

WHAT DOES THE FUTURE HOLD FOR ITSM?

15 Industry Experts Share Predictions on the Transformation of IT Service Management

Rapid innovation is challenging IT leaders to evolve their ITSM strategy to meet today's needs and drive future business growth. We tapped industry experts to share their thoughts on the future of ITSM to help your organization evolve.

1 TRANSFORMING PROCESS & TECHNOLOGY



40%

of all digital transformation initiatives, and 100% of all effective IoT efforts, will be supported by cognitive/AI capabilities by 2019.²

“ AI will be utilized more frequently and to a greater degree in order to process a larger amount of data and respond to changing situations quickly and efficiently.

“ Over the next 3-5 years the world will continue to go through a digital transformation, and businesses will need to focus on leveraging technology to meet their customers where they are today and will be tomorrow.

“ Automation isn't about reducing cost; it's about boosting productivity by freeing up the resources necessary to deliver increased business value.



- **Eric Vanderburg**,
Director of Information Systems and Security, JURINNOV, LLC



- **Steve Buchanan**,
Author, Microsoft MVP and Regional Solutions Director at Concurrency

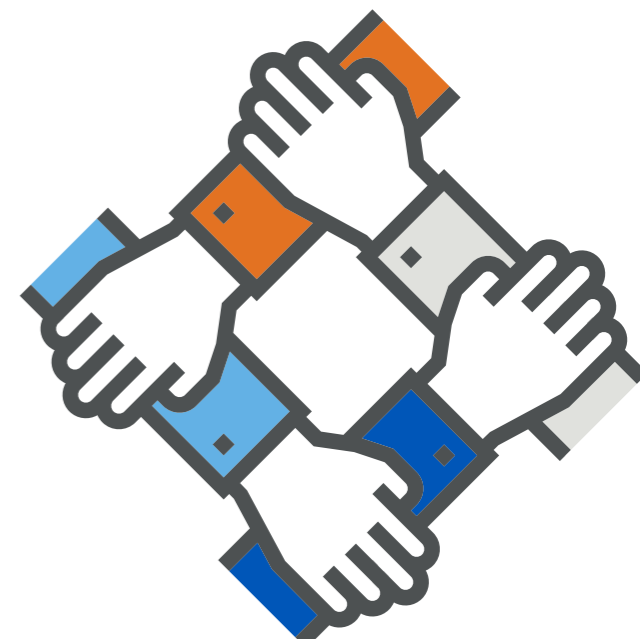


- **Ollie O'Donoghue**,
Head of Research and Insight, Service Desk Institute

2 ELIMINATING BUSINESS SILOS

70%

of siloed digital transformation initiatives will ultimately fail by 2018 because of insufficient collaboration, integration, sourcing, or project management.



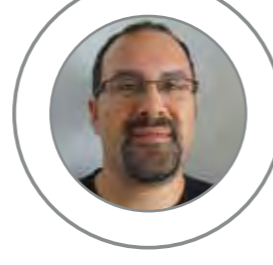
“ To support and accelerate business growth, IT Service Management practices and technology will require IT organizations to eliminate functional silos and build a singular focus around the end-to-end customer experience.

“ Today, the silos between ITSM and operations are a major gap that must change based on the gravitation towards DevOps and Product Engineering Teams.

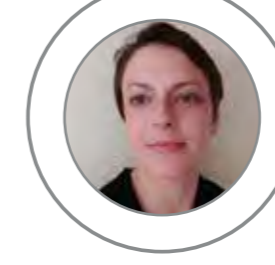
“ High quality IT service managers need to draw on a range of management practices from ITIL to DevOps to make sure they can deliver what's needed, when it's needed, and at the right level of quality to support business goals.



- **Jarod Greene**,
Vice President of Product Marketing, Cherwell Software



- **Jonah Kowall**,
Vice President of Market Development & Insights, AppDynamics



- **Claire Agutter**,
Director, Scopism

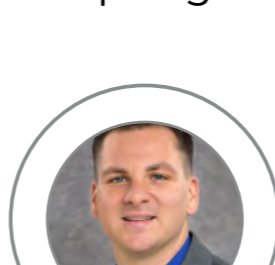
3 ENHANCING AGILITY, SPEED & EFFICIENCY

“ For ITSM practices, three words — must go faster — are the imperative for the foreseeable future.

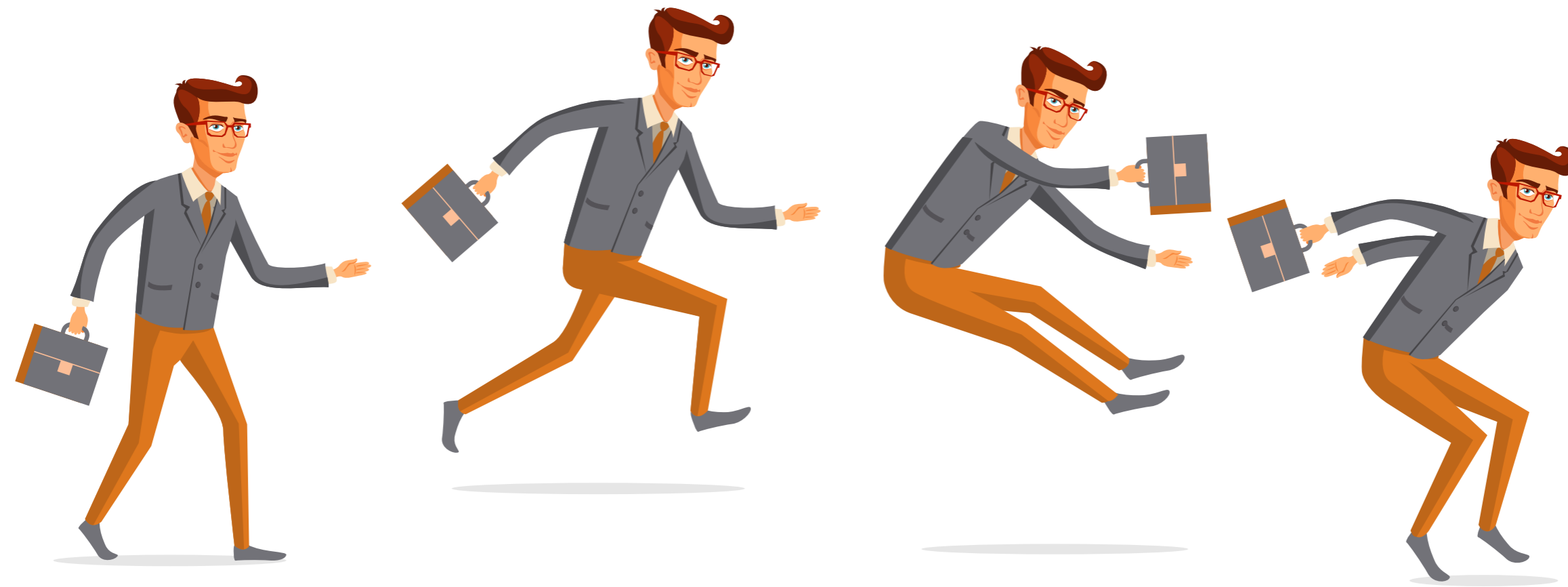
“ IT service management (ITSM) will need to evolve from a reactive to proactive posture in terms of both adopting and supporting new technologies.



- **Roy Atkinson**,
Senior Writer/Analyst, UBM Americas - HDI



- **Robert Young**,
Research Director, IDC



“ The speed and cultural expectations that have evolved from an internet/streaming economy have created a business culture and expectation that requires unprecedented levels of agility to remain viable—let alone profitable

“ ITSM technology will need to go faster, require less manual effort, auto-populate when possible and interoperate through APIs with the automation that supports continuous delivery.



- **Troy DuMoulin**,
Vice President of Research & Development, Pink Elephant

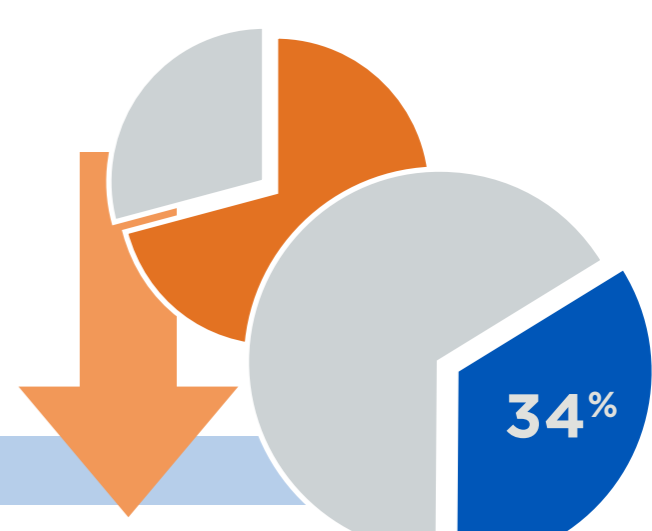


- **Jayne Groll**
CEO, DevOps Institute

4 TRANSFORMING PROCESS & TECHNOLOGY

34%

of companies see the IT department as the main driver of innovation, which is down from 71% two years ago.³



“ Good ITSM is key for IT organizations that want to remain relevant to the businesses they serve, and to expand service management into the enterprise or enable digital transformation.

“ Service management teams will also need to adopt a more collaborative, agile, lean and visual approach, using more quality methodologies, e.g. Kanban, enabling them to respond quickly to business needs and customer demands, to increase customer satisfaction and loyalty.

“ The use of ITSM principles, practices, and technologies in other lines of business—such as HR and facilities—will continue to grow and, in doing so, IT will receive line of business best practices back in return. ITSM will evolve as a consequence.



- **Doug Tedder**,
Principal Consultant, Tedder Consulting LLC

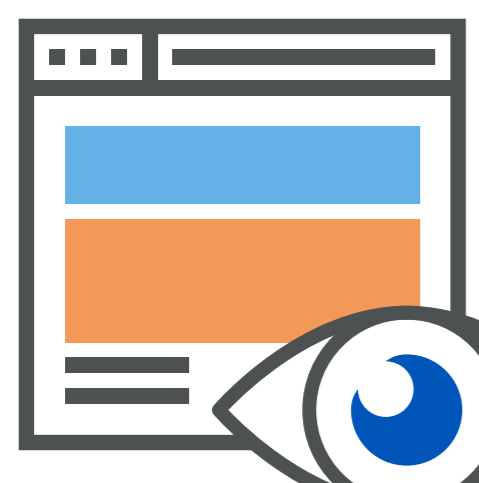


- **John Custy**,
ITSM Educator and Consultant, JPC Group



- **Sophie Danby**,
ITSM Marketing Consultant, Socommunity Ltd.

5 FOCUSING ON CUSTOMER EXPERIENCE

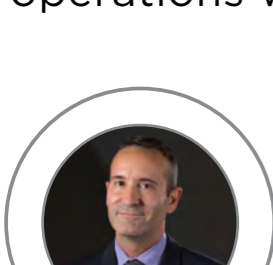


50%

of the G2000 will see the majority of their business by 2020 depend on their ability to create digitally enhanced products, services, and experiences.⁵

“ We're now living in a time when businesses must focus on the customer experience to thrive. ITSM technology and practices must now serve to align all operations with the needs and desires of customers.

“ The biggest change to ITSM technology and practices over the next 3-5 years will be a move away from process-based silos to more customer-focused value streams.



- **Marc-Roger Gagné, MAPP**,
Senior Privacy and Data Governance Advocate, Gagné Legal Services



- **Stuart Rance**,
Owner and ITSM Consultant, Optimal Service Management

Companies who want to remain competitive should use the power of ITSM to drive innovation, operational excellence, customer satisfaction, and business value. Get more exclusive insights and tips from industry leaders in our new e-book.

Read the eBook at Cherwell.com/ITSM-Future

Sources
1. <https://www.idc.com/research/viewtoc.jsp?containerId=US41883016>
2. <https://www.idc.com/research/viewtoc.jsp?containerId=259969>
3. <https://www.forbes.com/sites/danielnewman/2016/07/26/the-changing-role-of-it-in-the-future-of-business/#6875f719525d>
4. <https://www.idc.com/research/viewtoc.jsp?containerId=US41883016>