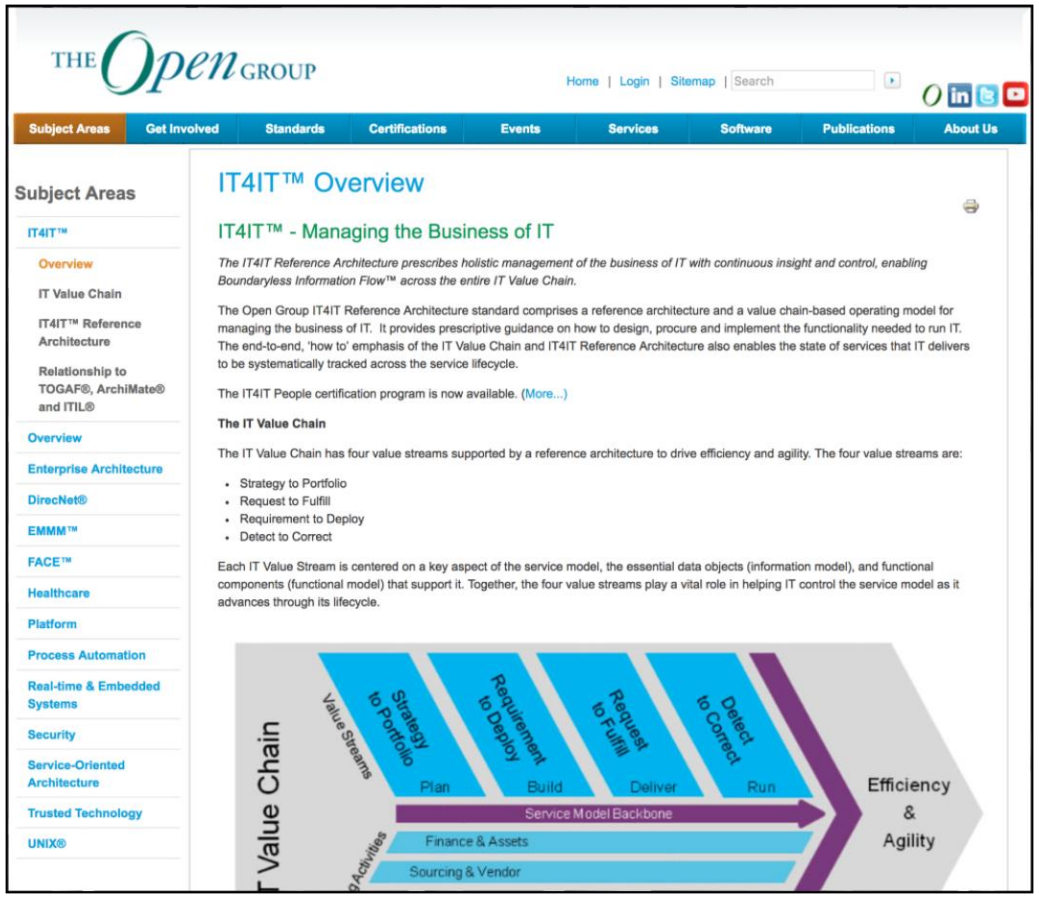
- Understand how you can apply the IT4IT framework to better understand, assess and diagnose your current Strategy to Portfolio capability
- Learn about ServiceNow's Strategy to Portfolio automation value as you apply the IT4IT standard
- lessons learned when automating and integrating Strategy to Portfolio solutions

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About the IT4IT Standard

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The Open Group IT4IT™ Standard
100+ Companies Using & Participating



211 Certified People – 4/17

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What We Are Seeing Across IT?

Respond more quickly?

Justify budgets more easily?

Prove IT's value and contributions?

Become the shadow IT alternative?



Create new IT Services faster?

Increase financial transparency?

Link costs directly to revenue?

Balance hybrid cloud?

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IT4IT™ Provides a Common Standard for Digital Transformation

The Journey from Legacy to Digital Requires Standardization



True Service Portfolio Management

Standards-based operating model

Improve financial control

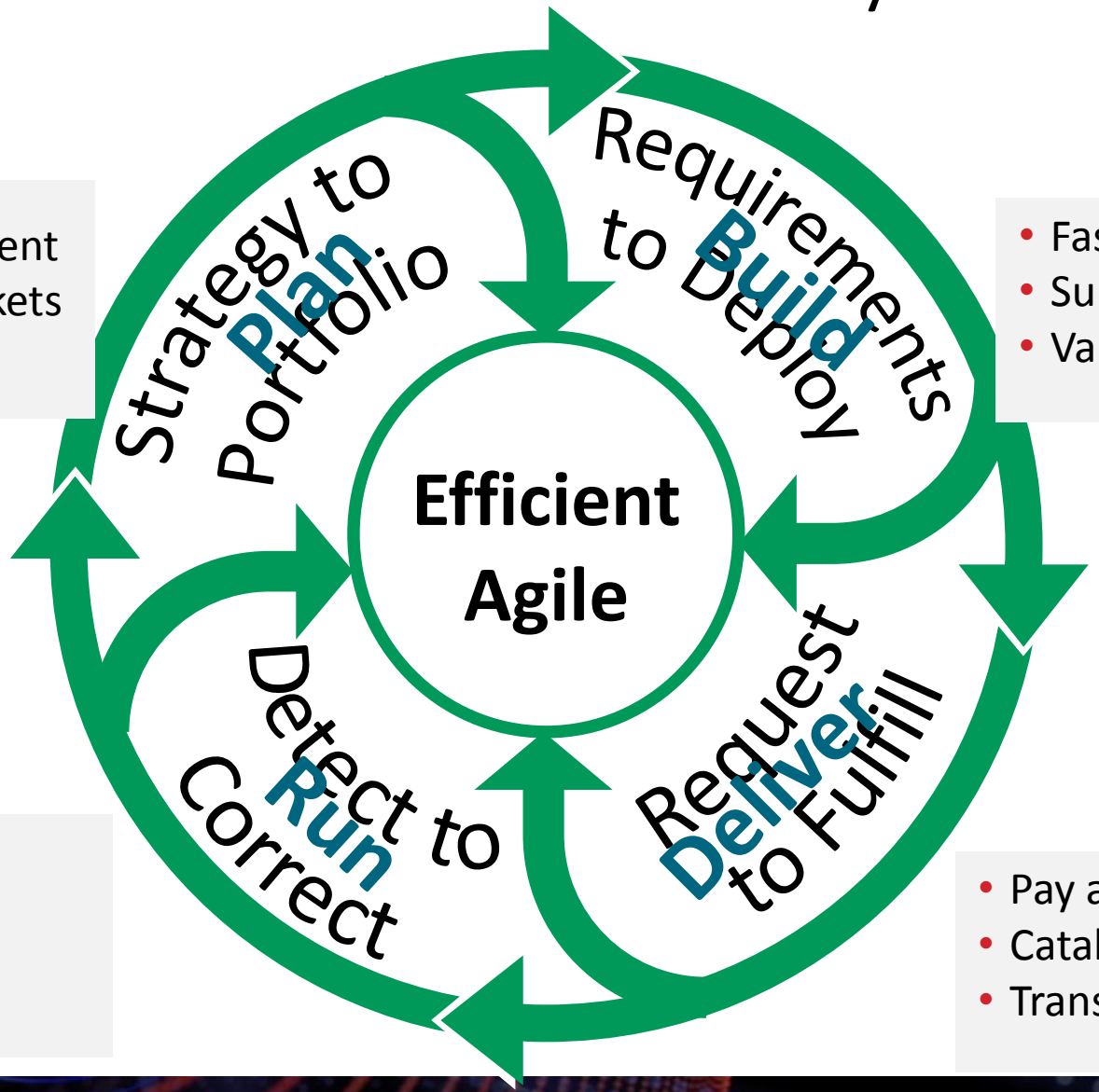
end-to-end IT focus on Business outcomes



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IT4IT™ Reference Architecture: Common to Any and All IT Organizations

- Improved strategic alignment
- Respond to changing markets
- Reduce risk



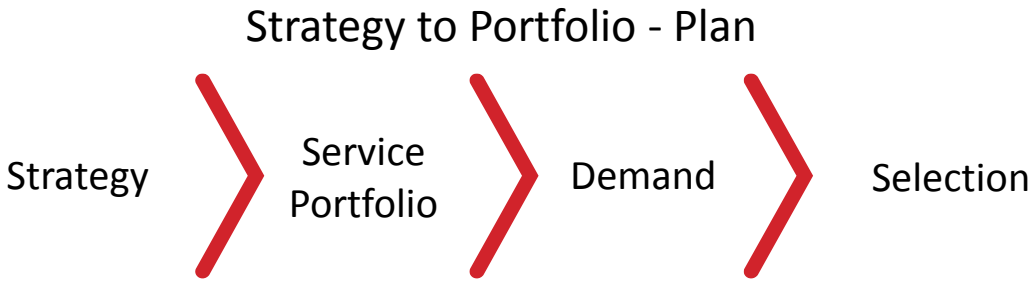
- Faster time to market
- Supports transparency
- Value based cost controls

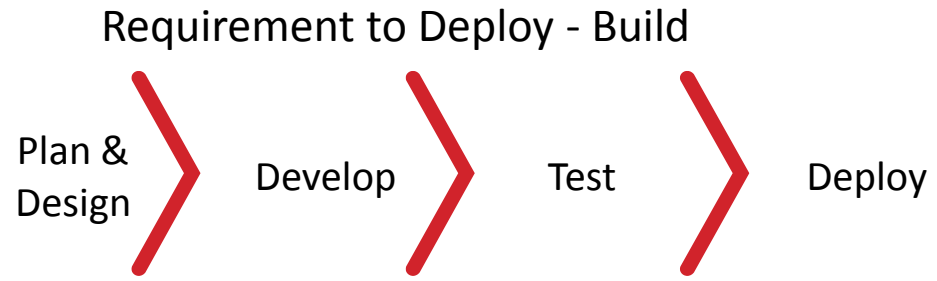
- Fast issue resolution
- Feedback to strategy
- Improved services

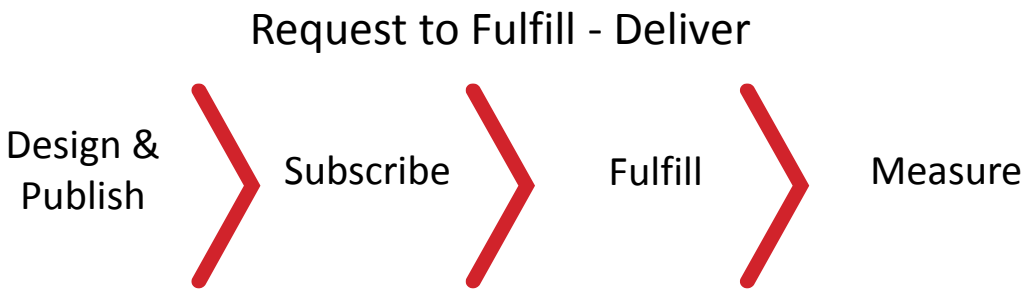
- Pay as you go pricing model
- Catalog offerings
- Transparent pricing

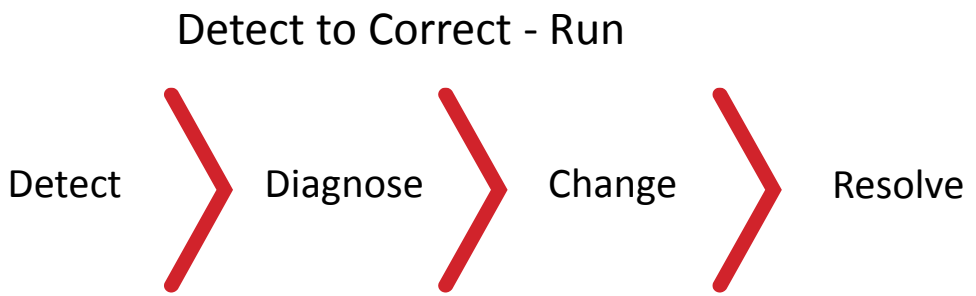
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IT4IT™ Value Streams



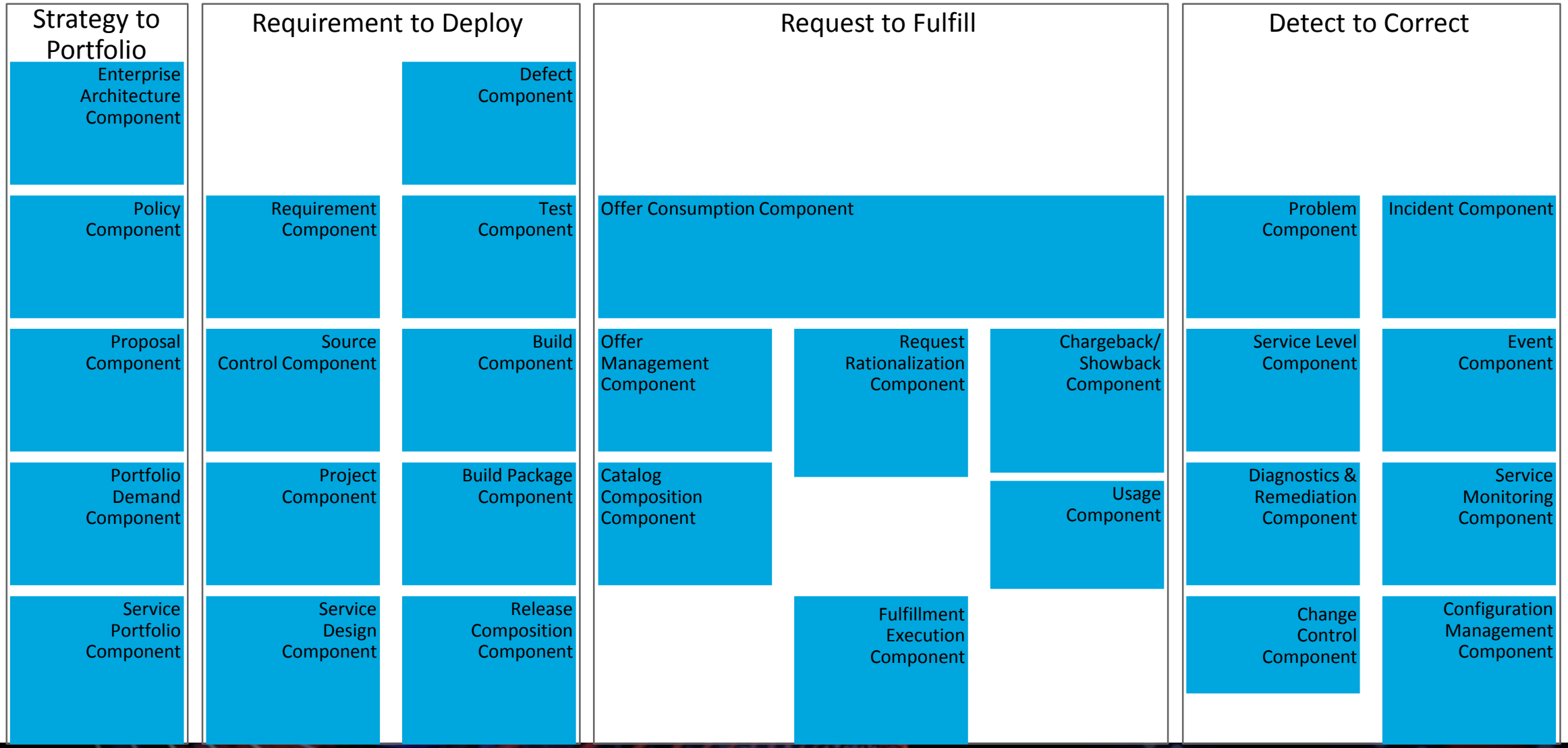






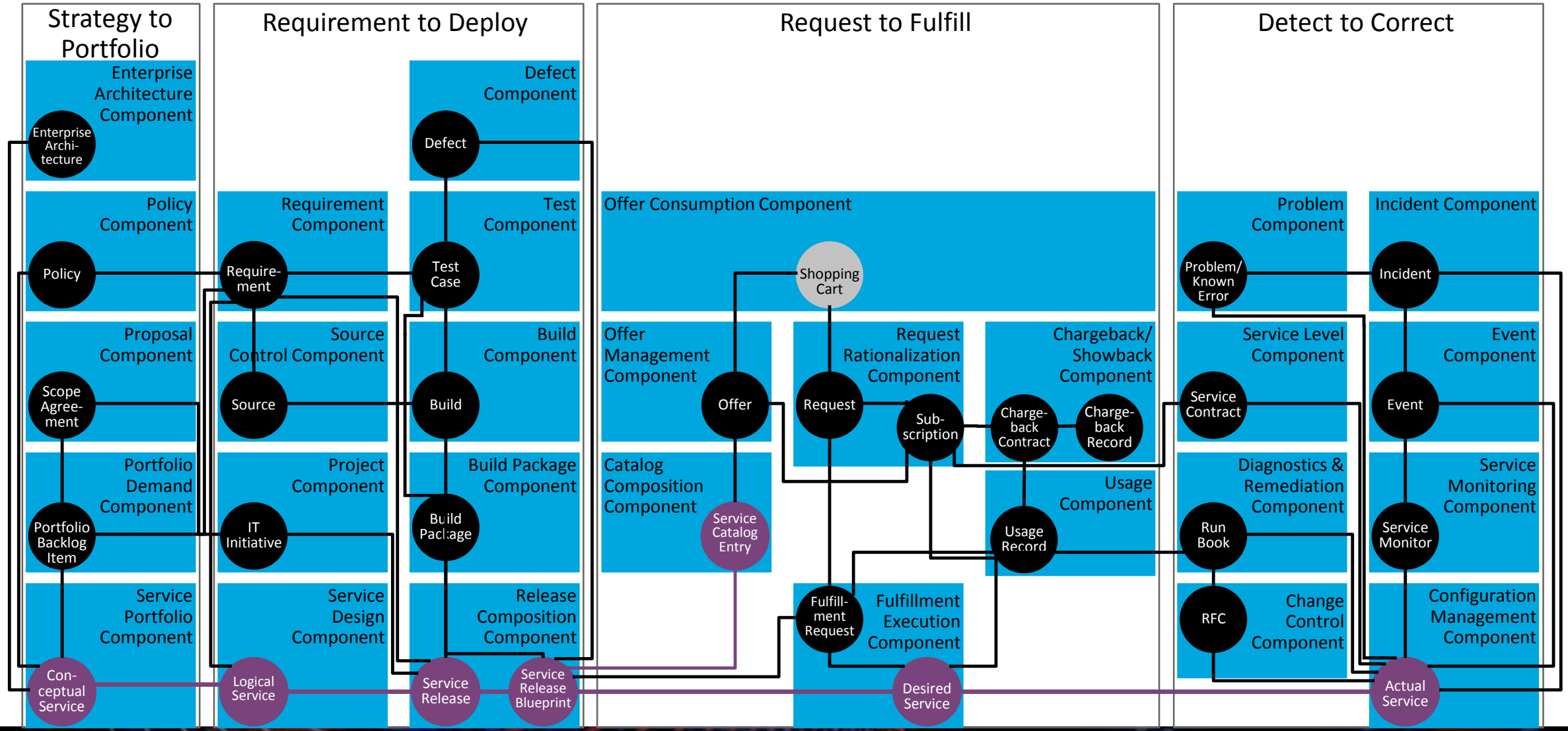
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IT4IT™ Functional Model: System of Record Fabric for IT Mgmt.



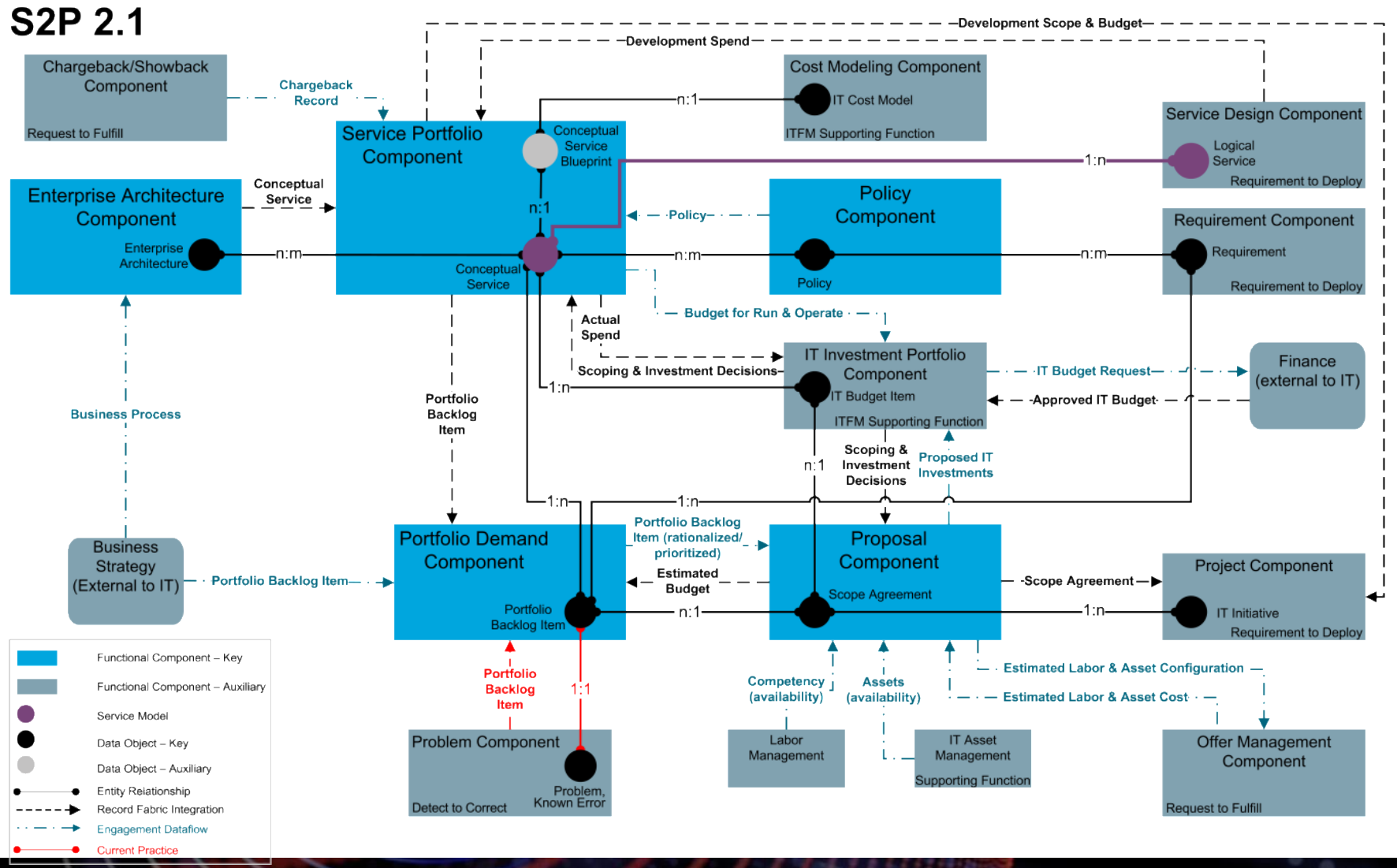
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IT4IT™ Functional Model: System of Record Fabric for IT Mgmt.



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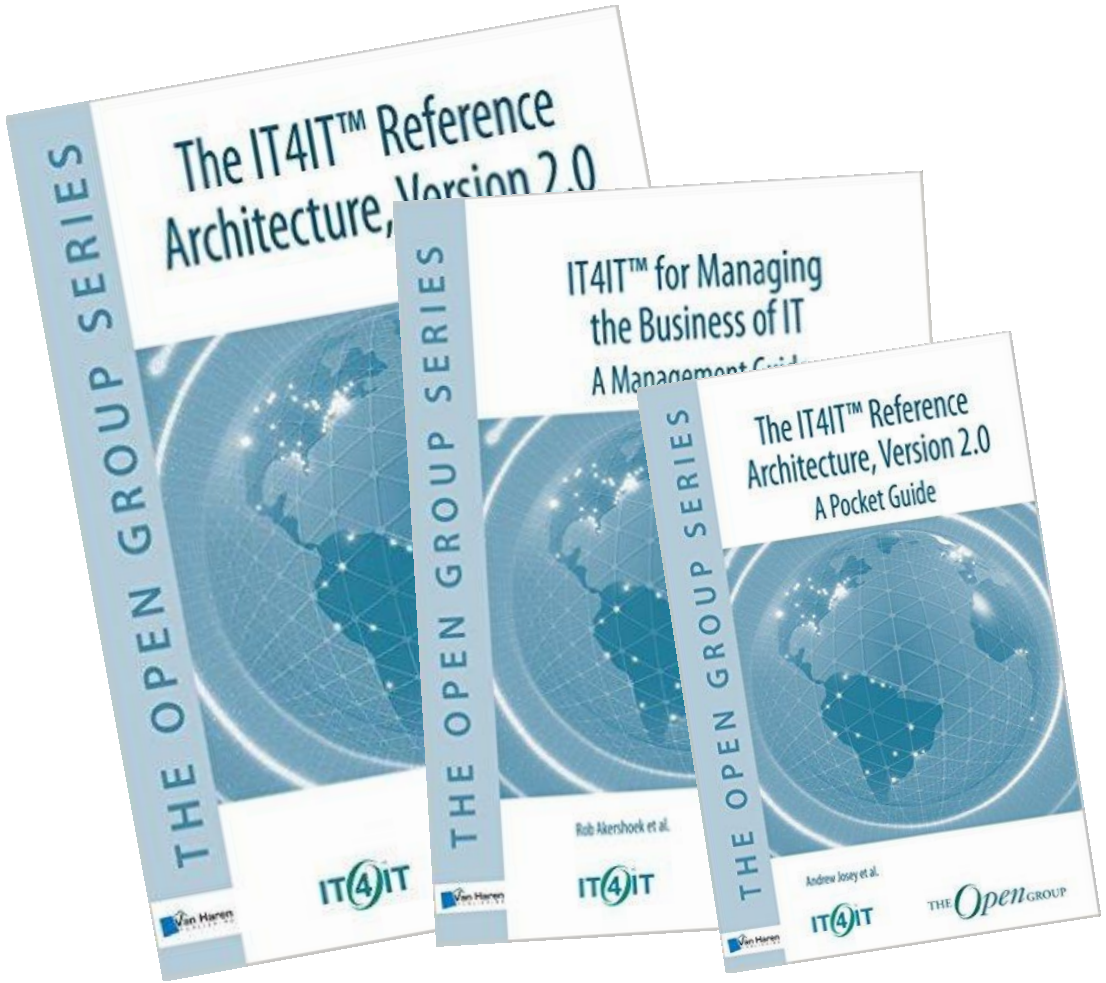
IT4IT™ Strategy to Portfolio Value Stream Level 2



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Available IT4IT™ Material





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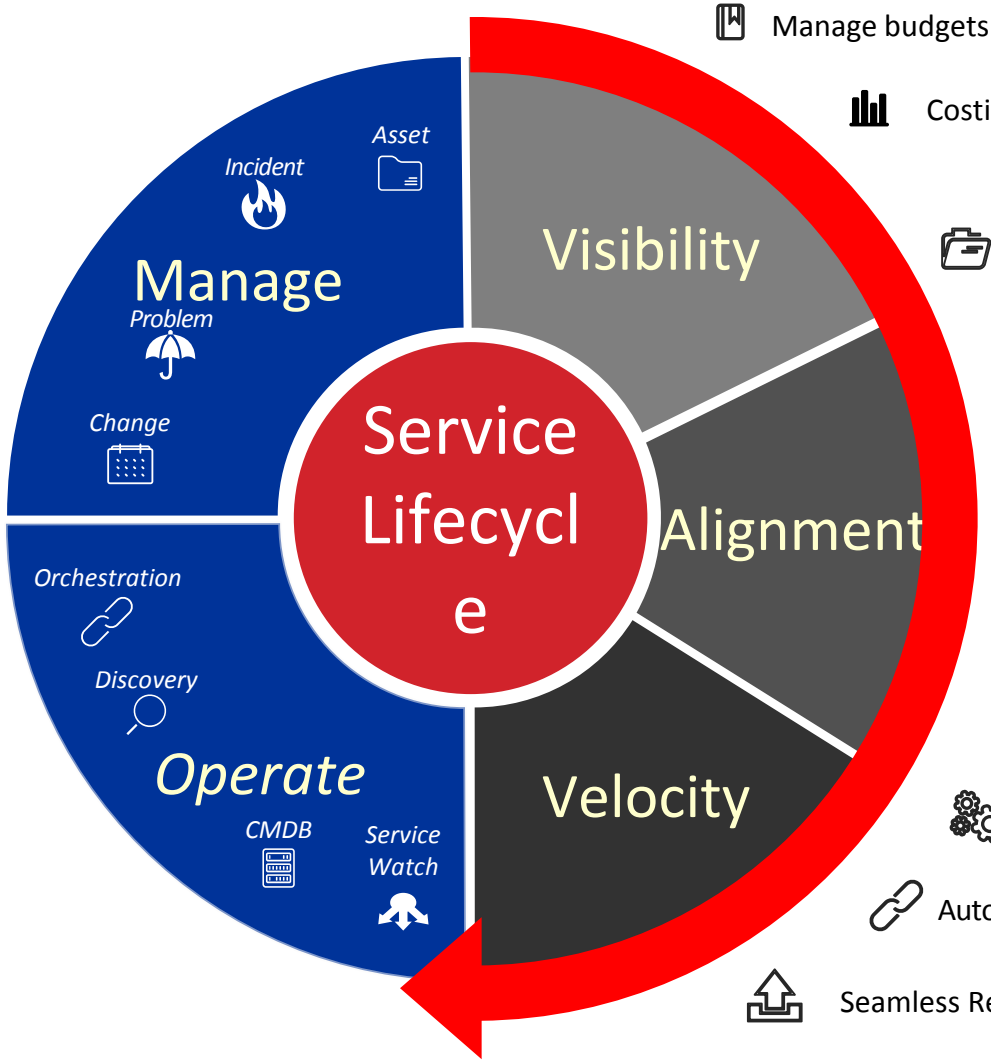
About the ITBM Suite

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Leverage the Power of the Platform

ServiceNow IT Service Management

ServiceNow IT Operations Management



Manage budgets

Costing of Services

Balance the Application Portfolio

Track Ideation and Demand

Optimize Resources

Execute the right Projects

Manage Agile tasks

Automate testing

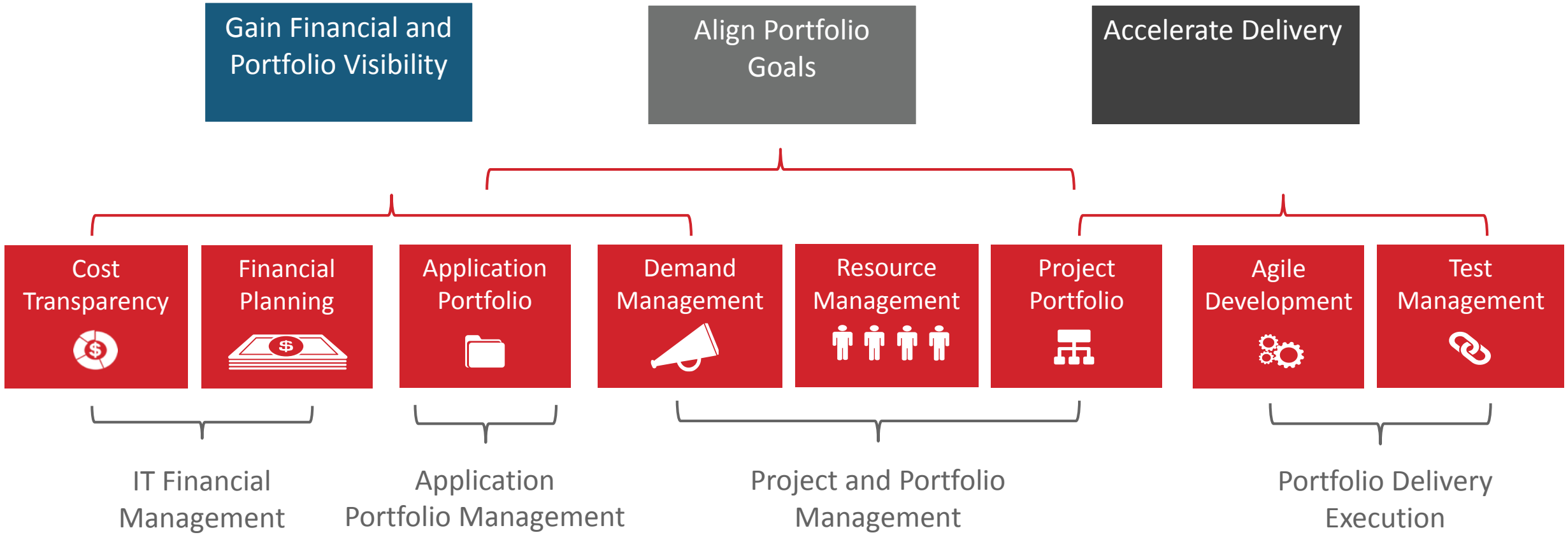
Seamless Release processing

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IT Business Management Product Overview

ServiceNow is the Only Company Able to Bring Together Strategic Planning for All the Technology Portfolios

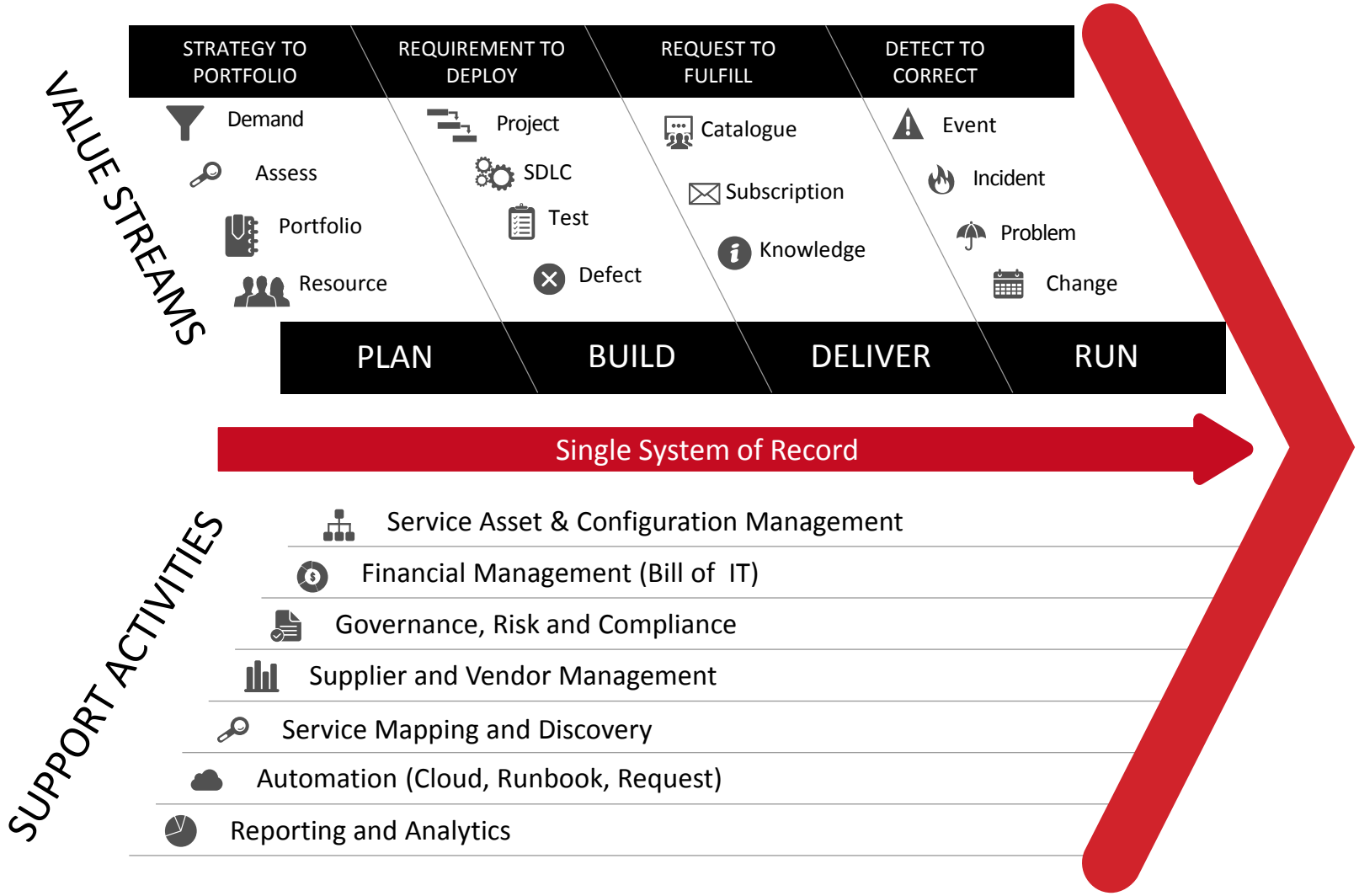


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IT4IT™ and ITBM Suite Together

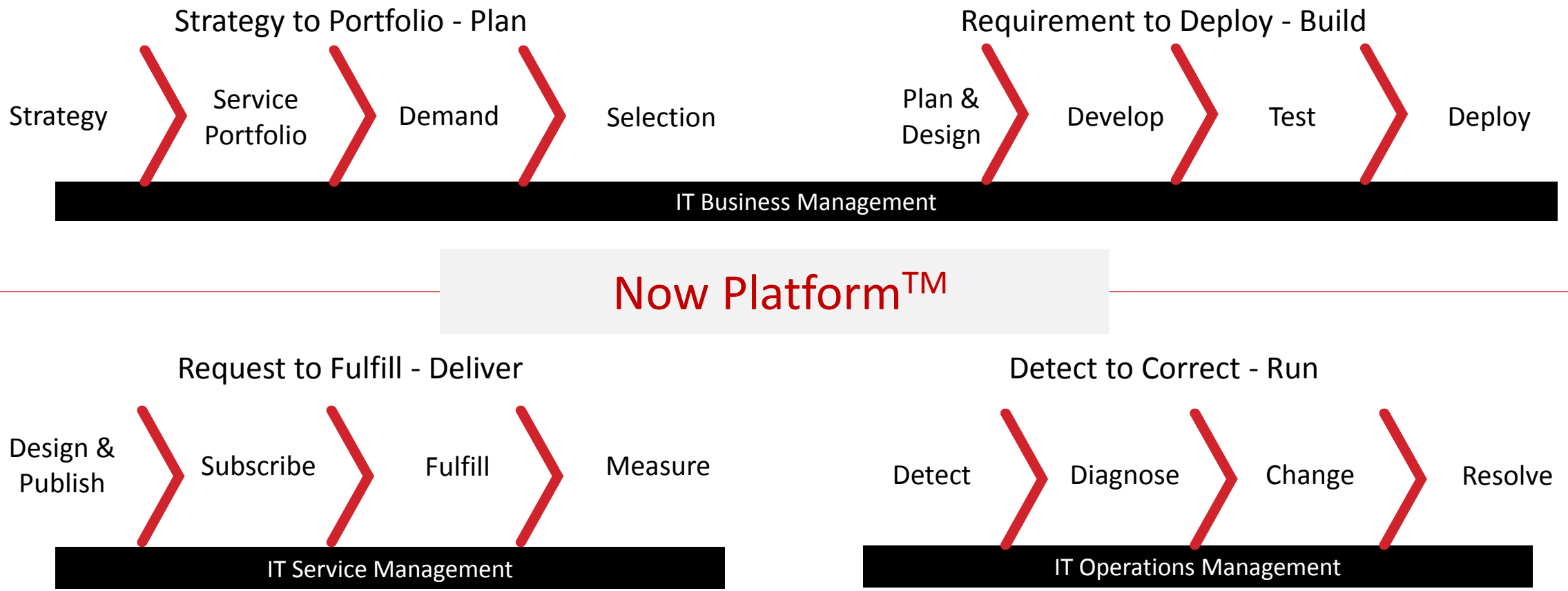
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ServiceNow: The IT Supply Chain Platform



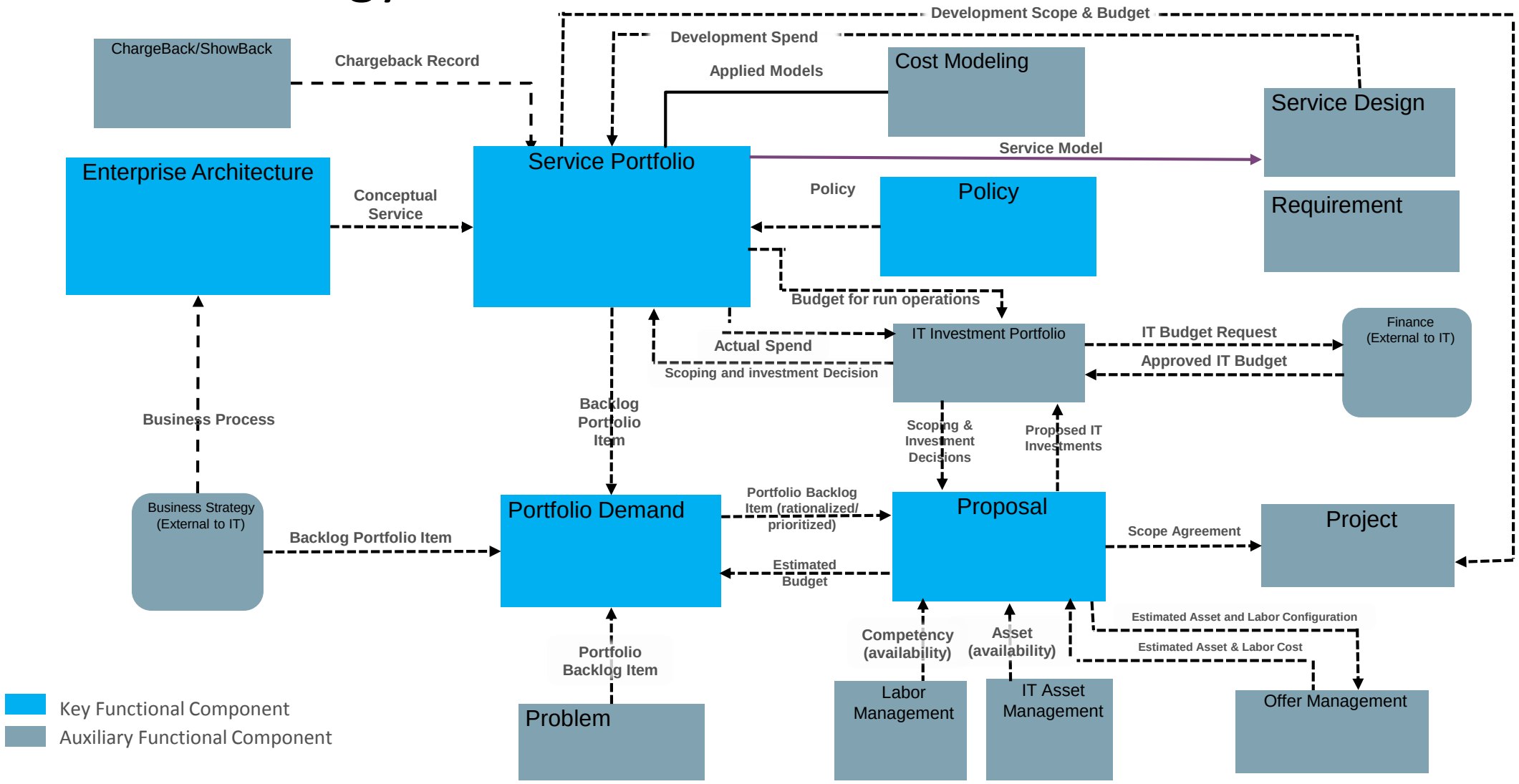
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Comprehensive IT4IT Coverage: One Platform



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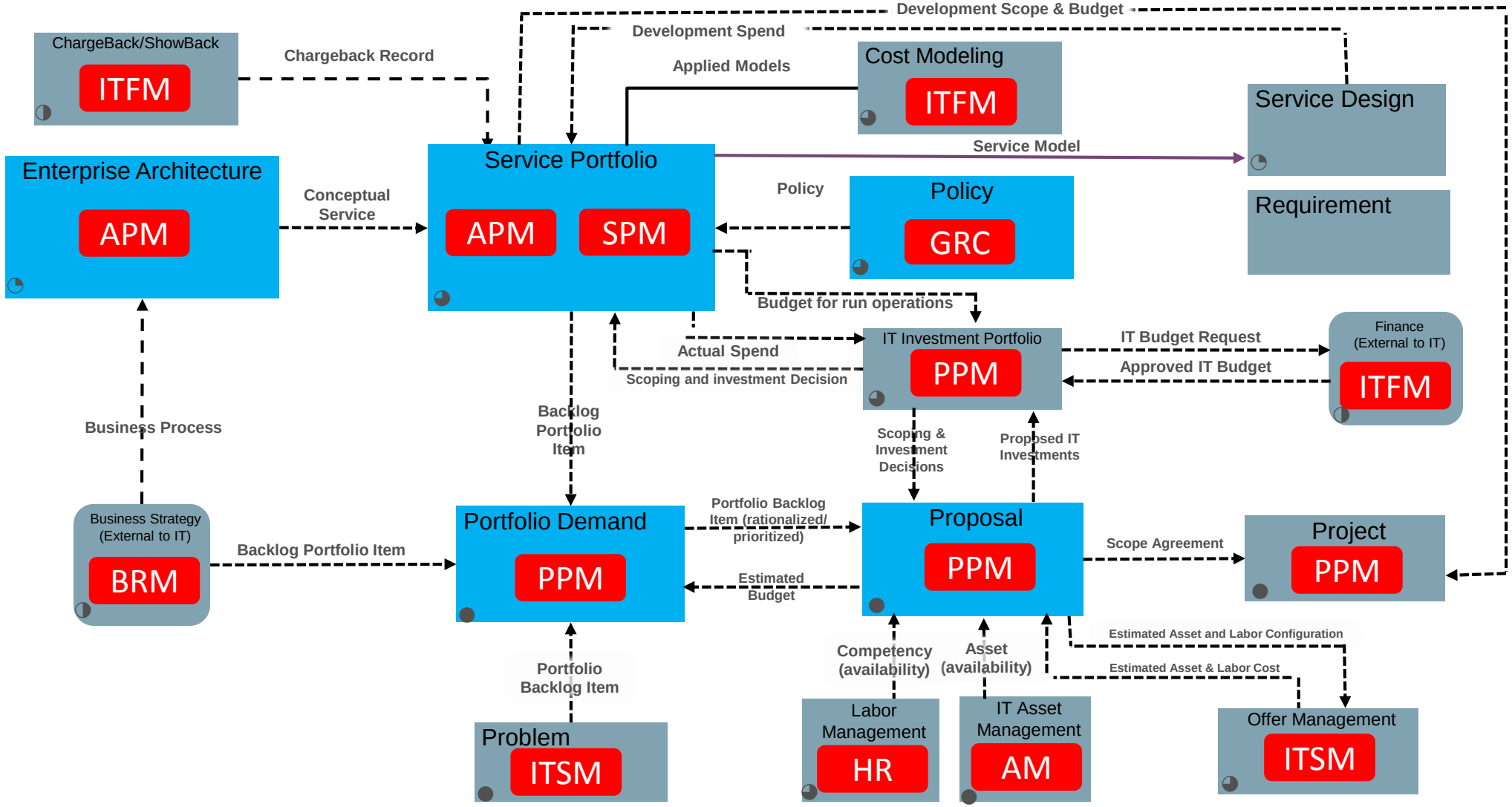
IT4IT™ Strategy to Portfolio Value Stream Level 2



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ServiceNow ITBM Mapped to IT4IT™ Strategy to Portfolio



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ITBM Accelerates the Strategy to Portfolio Value Stream

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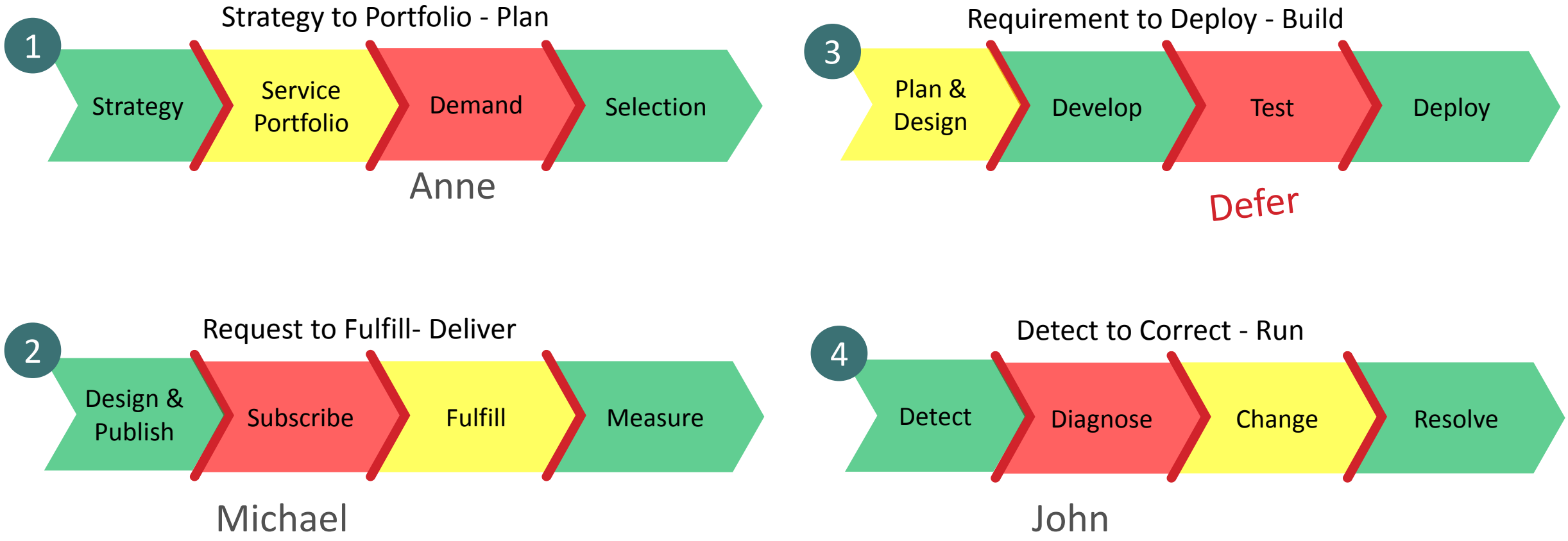
Typical IT4IT™ Value Stream Assessment

Corporate Priorities

1. Effectiveness
2. Productivity
3. Growth
4. Risk

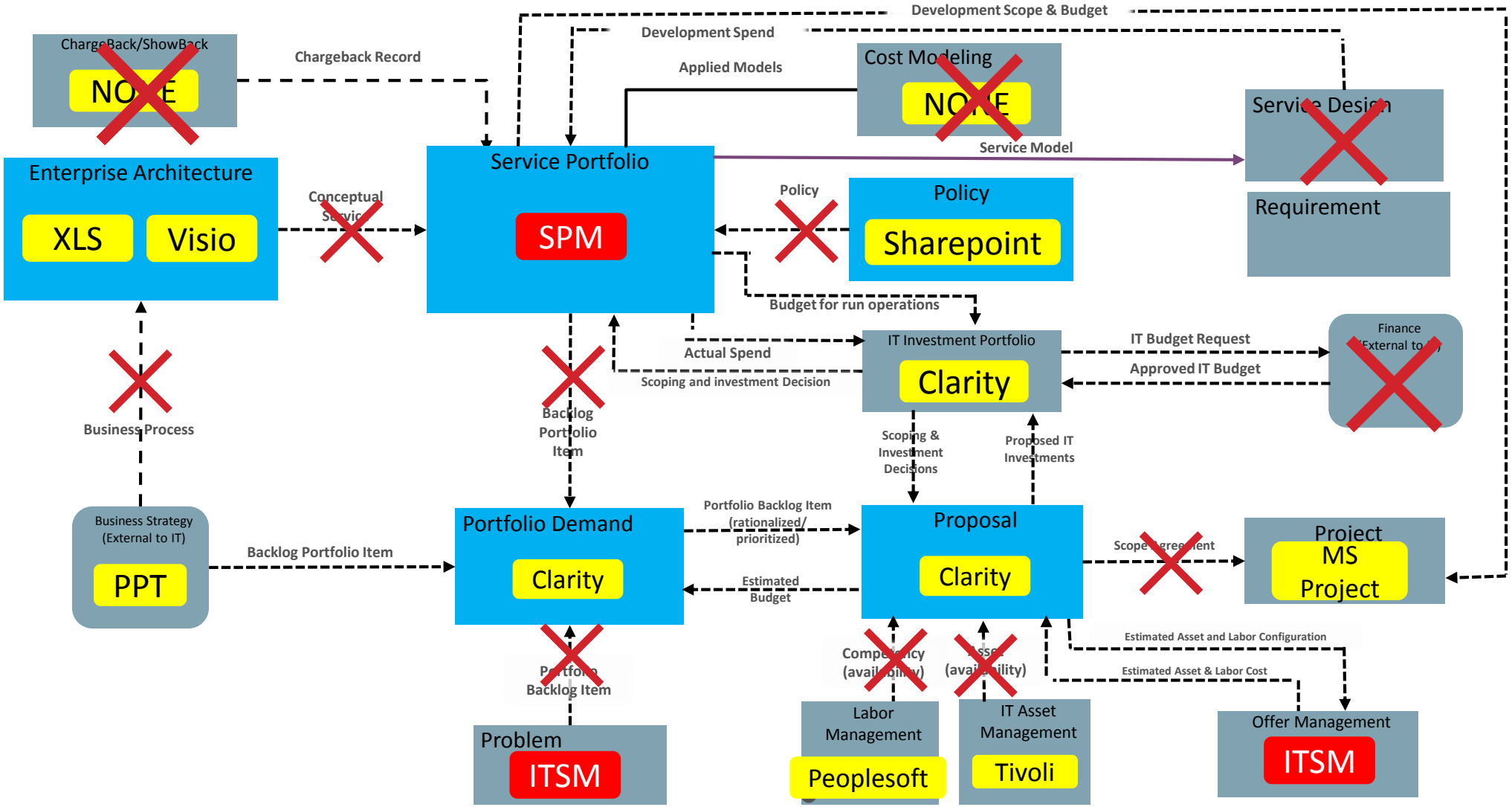
Relative Opportunity

- Low
- Medium
- High



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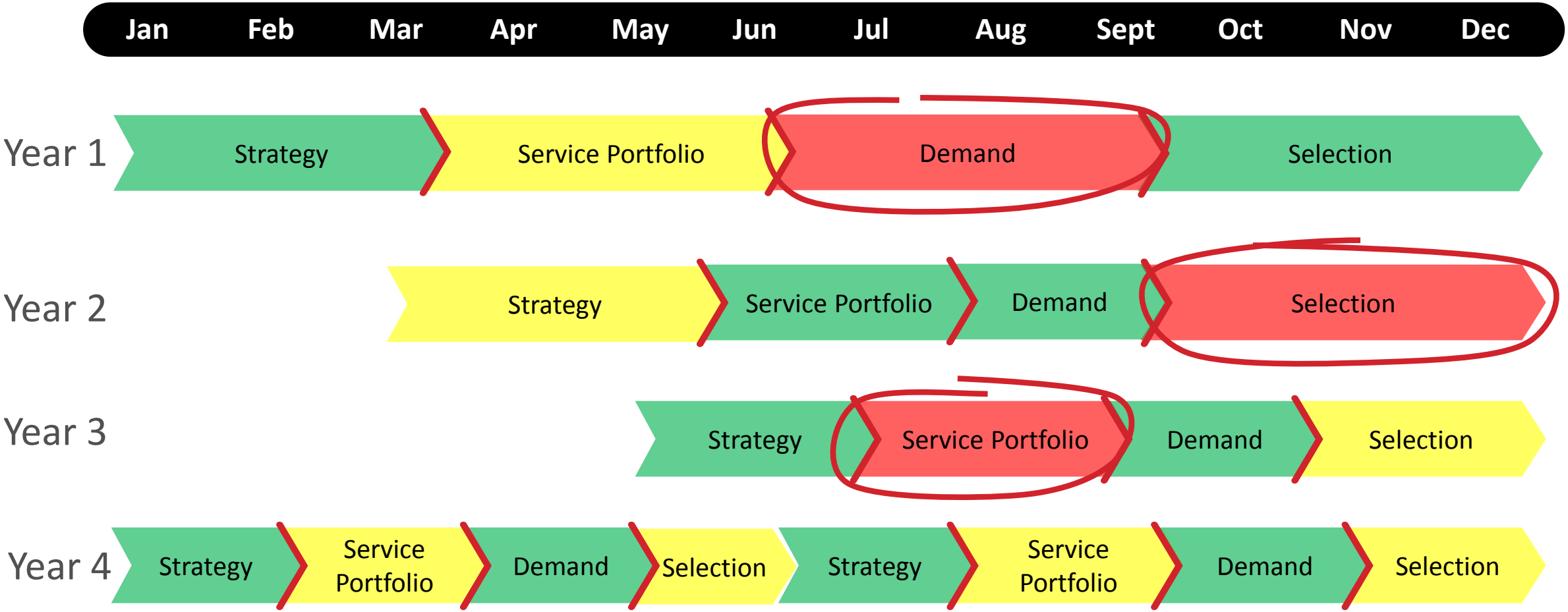
Most Current-State Strategy to Portfolio Situations



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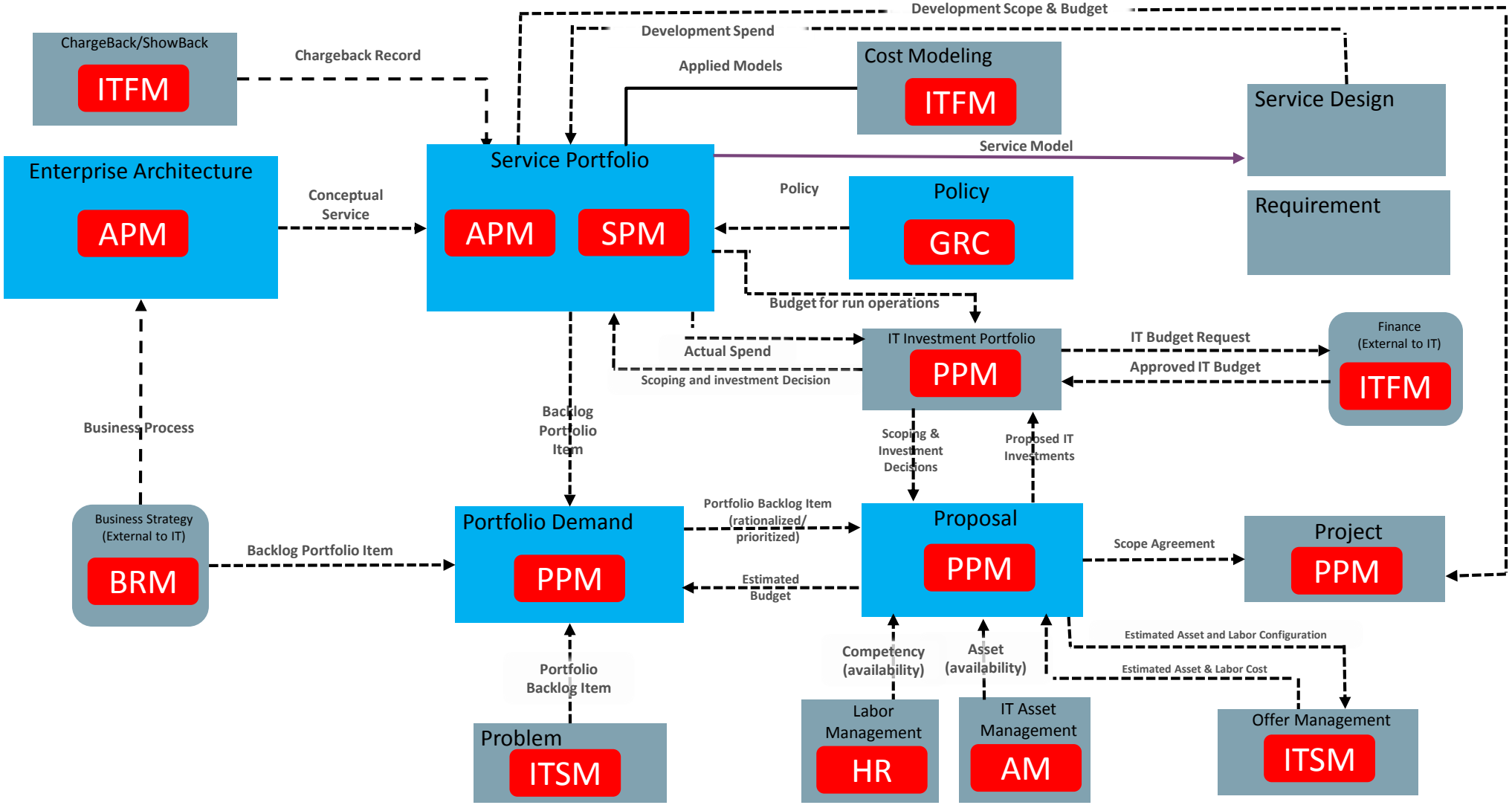
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Strategy to Portfolio Improvements Leads to Agile Business



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How ITBM Improves IT4IT™ Strategy to Portfolio



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Other IT4IT & ITBM Related Sessions

- NTTS132522 - IT Business Management and the Open Group IT4ITStrategy to Portfolio Value Stream
- BRE4145 - IT4IT over ITIL
- BRE4095 - The ITBM Suite supercharges your Strategy to Portfolio value stream
- CCB3928 - Rationalizing your Technology Landscape with ServiceNow
- LAB132025 - ITBM 101: What's new in Istanbul for ITBM
- SPOS132561 - The Late Morning Show with KPMG! Featuring Marriott, Nissan, Qualcomm, and Cox Automotive

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MARK BODMAN

Sr. Product Manager

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