Introducing your speakers

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Agenda

- Industry Positioning
- The Open Group®
- IT4IT™
- Hewlett Packard Enterprise & IT4IT™
- Q & A
To keep pace, IT must transform into a value creator

Traditional IT

Hosting workloads & applications
Providing hardened systems & networks
Managing data
Responding and reacting

Cloud Enabled, Mobile Ready Hybrid Infrastructure

Rapidly creating and brokering new services
Predicting threats and managing risk
Providing real-time insight & understanding
Delivering continuously

Contain Cost

Accelerate your rate of positive change

Create Outcomes
Broken Chain

Observations

- Software industry optimizes Product vs. Solution – driven by metrics = Silo’d buying behavior
- Customer approach shifted from customized towards standardized solutions
- There are successful and useful frameworks and standards on the process level (e.g. ITIL, CoBIT, eTOM, ISO), but there are none on the lifecycle level – IT Management is fundamentally industry agnostic, but has no prescriptive Reference Architecture

Conclusions

- Lack of value chain focus in IT is driving up cost and binding resources
- The IT Value Chain is not a differentiator, but a required foundation for increasing business innovation velocity
- There is a need to level the playing field on the Reference Architecture: this requires standardization

……… Not academically, but practically, by driving agreement between a group of strategic users across industries and geographies
People are the source of our strength
The Open Group is made up of credible staff experts; high-profile member organizations from around the world; influential member representatives working in our Governing Board, Forums and Work Groups; and established local partners that further our work and reputation across the globe. Together, the individuals and organizations who make up The Open Group lead the development of open, vendor-neutral IT standards and certifications.

http://www.opengroup.org/aboutus/whoweare

The Open Group’s member organizations work to establish open, vendor-neutral IT standards and certifications in a variety of subject areas critical to the enterprise

http://www.opengroup.org/subjectareas

Source The OpenGroup® http://www.opengroup.org/
## IT4IT™ Forum Membership (now 70 member organisations)

**Original Consortium**

- Shell
- Hewlett Packard Enterprise
- Achmea
- MunichRe
- Accenture
- PriceWaterhouseCoopers
- University of South Florida
- AT&T

**Forum Members now include**

- Armstrong Process Group
- BP
- Capgemini
- ExxonMobil
- IBM
- Logicalis
- Microsoft
- Oracle
- Origin Energy
- UMBRiO

We are where we are …… But why?

**IT Pressures**

- IT Costs
- Customer Demand
- Volume of Change
- IT Complexity

**Why is IT feeling the pressure**

- Technology focused
- Silo focus
- Process focus
- IT Maturity

**Business pressures**

- Overall Costs
- Time to Market
- Customer loyalty
- Overall economy
IT delivers value through a series of activities

Which means there are IT Value Chains

Value Chains – Porter
Competitive Analysis
Strategic Concepts
Value Creation
Activity cost to profit margin analysis

Value Streams – Martin
Lean / 6-sigma concepts
Multi-Process Oriented
Customer focused results
General approach to the IT4IT™ Reference Architecture

User is the north star, therefore start with IT use cases

- **Functional Model**
  - High level definition of all functional areas for IT
  - Based on customer use case analysis

- **Lifecycle Model**
  - Based on ITIL and service lifecycle and high level grouping of: Continuous Assessment, Continuous Integration, and Continuous Delivery – and later into Value Streams

- **Information Model**
  - Identification of key controlling IT artifacts
  - Definition of artifact lifecycles according to lifecycle model

- **Foundation Integration**
  - Defines key control points for integration, based on artifact
  - Link Information model with lifecycle model
Potential benefits from IT4IT™ (source The Open Group® / Gartner)

“Gartner research suggests that many IT functions are struggling to contain IT cost. Many companies see base cost (run and maintain of the estate) going up, leaving less funds available for innovation and new business applications. The insights that IT4IT promises to deliver will enable opportunities for cost reduction to be identified, freeing up funding for innovation. Gartner estimates that for a $1B per annum IT function, this benefit could be 5%-20% of total budget.”

Val Sribar, Group Vice President
Gartner Enterprise Software Research Group
The IT Value Chain has 4 IT Value Streams

as in a stream of activities delivering value

- **Strategy to Portfolio**: Drive IT portfolio to business innovation
- **Requirement to Deploy**: Build what the business wants, when it wants it
- **Request to Fulfill**: Catalog, fulfill & manage service usage
- **Detect to Correct**: Anticipate & resolve production issues

The IT Value Chain has 4 IT Value Streams:
- **Efficiency & Agility**
- **Finance & Assets**
- **Intelligence & Reporting**
- **Resource & Project Governance, Risk & Compliance**

**IT Value Chain Diagram**
- **IT Value Chain**: Plan, Build, Deliver, Run
- **Support Activities**: Reference Architecture, Sourcing & Vendor, Intelligence & Reporting, Resource & Project Governance, Risk & Compliance

**IT Value Chain Plan**

**IT Value Chain**

**Build**

**Deliver**

**Run**

**Reference Architecture**

**Sourcing & Vendor**

**Intelligence & Reporting**

**Resource & Project Governance, Risk & Compliance**

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**Hewlett Packard Enterprise**

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Hewlett Packard Enterprise Reference Architecture – Based on IT4IT™

Business and Customer Relationship
- Planning
- GRC
- IT Finance
- Intelligence Improvement

IT Consumer Portal & Dashboard

Strategy To Portfolio
- Demand
- Investment Portfolio

Requirement To Deploy
- IT Architecture
- Service Portfolio

Request To Fulfill
- Design / Develop
- Test & Release

Detect To Correct
- Monitor / Event

IT Consumer Portal & Dashboard
- Change
- Fulfillment

IT Consumer Portal & Dashboard
- Configuration
- Usage / Billing

Service Model Backbone and Integration

ERP
- Project

HR
- Catalog

Finance
- Service Model Backbone and Integration

Procurement
- Service Model Backbone and Integration

IaaS

Sourcing and Supplier Relationship

Detect
- Incident / Problem

To
- Correct

To
- Fulfill

To
- Deploy

To
- Deploy
Hewlett Packard Enterprise and IT4IT™

Live Network
https://hpln.hp.com/group/it-value-chain

- HP reference implementations of IT4IT
- IT4IT Content Packs
- IT Value Chain (including product mapping)
  - Strategy to Portfolio
  - Requirements to Deploy
  - Request to Fulfil
  - Detect to correct
- IT4IT Starter pack
- IT4IT Quick Cards

Software Services

- Model Offices
  - SIAM
  - Cloud
  - Devops
- IT4IT Journey to Value
  - Agile Discovery
  - Extended Agile Discovery
- Agile IT4IT implementation
- IT4IT Quick Cards
- IT4IT Roadmap

Education

- IT4IT Awareness from HP
  Available now
- IT4IT Foundation 2016
- IT4IT Level-2 2017*
- IT4IT Level-3 2018*

*Current estimated timeframe
Suggested Levels of Certification
(work in progress – not finalised)

- **Master (2017/Q3)**
  - Level-3
  - Accomplished

- **Specialist* (2017/Q1)**
  - Level-2
  - Proficient

- **Foundation (2016/Q1)**
  - Level-1
  - Executive

*Specialist level may require candidates to have passed all the value chain exams
1. **Body of Knowledge (BoK)**
   This is the IT4IT reference Architecture (or specific parts of it).

2. **Key Learning Points (KLP’s)**
   Need to be identified in the BoK and referenced in the Learning Outcomes.

3. **Learning Outcomes**
   Built around the KLP’s together with keywords to describe the depth of the learning level required for each KLP.

4. **Training Organisations**
   - The Open Group does not dictate the structure, order, or time duration that topics should be taught in an Accredited Training Course (ATC).
   - Training organizations are free to structure their courses as they see fit, but must ensure that the Candidates have the mandatory Learning Outcomes at the end of a course (based on the target certification level).
IT4IT™ Certification-3

IT4IT™ Foundation
1. The learning objectives at this level focus on knowledge and comprehension
2. The purpose of certification to IT4IT Level 1, known as IT4IT Foundation, is to provide validation that the candidate has
   a. Gained knowledge of the terminology, structure, and basic concepts of IT4IT.
   b. Understands the core principles of the IT4IT Reference Architecture and the IT Value Chain.

Target Audience
i. Individuals who want an introduction to the IT Value Chain and IT4IT Reference Architecture
ii. IT Professionals who are responsible for delivering IT services
iii. IT Professionals/Practitioners who are focused on instrumenting the IT management landscape
iv. Enterprise Architects who are responsible for IT business transformation
v. IT leaders who are concerned about the nature and appropriateness of their operating model
vi. Individuals who want to achieve a higher level IT4IT certification
Exam Question Guidelines

1. Base each question on a learning outcome (A learning outcome is based on one or more Level-1 Key Learning Points from the Knowledge Base)
2. Test for important or significant information.
3. Focus on a single problem for each question.
4. Vocabulary to be consistent with the candidate level of understanding.
5. Questions must be independent of one another.
6. Use examples from the IT4IT Reference Architecture standard as a basis for developing your questions.
7. Avoid questions based on opinions.
8. Be sensitive to cultural and gender issues.
9. Do not ask negative questions

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<th># Questions in the exam</th>
<th>% Weight (raw)</th>
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### Summary

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<th>IT4IT Standard</th>
<th>Complementary</th>
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<td>Launched October 2015 by The Open Group®</td>
<td>A vendor neutral reference architecture for running the business of IT</td>
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<td>The IT Value Chain Supported by IT Value Streams</td>
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<td>Strategy to Portfolio (S2P)</td>
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<td>Requirements to deploy (R2D)</td>
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<td>Request to fulfil (R2F)</td>
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<td>Detect to Correct (D2C)</td>
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I am as yet to find an environment where IT4IT can not be used. Its like a magic carpet – everything flies on it!
Thank you and Questions
## Useful links

### The Open Group
- IT4IT™ forum
  - [http://www.opengroup.org/IT4IT](http://www.opengroup.org/IT4IT)
- IT4IT™ Collaboration Site
  - [http://www.it4it.com](http://www.it4it.com)
- IT4IT™ The New Reference Architecture for Managing the Business of IT – Webinar (recorded)
  - [https://www2.opengroup.org/ogsys/catalog/D139](https://www2.opengroup.org/ogsys/catalog/D139)

### Hewlett Packard Enterprise
- IT4IT Consulting Services
- IT4IT eBook
- Live Network (for Hewlett Packard Enterprise Software License holders) – full product mapping to IT4IT
  - [https://hpln.hp.com/group/it-value-chain](https://hpln.hp.com/group/it-value-chain)

### Social Media
- Twitter
  - #IT4IT
  - #ogIT4IT
- Linkedin
  - [The Open Group IT4IT LinkedIn page](https://www.linkedin.com/groups/Open-Group-IT4IT-Forum-6785651/about)
  - Tony Price @TonyPriceAtWork
  - John McDermott @JohnFMcDermott1