

Companies don't need ITIL



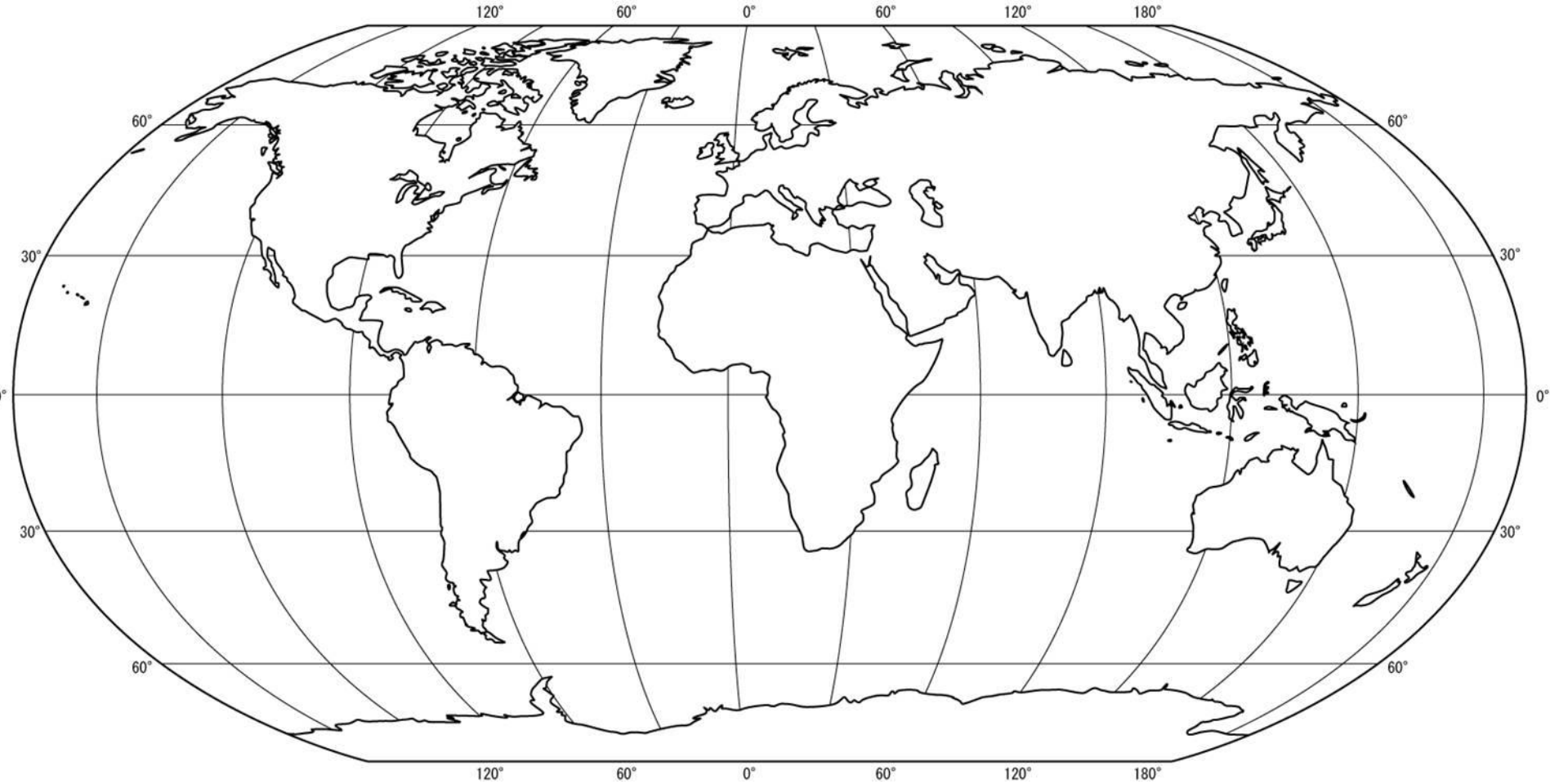
# ITGI Japan 2011

Marlon Molina

Twitter @MarlonMolina

Blog <http://computerworld.es/marlonmolina>

# If we have the same solutions...



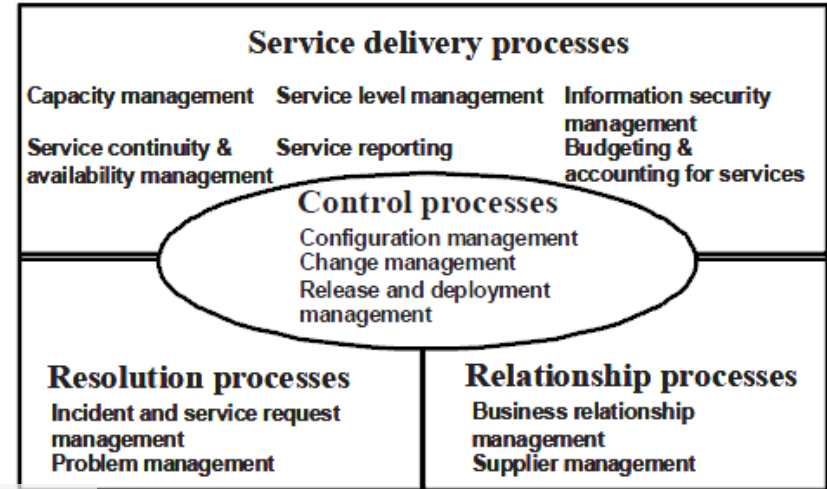
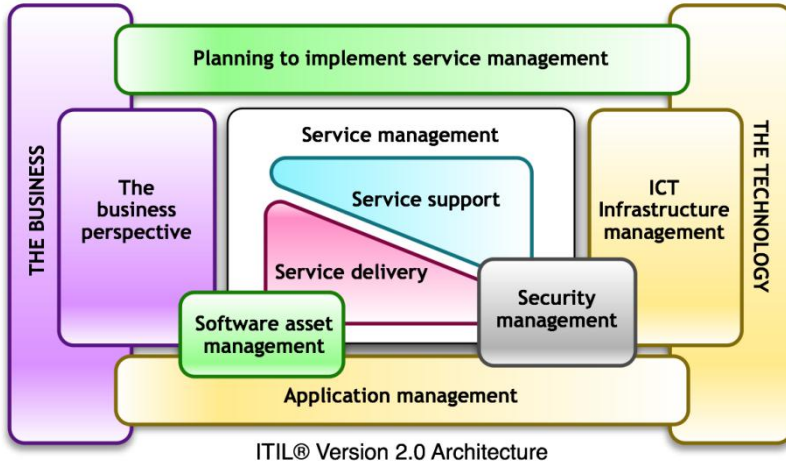
# ... then we have the same needs



I will tell you a story, my story with ITIL



# A fair question

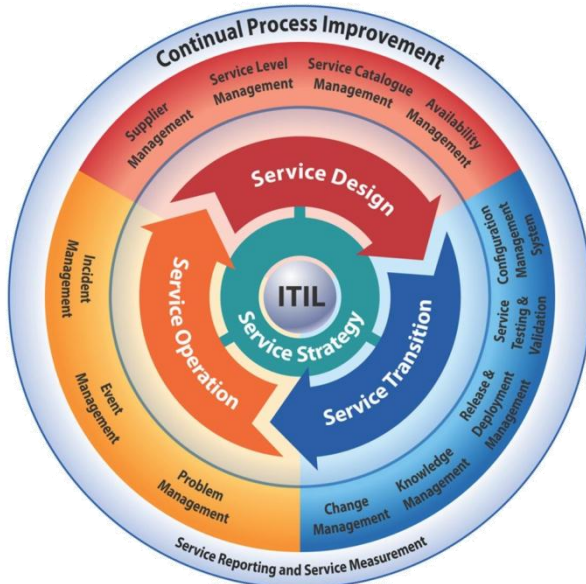


2000

2005

2007

2010

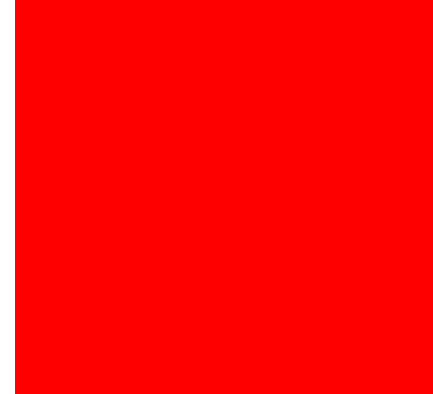
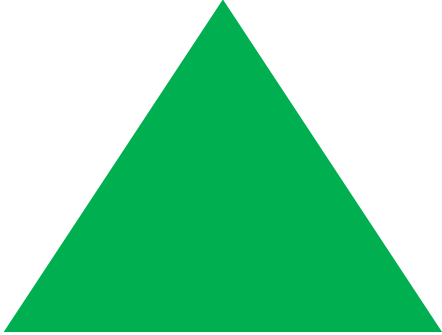


I now have to say

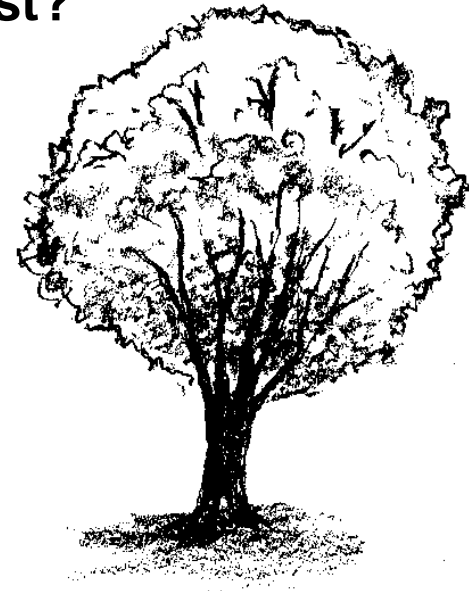
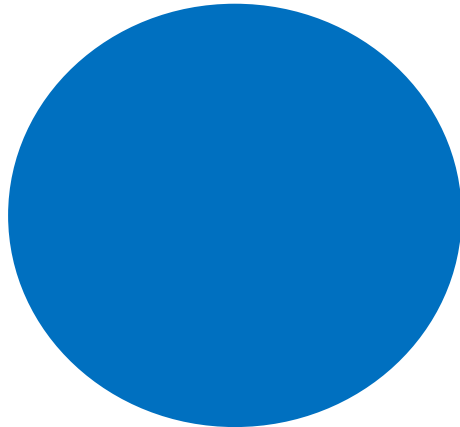
I'm sorry



# Which one doesn't fit?



Do you remember this test?



# Which statement doesn't fit?

## Check one

1. I have to go to Valencia
2. Have to be in Valencia by Monday morning
3. I have to buy a train to go to Valencia
4. We need a market survey for the new product in Valencia
5. We will do an event to launch the new product in Valencia
6. The goal is to increase revenues by 5% adding the sales in Valencia
7. We need to hire an experience sales person



**Align to the Business**

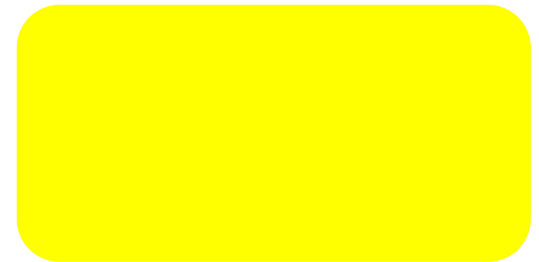
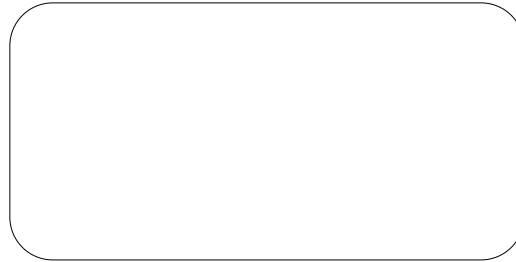
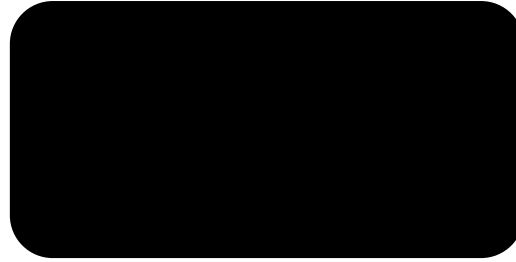
**Integration with the Business**

**Support the Business**

**Be part of the Business**



# Then, what color is the solution?



# “The Business”



- **How often did you speak with the Business?**
  - I don't understand
- **I mean, how often do you meet with the people who took decision in the company?**
  - Still lost. I was part of the people taking decisions
- **By example, with the President or the General Direction, How often do you meet?**
  - It was not a meeting matter, we worked together



- **14 phone talks to CIOs**
  - 2 “traveling”
  - 4 without permission to public speaking
  - 3 too busy with internal projects
  - 2 without confidence for public speaking
  - 3 without possibilities to fix their agendas
- **2 talks to Global Managers**
  - 2 success attendees





## STANFORD GRADUATE SCHOOL OF BUSINESS

Critical Analytical Thinking
Ethics and Management
Global Context of Management
Leadership Labs
Managerial Skills
Managing Groups and Teams
Organizational Behavior
Strategic Leadership
Data Analysis and Decision Making
Financial Accounting
Human Resource Management
<b>Information Management</b>
Managerial Accounting
Marketing
Microeconomics
Modeling for Optimization & Decision Support
Strategy Beyond Markets
Operations

1 out  
of 18

5%

[http://www.gsb.stanford.edu/mba/academics/curriculum\\_year1.html#](http://www.gsb.stanford.edu/mba/academics/curriculum_year1.html#)



# “focus on Outcomes”

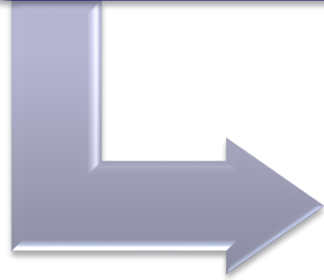




**How an outcome looks like?**



- Goals
- Vision and Mission



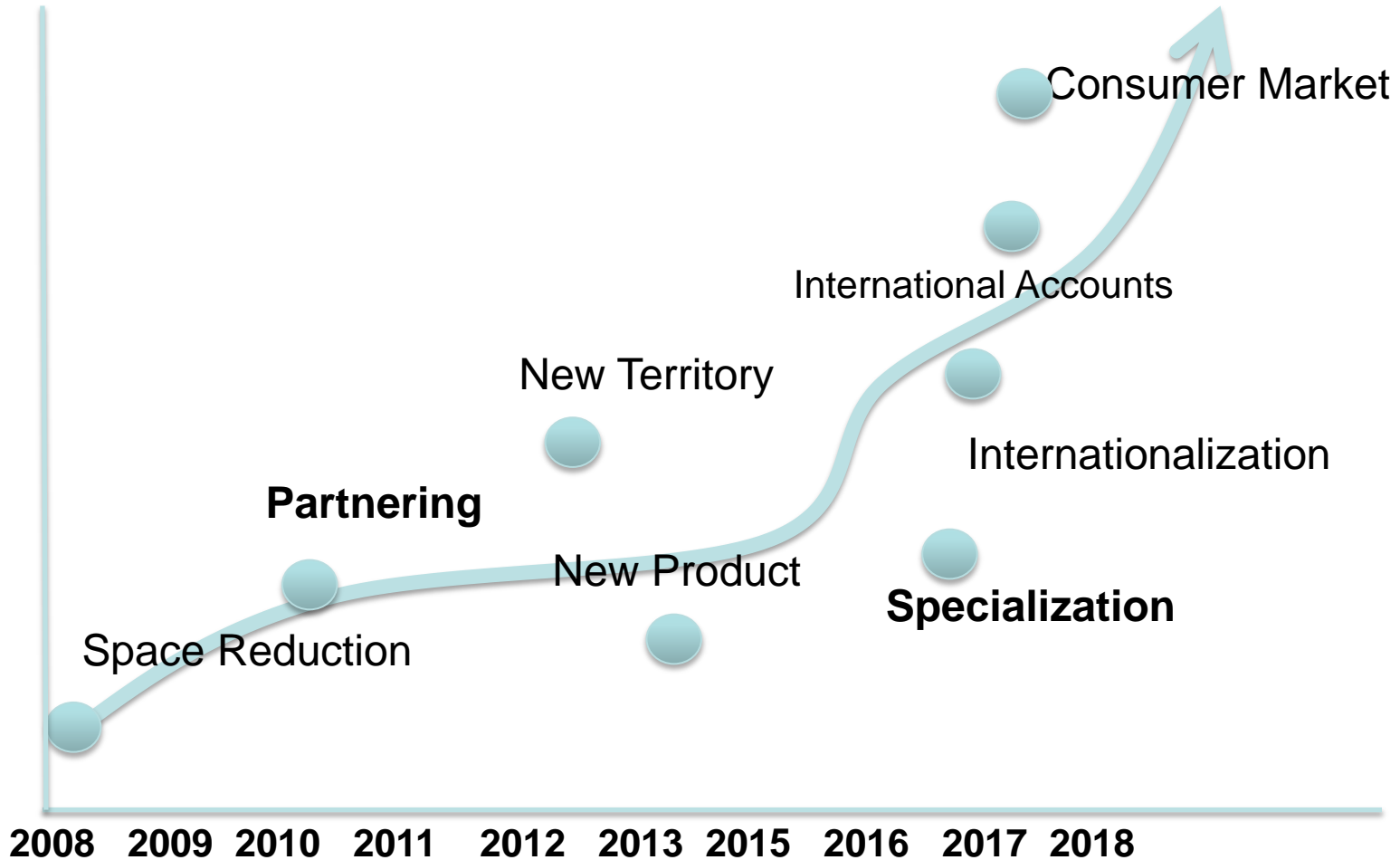
- Processes



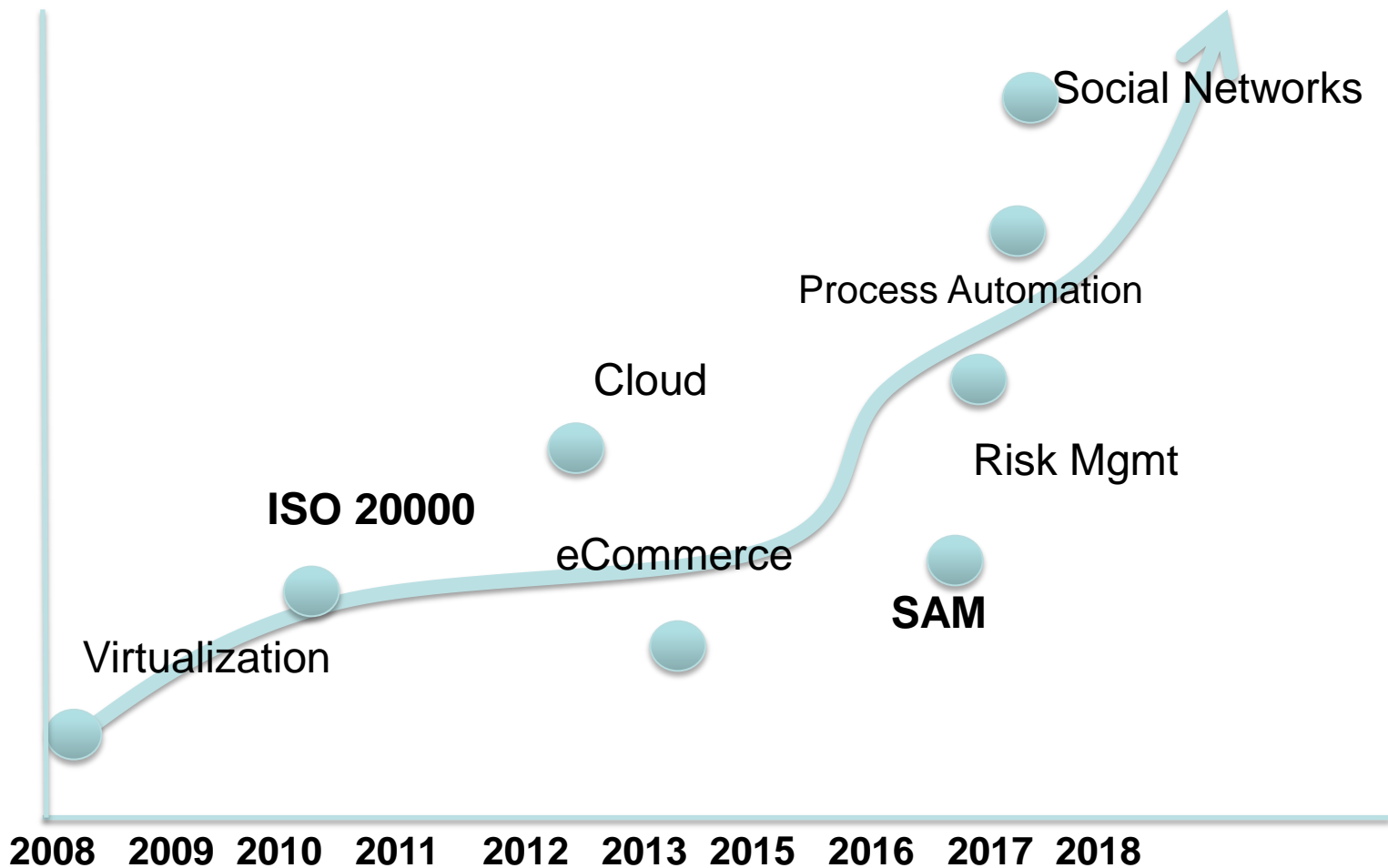
- things

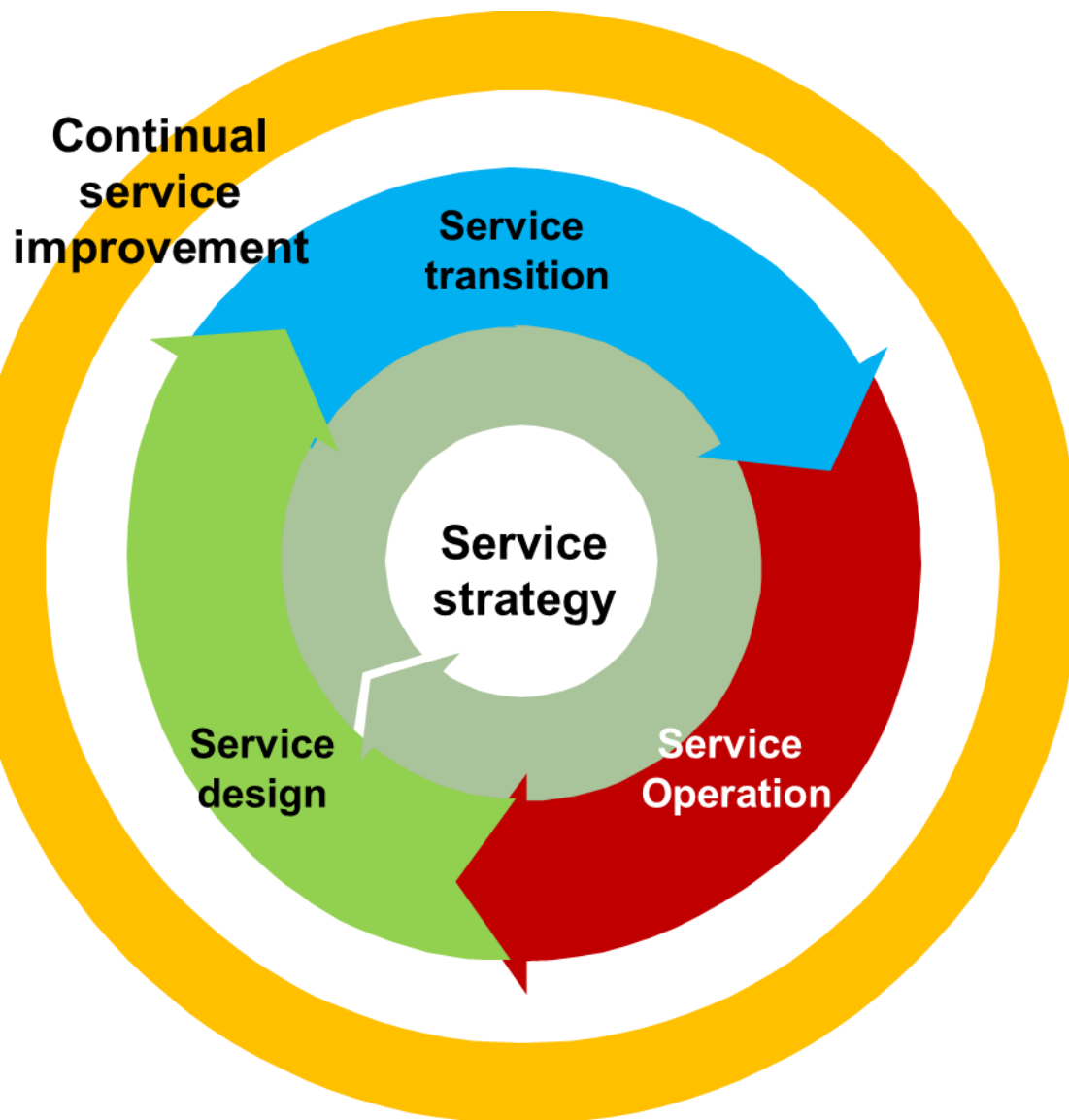


# What are the Corporate Milestones?

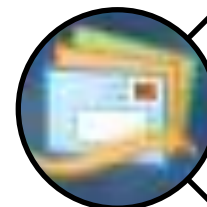


# What the IT milestones should look like?





Business



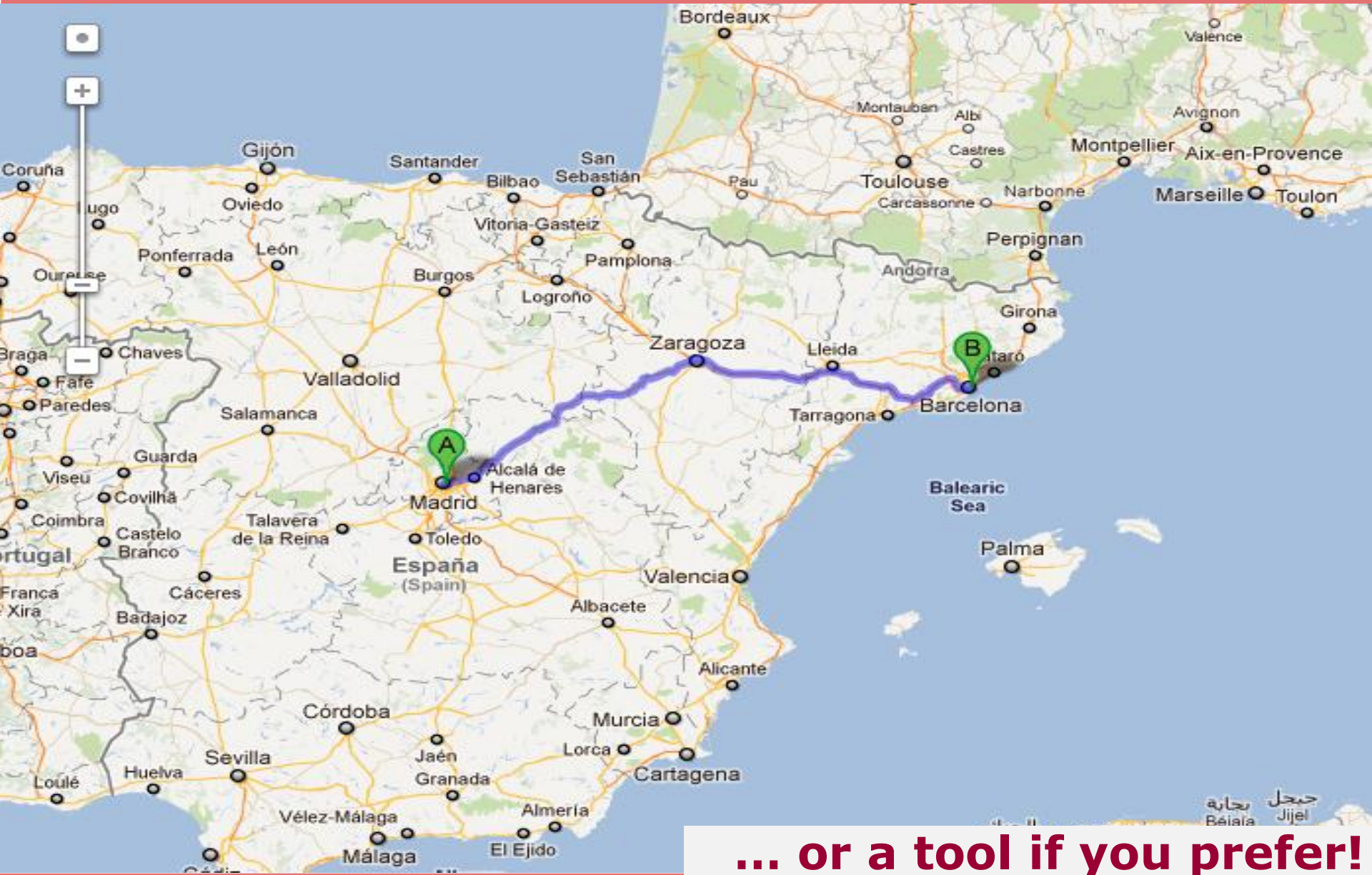
Services



Infrastructure



# ITIL is the vehicle...



... or a tool if you prefer!

Source: Google Maps





## Marlon Molina

Twitter @MarlonMolina

Blog: <http://marlonmolina.tecnofor.es>

Email:

[marlon.molina@tecnofor.es](mailto:marlon.molina@tecnofor.es)

[marlon.molina@itsmfi.org](mailto:marlon.molina@itsmfi.org)

**Thank you**  
**ありがとうございます。**  
**Gracias**

