



MATERNA Service Excellence



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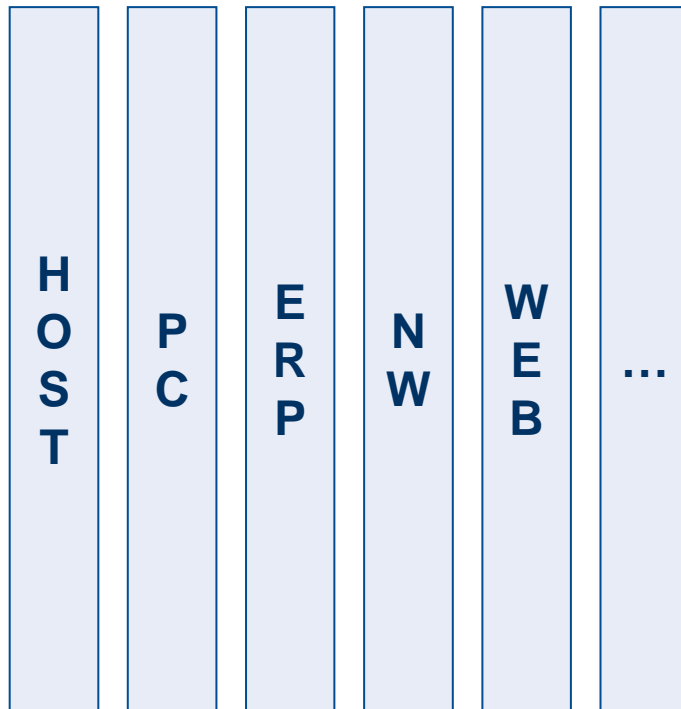
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Our Customers become Service Providers

Technology Silos Organisation



Service – Customer Matrix Organisation

A matrix diagram illustrating a service-customer matrix organization. The vertical axis is labeled 'Customers' and has five rows numbered 1 to 5. The horizontal axis is labeled 'Services' and has seven columns labeled A, B, C, D, E, F, and The cells in the matrix are shaded blue, indicating service provision. The shading pattern is as follows:

	Services						
	A	B	C	D	E	F	...
1	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
2	White	Shaded	White	Shaded	White	Shaded	White
3	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
4	White	Shaded	White	Shaded	White	Shaded	White
5	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded

Our Customers become Service Providers

Service – Customer Matrix Organisation

		Services						
		A	B	C	D	E	F	...
Customers	1	■		■	■	■	■	
	2		■		■		■	
	3	■	■		■	■	■	■
	4		■		■		■	
	5		■	■				■

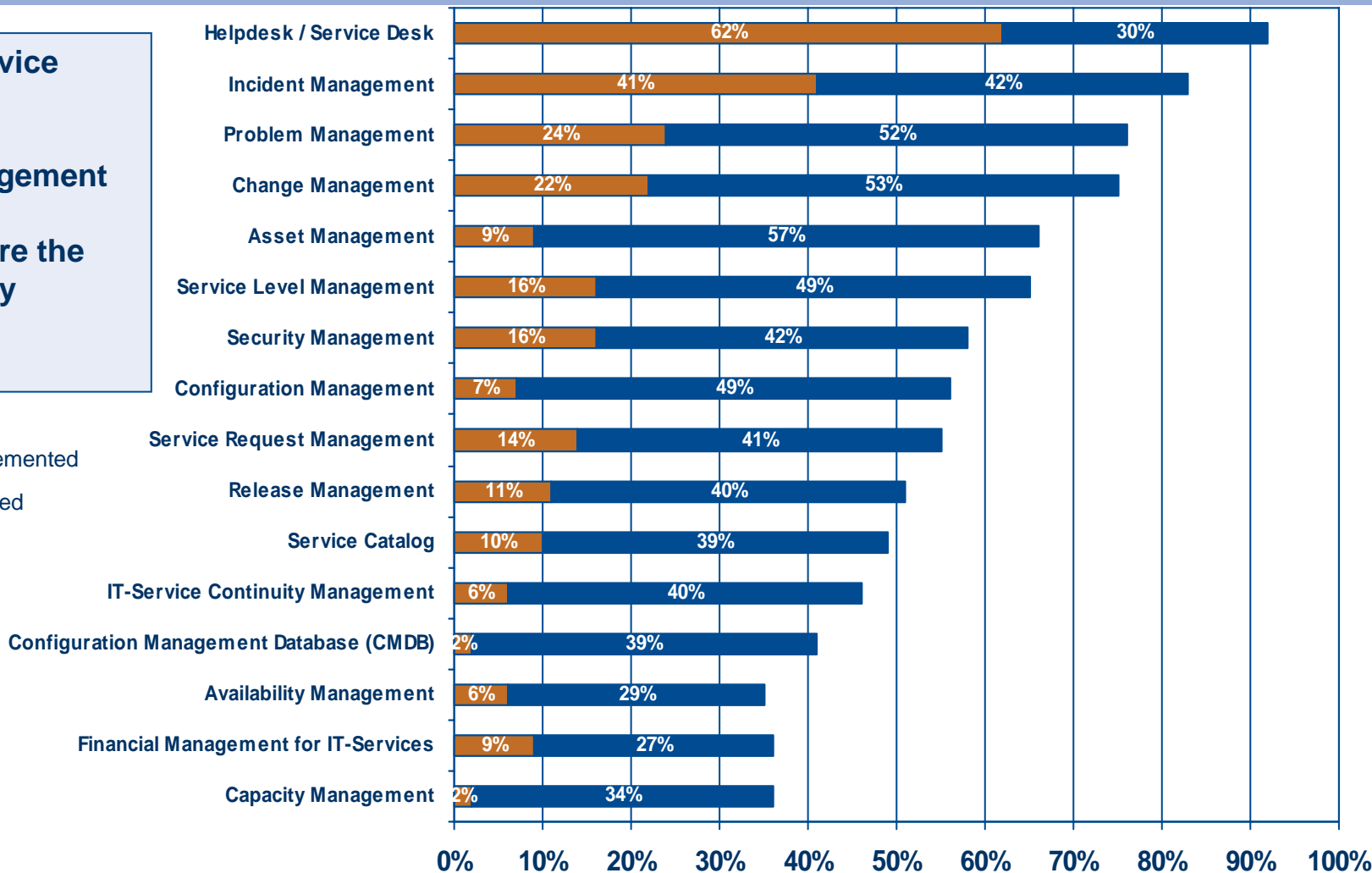
CIO Pains

1. Centralise, standardise & automate Service
2. Offer Service Catalog
3. Manage SLAs
 - Service Quality
 - Service Profitability
 - Customer Profitability

Currently Implemented ITSM Processes

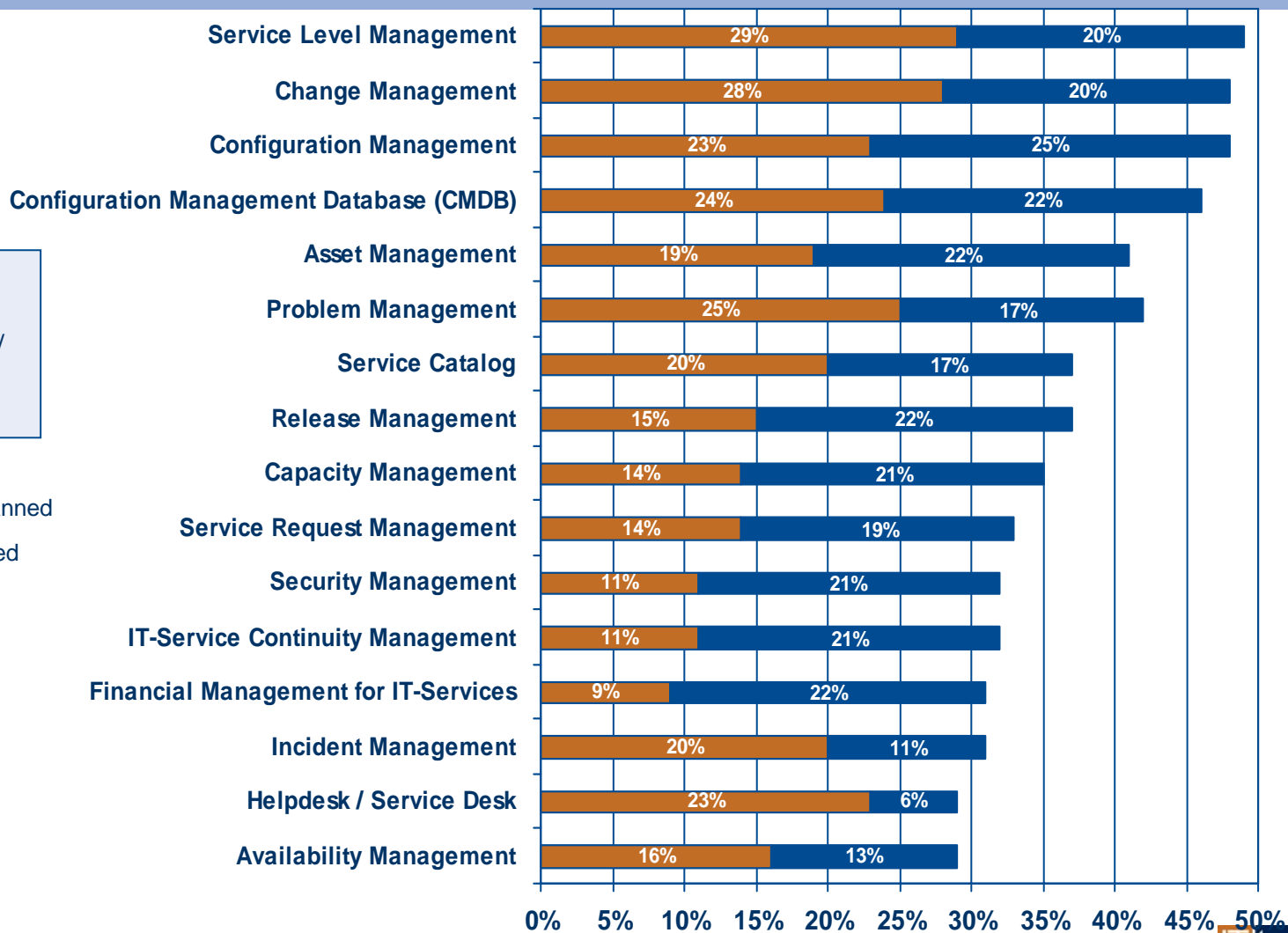
Helpdesk / Service Desk, Incident Management, Problem Management and Change Management are the most frequently implemented processes.

■ Completely implemented
■ Partly implemented



n=163

ITSM Process Implementation Planning

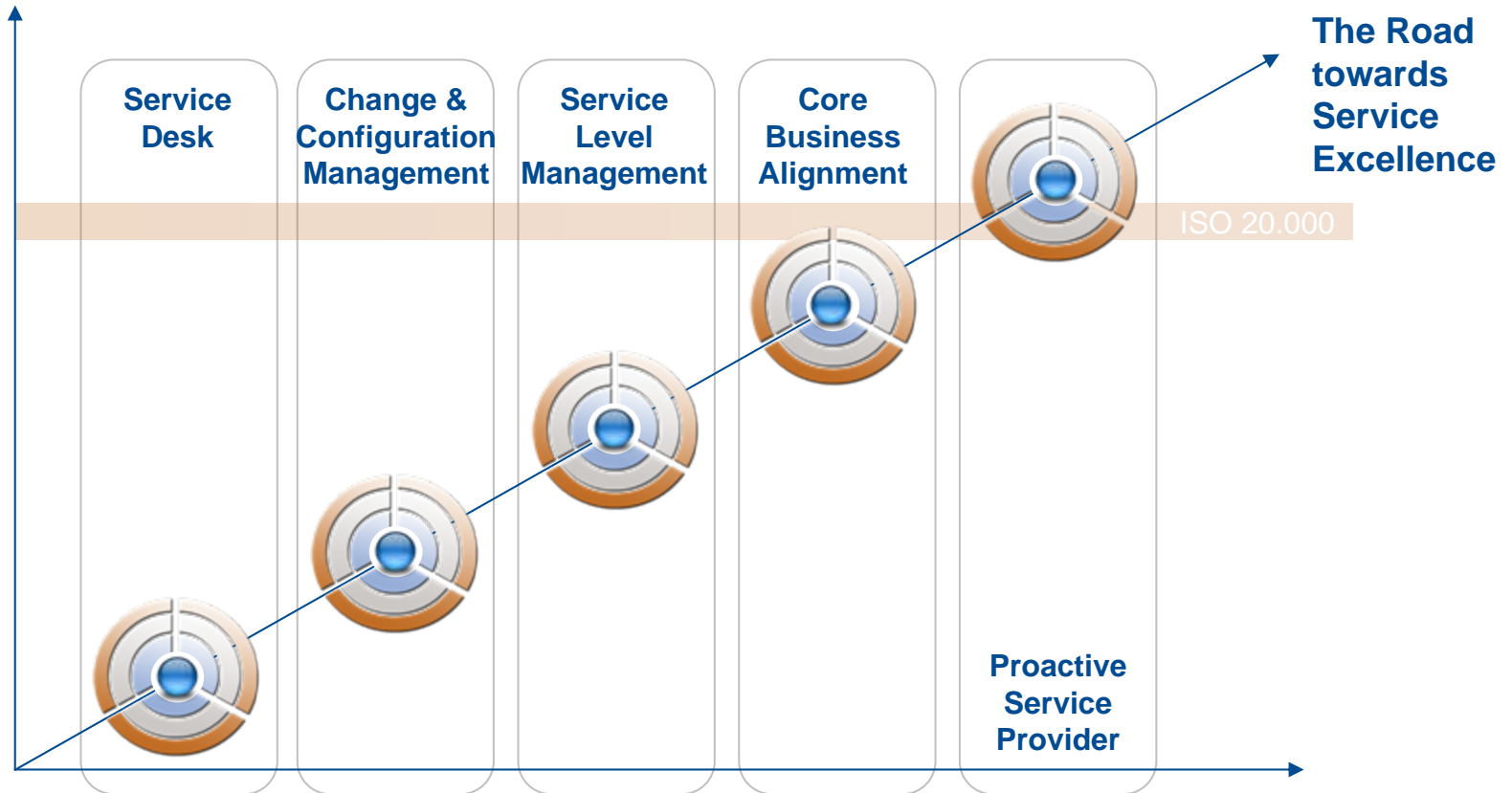


Service Level Management
Change Management and
Configuration Management /
CMDB, are at the top of the
planning agenda

Complete implementation planned
Partial implementation planned

n=109

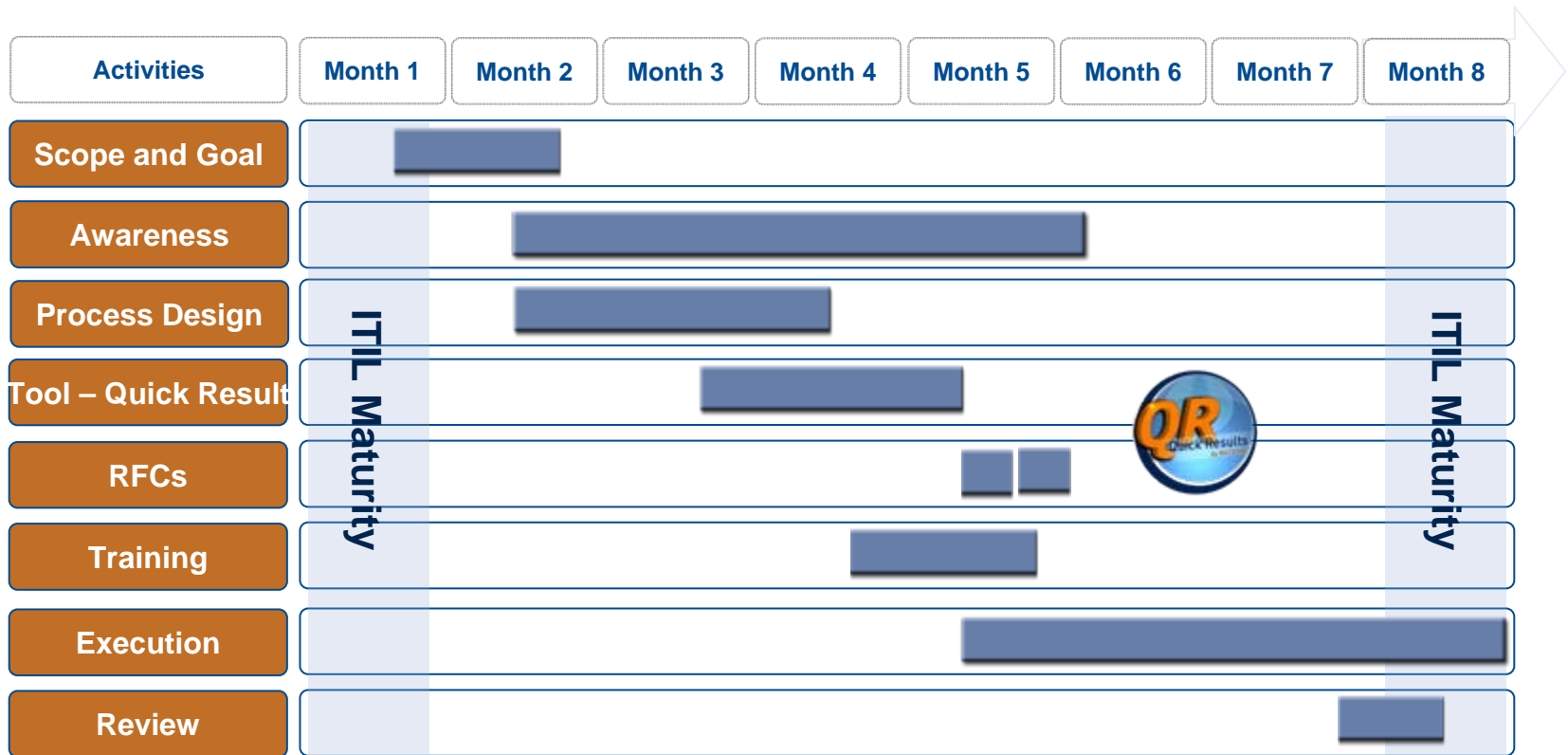
The Road towards Service Excellence



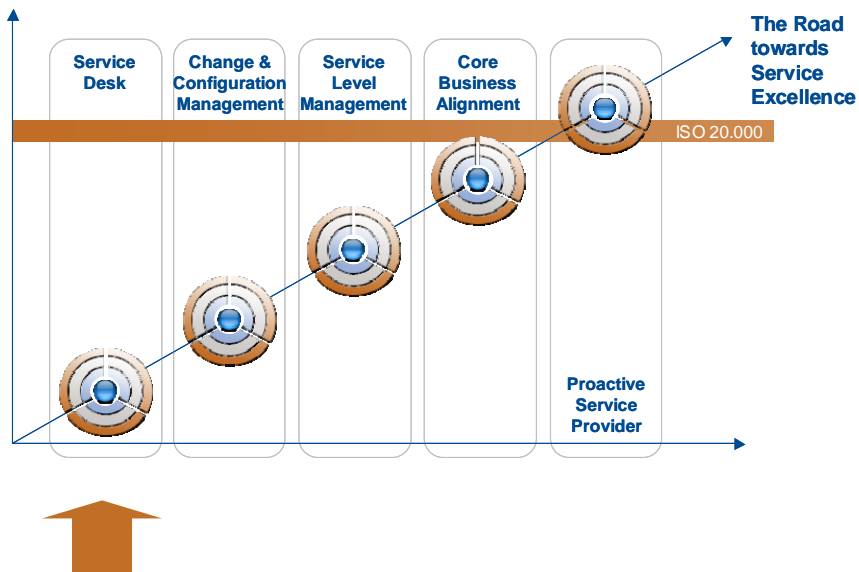
Service Excellence Environment



Implementing ITSM Processes – Timeline



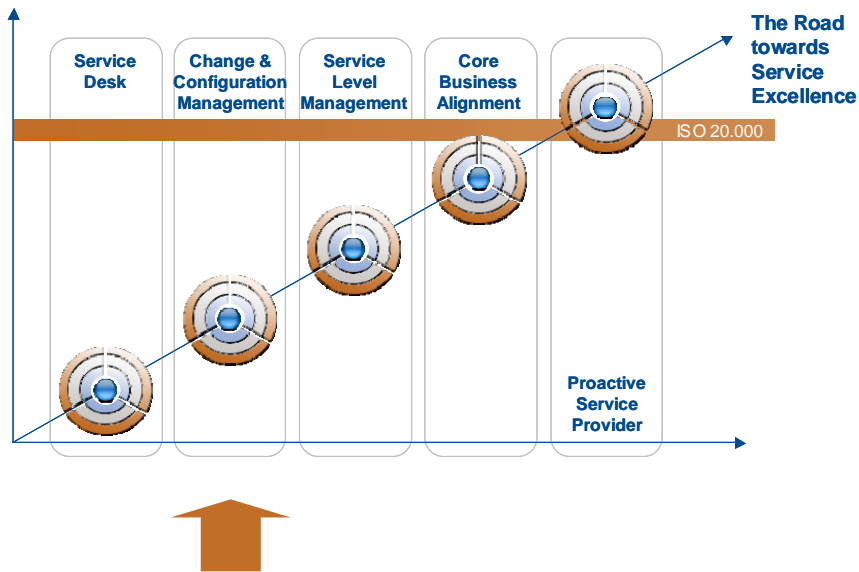
The Road towards Service Excellence: Challenge 1: Use Standard Solutions



Business Challenges:

- Professionalise Service Desk
 - Centralise & Internationalise
 - Standardise
 - KPI-focus
- Free Resources for higher value-add services

The Road towards Service Excellence: Challenge 2: Improve Change & Config. Mgt



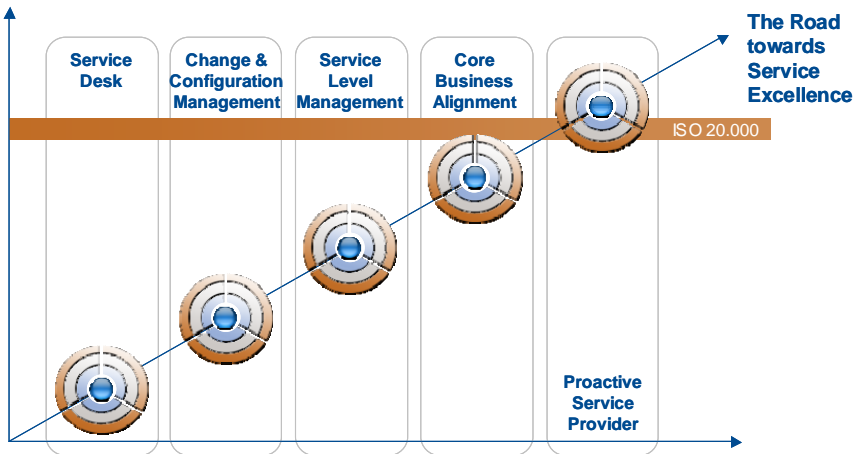
Business Challenges:

- Become service-driven
- Create an ERP for IT
- Automate IT Routines
 - e.g. Change Mgt, Discovery, etc.

The Road towards Service Excellence: Challenge 3: Manage Services, not IT



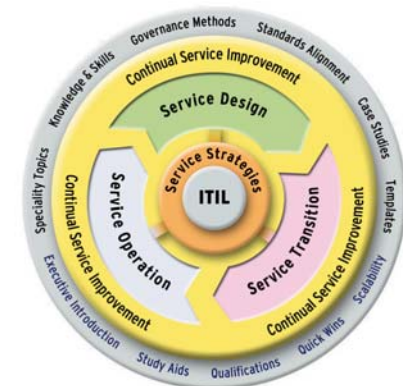
The Road towards Service Excellence: Challenge 3: Manage Services, not IT



Business Challenges:

- Manage a Customer-Service Matrix
- Create a Service Catalog
- People Management: Mindset

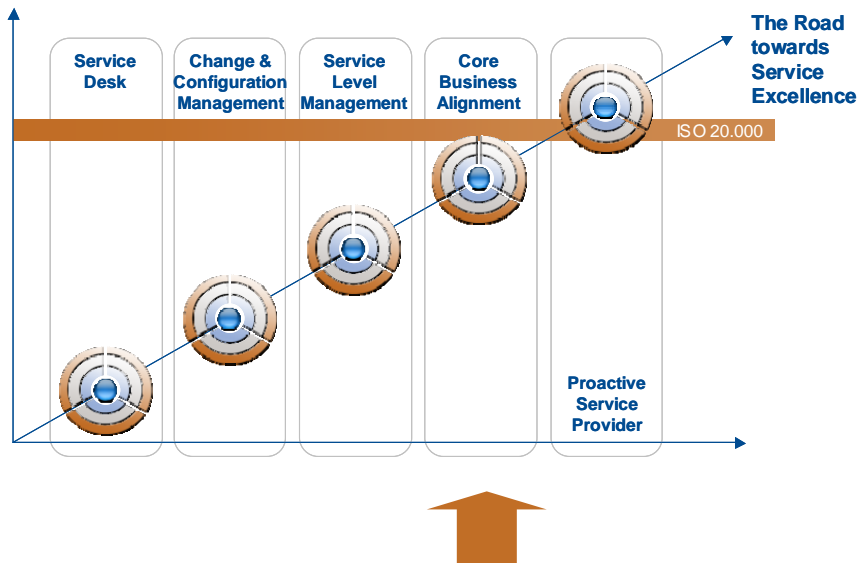
		Services						
		A	B	C	D	E	F	...
Customers	1							
	2							
	3							
	4							
	5							



The Road towards Service Excellence:
Challenge 4: Align Core Business to IT Processes



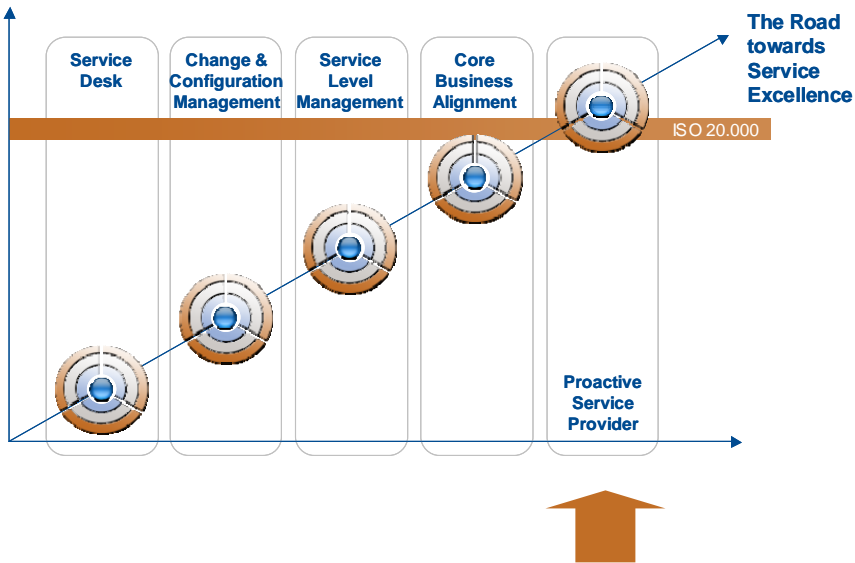
The Road towards Service Excellence: Challenge 4: Align Core Business to IT Processes



Business Challenges:

- Provide a service-oriented view of the IT infrastructure
- Prioritise and monitor business processes
- Being proactive and business-driven

The Road towards Service Excellence: Challenge 5: Become a proactive Service Provider



Business Challenges:

- Become proactive
- Automate Customer Requests
- Think Amazon.com

The screenshot shows the IT-Service Portal Puz 1.36 interface. It features a navigation panel on the left, a central table for selecting software components, and a summary panel on the right. The table lists various software components with their quantities and prices.

Komponente	Anzahl	Preis pro Einheit
<input type="checkbox"/> Adobe Acrobat 5.0S		0,00 € mtl.
<input type="checkbox"/> WinKultANGKSP -it. Lizenz CLP		0,00 € mtl.
<input checked="" type="checkbox"/> CorelDraw 10.0 Win&Mac (Lizenz)	1	359,93 € mtl.
<input checked="" type="checkbox"/> Corel Draw 10.0 Win&Mac (Lizenz) (Lizenz DTAG4740)		
<input checked="" type="checkbox"/> MS Frontpage 2000 (Konzernlizenz 2002)	1	91,80 € mtl.
<input checked="" type="checkbox"/> MS Project 2000	1	9,96 € mtl.
<input checked="" type="checkbox"/> Personal Translator PT2002 Office First Eng-Duo (Lizenz DTAG4778)		0,00 € mtl.
<input checked="" type="checkbox"/> RealPlayer 8.0a	1	0,00 € mtl.
<input checked="" type="checkbox"/> Shockwave 8.0 (WZK, XP)	1	0,00 € mtl.
<input type="checkbox"/> TMT Mailbox		11,54 € mtl.
<input type="checkbox"/> WS_FTP Shareware		20,00 € mtl.

MATERNA Quick Results



- **Standard Offerings**
- **Standard Delivery**
- **Best Practice Quality for a Fixed Price**

Quick Results Standard Project Plan



Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
1	Preparation and Data Collection						
2		Application Workshop & Decision Doc.					
3	Configuration and System Setup						
4		Approval		Training (Administrator/User)			
5					Test		
6						Project Evaluation	
7							Go Live

Quick results?



MATERNA Service Excellence



Strategic, business-driven IT

with **MATERNA**

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