

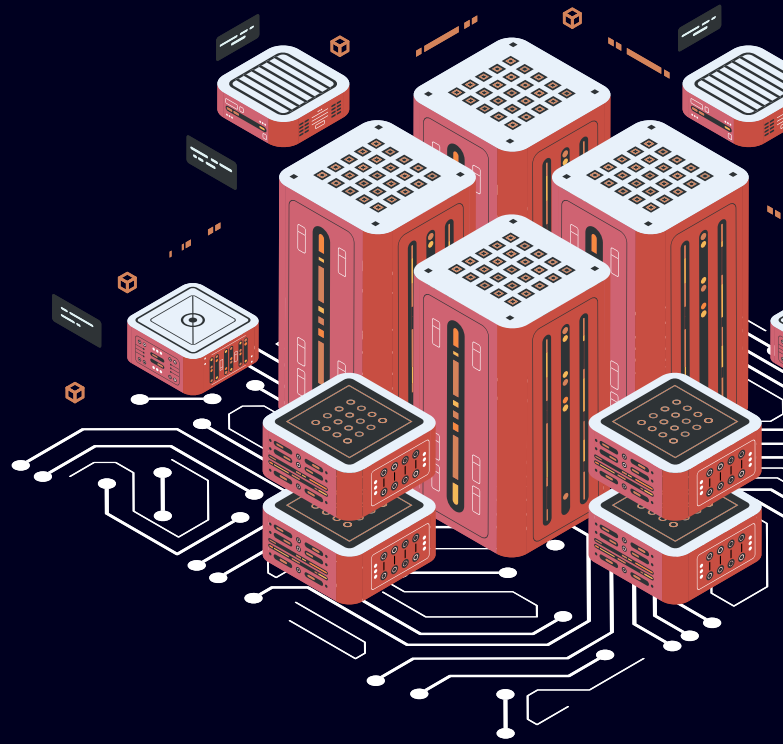
# ITSM24

MADEJSKI STADIUM • READING • 11-12<sup>th</sup> NOV

## CONFERENCE GUIDE



*itSMF UK*



# We have one simple goal.

Improve the service, productivity, and automation experience for you and your customers.

We can help you analyse faster, scale better and unlock capacity within your business.

## We start by understanding how you operate today and how we can help you transform your service.

Identifying where we can add the best value and deliver measurable results. Looking at how to integrate, automate and innovate

across either your existing toolset or by leveraging the right partner technologies and our own innovation.

### Integrate



Across your internal business or to your suppliers, let's take out the steps you don't need. Service Transformation.

### Automate



Identify where it's cost effective to automate. Freeing up time in your business, speeding up development and service.

### Innovate



What's next in Service Management. We look at what is coming to get you ahead of the curve. From self healing to collaboration.

## Our expertise spans a wide range of industries across public and private sectors.

With an 80-strong network of consultants and our own internal development and IP team we have successfully delivered over 1000 projects for our customers. With resources based in the UK, Ireland and India, as well as our consulting partners across the globe, we can deliver when and where you need us.



Increased Business Efficiency



Better Employee Experience



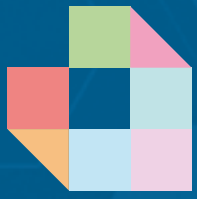
Reduced Business Costs



Reduced Downtime



Identify, Evaluate & Reduce Risk



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# WELCOME TO



# ITSM24

MADEJSKI STADIUM • READING • 11-12<sup>th</sup> NOV

## Welcome to ITSM24, our 33rd Conference and Awards!

This Guide contains details of all the presentations and activities occurring throughout the event as well as maps and plans to get you to the right room at the right time. For convenience, the floor plan is also printed on the back of the jotter in your delegate bag.

Please use the information in this Guide to plan your personal agenda, and feel free to hop between the four tracks of content as you wish. All the sessions will be recorded and we'll send you the link after the event. So if you do miss a presentation, you can catch up later.

All the conference rooms, networking areas, and lunch and refreshments can be found in close proximity on the first floor. The Windsor Lounge is the main area for registration, networking and refreshments, and this is where you will also find the sponsors' stands. Right next door is the plenary presentation area, the Princess Suite. Our three additional break-out rooms are the Royal, Premier and Midea Suites – just check which room you need and follow the signs or the map in this Guide.

If you are attending the PSMA24 awards dinner on Monday evening, this will take place in the Princess Suite, with drinks in the Windsor Lounge from 7.00pm. Again, further details can be found in this Guide.

## GENERAL INFORMATION

### Registration and badges

On arrival, make your way to the Windsor Lounge to pick up your delegate badge and bag. Please wear your badge at all times during the Conference – it's your entrance pass to the event.

### Sponsors

Please take the time during the event to visit our sponsors and learn about the latest industry developments. Adaptavist, BMC, Freshworks, HaloITSM, KTSLS, ManageEngine, PeopleCert and SITS have stands in the networking area where you can catch up with their representatives.

### Data privacy

We greatly value your privacy and will do everything we can to protect your personal data from misuse. Our sponsors receive contact details for ITSM24 delegates so that they can follow up after the event. Please let us know if you do not wish to be contacted and we will remove your name from the list.

We will also be having a photographer at the event, taking photos for our records and for future publicity. If you do not wish to appear in any published photos, please inform a member of the itSMF UK team.

### Social media

Please feel free to share your Conference experiences online. The hashtag #ITSM24 will bring you together with like-minded delegates – please remember it when you're tweeting about the sessions that you attend.

### Feedback

Do let us have your feedback on ITSM24. It is important and will help us with our plans for future events. You will find a QR code displayed on the screen at the end of each session. There's also a QR link to the general feedback page inside your jotter.

### Car parking and accessibility

There is ample free parking directly outside the building. The venue is also fully wheelchair accessible. If you need any assistance please contact 07977 575414 or ask at reception.

### Dress code

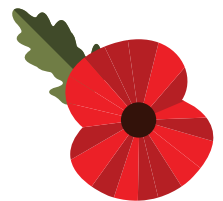
Conference: smart casual. Awards dinner: black tie and posh frocks (or smart).

### Questions?

Inevitably there will be things you need to know that are not covered by this Guide. If you have any questions during your time at ITSM24, please ask at the itSMF UK/registration stand or speak to one of the Conference team.

## ARMISTICE DAY

Please note that the first day of Conference this year falls on Armistice Day, and we will observe two minutes' silence at 11.00. Thank you in advance for your support.

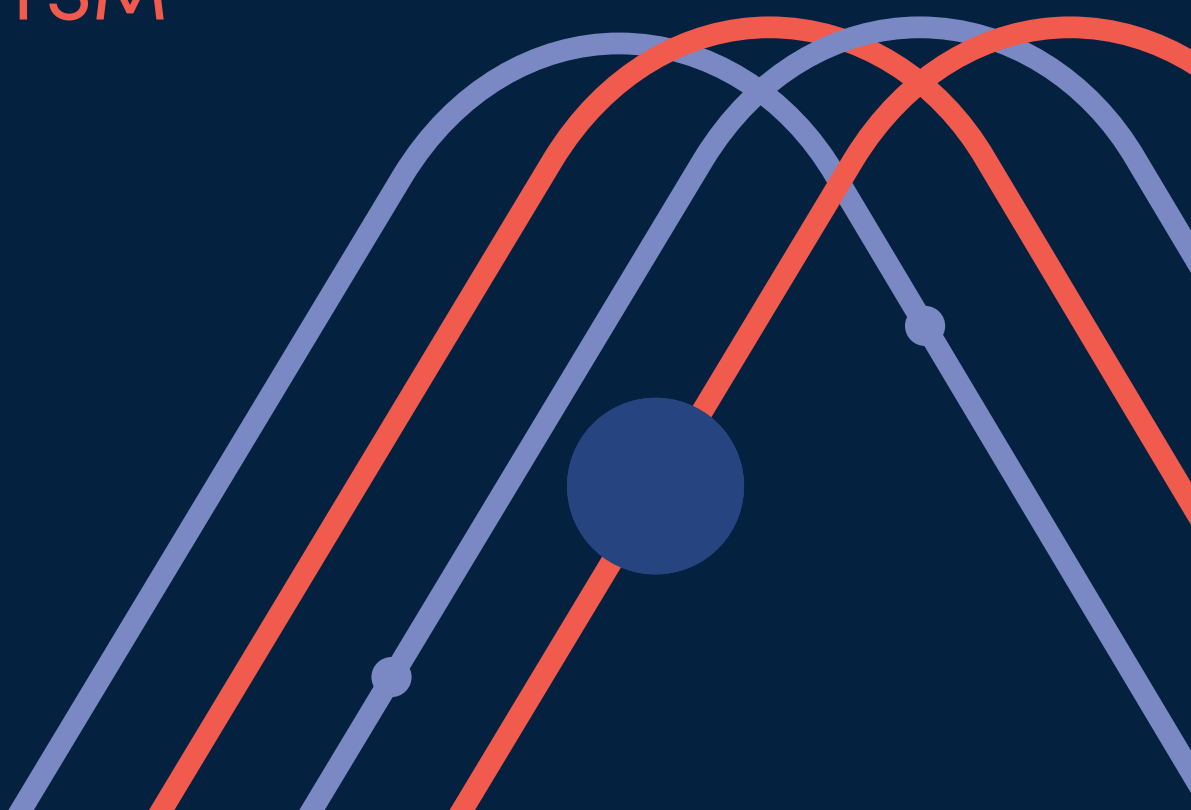




# BMC Helix ITSM

Accelerate innovation,  
delight customers, and  
solve problems fast with  
AI-enabled ITSM.

#HelixITSM



# MAIN SPONSORS



## Adaptavist

Adaptavist is a technology and innovative solutions provider that helps organisations boost agility and overcome the challenges of digital transformation. Five key practices shape our offerings: agile, DevOps, ITSM, cloud, and work management.

We're part of The Adaptavist Group, a global family of companies spanning over 1,000 employees globally with a 22,000+ customer base representing more than half of the Fortune 500. As a leading Platinum Atlassian partner, GitLab Select partner and AWS Advanced Tier Services partner, we are partnered with some of the world's most popular digital ecosystems. Technical capabilities and commitment to quality are at the heart of everything we do.

For more information, visit [www.adaptavist.com](http://www.adaptavist.com)



## BMC

BMC empowers 86% of the Forbes Global 50 to transform digital operations into opportunity. Our leading portfolio of AI-enabled software connects data, automation, and observability across the business, enabling each customer to become an Autonomous Digital Enterprise ready to seize competitive advantage in a world of constant change.

For more information, visit [www.bmc.com](http://www.bmc.com)



## Freshworks

Freshworks Inc. (NASDAQ: FRSH) makes it easy for companies to delight their customers and their employees. Our AI-powered customer experience and employee experience solutions increase efficiency and improve engagement for companies of all sizes. The result is happier customers and more productive employees. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 68,000 customers, including American Express, Bridgestone, Databricks, Fila, Nucor and Sony. For the freshest company news follow us on Facebook, LinkedIn, and X.

For more information, visit [www.freshworks.com](http://www.freshworks.com)

## HALOITSM

## HaloITSM

HaloITSM is a single, all-inclusive ITSM software solution. It will transform your current ways of working into intuitive, up-to-the-minute workflows, as well as give your teams the ability to deliver the very best service to customers and employees alike.

It won't just standardise your processes, but it will also deliver valuable analytics, so you can match your IT delivery to the true needs of your organisation, present, and future. Extend the use of HaloITSM to multiple departments and utilise additional modules at no extra cost - no hidden fees or locked away features— one product, one plan, one price.

For more information, visit [www.haloitsm.com](http://www.haloitsm.com)



## KTSL

We've been in the service management and integration space for over 25 years, providing expert professional services and business analysis, and leveraging our own and partner solutions to drive continuous improvement in any ITSM environment.

Whether your goal is to streamline processes, improve service and experience levels, boost self-service, automate, reduce risk, enable working anywhere, or drive the best value from your existing toolset, our experienced team will help you find the fastest route to reach your potential.

For more information, visit [www.ksl.com](http://www.ksl.com)



## ManageEngine

ServiceDesk Plus is the unified service management platform from ManageEngine, the enterprise IT management division of Zoho Corporation. ServiceDesk Plus combines IT service management essentials, asset management, and a CMDB with enterprise service management capabilities providing a comprehensive platform for designing, managing, and delivering IT and business services.

IT leaders can effectively execute and control intricate workflows across various business departments and IT functions using ServiceDesk Plus, thanks to its unrestricted extensibility, contextual IT and business integrations, and single-touch workflow automation capabilities.

Available both on-premises and as a SaaS solution, ServiceDesk Plus is an ideal choice for organizations looking for a value-oriented enterprise and IT service management platform that is secure and scalable.

For more information, visit [www.manageengine.com](http://www.manageengine.com)



## PeopleCert

ITIL® is the most widely used global framework of best practices for successful digital products and service management.

Overseen by PeopleCert, which ensures the development, administration, and quality assurance of ITIL certifications, ITIL is trusted by 82% of Fortune 500 companies and 800 government departments around the world.

ITIL certifications stand as a beacon of proficiency in managing IT services effectively, with research showing that 99% of enterprises that have integrated ITIL into their IT operating model are experiencing transformative enhancement of IT value and performance.

For more information, visit [peoplecert.org/itil-4](http://peoplecert.org/itil-4)



# Kepner-Tregoe - the antidote to chaos

Do your ITSM & Tech Support teams spend more time fire-fighting than delivering the world-class support your customers expect? Are recurring **incidents**, **problems**, and **escalations** hurting your reputation and bottom line?

We offer a range of solutions to suit the end-to-end needs of IT operations. Through a combination of training, coaching, consulting and simulation solutions, we drive real behaviour change that transforms your business.



**Find out more**





# KEYNOTE SPEAKERS

## OPENING KEYNOTE



Our keynote speaker this year is **Scotty Mills**, the highest-ranking black officer in the history of the Royal Marines who led Britain's Commandos around the world.

He shares his lessons of leadership and resilience working as a performance coach in the world of elite sport and business. As an advisor to the FA, he worked closely with Gareth Southgate, Harry Kane, and the England Football Team to help them reach the World Cup semi-final.

His book 'Never Give In' draws on his experiences in the Marines and shares how the 'commando' way of thinking provides elite performance and helps anyone reach targets and transform their way of thinking.

## AWARDS HOST

This year's award dinner special guest is **Ellie Taylor**, a comedian, actress, model, and presenter. A regular on panel and stand-up shows such as 8 Out Of 10 Cats, Live at the Apollo, and Mock the Week, she hosted series five of The Great British Pottery Throwdown, and was a contestant in the twentieth series of Strictly Come Dancing. She is part of the core cast of satirical shows The Mash Report and Late Night Mash and can also be seen on the multi award winning Ted Lasso.



## SUNDAY EVENING RECEPTION

Food, drink, and very good company will be available from 19.00 at Club 106 (right next door to the venue entrance) courtesy of our sponsors PeopleCert. Please do join us there if you arrive on Sunday – we'd love to meet you before the busy conference agenda commences and it's a great opportunity to network with industry colleagues.

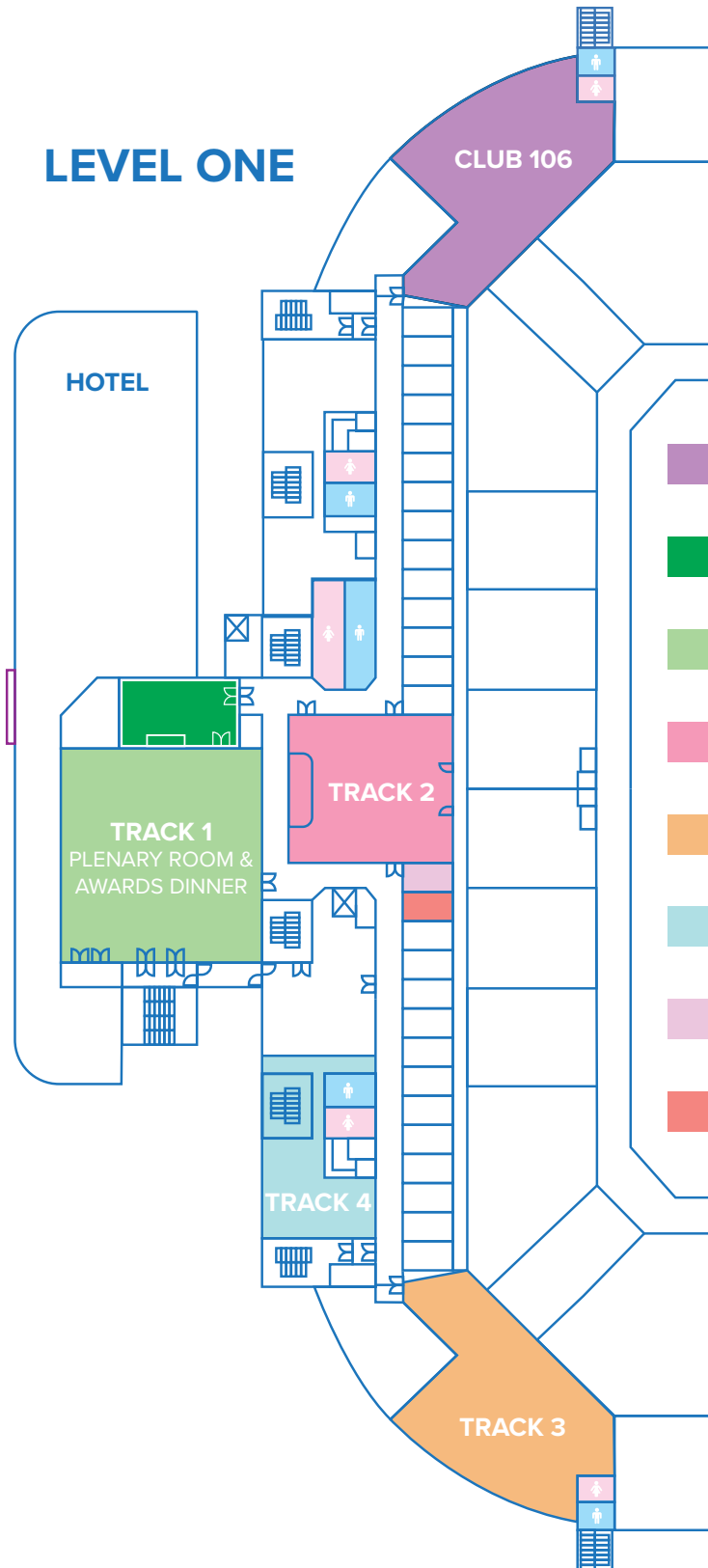










SPONSORED BY:  **PeopleCert**

# FLOOR PLAN



## LEVEL ONE



-  Club 106  
(Sunday Drinks Reception)
-  Windsor Lounge  
(Registration, Networking & Catering)
-  Princess Suite  
(Plenary Room, Track One & Awards Dinner)
-  Royal Suite  
(Track Two)
-  Premier Suite  
(Track Three)
-  Midea Suite  
(Track Four)
-  Meeting Room (Box 15)
-  Quiet Room (Box 16)



We build intelligent ITSM solutions to help IT teams **work smarter.**



Platinum Marketplace Partner



Platinum Solution Partner ENTERPRISE



### What to expect from our first-class ITSM solutions:



Fully customised and centred around overcoming your challenges.



Scalable to adapt to the future state of your organisation.



Empower and train your teams, to maximise adoption and ROI.



A solution that supports exceptional customer service and delivers true value.

### Our expert session:

#### “Plus ça Change, Plus c’est La Même chose - Reimagining Service Management”

Exploring the limitations of a module-based approach to Service Management tooling, and how AI can enhance both efficiency and productivity, empowering teams to deliver exceptional service in a rapidly evolving landscape.

Tuesday 12th November, 11:00am - 11:45am  
Track 2 (Royal Suite)



**Effie Bagourdi**  
ITSM Practice Lead,  
Adaptavist



**Akshay Anand**  
Principal Pre-Sales  
Consultant, Atlassian



Learn more about our ITSM solutions  
[www.adaptavist.com/solutions/itsm-and-esm](http://www.adaptavist.com/solutions/itsm-and-esm)

# CONFERENCE AGENDA

## MONDAY 11<sup>TH</sup> NOVEMBER 2024

08:30 – 08:50	Registration and refreshments			
08:50 – 09:00	Take your seats for the opening keynote			
09:00 – 09:20	Conference opening – Claire Drake, itSMF UK Chair			
09:20 – 09:30	itSMF UK operations update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:30 – 10:00	Keynote – Scotty Mills, Guest Speaker			
10:00 – 10:15	Refreshments and networking			
	Track 1 – Princess Suite	Track 2 – Royal Suite	Track 3 – Premier Suite	Track 4 – Midea Suite
10:15 – 11:00 2 minute silence	<b>1 Automating IT operations in defence</b> Lucy Murray Brown, Defence Digital & Nigel Gill, AtkinsRéalis	<b>8 Don't just stop at Ops: using AI-Ops from event to end user</b> Aaron Perrott, KTSL	<b>15 From chaos to collaboration: DevOps and service delivery</b> Hannah Hammonds & Andy Norton, Prolific	<b>22 Incident management to problem management – IM2PM</b> Jonny Wilson & Emma Loughlin, Barclays
11:10 – 11:55	<b>2 Adopting agile for continual service improvement</b> Bhuvana Sriharimohan & Munir Patel, ITV	<b>9 Shaping the future of ITIL: innovations, insights, and community engagement</b> Markus Bause, PeopleCert	<b>16 Selling service integration</b> Claire Agutter & Stephanie Ward, Scopism	<b>23 GenAI: what potential does it have to transform service management?</b> James Warriner & Mark Herring, Precision Bridge
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	<b>3 Unleashing the collective genius: the power of the NHS service desk community</b> Sally Bogg, NHS England	<b>10 Navigating the unseen - unveiling the magic of 'measuring service management'</b> Michelle Major-Goldsmith & Simon Dorst, Kinetic IT	<b>17 The \$10.5 trillion cyber threat: incident strategies for survival</b> Clive King & Conor Horgan, Kepner-Tregoe	<b>24 Humanising IT: the missing experience ingredient in ITSM</b> Katrina Macdermid, HIT Global
13:50 – 14:35	<b>4 Fix – improve – transform. Service management transformation at MS Amlin</b> Mark Twomey, Xcession & Gary Overbury, MS Amlin	<b>11 ITAM strategies to supercharge your IT service operations</b> William J Lynch & Dennis Wahome, Freshworks & Rupert Bradley, Device42	<b>18 Five top tips for unlocking effective IT communication</b> Emma Irwin, BT	<b>25 Implementing XLAs in real life</b> Neil Keating, Experience Collab
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	<b>5 Service innovation of the year award 2023: service compliance at Vodafone</b> Jason Hamer, Vodafone	<b>12 Increasing customer satisfaction – a fresh approach</b> Georgina Walton, Irwin Mitchell	<b>19 The (ITSM) world is not enough!</b> Alex Cosma, Square-Enix	<b>26 Improving the passenger experience at our airports with IT support services</b> Andy Jenner, ESP Global Services
15:45 – 16:30	<b>6 Humanising ITSM and changing behaviours at DLA Piper</b> Venessa Moores & Craig Richardson, DLA Piper	<b>13 Enterprise service management: driving user experience, integrating employee hubs and optimising service desk practices</b> Tom Monaghan, HaloITSM	<b>20 Transforming to a zero touch service desk</b> Neville Hughes, Brillio	<b>27 How to speak with confidence when you feel like an imposter</b> Akshay Anand, Atlassian UK
16:35 – 17:20	<b>7 Paradigm shift: from oversight to empowering IT changes</b> Roger Fischlin, Materna Group	<b>14 Military values in IT service management</b> Cristan Massey, Pearson	<b>21 What's the story, monitoring glory</b> Robert Gething & Geoff Soper, IPO	<b>28 IT service management: on the road to net zero carbon</b> Tuuli Bell, The ESG Institute
17:20 – 18:00	Delegate drinks and networking			
18:00	Conference close			
19:00 – 19:30	PSMA24 Pre-dinner drinks			
19:30 – 00:00	PSMA24 Awards Dinner with special guest, Ellie Taylor			

## TUESDAY 12<sup>TH</sup> NOVEMBER 2024

08:30 – 09:00	Registration and refreshments			
	Track 1 – Princess Suite	Track 2 – Royal Suite	Track 3 – Premier Suite	Track 4 – Midea Suite
09:05 – 09:50	<b>29 Introducing a world-class service at DWP</b> Darren Smith & Simon McCarthy, DWP	<b>35 The Future of Service Management</b> Jamie Swales, BMC Software & James Dicker, Johnson Matthey	<b>41 Synergizing DevOps: Unleashing service readiness for business excellence</b> Jess Cocke, Vodafone	<b>47 Simulating success: a journey through experiential learning in higher education</b> Sandra Whittleston & David Bowers, The Open University
09:55 – 10:40	<b>30 Enterprise service ownership at Direct Line Group</b> Mark Curry, Direct Line Group	<b>36 Service management beyond the office: lessons from life's disruptions</b> Andy Ferguson, University of Birmingham	<b>42 Sassy chaos</b> Simone Jo Moore, Humanising IT & Vawns Murphy, i3Works	<b>48 ITSM &amp; AI: six letters that totally make sense together</b> James Finister, Independent & Roman Zhuravlev, PeopleCert
10:40 – 11:00	Refreshments and networking			
11:00 – 11:45	<b>31 Our customers (not stats) are driving service improvement</b> Paula Thomsen & Heather Gubb, Aviva	<b>37 Plus ça change, plus c'est la même chose - reimagining service management</b> Effie Bagourdi, Adaptavist & Akshay Anand, Atlassian	<b>43 Is agile good for us?</b> Maria Sansom, BT	<b>49 Service design &amp; transition: from a 'tax' on projects to a service that all want to use</b> Chris Good & Stef Smith, Mason Advisory
11:50 – 12:35	<b>32 Embracing autonomy: transitioning to federated IT change enablement</b> Michelle Fiedler & Helen Thatcher, NHS England	<b>52 A reliable, repeatable and adaptable service design model</b> Chevonne Hobbs, Illuminet Solutions	<b>44 How DevOps and ITSM combine to create value</b> David Tomlinson, QA	<b>50 Service management in a product world: navigating change and agility</b> Darren Rose & Amanda Kirby, FSP Consulting
12:35 – 13:30	Lunch and networking			
13:30 – 14:15	<b>33 ITSM In-house consulting as a service</b> Jutta Roepper, Allianz Technology	<b>39 Reinforcing ITSM frameworks with security principles from the Cyber Essentials</b> Kumaravel Ramakrishnan, ManageEngine	<b>45 Why are organisations not using machine learning to significantly reduce their MTTR yet?</b> Jaro Tomik, CDW	<b>51 The five 'why bothers' of problem management</b> Ian MacDonald, Edenfield IT Consulting
14:20 – 15:05	<b>34 Core to value for service management success</b> Barclay Rae, Barclay Rae Consulting	<b>40 Embedding transformative ITSM for an international speciality insurance firm</b> Callum Carlile, Automation Consultants & Andrea Moscatelli, Convex Insurance	<b>46 Service Management with our mind as the Service!</b> Róisín Weaver, CGI	
15:10	Conference Ends			

### SPONSORED BY:





Join us for an evening of celebration and networking

**PSMA24 offers a great opportunity to highlight the achievements of IT service management individuals and teams, whose skills, commitment and imagination have marked them out for special recognition.**

The winner in each category will be revealed at our gala awards dinner on 11th November in Reading. Please join us to celebrate with this year's finalists!

Note that you can find out more about the Team, Service Innovation and Young Professional of the Year finalists by viewing their videos at [www.itsmf.co.uk/psma24](http://www.itsmf.co.uk/psma24).

Dress code: Black tie or smart

**With special guest Ellie Taylor**



## CONTENT OF THE YEAR

Awarded to the author of the best article published by itSMF UK during the last year, the winner chosen by online vote. In future years this will replace our Thought Leadership category. We welcome blogs, vlogs, and papers from all members for publication – please submit them to [publications@itsmf.co.uk](mailto:publications@itsmf.co.uk)

### Finalists...

- **The Big 5 in ITSM: addressing the mental health crisis**  
Daniel Breston
- **The Golden Guidelines of ITSM practice ownership**  
Barry Corless, CGI
- **Business transformation at Bletchley**  
Simon Rolley, DWP

## ITSM TEAM OF THE YEAR

Awarded to the members of a team that have supported their customers in providing inspirational service delivery and significant business benefit. They will have successfully built trusted relationships with the business to co-create value or adapted their ways of working to support business innovation while simultaneously improving the maturity of service management within their organisation.

### Finalists...

- **DirectLine Group Service Architecture & Enablement**
- **DWP Children Live Service Support**
- **Vodafone Global Service Management**

## SERVICE INNOVATION OF THE YEAR

Awarded to an organisation that has completed a service transformation project or implemented a solution to a major service-related issue in the last year, either alone or in partnership with one or more service providers. The successful organisation or partnership will have demonstrated ingenuity in their approach, highly effective management skills, excellent communications and stakeholder engagement, and efficient use of available resources. In addition, the organisation may have adapted new or agile ways of working in order to innovate at velocity.

### Finalists...

- **Arup Change & Configuration Management**
- **BT Business Managed Service Configuration Management**
- **Square Enix Service Management**
- **Vodafone Service Management/DevOps Integration**

## itSMF UK CHALLENGE CUP

Presented to the winner of this year's new Challenge Cup competition, in which 28 teams from member organisations took part in a contest based on SXP's RUN-IT simulation, running IT services for a fictitious airline.

### Winner...

- **GLEIF**

## YOUNG ITSM PROFESSIONAL OF THE YEAR

Awarded to an individual under the age of 30 who has demonstrated an outstanding level of achievement, ability and team support in the early years of their ITSM career, and who also promises great potential for future success.

### Finalists...

- Rhys Elis Jones, CGI
- Anna Hyland, Brillio
- Shannon Metcalfe, Barclays Bank
- Shannon Stronge, BT

## ASHLEY HANNA CONTRIBUTOR OF THE YEAR

Awarded to an individual who has made a very significant contribution to the service management profession, either as an itSMF UK volunteer, as a highly dedicated team member within their own ITSM organisation, or in some other way within the community. The individual may be well known for their commitment and achievements, but equally we'd like to hear about any 'unsung heroes' who consistently go the extra mile. This award is named after a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna – who passed away in 2013.

### Finalists...

- Sally Bogg, NHS Digital
- Kirsten Elsworth, Barclays Bank
- Neil Keating, Bright Horse
- Stephanie Ward, Scopism

## DAVE JONES INSPIRATIONAL LEADERSHIP AWARD

Dave Jones was a popular member of itSMF UK and an influential service management professional for many years. This award, recently introduced in his memory, highlights the achievements of an individual who has demonstrated inspirational leadership within the ITSM world over a significant period.

## PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD

Presented annually to an individual who, in the judges' view, has made a sustained and outstanding contribution over a number of years to the field of IT service management and to itSMF UK. It is the organisation's ultimate recognition for IT service management professionals.

## Itinerary

- 19.00** Pre-dinner drinks in networking area
- 19.30** Doors open
- 19.40** Welcome – Claire Drake, Chair, itSMF UK
- 19.45** Dinner
- 21.00** PSMA24 Awards Ceremony, Special guest Ellie Taylor
  - Content of the Year
  - ITSM Team of the Year
  - Service Innovation of the Year
  - itSMF UK Challenge Cup
  - Young ITSM Professional of the Year
  - Ashley Hanna Contributor of the Year
  - Dave Jones Inspirational Leadership Award
  - Paul Rappaport Lifetime Achievement Award
- 22.00** Entertainment and bar
- 00.00** Entertainment closes (bar until 1.00)



# MONDAY - OPENING SESSIONS

## > Conference opening

09:00 - 09:20

itSMF UK Chair Claire Drake welcomes attendees and discusses recent developments in service management.

## > Operations update

9:20 – 9:30

Graham McDonald and Mark Lillycrop provide an update on itSMF UK member services and preview the conference.

## > Opening keynote

9:30 – 10:00

Scotty Mills is the highest-ranking black officer in the history of the Royal Marines and led Britain's Commandos around the world. In this keynote he shares his lessons of leadership and resilience working as a performance coach in the world of elite sport and business.

# MONDAY - TRACK 1 (PRINCESS SUITE)

## 1. Automating IT operations in defence

**Lucy Murray Brown, Defence Digital & Nigel Gill, AtkinsRéalis**

10:15 - 11:00

Building on our successful presentation last year, this joint session will outline the challenges faced by the Ministry of Defence in automating IT Ops and making the transition from ITIL v3 to ITIL 4. The presentation will explain the rationale for making the changes, the context, and the approach taken to develop and implement revised policy. The scale and complexity of the Ministry of Defence brings its own challenges but delivering change on such a scale, concurrent with supporting military operations in Ukraine and the Middle East, adds another dimension. The speakers will explain how they overcame those challenges and outline the lessons other organisations can draw for their experience at the Ministry of Defence.

## 2. Adopting agile for continual service improvement

**Bhuvana Sriharimohan & Munir Patel, ITV**

11:10 - 11:55

This session is about adopting Continual Service Improvement (CSI) in an agile manner through a flexible but structured approach. At ITV we strive to embed a culture of CSI across all our service management and operational capabilities to achieve a consistent way of improving services. We start small and simple and gradually extend this approach to all our capabilities and pillars, so it is a journey with abundant learning opportunities along the way - and we enjoy learning!

## 3. Unleashing the collective genius: the power of the NHS service desk community

**Sally Bogg, NHS England**

13:00 - 13:45

In today's ever evolving IT landscape service desks face increasing pressure to deliver exceptional customer experience whilst maintaining efficiency and driving down costs. What if there was a hidden treasure trove of knowledge and good practice just waiting to be found? Well guess what ... there is! The NHS Service Desk Centre of Expertise is a community that is helping people to understand and address some of the challenges faced by modern service desks. Our ambition is to provide support and guidance to enable teams to build and enhance the service desk capabilities within their own organisation. The Centre is supported by practical guidance that is collated and developed from across the NHS service desk community. With over 80 members already the NHS Service Desk Centre of Expertise is a lively community where members are actively sharing experiences and knowledge to solve real world problems. Join us for a session packed with practical examples of the benefit of co-creation and learn how you too can harness the collective power of communities.

## 4. Fix - Improve - Transform. Service management transformation at MS Amlin

**Mark Twomey, Xcession & Gary Overbury, MS-Amlin**

13:50 - 14:35

MS Amlin's initial implementation of ServiceNow was in 2020, and it was quickly recognised that this installation was prohibiting, rather than enabling, Amlin Business Services (ABS) IT from delivering a 'client-centric' service to our legal entities. It was actually contributing to inefficiencies across ABS IT. In response to this challenge a Fix-Improve-Transform (FIT) programme was introduced, supported by Xcession. The changes made have provided a scalable solution that supported ABS' strategy to transform from an internal back-office function to a high-quality service company servicing the needs of all legal entities. This is a classic, but successful, journey across two years, taking ABS from an immature service provider to a mature organisation. The FIT programme has laid the foundation for the next layer of transformation - a full TCO programme allowing each layer of service within ABS to be appropriately costed and optimised.

## 5. Service innovation of the year 2023: service compliance at Vodafone

**Jason Hamer, Vodafone**

14:55 - 15:40

This session offers an overview of the Vodafone service compliance journey from inception to value realisation, the challenges, successes and lessons learned along the way. This is the story that won us the PSMA service innovation of the year award 2023.



## 6. Humanising ITSM and changing behaviours at DLA Piper

**Venessa Moores & Craig Richardson, DLA Piper**

15:45 - 16:30

Embarking on a transformative journey, our encounter with a third party directing our processes in ServiceNow spurred the creation of the ITSM Office, reshaping our organisation's relationship with ITSM. Our story revolves around humanising processes and revolutionising perceptions of ITSM. Previously seen as a bureaucratic entity, ITSM was laden with admin tasks and viewed as a hindrance to progress. Enter the ITSM Office: we standardised and automated operations, challenged expectations, and championed an Enterprise Service Management (ESM) environment. We empowered stakeholders, turning processes upside down to prioritise information usability and usefulness. Unconventional decisions led to the removal of redundant meetings, reports, and admin tasks. Today, ITSM is a catalyst for empowerment, enabling teams to autonomously manage workloads, make decisions impacting technology and resources, and foster progress. We don't merely adhere to processes; we live them, providing governance, ensuring quality, and offering unified perspectives through dynamic dashboards. This is our story.

## 7. Paradigm shift: from oversight to empowering IT changes

**Roger Fischlin, Materna Group**

16:35 – 17:20

In ITIL 4 there's a shifting focus from controlling to fostering changes, with change management becoming change enablement. Change Advisory Boards (CABs) are omitted from the ITIL Foundation textbook, with Practice Guides cautioning: "[CABs] often become bottlenecks for the organisation's value streams. They introduce delays and limit the throughput of the change enablement practice." Unfortunately, AXELOS does not address why this former best practice is now scorned as a bureaucratic monster, and why CAB meetings might be dispensable. Neither do they provide a detailed recommendation for change approvals as in ITIL 2011. DevOps thought leaders Forsgreen, Humble and Kim recommend peer reviews as lightweight change approvals in "Accelerate", empirically concluding that "approval by an external body (such as a manager or CAB) simply doesn't work to increase the stability of production systems". However, they only indirectly mention reasons. In this presentation, we look at and compare both approaches – change management as a means of control and as a promoter of a DevOps culture with rapid changes. We illustrate how these approaches differently handle risks from changes, laying the groundwork for lightweight change approvals. We identify conditions supporting peer reviews as an approval method to achieve the goal of modern change management, facilitating changes without jeopardising stability.

# MONDAY - TRACK 2 (ROYAL SUITE)

## 8. Don't just stop at Ops. Using AI-Ops from event to end users

**Aaron Perrott, KTSL**

10:15 - 11:00

In this session we look at what AI Ops is all about and the typical problems it is trying to solve. Focusing on mean time to know and resolve, we will look at the AI Ops integrated architecture and its underlying principles. We will also consider why ALL data is so crucial to AI Ops, from user to event, and where to start!

## 9. Shaping the future of ITIL: innovations, insights, and community engagement

**Markus Bause, PeopleCert**

11:10 - 11:55

Join us for an exclusive opportunity to delve into the latest developments and strategic advancements in the ITIL framework with Markus Bause, VP Product at PeopleCert. With a pivotal role in shaping the future of ITIL, Markus will provide a comprehensive overview of the past 15 months, highlighting significant updates and innovative changes. Discover the key enhancements that have been made, including the revision of the Practice Guides and the introduction of new, practice-based qualifications designed to elevate ITIL proficiency. Another major milestone has been the launch of the Accreditation Programme for ITSM Tool Vendors (ATV), ensuring top-notch quality and compatibility in ITSM solutions. But this session isn't just about information. Markus is eager to engage with the community, listen to your insights, and gather valuable input. This is a unique chance to influence the direction of ITIL and contribute to its future.

## 10. Navigating the unseen - unveiling the magic of 'measuring service management'

**Michelle Major-Goldsmith & Simon Dorst, Kinetic IT**

13:00 - 13:45

Much like wizards orchestrating spells without ever revealing their secrets, service management (including service integration or SIAM) practitioners perform their magic behind the scenes, ensuring that the elements of service seamlessly align, all while eschewing the spotlight. Process owners, service integrators, and their mystical ilk may not wield tangible tools or cast technical spells, yet their influence echoes through the very fabric of successful business outcomes. How does one measure the effectiveness of these modern-day sorcerers who navigate these unseen realms of service integration and management? This is the question at the heart of our presentation. Join us on this quest as we unveil the magic of service management measuring, offering insights that go beyond the theoretical, revealing practical, real-world examples and recommendations that conjure a deeper understanding of this mystical art.



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## 11. ITAM strategies to supercharge your IT service operations

**William J Lynch & Dennis Wahome, Freshworks & Rupert Bradley, Device42**  
13:50 - 14:35

In today's fast-paced digital landscape, IT service operations must be agile, efficient, and resilient to meet growing business demands. To stay ahead, IT teams need an advanced ITAM strategy that integrates seamlessly with service operations, providing end-to-end visibility and control over the entire IT environment. Join Freshworks and Device42 as they explore 5 key ITAM strategies that will help you supercharge your IT service operations in 2025. Learn how these best practices can enhance asset visibility, boost productivity, reduce operational risks, and streamline incident response.

## 12. Increasing customer satisfaction – a fresh approach

**Georgina Walton, Irwin Mitchell**  
14:55 - 15:40

Gathering quality customer feedback in order to make tangible differences that you can measure is always a challenge. We tackled this in Irwin Mitchell by piloting an initiative with our Client Insights team who manage the external client feedback we receive via Trust Pilot and NPS (Net Promoter Score). They rolled out internal iNPS across the business and asked one single question – would you recommend our IT services? This session will talk about our rollercoaster journey over the last 2 years, from the devastation of our initial score and negative feedback, through how we analysed the data, and the step changes and initiatives we have implemented to steadily improve both the customer experience and the business perception of our IT services. Through resilience and determination, we have successfully increased our scores by over 40% and moved from an IT department that our colleagues felt they only used because it was mandatory, to one that they would happily endorse to others.

## 13. Enterprise service management: driving user experience, integrating employee hubs and optimising service desk practices

**Tom Monaghan, HaloITSM**  
15:45 - 16:30

Join Tom, Enterprise Account Executive at HaloITSM, to understand the importance of enterprise service management for the modern organisation. Tom will discuss technological communication, a 'how to' on streamlining efficiency across the hybrid work environment, and demonstrate how we can build collaboration and efficiency via seamless integration with communication tools.

## 14. Military values in IT service managements

**Cristan Massey, Pearson**  
16:35 - 17:20

itSMF UK's Armed Forces Community of Practice (CoP) is delving into the intersection of military values and ITSM and

embarking on its first white paper. The objective is to offer a comprehensive exploration of how the discipline and principles traditionally associated with the military can be strategically adapted for efficacy in the dynamic realm of IT service management. The initiative aims not only to present a nuanced perspective but also to debunk myths, providing invaluable insights for attendees. As the Armed Forces COP takes centre stage, anticipate a thought-provoking discussion that not only sheds light on the relevance of military values but also sparks creativity for attendees to carry away.

# MONDAY - TRACK 3 (PREMIER SUITE)

## 15. From chaos to collaboration: the DevOps and service delivery revolution

**Hannah Hammonds & Andy Norton, Prolific**  
10:15 - 11:00

How often have you seen service delivery really work within a DevOps environment? How many times have you read the phrase 'DevOps' but really wondered what it means? Ever heard that blending DevOps and service delivery practices "sounds great but it won't work here"? The call for change is loud, clear, and unavoidable. Through our combined experience working at a Y-Combinator backed start-up, as well as a unicorn scale-up, we want to share an exciting journey where the world of DevOps meets the pursuit of service delivery excellence. We want to offer valuable insights, best practices, and practical strategies that enable organisations to break down silos, take the best of both worlds and truly start a revolution. We will explore the core principles of DevOps and explain how empowered teams drive product development. This talk is not just a retelling of our transition; it's a blueprint for revolutionising your approach to software delivery and operational excellence. Whether you're just embarking on your DevOps journey or seeking to enhance your service delivery offering, this talk will equip you with the insights and inspiration to raise the bar for what your business can achieve. Join the service delivery revolution!

## 16. Selling service integration

**Claire Agutter & Stephanie Ward, Scopism**  
11:10 - 11:55

Many organisations experience the challenges of a multi-supplier environment but often hesitate to adopt a more integrated approach due to concerns about cost and effort. Fresh from the giant brains of the Scopism SIAM community, in this session Claire and Steph will address these concerns by discussing how to sell SIAM to the board and build a sound business case for transformation. The SIAM pitch, developed by community members, helps tackle the board by highlighting industry challenges and external drivers to not only address operating model barriers but also identify how to obtain that competitive edge. The session addresses the risks associated with maintaining the status quo versus implementing a full SIAM transformation, and looks at how SIAM complements and extends traditional ITSM frameworks whilst considering

the mindset shifts required. Attendees will leave the session with the ability to evaluate their organisation's requirements for an integrated approach. They will also gain insights into the essential steps needed to develop a business case and the anticipated outcomes.

## 17. Navigating the \$10.5 trillion cyber threat: incident strategies for survival

**Clive King & Conor Horgan, Kepner-Tregoe**

13:00 - 13:45

The estimated damages from cybercrime in 2025 are \$10.5 TRILLION. That's 3rd only to the Chinese and US economies in size. It equates to roughly \$350 for each of the 29 billion internet connected devices. Unfortunately, these attacks are inevitable and all organisations are vulnerable. So how well equipped are you when the inevitable happens? Our lively and frank presentation will explain how to best prepare for the storm. The solution space contains many components: cloud, commercial third-party, open source and in-house code. Trends such as virtualisation and cloud infrastructure may further impact the ability to effect timely resolution. So how do we equip ourselves to deal with the inevitable and reduce the 'blast radius'? Effective strategy, governance and clear thinking are key. We share our experience of using Kepner-Tregoe's critical thinking approaches for managing cyber security major incidents more effectively. We discuss how to bring order to chaos by organising communication into four distinct patterns ('colours') of thinking, each aligned with KT's four core critical thinking methodologies. We share how this approach brings clarity to assess the situation and prioritise next steps; clarify and diagnose the problem; select the best restoration fixes; and ensure those fixes minimise risk to the business.

## 18. 5 top tips to unlocking effective IT communication

**Emma Irwin, BT**

13:50 - 14:35

In today's dynamic IT landscape, mastering effective communication is paramount. In this session I plan to delve into five indispensable top tips for professional communications. Tip 1: Document for a lasting reference, fostering clarity. Tip 2: Establish forums, encouraging diverse perspectives and comprehensive insights. Tip 3: Embrace multi-channel approaches, enhancing accessibility and engagement. Tip 4: Infuse humanity into interactions - be open, original, and memorable. Tip 5: Keep it short! Elevate your communication toolkit, navigating the IT landscape with precision and fostering a culture of collaboration. Join us in exploring the power of effective communication, where each tip is a key to unlocking professional success.

## 19. The (ITSM) world is not enough - steps towards enterprise service management

**Alex Cosma, Square-Enix**

14:55 - 15:40

Welcome to the Enterprise Service Management (ESM) round table - practical steps to support your ESM evolution

and bring more value to your business and customers. We are living in a fast paced world, where change is everywhere and digital is pretty much the norm. As IT is such an integral part of most businesses, we have an opportunity to shine a light on everything we have learned whilst managing IT services and share our secrets with the wider business. If you're asking yourself the following questions, then this is a session for you.

- Where should I start my ESM journey?
- What if the business is not buying in?
- Why should we move towards ESM?
- What if my remit is mainly focused on IT and senior sponsorship support is lacking?
- How do we demonstrate ROI?

During our time together I will share how I helped my organisation move from ITSM to ESM by leveraging business relationships, shared processes and responsibilities; all without a dedicated budget or remit for the move. At the end of the session we will look at the challenges that lie ahead and seek to walk away with a plan of action that will position service management front and centre in business value based conversations.

## 20. Transforming to a zero-touch service desk

**Neville Hughes, Brillio**

15:45 - 16:30

Employee needs are changing: the traditional 'one size fits all' service desk can be expensive and is not necessarily leading to the outcomes they need or want. A zero-touch service desk, designed to utilise a number of best practices to provide the service employees both need and want, could be the answer. During this session, Neville will explain how combining multi-faceted support, proactive management, AI and data-driven management can lead to the right outcomes for the organisation, the employees and service providers. Less disruption and faster resolution times = improved productivity and reduced cost of support!

## 21. What's the story, monitoring glory

**Robert Gething & Geoff Soper, IPO**

16:35 - 17:20

In this session, we discuss the challenges and benefits of implementing a new monitoring strategy on transformed services at the Intellectual Property Office.

# MONDAY - TRACK 4 (MIDEA SUITE)

## 22. Incident management to problem management – IM2PM

**Jonny Wilson & Emma Loughlin, Barclays Bank**

10:15 - 11:00

With a large global operation across multiple technology command centre teams at Barclays Bank, the 'handshake' between major incident management and problem management is required to be seamless and efficient. It needs to provide a consistent service to support the stability of a global financial operation. This session describes the maturing model for our Major Incident

Management to Problem Management (IM2PM) process, its cultural development and the benefits it can offer. It also discusses the challenges and additional offerings provided across teams to complete a well-rounded major incident and problem management operation.

## 23. GenAI: what potential does it have to transform service management?

**James Warriner & Mark Herring, Precision Bridge**  
11:10 - 11:55

It's time to form your own opinion on how far GenAI can transform service management. In this session you will learn how GenAI actually works, its potential and its limitations. We will answer questions like:

- what differentiates GenAI from other forms of AI?
- why is data crucial for the functioning of GenAI? and
- how will it affect service management organisations and roles now and in the future?

## 24. Humanising IT: the missing experience ingredient in ITSM

**Katrina Macdermid, HIT Global**  
13:00 - 13:45

When was the last time you heard, "Our IT department is fantastic"? Despite adopting numerous frameworks, participation in IT restructures, and adoption of new IT service management tools, there's a prevailing belief that there's room for improvement in IT service management. Moreover, while organisations in the service industry invest heavily in understanding their customers, their needs, and their motivations to create exceptional experiences, this level of attention rarely extends to IT service management. So, how can we evolve traditional ITSM processes? And how do we foster a mindset and work approach that prioritises people over processes or tools? The answer lies in Humanising IT. Join Katrina as she explores her concept of Humanising IT and how embracing this innovative approach to ITSM has prompted major organisations to reconsider their approach to designing IT service management. In this session, you will discover how to initiate the creation, delivery, and support of IT services that prioritise the human experience—to create the right experience.

## 25. Implementing XLAs in real life

**Neil Keating, Experience Collab**  
13:50 - 14:35

IT departments are under pressure to implement proper experience metrics and to move from SLA to XLA (or a mixture of the two) but how can they do this? Who has done this already and what can we learn from it? This session is a practical step by step guide based on years of experience in hands-on XLA implementations and will show delegates where to start and what steps to take as they progress on their XLA journey. The session will answer the questions:

- Who has done this?
- What are the benefits?
- What is a real XLA?
- Where should I start measuring experience?
- What are my first steps?
- What are the common pitfalls to avoid?
- Is there a step-by-step guide to follow?

The session will outline a repeatable method that has been built from the good and bad experiences of delivering hundreds of XLA design projects, providing the audience with a practical guide through the challenges of implementing XLAs in real life.

## 26. Improving the passenger experience at our airports with IT support services

**Andy Jenner, ESP Global Services**  
14:55 - 15:40

This presentation delves into the increasing reliance of airports and airlines on technology to ensure a seamless passenger experience and the critical importance of quick service restoration when disruptions occur. With over 30 years of experience in the aviation industry, ESP Global Services has become a key player in delivering IT support to essential elements of airport operations. The presentation will explore how ESP has harnessed technology, innovative applications, and expert resources, combined with dynamic scheduling and preventative maintenance, to significantly reduce downtime and minimise the impact of outages on key passenger processes. A significant focus will be on the adaptations and enhancements made to our ServiceNow platform, demonstrating how these innovations enable airports and airlines to maintain operational efficiency and enhance the overall passenger experience.

## 27. How to speak with confidence when you feel like an imposter

**Akshay Anand, Atlassian UK**  
15:45 - 16:30

When I get on stage in front of an audience, even if it's my own team, I often feel like I don't belong in the room, even when I have the credentials and achievements to prove it. Do you ever, like me, doubt your abilities and fear being exposed as a fraud or a fake? If so, we're not alone. We're experiencing imposter syndrome, a common phenomenon that affects many people in different fields and roles. But over the years, I've developed a set of strategies and tools that help me boost my confidence and overcome my self-doubt, and I want to share them with you. In this session, you will learn:

- What imposter syndrome is and why it affects so many people
  - How to recognise and challenge the negative thoughts and feelings that fuel imposter syndrome
  - How to use practical techniques and tips to prepare, deliver, and follow up on your presentations
  - How to help others overcome their imposter syndrome.
- Whether you're a seasoned speaker or a novice, this session will help you speak with confidence and authenticity, even when you feel like an imposter.

## 28. IT service management: on the road to net zero carbon

**Tuuli Bell, The ESG Institute**  
16:35 - 17:20

IT leaders hold a pivotal role in steering their organisations towards sustainable practices in an era when achieving net zero is imperative to counter climate change. The UK's

commitment to net zero emissions by 2050 sets a clear mandate for change, placing ITSM at the forefront of this transformation. This presentation demystifies the journey to net zero for IT professionals, breaking down complex terminologies and concepts into accessible insights. In this session Tuuli will elucidate the integral role of ITSM in not only reducing the direct carbon footprint of IT operations (Scope 1 and 2 emissions) but also in influencing broader organisational impacts (Scope 3 emissions). Through practical examples, attendees will learn how to integrate sustainability into ITSM frameworks, leverage innovative technologies for efficiency, and adopt best practices that align with global standards. The session promises actionable takeaways, empowering ITSM leaders to draft their roadmap towards a sustainable 2025 and beyond. Attendees will leave equipped with the knowledge and inspiration to champion sustainable change within their organisations, contributing to a healthier planet and a resilient, future-proof IT sector.

## TUESDAY – TRACK 1 (PRINCESS SUITE)

### 29. Introducing a world-class service at DWP

**Darren Smith & Simon McCarthy, DWP**  
09:05 – 09:50

DWP Service Operations delivers core service management capabilities to one of the largest IT estates in Europe. In this session we will detail the highlights of the 'world class service' that ensures the payment of £265 billion of benefits annually to the most vulnerable in society every year.

### 30. Enterprise service ownership at Direct Line Group

**Mark Curry, Direct Line Group**  
09:55 – 10:40

Technology is a strategic enabler for any business, providing the digital engine for customers. Whatever the technology, work does not stop when it is 'live'. It needs on-going care and attention. In short, technology is for life. This is why we must treat all our technology as services – not just static platforms or applications – more like living things needing food, water and shelter, allowing them to provide a consistent customer experience whilst growing and changing over time. We need to keep listening to customer feedback and make improvements for as long as they are in use, whilst maintaining secure operational rigour and financial control. And to achieve this, we need a custodian (owner) for all our technologies. In this session, Mark Curry, Head of Service Architecture & Enablement at Direct Line Group, will share the multi-year journey they've been on, implementing a service architecture that complements the enterprise architecture and a model for technology service ownership underpinning this across the group.

### 31. Our customers - not stats - are driving service improvement

**Paula Thomsen & Heather Gubb, Aviva**  
11:00 – 11:45

As a company with a strong track record, we've existed for over 325 years and are the no 1 insurer across all our markets. That legacy is fantastic, but it does mean from a service management perspective that we have hundreds of applications and multiple product types to support, from many suppliers. Some of the applications and infrastructure are managed in-house, and a large proportion through third and fourth parties. It can be very complicated. Our customers don't care about the complexity; they just want the service they are buying and expect. Historically we've used traditional ITIL measures as our yardstick to measure IT service. In a customer-centric organisation, we wanted to improve this to ensure that we made the correct investments of time and money. In this session we will describe:

- what we learnt driving cultural and systemic change that sticks across a service organisation;
- why we want all our colleagues not to be satisfied with the status quo on behalf of our customers;
- how we made sure that the impact on our customer was protected at all costs.

This will be a session where we bare all, admitting how we made mistakes, overcame resistance, and ultimately changed how the CIO was perceived by our key stakeholders.

### 32. Embracing autonomy: transitioning to federated IT change enablement

**Michelle Fiedler & Helen Thatcher, NHS England**  
11:50 – 12:35

NHS England has adopted a fresh direction by federating IT change enablement. The Live Services department, crucial in delivering patient-facing services across the NHS, embarked on this substantial journey in 2022. In our presentation we will describe how we implemented the new model, the hurdles we encountered and how we overcame them. We'll shine a spotlight on our successes, including the empowerment of service owners and product teams. Additionally, we'll discuss the importance of understanding the value being delivered, and finding inspiration to keep momentum going. We are excited to share our insights and expertise, which are valuable for anyone engaged in change enablement, especially for those transitioning from a central to a federated model. In this session we will cover:

- Considerations for implementing a new approach to change enablement in complex settings
- Techniques for engaging stakeholders within a federated framework.
- Enthusiasm for crafting a change community dedicated to ongoing exchange, learning, and growth.

### 33. ITSM in-house consulting as a service

**Jutta Roepper, Allianz Technology**  
13:30 – 14:15

This session offers an introduction to Allianz In-house Consulting – the way the business unit works and how it is

positioned within Allianz. We discuss its purpose as a talent greenhouse for the global company, keeping knowledge and expertise in-house, and offer an explanation of our Service Cluster and related ITSM service offerings. Topics covered include:

- How to pro-actively propose and sell ITSM-related projects and ideas
- How to set up new projects, manage support and staffing, and promote internally
- How to develop and roll out customised ITSM modules, work with centrally managed HW Services to reduce complexity, integrate within self-service portal and online service catalogue etc.

## 34. Core to value for service management success

**Barclay Rae, Barclay Rae Consulting**

14:20 – 15:05

There's so much hype about all the great new things in IT such as AI and experience management. These are all areas where ITSM can really kick in and show value. However, in order to be able to do this, the basics also need to be addressed and in good shape – data/config, catalogue, core processes, tools etc. This session looks at how to combine both, with practical examples.

# TUESDAY - TRACK 2 (ROYAL SUITE)

## 35. The future of service management

**Jamie Swales, BMC Software & James Dicker, Johnson Matthey**

09:05 - 09:50

Join BMC's Jamie Swales in conversation with James Dicker, Head of IT Service Management and Jayne Brannick, Head of IT Service Delivery at Johnson Matthey, as they discuss some of the pressing service and operational management topics of our time and explore how IT service management can help to solve these challenges.

## 36. Service management beyond the office: lessons from life's disruptions

**Andy Ferguson, University of Birmingham**

09:55 – 10:40

In our professional lives, we meticulously plan for service continuity, disaster recovery, and incident management. However, these principles can extend beyond the workplace. Join me as I share a deeply personal journey – one that intertwines family, loss, and the very processes we champion in service management. Over the past few months, I navigated the illness and passing of a close family member while also leading a service management operations team. Surprisingly, the same methodologies that drive our work found resonance in my personal life. I'll delve into how defining disaster scenarios and recovery tasks in advance provided clarity during the immediate aftermath of loss. My experience in incident management and IT service continuity management became an unexpected lifeline. Just as we tailor solutions

for our services, we crafted a bespoke plan to restore normalcy after bereavement. We considered stakeholders, communications, and dependencies between tasks, so that when the inevitable happened we at least had a clear idea of what needed to be done and in what order. What we ended up with could be applied to all sorts of different scenarios, and should provide useful insight to anyone who needs to answer the question "what is the worst that could happen, and what would we do if it did?"

## 37. Plus ça change, plus c'est la même chose - reimagining service management

**Effie Bagourdi, Adaptavist & Akshay Anand, Atlassian**

11:00 - 11:45

In this talk, we will explore the limitations of a module-based approach to service management tooling, highlighting its inherent flaws and inefficiencies. We will advocate for a team-centric approach that fosters collaboration and agility, ultimately leading to better service outcomes. Additionally, we'll delve into how AI can enhance both efficiency and productivity, empowering teams to deliver exceptional service in a rapidly evolving landscape.

## 52. A reliable, repeatable and adaptable service design model

**Chevonne Hobbs, Illuminet Solutions**

14:20 - 15:05

There are many good frameworks and methodologies out there which, as someone who loves to understand them and see how they can be applied to my role as an IT consultant, is something I've often struggled with. I wanted to make things easier by being organised and designing a model that merged all of the amazing knowledge I had learnt into an easy to follow step-by-step model that I can apply to each stage of a project. This would then ensure I delivered work to a high standard that is repeatable, reliable and adaptable. I want to share this with others to help them design brilliant services for the future. The step-by-step model will take you on a journey through strategy, design, implementation and continuous improvement considerations once in the operations stage. The frameworks and methodologies I've included in my model so far are Scrum, Prince II, ITIL, COBIT and Service Design, with a weave of sustainability hints and tips to help complement your design and align this to your clients' strategic needs in helping our planet!

## 39. Reinforcing ITSM frameworks with security principles from the Cyber Essentials

**Kumaravel Ramakrishnan, ManageEngine**

13:30 - 14:15

Every year, enterprise cyberattacks hit a new record high. The United Kingdom, as one of the world's major business hubs, is perennially in the crosshairs of threat actors. But, as an ITSM practitioner, should you be concerned about the security posture of your organisation? The answer is a resounding yes. Given how quickly new attack vectors are created in the modern threat landscape, you need

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Laurence Lai, Head of IT service and operations at ITSP XMA



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to make sure your traditional ITSM practices don't end up as the weak link for an exploit. Otherwise, there will only be finger-pointing and a lack of accountability, even as your business and its reputation stand in the line of fire. To bridge this gap we will discuss the security-first approach, which involves reinforcing ITSM practices with controls that align with prominent cybersecurity strategies such as the Cyber Essentials. The goal of the security-first ITSM framework is not to serve as a list of checks and standards but to offer ITSM leaders a perspective on the touchpoints where enterprise security operations can interact with ITSM practices. We will include key use cases such as a proactive incident management framework that can detect attacks such as ransomware; a watertight employee onboarding process that plugs all gaps to prevent infiltration attacks; and a remodelled ITAM practice based on security frameworks such as the CIS Controls and NIST Cybersecurity Framework.

## 40. Embedding transformative ITSM for an international speciality insurance firm

**Callum Carlie, Automation Consultants & Andrea Moscatelli, Convex Insurance**  
14:20 - 15:05

Curious about how ITSM principles come to life in the real world? Join Automation Consultants and Convex Insurance for an engaging session where we pull back the curtain on embedding transformative ITSM practices, using Convex as a case study. It's not just about the tools we build; it's about the innovative ways we use them to keep IT operations smooth and efficient. Here's what you'll discover.

- Error notifications demystified. Ever wondered how to seamlessly capture and manage error notifications? See our unique Jira to Slack configurations, among other clever solutions.
- Tracking bugs like a pro. Dive into our process for keeping tabs on production issues and bugs, where user submissions kick-start specific team responses.
- Embracing continuous improvement. Find out how continuous improvement isn't just a buzzword for us - it's woven into our daily work life, driven by our dedicated product managers.
- Project management unpacked. Get a first-hand look at our project lifecycle - from planning and development to monitoring and maintenance.
- Strategic risk management. We're opening up our playbook on risk management and how we keep everyone in the loop.
- Knowledge management. Learn how we turn Confluence into a powerhouse for storing, sharing, and evolving our collective knowledge.

# TUESDAY - TRACK 3 (PREMIER SUITE)

## 41. Synergizing DevOps: Unleashing service readiness for business excellence

**Jess Cocke, Vodafone**  
09:05 - 09:50

The presentation delves into the integration of a service readiness process within project delivery, highlighting its focus on operability and sustainability beyond basic functionality. The service readiness team collaborates with the programme to ensure alignment with operating standards and service management principles, promoting consistency across projects. Embracing an agile approach and aligning with DevOps principles demonstrates a dedication to modernising and optimising the service delivery lifecycle. The discussion explores the scalable implementation of this approach, emphasising operational considerations like telemetry, operations budgeting, licence management, secure design, wargaming, and UAM. Overcoming initial resistance from onboarded markets requires concerted efforts, process changes, attitudinal shifts, and collaborative teamwork between delivery and operations. Despite challenges, persistent efforts have yielded remarkable results in local markets, fostering improved collaboration between previously disparate teams. The presentation underscores the evolution's significance in meeting dynamic market demands and establishing a symbiotic relationship between delivery and ops teams.

## 42. Sassy chaos

**Simone Jo Moore, Humanising IT & Vawns Murphy, i3Works**  
09:55 - 10:40

From dirty data to AI ethics, Simone and Vawns bring you this session covering the humanity in the machine. In order to move through CHAOS, we need to embody healthy practices in the search for balance in our transformations, all stemming from the insidious, and sometimes masochistic, tendency for contaminated decisions when we don't pay attention to the monsters we are creating. With sassy resilience, curiosity and sleuth-like ability we can mitigate the risky path of AI eating itself into oblivion while we progress with a newly energised version of ourselves and better focussed customer outcome delivery.

## 43. Is Agile good for us?

**Maria Sansom, BT**  
11:00 - 11:45

In this session Maria considers the effect agile can have on our mental health, particularly in large enterprises and highly governed sectors. We will look at and discuss tips and tricks to help with context switching.

## 44. How DevOps and ITSM combine to create values

**David Tomlinson, QA**

11:50 - 12:35

Traditional ITSM and new ways of working, such as DevOps, site reliability and platform engineering, are sometimes described in opposition to one another or deemed culturally incompatible. This session will explore the common paths to co-created value, along the way surfacing misunderstandings and slaying a few mythical dragons. We will build some common vocabulary between these movements and look at how we can facilitate those truly transformational conversations. We will seek to discover together how to drain the bathwaters of bureaucracy whilst keeping the valuable infants of agility and rigour. We will leverage the pipelines, automation and engineering approaches of DevOps whilst retaining or even reinforcing the powers of governance, risk and compliance. Designed to be interactive, this session will conclude with an opportunity for questions and discussion and links for further interaction if participants wish.

## 45. Why are organisations not using machine learning to reduce their MTTR yet?

**Jaro Tomik, CDW**

13:30 - 14:15

Automation and AI can be a cost-effective way to manage IT incidents, allowing employees to focus on more high-value work. In this session we will cover what AIOps is, its business value, the current state of AIOps, vendor versus real market view, what the blockers to adoption are, and the journey customers typically take to achieve successful adoption.

## 46. Service management with our mind as the service

**Roisin Weaver, CGI**

14:20 – 15:05

“A company’s employees are its greatest asset” (R.Branson), and so we need to look after them... What about applying some of the service management principles we use to protect our critical IT services to protect our most critical personal asset – our wellbeing? In this session we’ll explore:

- Environment management – we don’t have to be stressed when working in a stressful environment. We’ll explore how our external circumstances don’t have to influence our internal state of mind.

- Problem management – so often we try to figure things out and think our way out of problems. Have you ever noticed that when you resign yourself to a situation or stop thinking about something, an answer tends to come out of nowhere?
- Risk management – our internal risk management system tends to resort to worry when things get a bit risky, but does it actually help? We’ll explore what a more effective strategy could be, and how our thoughts aren’t always helpful.
- Resilience – we always try to build resilience into our IT systems, but the good news is that it’s already built into human beings. Our systems work better when we’re using them in the way they’re designed to be used, so it’s not surprising that we work better when we understand how to use our minds and thoughts in the way we’re designed.

The beginnings of a user’s manual for humans if you will. We’ll explore principles to help our mindsets, making way for innate happiness and clarity. Happier individuals, happier teams, happier customers.

# TUESDAY - TRACK 4 (MEDEA SUITE)

## 47. Simulating success: a journey through experiential learning in higher education

**Sandra Whittleston & David Bowers, The Open University**

09:05 - 09:50

The session explains how student learning is consolidated and enhanced as they learn about ITSM on an undergraduate computing degree course at the Open University, UK. This has been achieved by using a web-based interactive system which has been deployed since 2012 and is now in its third iteration. The system has been specifically designed to fit in with learning in higher education which appeals especially to those new to ITSM. The system runs in asynchronous mode so that students can run the simulation multiple times at a time to suit them. Upon each ‘run’ different incidents and actions occur which they are then able to observe and comment upon. Students can watch the behaviours of each character which are in-built in the system, and which mimic a typical organisation including an IT department. This mode of experiential learning complements the traditional learning methods usually found in higher education and in the wider ITSM learning community. The session is designed to appeal to those who are interested in different learning methods and knowledge transfer in ITSM.

## 48. ITSM and AI: 6 letters that totally make sense together

**James Finister, Independent & Roman Zhuravlev, PeopleCert**

09:55 - 10:40

In recent years AI has been one of the hottest topics for everyone working in IT. Practitioners and managers are looking at the opportunities offered by AI, and especially Gen AI, and of course at the risks it brings in to service management. Vendors are implementing AI capabilities in their tools. Regulators are introducing AI-related rules and standards. And of course, ITIL architects are analysing the impact of AI adoption on the service management practices. In this session, James and Roman will share their views on the AI impact on the industry and on the daily job of ITSM professionals. They will share the most interesting findings of the ‘AI in ITSM’ research and observations, including the AI role in the continual development of ITIL.

## 49. Service design & transition: from a ‘tax’ on projects to a service that all want to use

**Chris Good & Stef Smith, Mason Advisory**

11:00 - 11:45

Service design, service transition, service design and transition, service introduction, project assurance,

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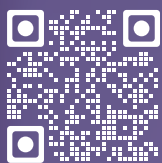
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operational readiness... The activity that ensures that all the necessary elements are in place to effectively operate a new / amended service has several names. Regardless of name, organisations experience similar challenges. 1. Project managers get 'charged' to use a service that they see as adding limited value. A tax-like tick box exercise, often performed close to 'go live', throws curve balls in the way of delivery. 2. Operations teams get frustrated that they are handed a box of frogs, and spend the next few months trying to put the frogs back into the box while the project has long closed. It doesn't need to be like this. In this session, we explore how to create a project service design and transition service that people want to use, and one that adds material value to the success of the original business case.

## 50. Service management in a product-driven world: navigating change and agility

**Darren Rose & Amanda Kirby, FSP Consulting**  
11:50 - 12:35

In the ever-evolving landscape of IT, the delicate balance between speed and quality of change is palpable. As we grapple with the shift from established practices to the demand for faster delivery methods, critical questions come to the forefront. Join Darren and Amanda as they share their real-world experiences, exploring how service management can evolve without feeling like your business is venturing into the Wild West! It needn't be an either/or scenario.

## 51. The five 'why bothers' of problem management

**Ian MacDonald, Edenfield IT Consulting**  
13:30 - 14:15

In today's modern IT environment where digital and IT services are now critical to the success of the business, it is increasingly essential that interruptions to service are minimised. In achieving this aim, IT organisations should position problem management as a key organisational capability, preventing incidents from occurring and, if they do occur, preventing them from occurring again. However, the reality is that for many IT organisations problem management is the 'poor relation' in terms of commitment, focus and importance. So what factors contribute to this indifference to problem management and the feeling of 'why bother'?

- Management commitment is lacking or wanes.
- The value of problem management is not recognised.
- Governance is missing or ineffective.
- Roles and responsibilities are not understood.
- Measurement and reporting don't drive positive behaviours.

In this session we will look at how to address the 'why bother' factors in order to positively influence the prevailing attitudes, behaviours and culture around problem management.

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# HALOITSM

## Why HaloITSM?

HaloITSM is a privately owned and run company that offers IT Service Management (ITSM) and Enterprise Service Management (ESM) software. It has been developed and evolving since 1994, meaning that we have over 25 years of experience in the industry, which allows us to offer software that competes.

HaloITSM is a modern and intuitive ITSM solution. Unlike many competitors, HaloITSM is all-inclusive. This means that there are no hidden costs for additional features, making it a cost effective solution. Furthermore, being highly configurable and with low effort required, experience ITSM aligned to your needs. Many clients make use of HaloITSM as an Enterprise Service Management (ESM) solution, allowing departments other than IT, such as HR and Facilities, to also enjoy the benefits of HaloITSM.

With HaloITSM, not only do you receive a best of breed ITSM solution, but also a great experience. We like to think of ourselves, not as a vendor, but as a partner.

With satellite offices across the globe including in the UK and Australia, enjoy 24h support at your disposal, meaning that if you want to expand your use of HaloITSM to another office around the world, your service won't be affected. We are proud to offer all of our services in-house, including support, consultancy and customer success.

HaloITSM is trusted by global organizations including Microsoft, Siemens, and Suzuki and has received numerous awards such as PCMag's Editors' Choice award.

Established  
**25+**  
Years

Over  
**125,000+**  
Global Users

Used in  
**100+**  
Countries

## Testimonial



*"The good thing with Halo is how the tool can be customized to suit our requirements specific to SKY's business environments. This is a much better state to be in rather than the tool asking the business to adapt to make it work".*

**Vamsi Dharanikota, Service Delivery Manager - SKY**

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### Futureproof System

Experience an ITSM solution that you can grow with. Stay up to date on new features and functionalities with our publicly available roadmap.



### Lower Costs

Reduce the cost of your service delivery with HaloITSM. Our pricing is simple and transparent: no tiered-plans or locked-away features, just all-inclusive ITSM.