



# **BSM, ITSM & ITIL Implementation Support**

## **Capabilities Overview**

**Prepared For:**  
**Valued Prospective Clients**

# Contents

## ➤ NAI Capabilities

## ➤ BSM & ITSM Services Overview

- ITIL/ITSM Implementation Services
- ITIL/ITSM Training
- ITIL Process Definition and Optimization
- On-Demand Open BSM and ITSM Solutions
- ITSM and IT Performance Measurement



# NAI Capabilities

# NAI Capabilities and Competencies

- Founded in 2001, NAI is a leading provider of Consulting, Training and On-Demand solutions in the area of IT management and control best practices using globally accepted best practices standards and frameworks such as ISO 20000, ITIL, eSCM, PMBOK, CMMI and COBIT.
- We focus in four key practice areas:
  - 1) *IT Strategic Planning and Governance*
  - 2) *Enterprise IT Architecture*
  - 3) *Business and IT Service Management (BSM and ITSM)*
  - 4) *Strategic Sourcing*
- Within our Service Management practice, we help our clients:
  - Define and manage their Service Management Program and goals
  - Train and certify the internal team to become self-sufficient
  - Define and optimize processes and operations
  - Measure and benchmark business and IT improvements
  - Close automation gaps in their Service Management portfolio with affordable On-Demand solutions (monthly, based on actual use).



# NAI Capabilities and Competencies (cont'd)

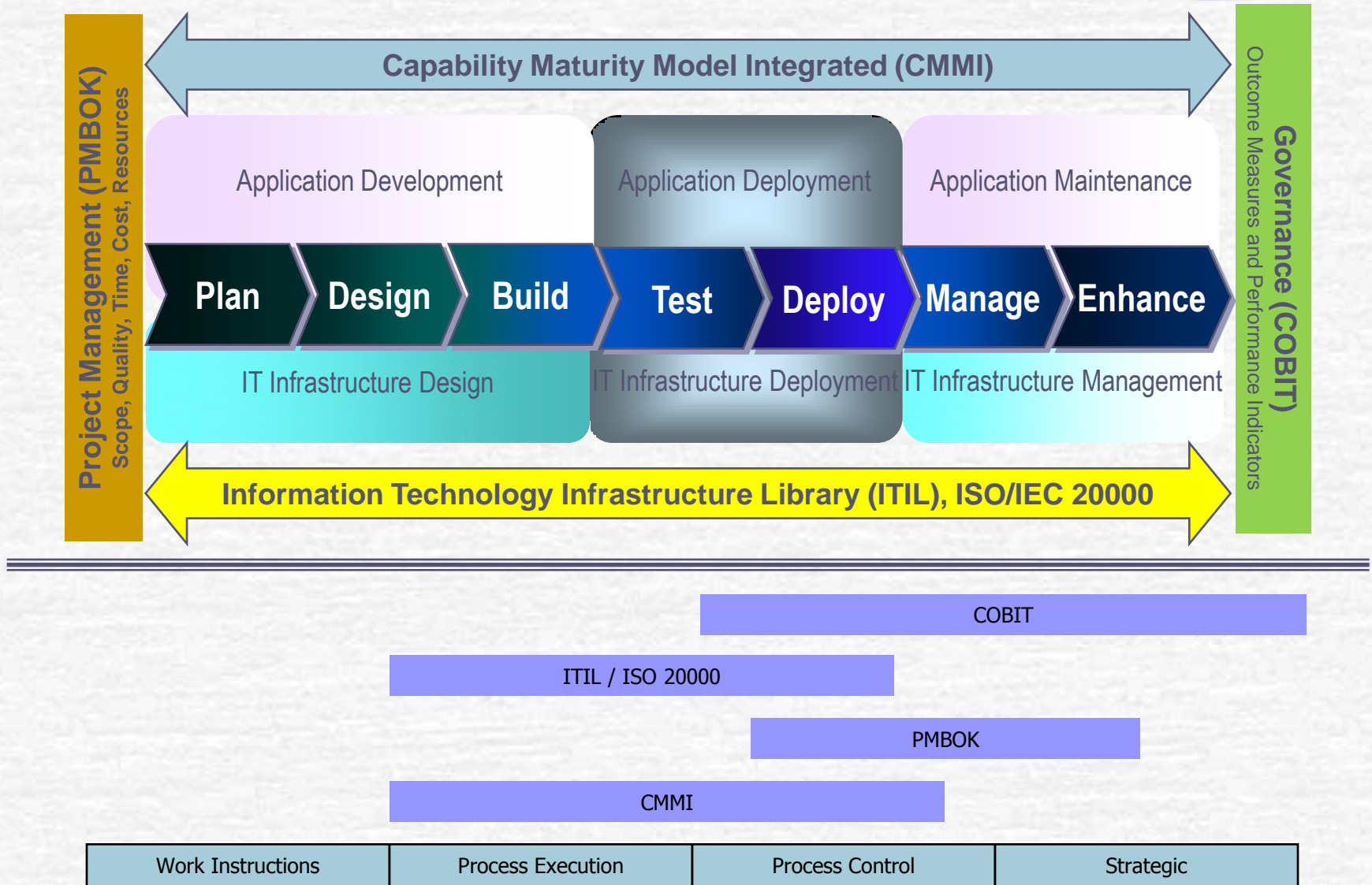
- We have developed specialized capabilities in ITIL and Business and IT Service Management (BSM & ITSM) on a global scale
  - Senior consultants with 18+ years of experience in the IT industry, ITIL certification and deep ITSM consulting and deployment experience
  - All instructors are ITIL Manager certified with a consistent record of successful training and consulting engagements
  - EXIN ATP (Accredited Training Provider) for Foundation and Advanced classroom and online ITIL courses
  - itSMF ACP (Accredited Course Provider) for ISO 20000
  - Member of itSMF USA Certification Board and EXIN USA Quality Initiative, member of ANSI-ASQ National Accreditation Board for ISO 20000.
- Key ITIL & ISO 20000 Offerings
  - Implementation Consulting
  - Classroom and Online Training and Briefings
  - Process Models and Templates
  - On-Demand ITSM and BSM solutions to fill gaps in process automation

# Global Delivery Capability

- With certified trainers and consultants in 50 locations across 20 countries, NAI offers its corporate clients access to a global network of delivery partners. NAI's trainers can deliver trainings in multiple languages.
- NAI offers its training products in eight languages: English, Chinese (Mandarin), French, German, Japanese, Portuguese, Spanish, and Dutch.
- Through its multi-language capability and global delivery network, NAI enables global organizations to rapidly deploy training programs to their operations across the globe, in the local language.



# NAI IT Performance Improvement Framework



# Use of IT Performance Improvement Framework

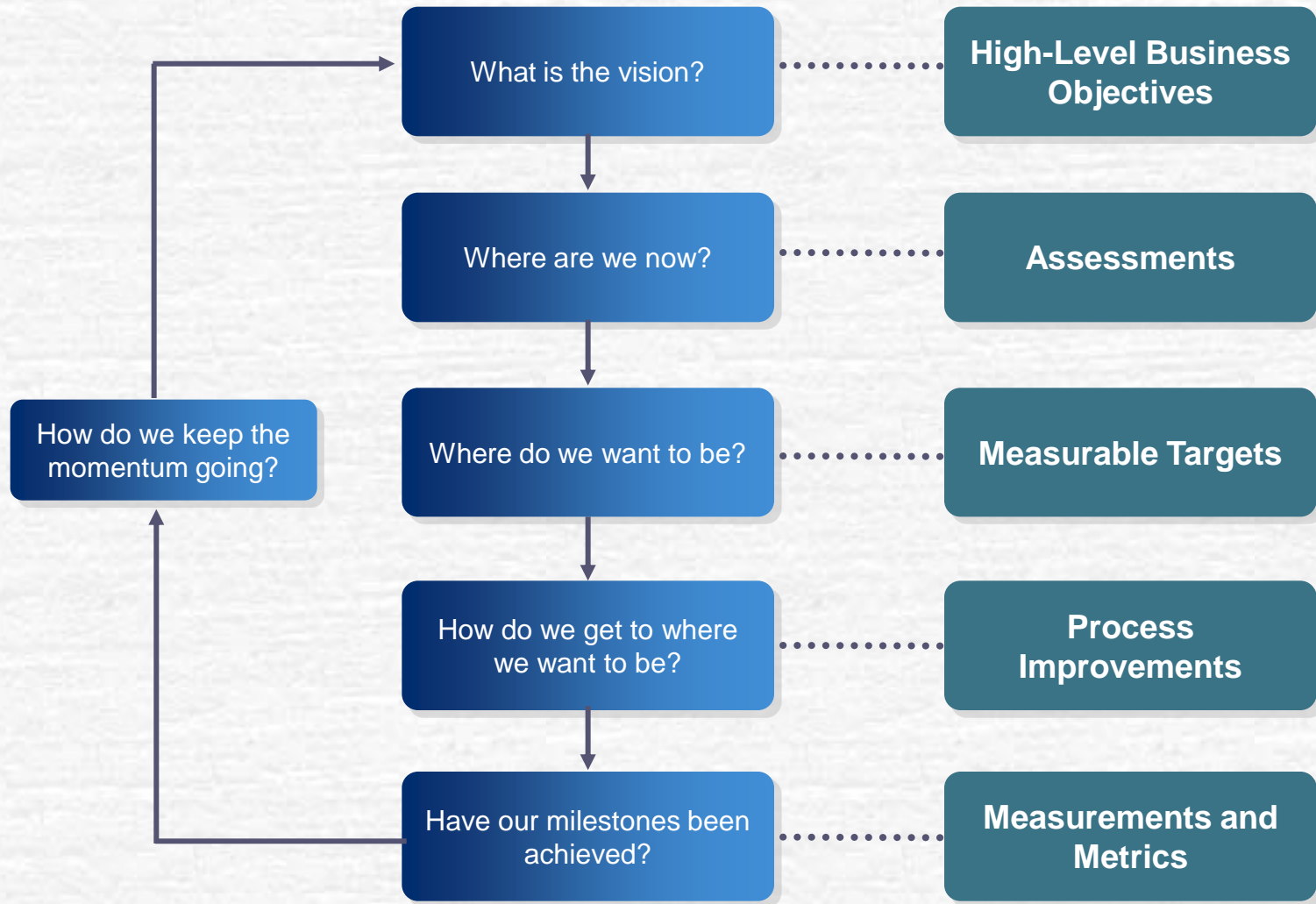
- COBIT health checks are used to determine current state of IT and identify weaknesses in processes and controls
- COBIT metrics are used to track outcomes and performance of key IT Processes
- ITIL is used to improve IT Operations processes and controls as well as manage the life cycle of IT Services
- ITIL is also used to determine ITSM technology requirements and identify optimal organizational strategies, roles and responsibilities
- CMMI is used to improve IT Development processes, controls and outcomes
- PMBOK and Six Sigma are used to improve project management and IT process performance.



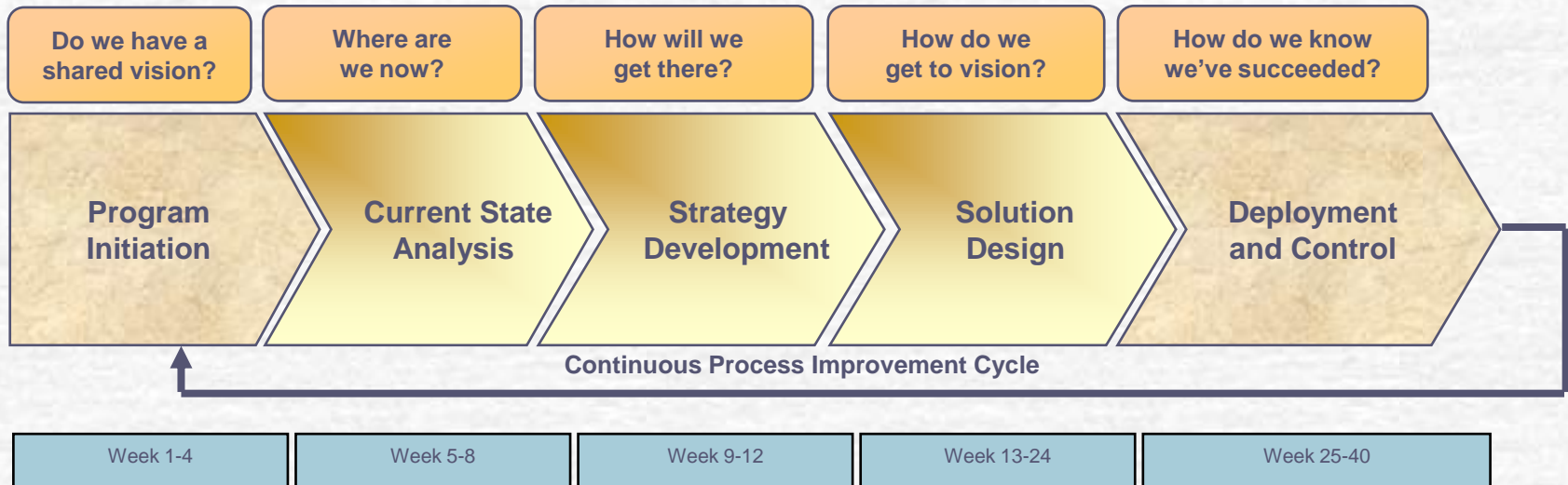


# ITIL/ITSM Implementation Services

# ITIL Implementation Framework



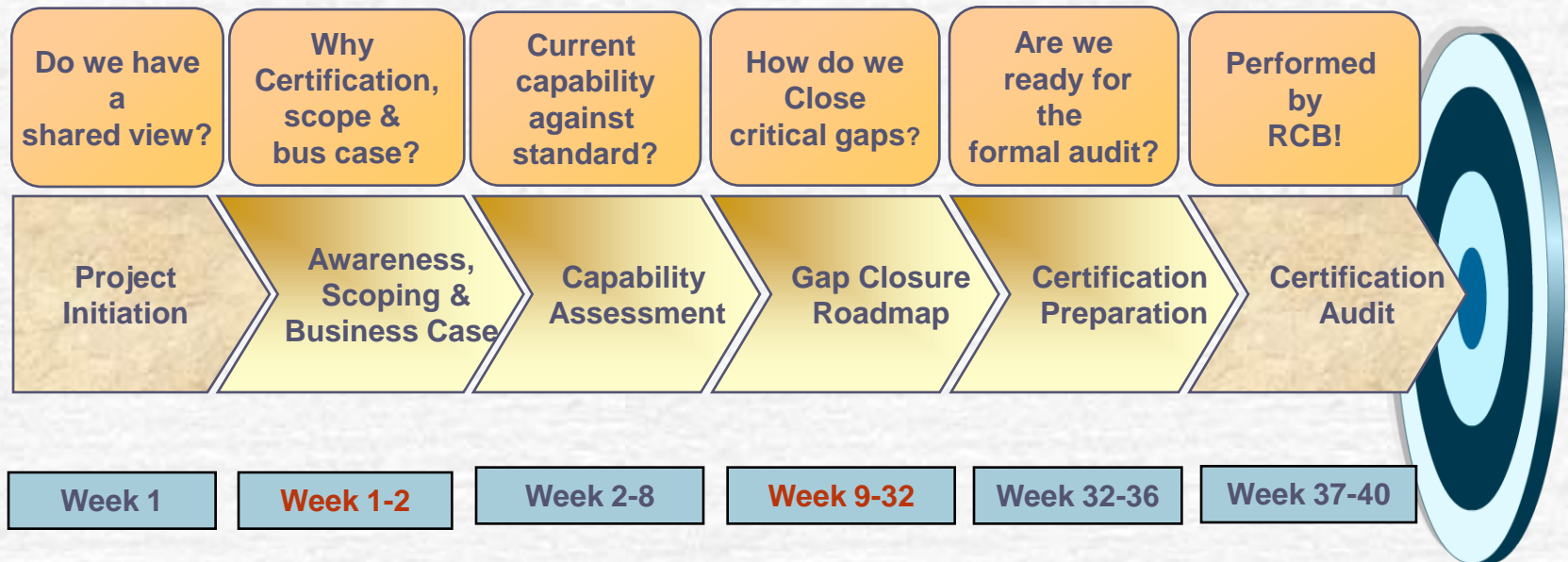
# Multi-Process Implementation Approach Example



## Notes:

Appendix describes the methodology in further detail.

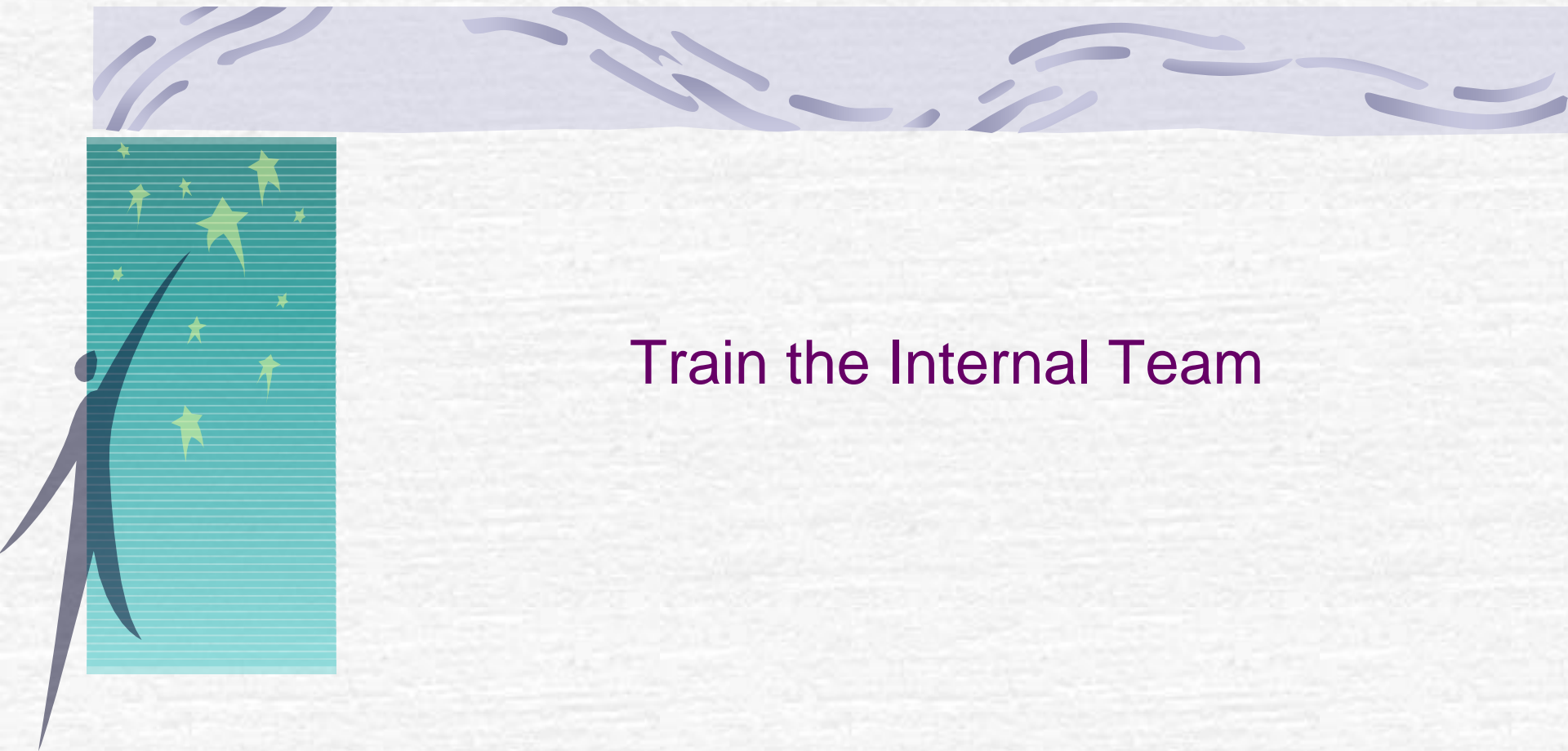
# ISO 20000 Certification Approach



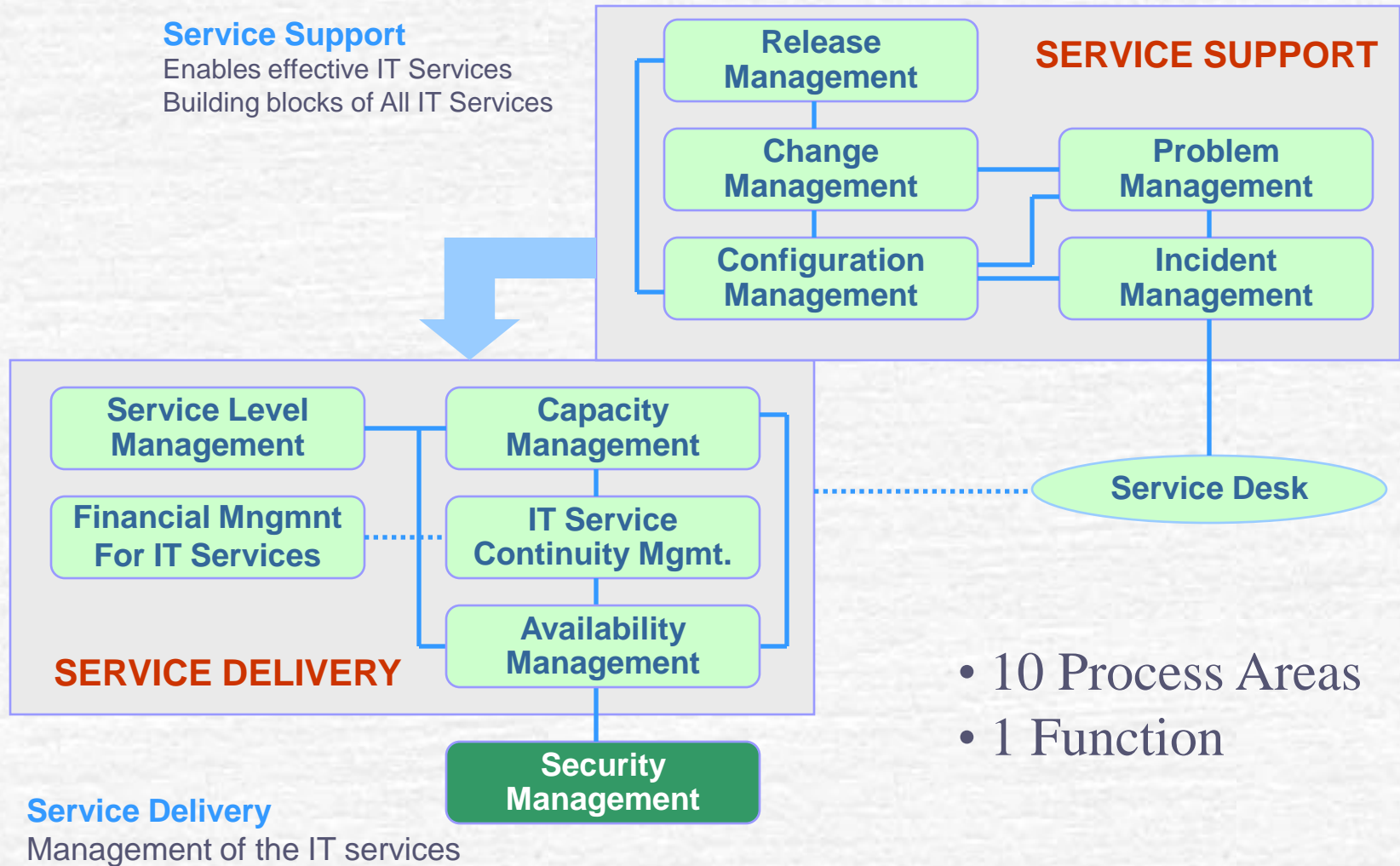
## Notes:

For an organization with mature ITIL processes, the average time to certification is 9 months.  
For organizations who have not implemented ITIL yet, it will be an average of 2 years to certification.

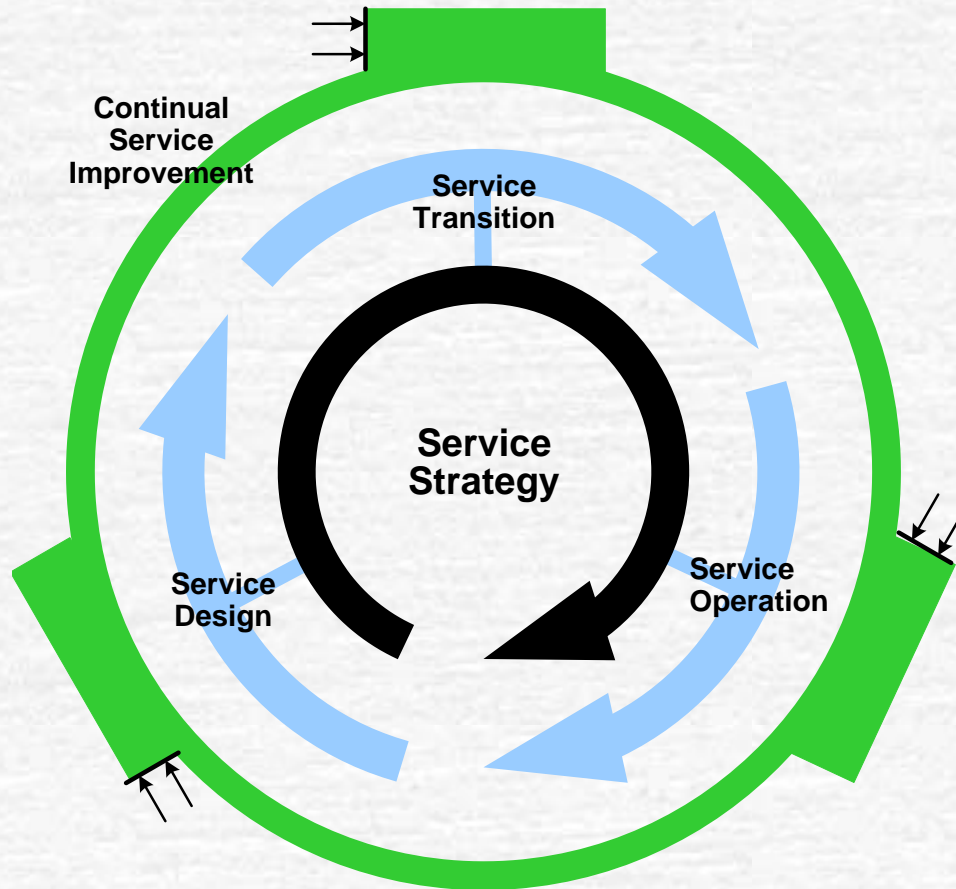




## Train the Internal Team



- 10 Process Areas
- 1 Function



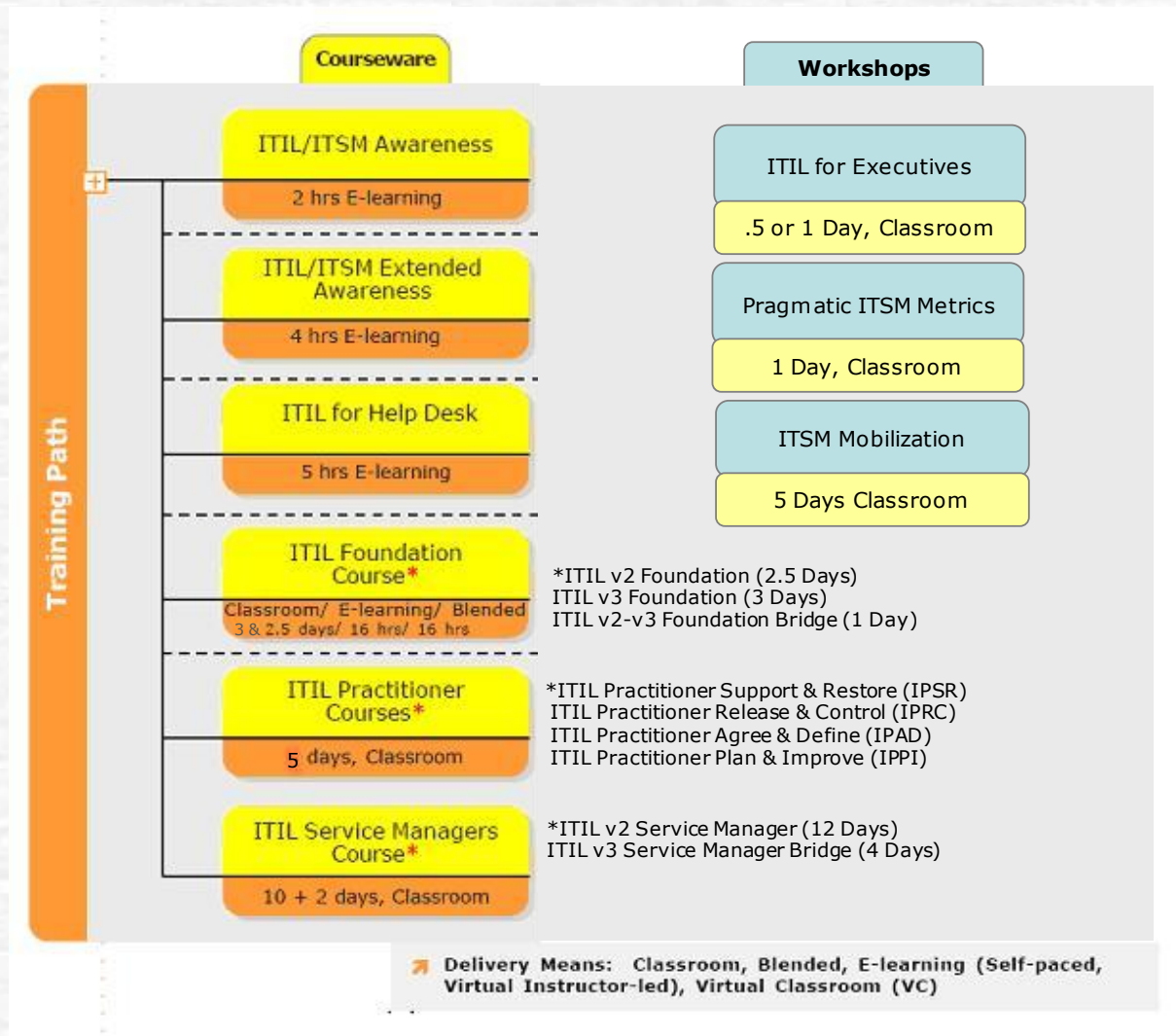
- Service Strategy
  - Policies and objectives
- Service Design, Transition, Operation phases
  - Progressive stages that represent change & transformation
  - New and changed services
- Continual Service Improvement (CSI)
  - Learning and enhancements

# Processes in the Service Lifecycle

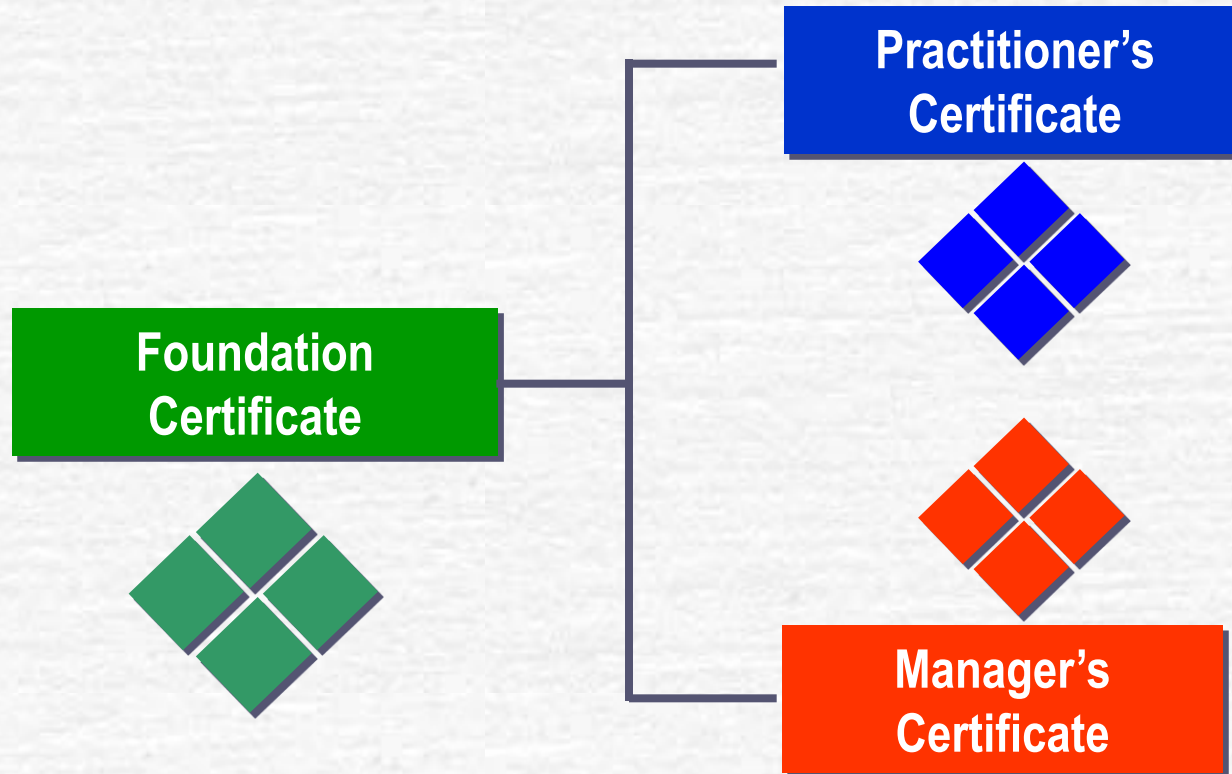
processes	Owner	lifecycle stages				
		Service Strategy	Service Design	Service Transition	Service Operation	Continual Service Improvement
<b>Governance processes</b>						
Service Measurement	CSI					
Service Reporting	CSI					
Service Improvement	CSI					
Demand Management	SS					
Strategy generation	SS					
Service Portfolio Management	SS					
IT Financial Management	SS					
<b>Operational processes</b>						
Service Catalogue Management	SD					
Service Level Management	SD					
Capacity Management	SD					
Availability Management	SD					
Service Continuity Management	SD					
Information Security Management	SD					
Supplier Management	SD					
Transition planning and support	ST					
Change Management	ST					
Service Asset and Configuration Management	ST					
Release and Deployment Management	ST					
Service Validation and Testing	ST					
Evaluation	ST				>>	
Knowledge Management	ST					
Event Management	SO					
Incident Management	SO					
Request Fulfilment	SO					
Problem Management	SO					
Operation Management	SO			<<		



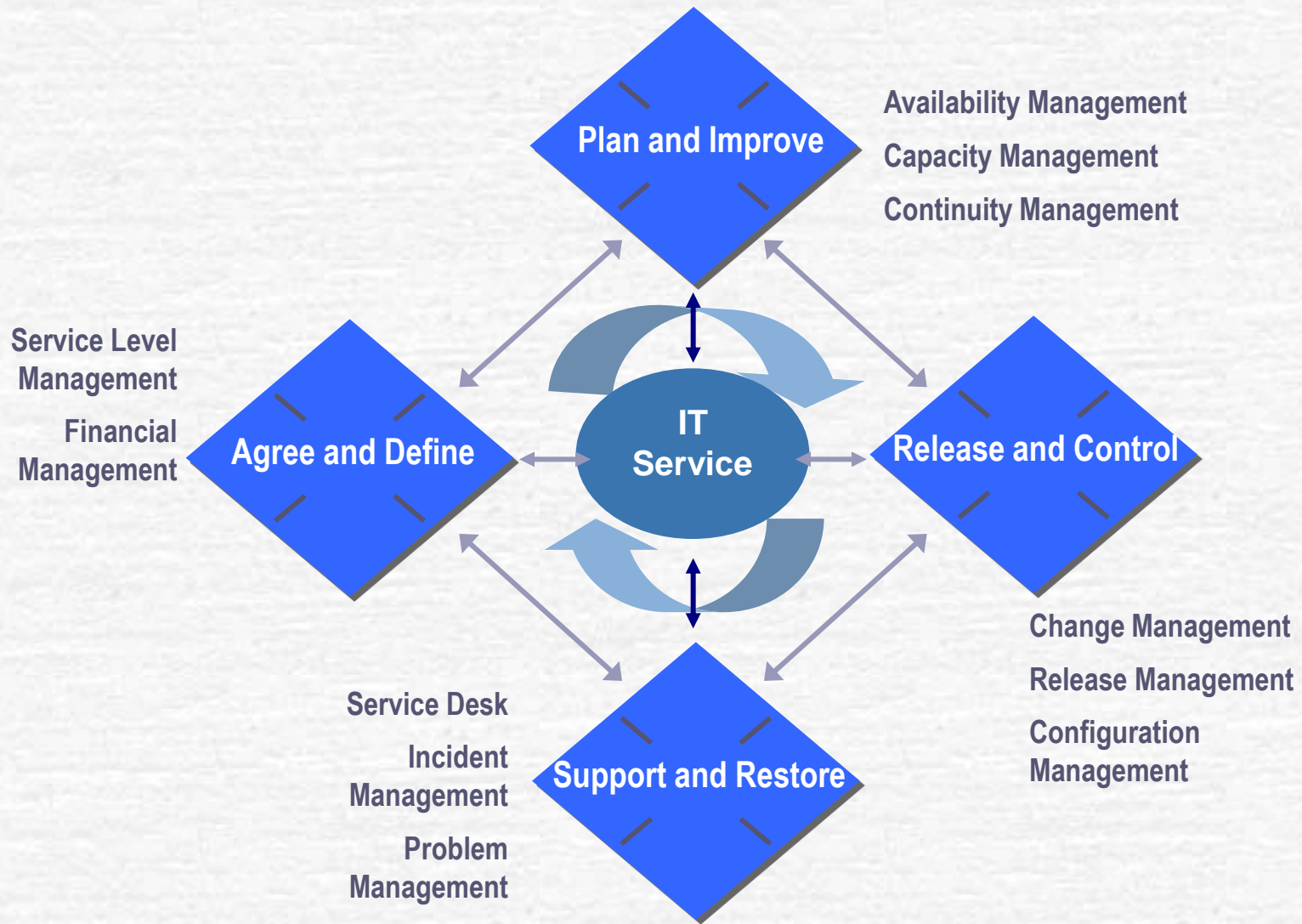
# ITIL Training Offerings



# ITIL v2 Certificates

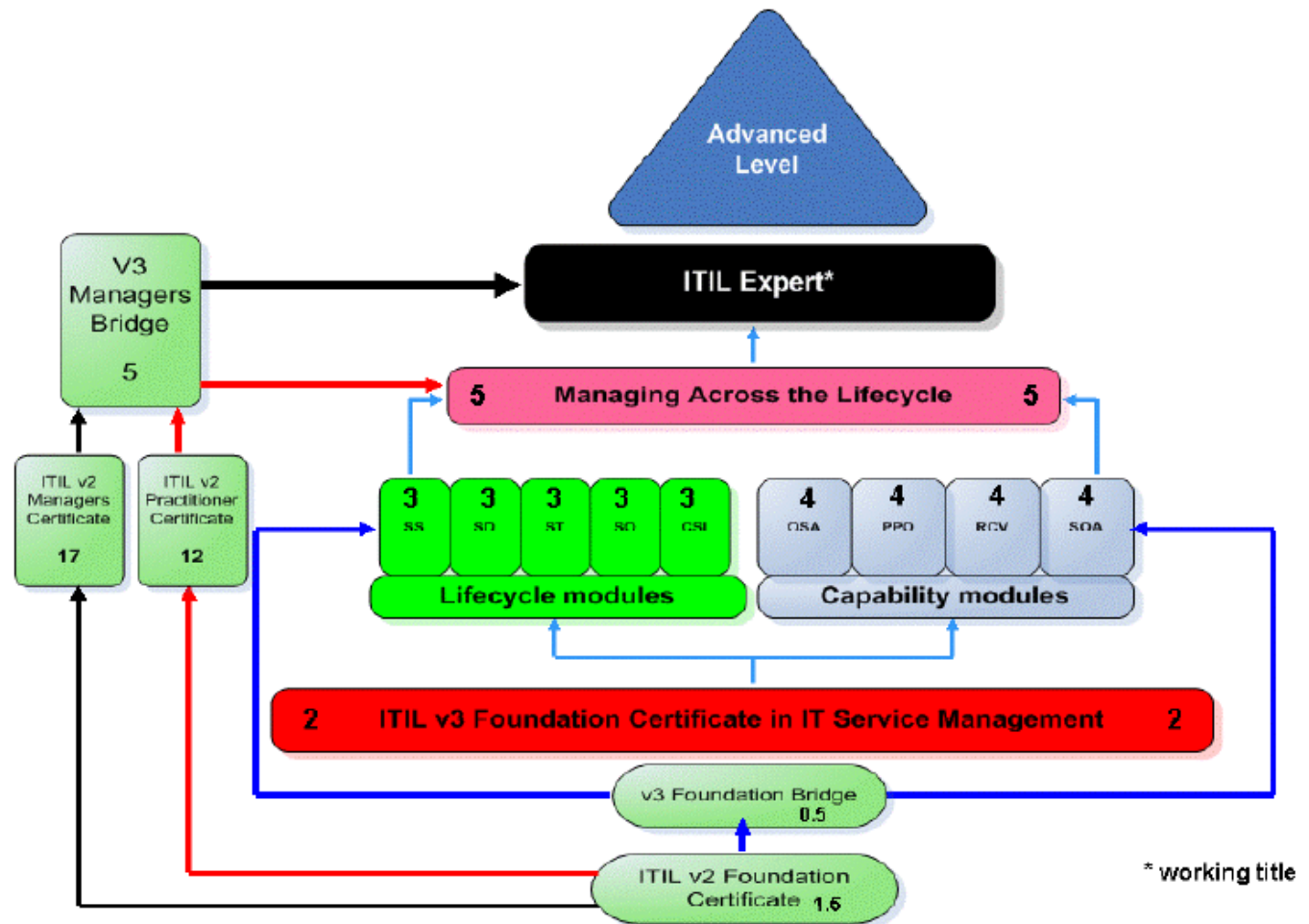


# ITIL v2 Practitioner Domains



# ITIL v3 Certification Scheme

- ❖ The V3 scheme is based on a system of educational credits, earned through successful completion of classes and examinations, much like a college education.
- ❖ There are four levels within the new scheme: Foundation level, two Intermediate level streams, and the advanced level.
- ❖ To achieve the ITIL Service Management Expert level, candidates must earn 22 credits, two of which can be gained at Foundation level.



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# Full Complement of ITIL Online Courses

## 1. ITIL/ITSM Awareness Training – Course Duration 2 hrs

This Introduction training is perfectly suited for Managers, non core IT people who do need an overview of ITIL and ITSM



## 2. ITIL/ITSM Extended Awareness – Course Duration 4 hrs

Besides introducing ITIL and ITSM, this course also gives a basic/short introduction to each of the ITIL processes. Designed for staff which might not take ITIL Foundation course but need an understanding of ITIL such as IT Support staff, IT developers, key business users, IT leadership etc.



## 3. ITIL for Help Desk Agents - Course Duration 5 hrs

This course is specially designed for help-desk agents and first-level support staff with focus on the Service Desk function, Incident Management, Change Management, Configuration Management and Problem Management functions



## 4. ITIL Foundation (v2 & v3) and Bridging - Course Duration 16 hrs

This EXIN accredited e-learning course consists of an integrated case study and leads directly to EXIN Certification. Pass rate for Exam is > than 98%. The online Foundation bridging course is 6.5 hours.



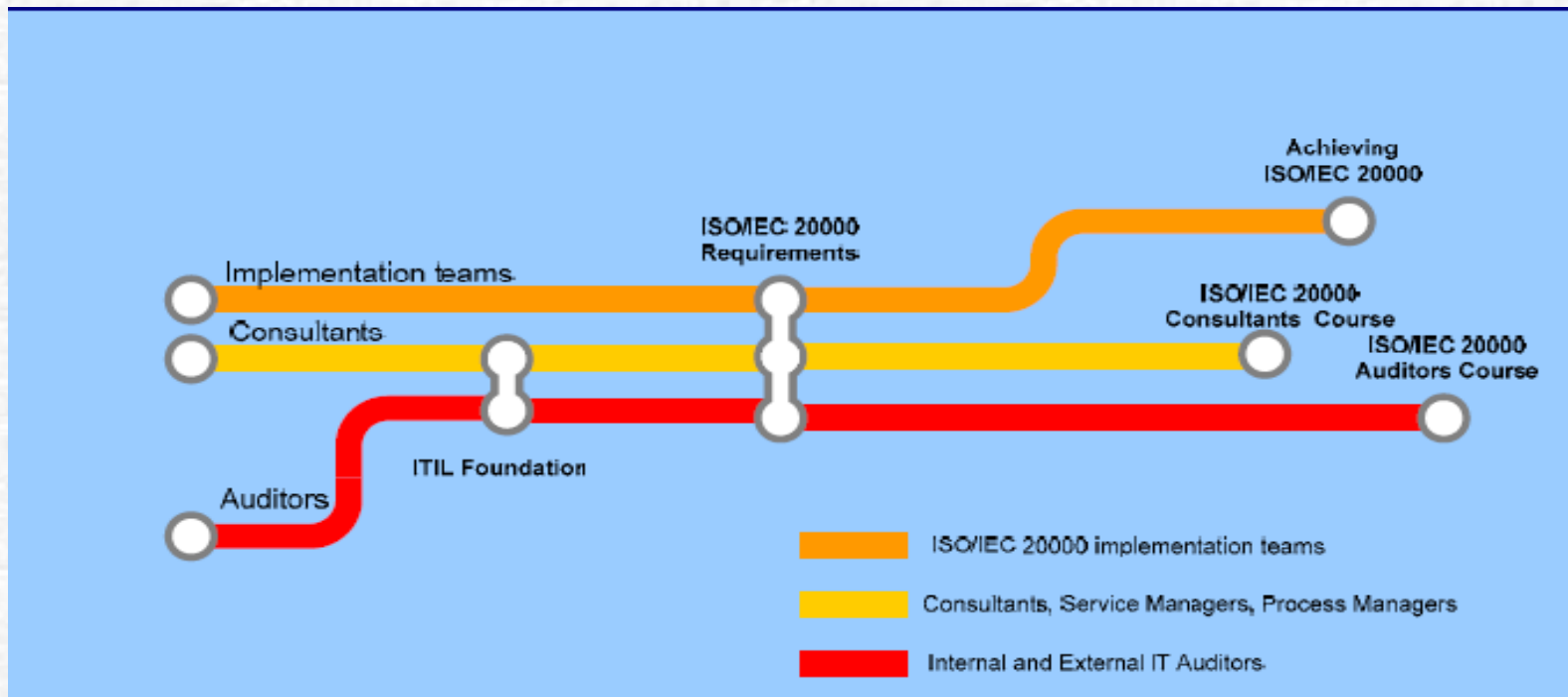
## 5. EXIN / ISEB Exam Preparation Guide – 2.5 hrs

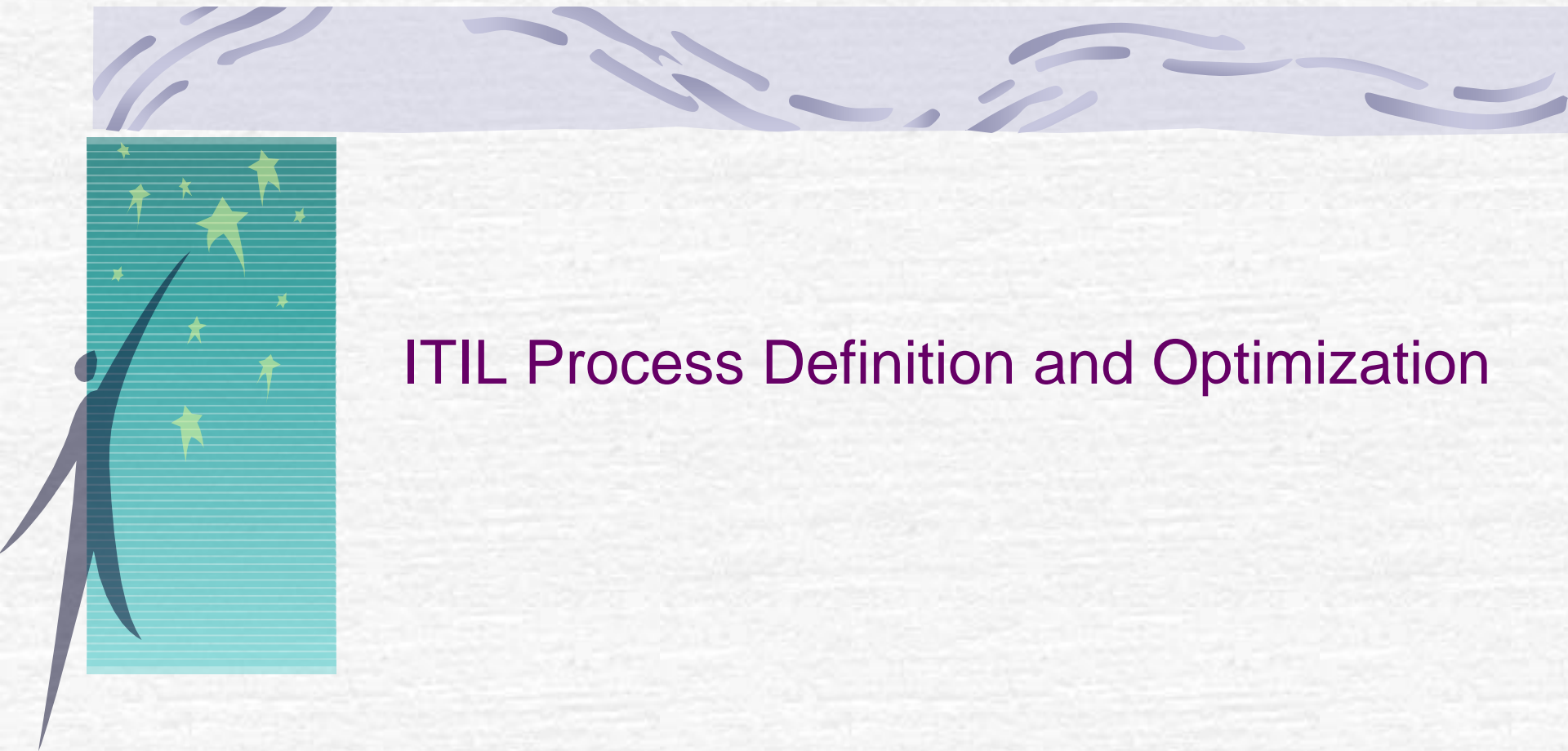
This ultimate exam preparation tool helps the learner with a content refresher tool, a practice question section with diagnostic feedback and a one-hour simulated exam.

# ISO 20000 Training (Online and Classroom)

## ISO/IEC 20000 for Auditors and Consultants

- The ISO/IEC 20000 courses are two and three day classroom training relevant for professionals who play a role in auditing or implementation of the ISO/IEC 20000 standard. These courses are designed for professional and certified auditors and consultants who would like support an ISO 20000 implementation project.

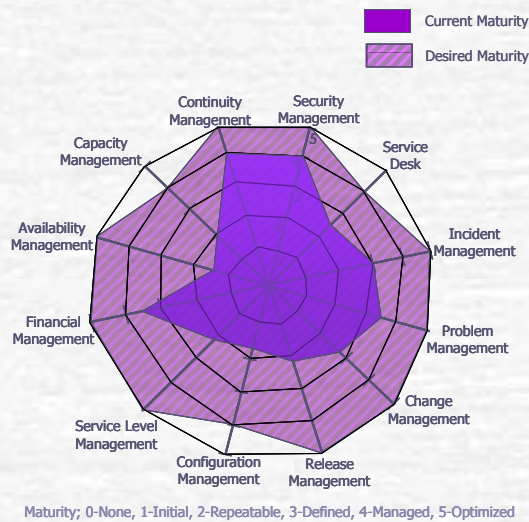
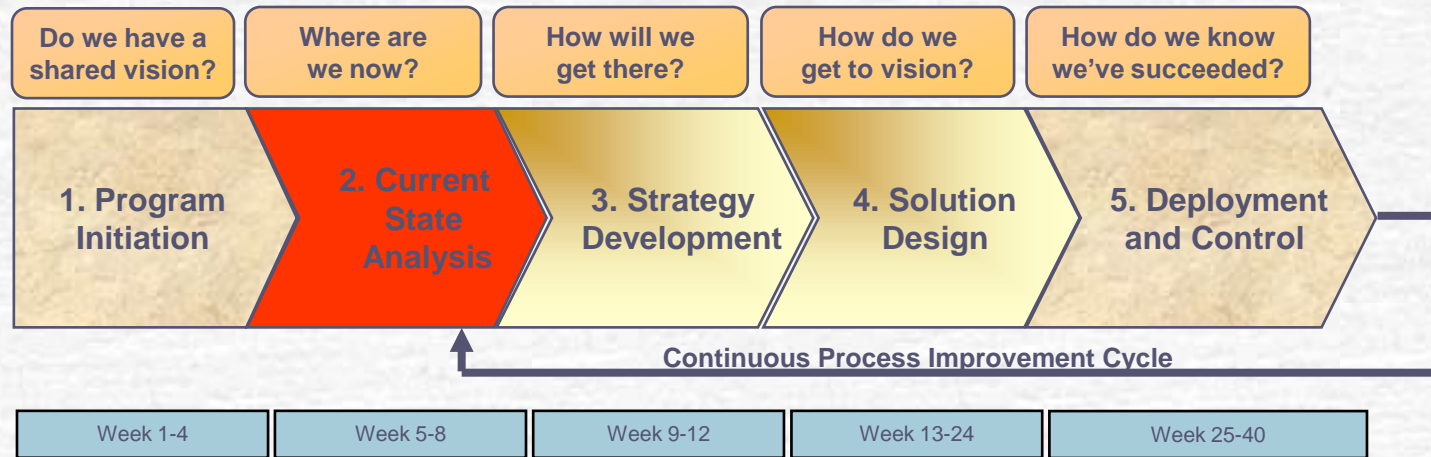




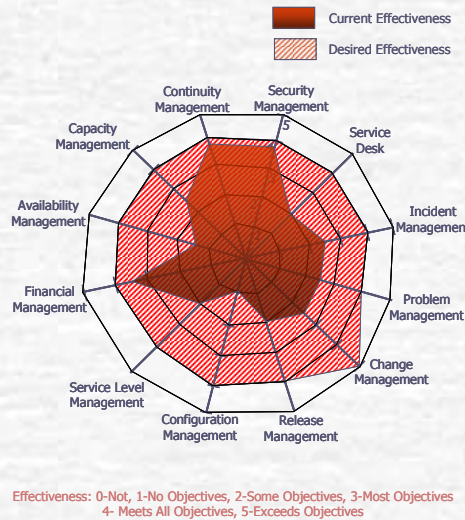
# ITIL Process Definition and Optimization



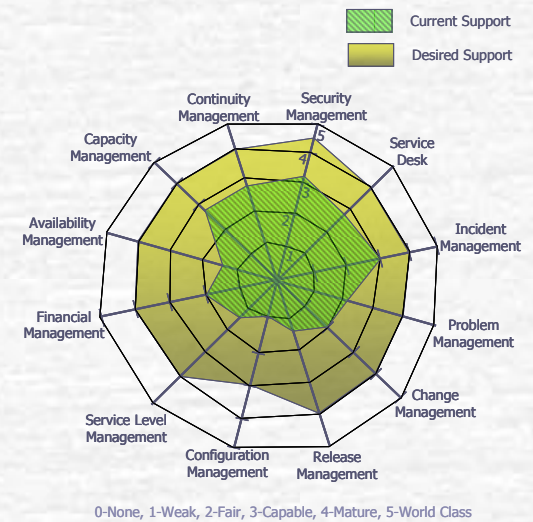
# ITIL Assessment Phase Highlights Process Shortfalls



**Process Maturity**



**Process Effectiveness**

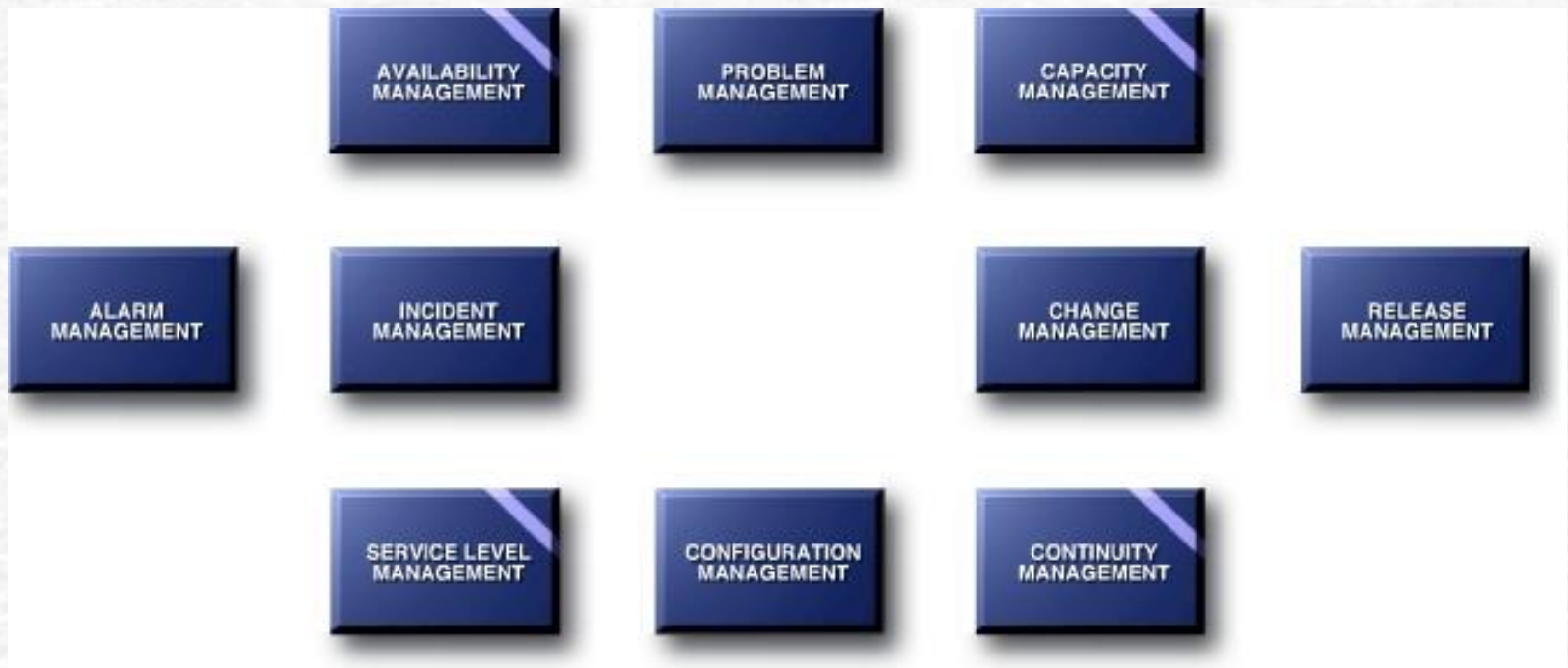


**Process Technology Support**



# Process Library Accelerates Solution Design Phase

- Our library of process models provides field-proven processes for the delivery and support of IT services and cut down process development time by 50-70%.





## On-Demand BSM & ITSM Solutions

# On-Demand Open BSM & ITSM Solutions

- A common challenge for many of NAI clients is to fund or justify the required investment in hardware and/or software to close the process automation gaps in their existing Service Management technology portfolio.
- NAI has developed a complete on-demand (SaaS & HaaS) portfolio of best of breed BSM and ITSM technologies that can easily integrate into the client's existing portfolio of Service Management Technologies.
- This enables NAI clients to start to use some of the latest innovations in Service Management with a low monthly investment and start to address critical pain points.
- The characteristics of the technologies selected for this Open Architecture are discussed in the next 2 slides.

# NAI On-Demand Open BSM Architecture

Presentation Tier

Service  
Management  
Tier

Integration Tier

## NAI On-Demand Open BSM Architecture

### On Demand Dashboards & Scorecards

Business  
Metrics

IT Service  
Metrics

IT Process  
Metrics

### On Demand ...

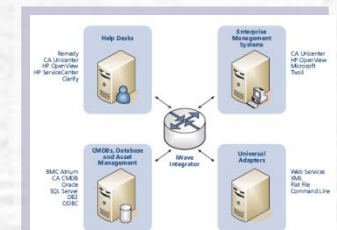
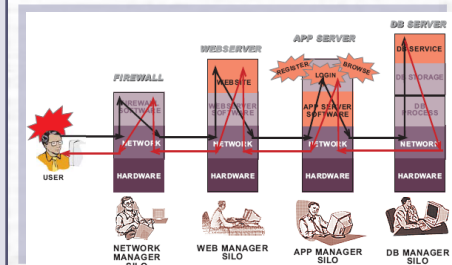
- Service Dependency Mapping
- Business Service Monitoring
- Event Correlation & Root Cause Analysis
- Service Level Management
- Application Configuration Management

### On Demand Integration

CMDB

Monitoring Tools

Service Desk





# Open BSM Technology Selection Criteria

- ✓ No upfront investment in hardware or software
- ✓ Pay for actual use for any size business
- ✓ Solutions designed using Web 2.0 Architecture
  - Standards Based
  - Service Oriented Architecture
  - Small Footprint
  - Multi-Tenant
  - Built-in Integration
  - Easily Extensible
  - Highly Scalable
- ✓ Minimal or no consulting fees to deploy
- ✓ Deploy in hours or days rather than weeks and months



## Measuring and Improving

# ITSM Requires Pragmatic Metrics & Measurements

Organizations require information about the health of their IT organization and need to understand how IT can effectively support the business strategy.

Metricus provides an IT performance measurement framework that allows organizations to understand and maximize the value from their IT organization:

- Metricus provides an **'on demand' business intelligence** platform that supports comprehensive IT performance measurement
- Metricus represents a **toolbox** with scorecards, metrics, practices and expert knowledge that supports the entire IT performance measurement lifecycle
- Metricus presents a **framework for performance measurement** that supports effective decision making at the strategic, tactical and operational levels of IT



# IT Service Management and Performance Metrics

## Functionality for IT Service Metrics Management

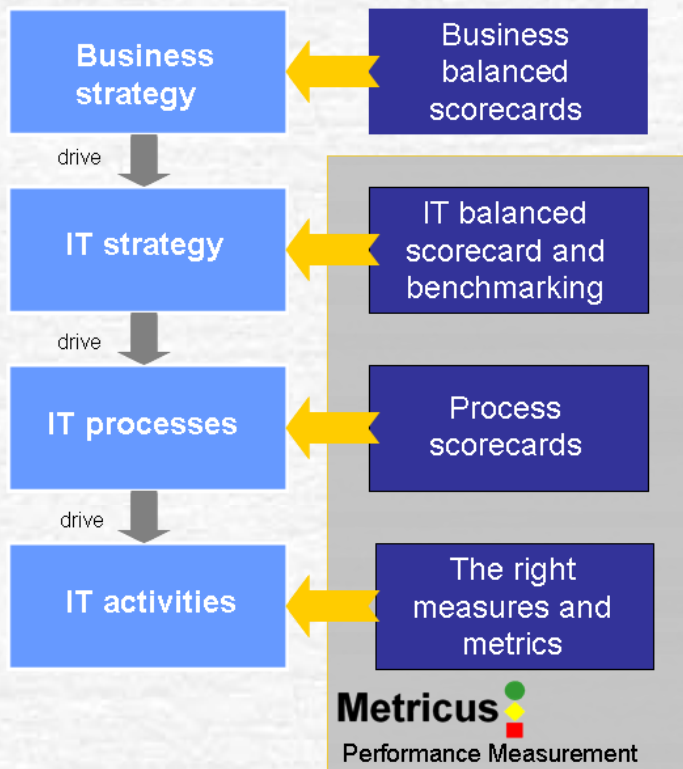
### Managing IT Service Metrics

- ✓ Facilitate ownership and accountability for IT Service performance by assigning owners to defined IT Service metrics
- ✓ Assign up to 5 static or dynamic targets, goals or benchmarks per metric.
- ✓ Create and view strategy maps and impact diagrams to understand the cause and effect relationship between metrics and scorecards
- ✓ Set alerts and notifications to ensure awareness of IT Service metric status changes
- ✓ Manage corrective actions and initiatives through creation of actions and projects specific to IT Service metrics.
- ✓ Create custom scorecards and metric watch lists for selected users groups
- ✓ Embed business intelligence capabilities into scorecards for added context and analysis.
- ✓ Use a metrics network and centralized data store to ensure reliable and consistent delivery of information related to IT Service metrics.



# Unique Approach to IT Performance Measurement

**Metricus provides the most comprehensive 'on-demand' IT performance measurement solution.**



## **On-demand IT Performance Measurement**

- A centralized 'one stop shop' for comprehensive IT performance measurement
- Streamlined process for collecting and intelligently presenting IT performance metrics
- A Business Intelligence SaaS service available 'on-demand' for IT organizations/ departments of virtually any size or geographic location.

## **Based on Expert Knowledge**

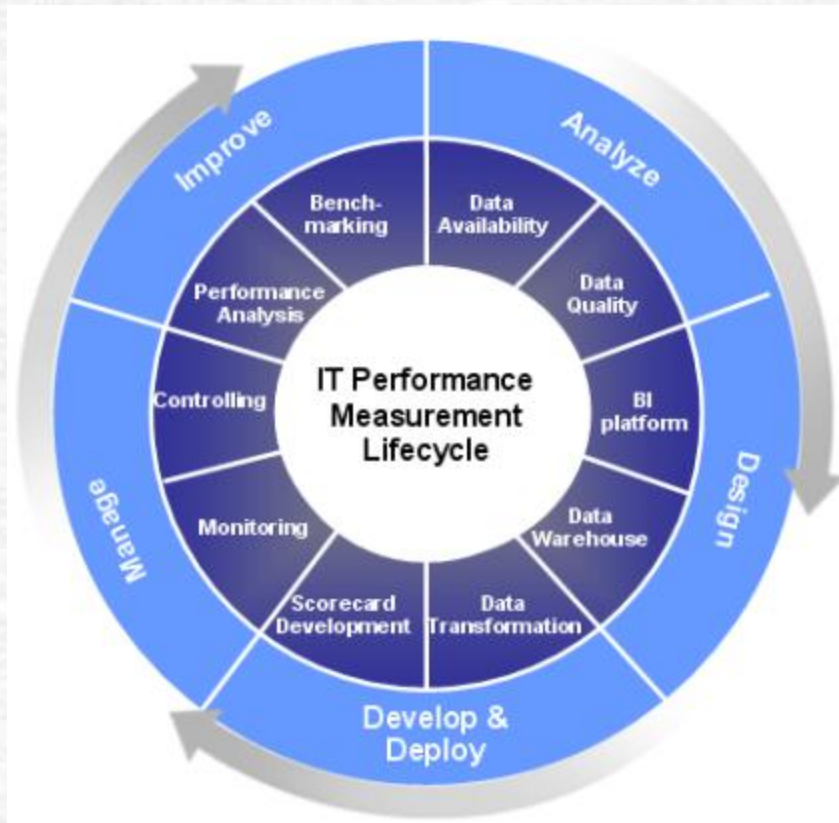
- A ready-to-use set of proven and pragmatic metrics aligned with IT best practices such as ITIL and COBIT
- Toolkits to improve the quality and reduce the cost of data collection
- Predefined and customizable scorecards to provide a quick insight into the health of the IT organization

## **Provides Business and IT Governance Benefits**

- Facilitates IT decision making and increases IT alignment to business strategies
- Enables accountability and transparency between the business and IT

# Metricus in the IT Performance Measurement Lifecycle

**Metricus services support the full IT performance measurement lifecycle.**



## Analyze

- Selection of IT performance metrics
- Metrics definition
- Analyze availability and quality of data

## Design

- Business Intelligence technical architecture
- Data mart structures

## Develop and Deploy

- Data integration procedures
- Metrics, scorecards and supporting reports
- Testing and documentation
- Organizational implementation

## Manage

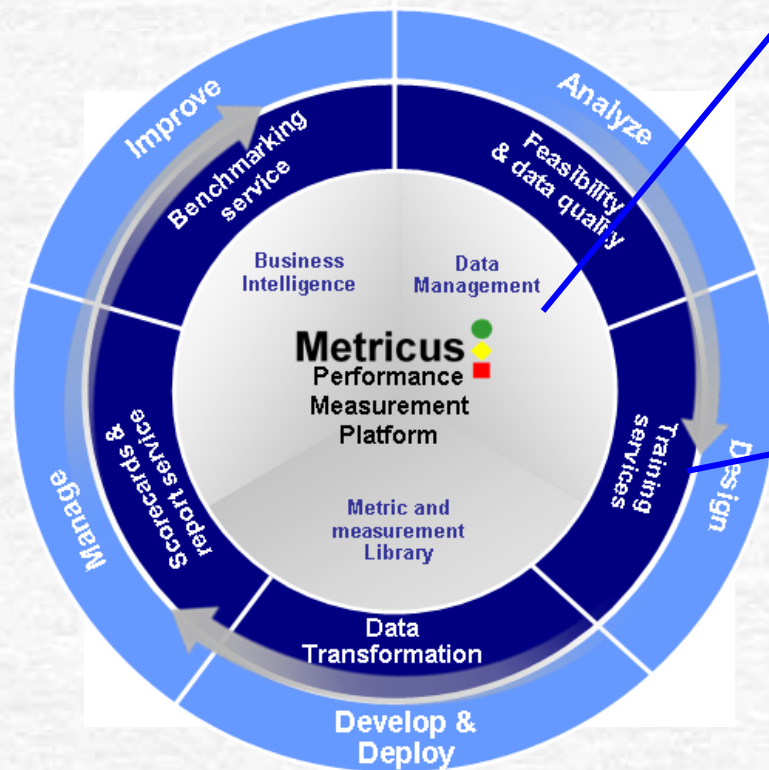
- Backup and restoration
- Security management
- Auditing

## Improve

- Performance analysis
- Benchmarking

# Metricus Performance Measurement Solutions

A complete set of services built around expert knowledge and a secure, hosted Business Intelligence SaaS solution.



## IT performance measurement platform

IT Performance:

- *Business Intelligence Framework*
- *Metrics and measurement library*
- *Metricus data management*
- *Expert Knowledge and tools*
- *Secure hosted infrastructure*
- *Support services*

## Consulting Services

IT Performance:

- *Metric scorecards and report services*
- *Feasibility analysis and data quality*
- *Data Transformation*
- *Benchmarking services*

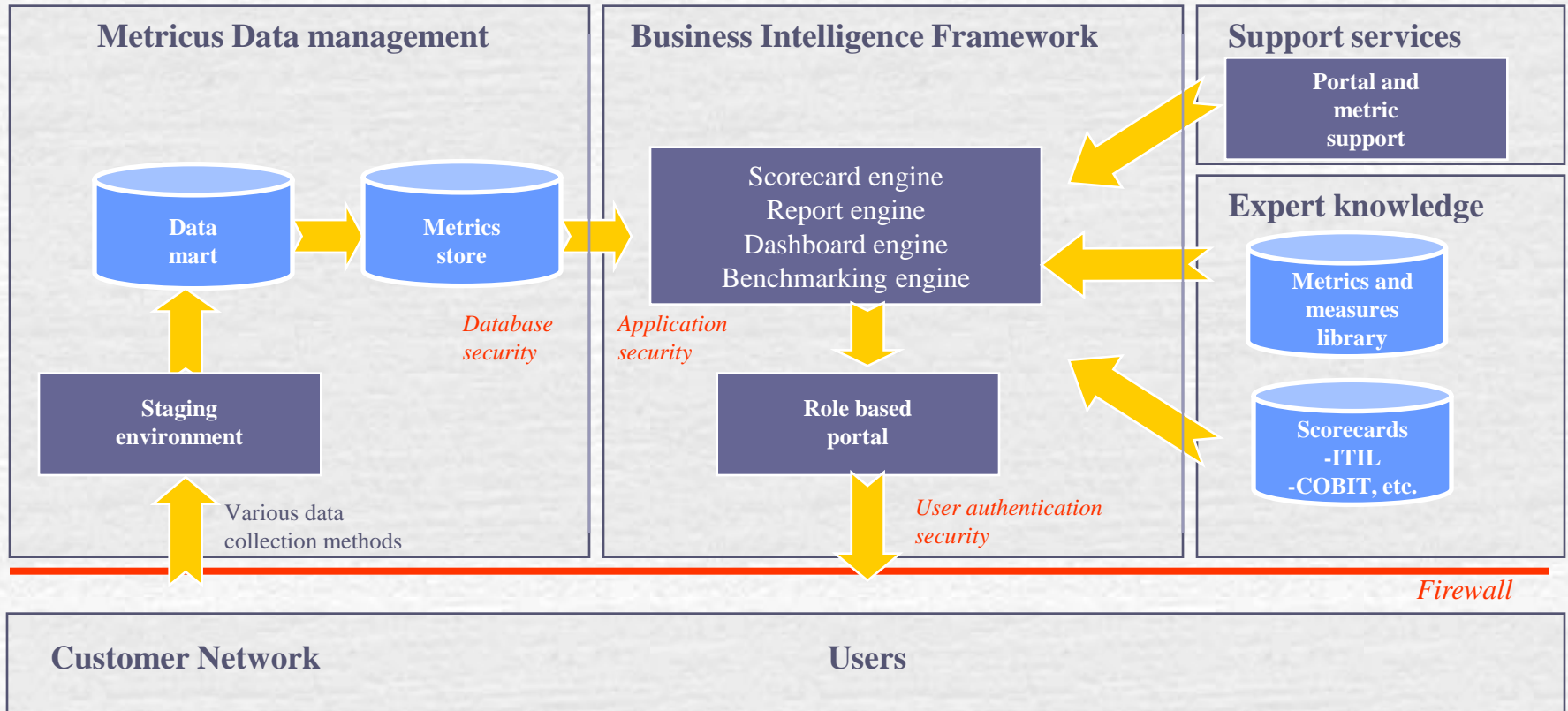
## Training Services

- *Enablement Workshop*
- *Specialist End User and Technical Support*



# Metricus Architecture – Detailed View

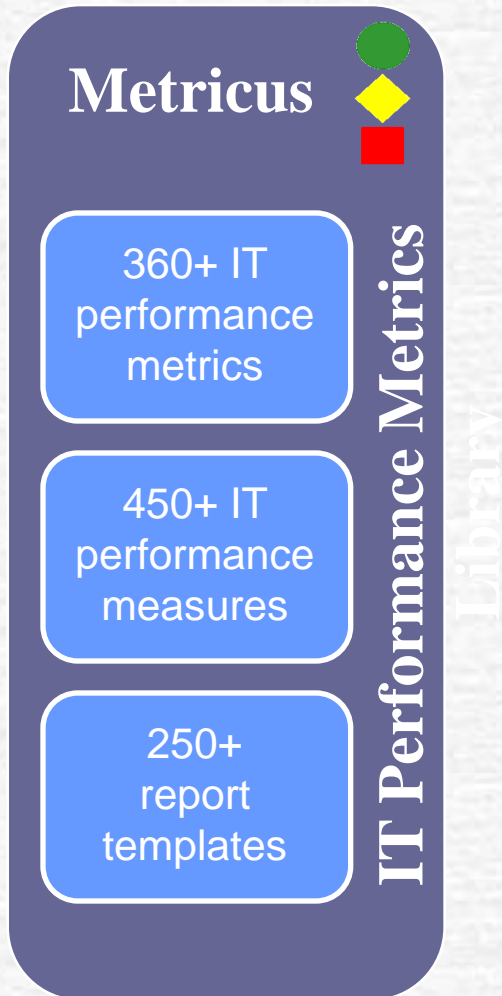
## Metricus Performance Measurement Platform



**Metricus provides a secure and scalable hosted performance measurement environment.**

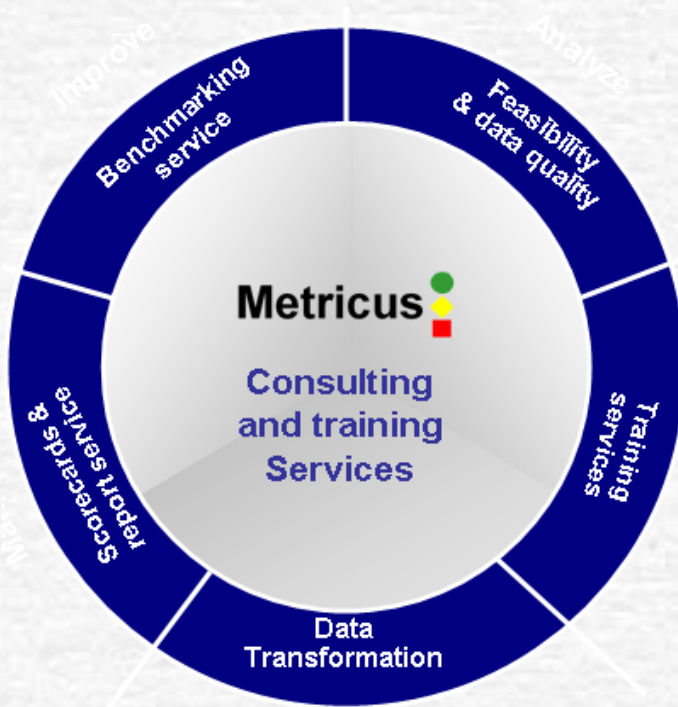


# IT Performance Metrics and Measures Library



- The IT Performance Metrics Library is a structured database containing the definition of over 360 IT Performance Metrics, 440 supporting measures and 250 report templates.
- Represents a 'super-set' of IT Performance Metrics providing the foundation for selecting metrics appropriate for a customer.
- Globally accepted ITSM best practice frameworks are covered including ITIL and COBIT.
- Structured: Metric attributes include impact, usage, related measures, calculation techniques, targets, relationship to IT Service frameworks, analysis granularity, units of measure and data collection tips.
- Pragmatic and Practical: All measures, metrics and reports have been defined based on actual usage within successful implementations of IT Performance Measurement.

# Metricus Consulting Services



**Metricus is supported by a range of consulting services that help organizations in understanding and adopting Metricus.**

## **Metricus – Feasibility Analysis**

Services to assist with the definition of IT Service Metrics for customers, the feasibility of selected metrics, and cost/benefit analysis.

## **Metricus – Data Quality Assessment**

Designed to analyze the availability and quality of data required to provide Metricus IT Service Metrics, Scorecards and Reports. Project deliverables include definition of data sources required for Metricus and remediation strategies for data quality issues identified.

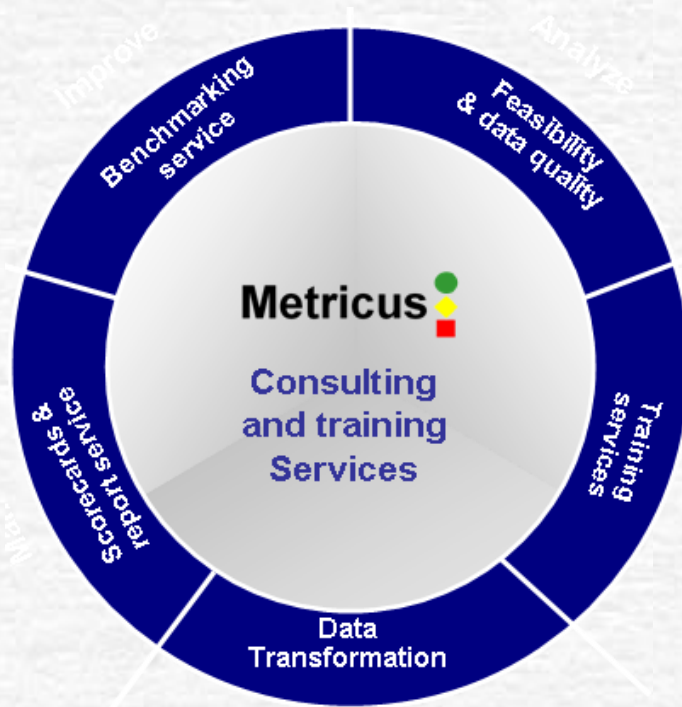
## **Metricus – Data Transformation Services**

Services to assist with the collection and transformation of data required to populate Metricus IT Service Metrics and Scorecards.

## **Metricus – Customized Scorecards & Reports**

Development services for customization of Metricus environment including new metrics, diagrams, reports and scorecards.

# Metricus Training Services



**Metricus training services help key employees comprehend and deliver high quality IT performance metrics.**

## Introduction to Metricus

A comprehensive ½ day introduction to the services that define Metricus. Includes a demonstration of functionality, a presentation of the Metricus value proposition and a practical overview of implementing Metricus for a customer.

## Metricus Enablement Workshop

A 3-days workshop to train consultants on how to successfully implement customer IT Service Metrics and Scorecards within Metricus. Detailed information is provided on customer implementation methodology, data quality and transformation issues, and the definition and presentation of IT Service Metrics and Scorecards.

## IT Service Metrics and Benchmarking

A 1-day workshop to explore the processes and techniques needed within an IT Service environment to ensure effective and accurate benchmarking of IT Service related metrics.



# About the Company Co-Founder – Hamid Nouri

- Over 27 years of experience in IT Management and Consulting
- Co-Founder and Managing Principal at NAI
- Over 13 years of experience in IT Management Consulting. Prior to NAI, was a senior executive at Gartner Group within the Consulting division for 7 years.
- Over 5 years in senior IT leadership roles at Countrywide Funding responsible for Customer Support and Service Management, Data Center Operations, voice and data networks and IT and Architecture Strategic Planning.
- ITIL Manager (Master) and ITSM v3 Expert Certification, ISO 20000 Certified Consultant, Certified Information Systems Security Professional (CISSP), Certified Information Systems Auditor (CISA), COBIT Certified.
- EXIN and itSMF Master instructor on all advanced ITIL courses as well as ISO 20000 and COBIT.
- Frequent speaker and lecturer on topics of IT Service Management, metrics, and quality in IT Operations.
- Has conducted over 120 engagements for a range of clients from startup to global fortune 10.



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