

# Digital Enterprise Service Management (DESM)

A Proactive, Collaborative and Balanced Approach for Managing, Improving and Securing an Enterprise Digital Service Portfolio



# Agenda and Objectives

- What is Digital Enterprise Service Management (DESM)
- What are DESM Best Practices
- What is the DESM Service Lifecycle
- Adopting and Adapting an DESM Program Across an Enterprise
- DESM Starter Kit

# What is Digital Enterprise Service Management (DESM)?

- **Digital Enterprise Service Management** is a proactive, collaborative and balanced approach for managing, improving and securing an enterprise digital service portfolio

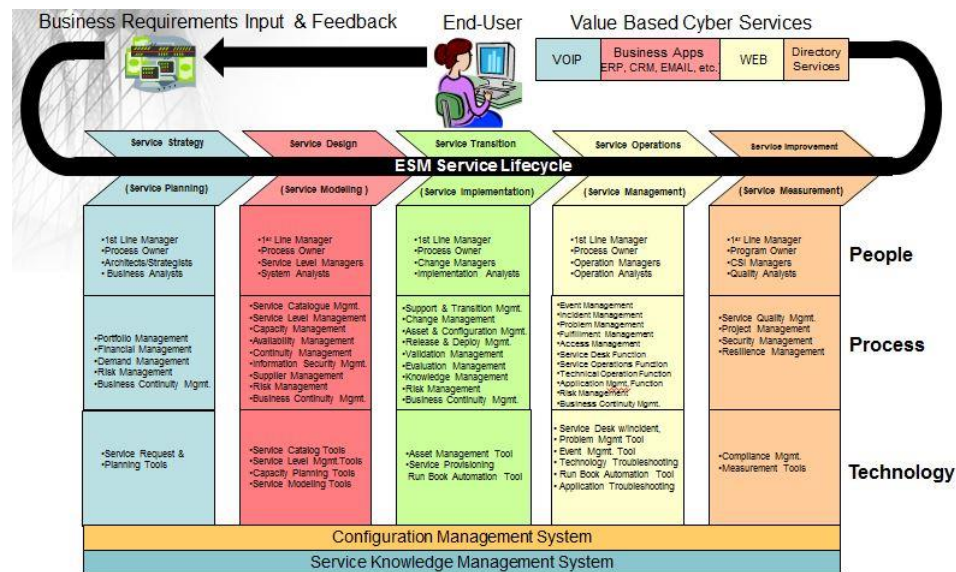
# What are DESM Best Practices?

- **ITIL®** best practice framework provides guidance and trainings on what enterprises should be doing to proactively manage and improve its information services portfolio in terms of cost, quality and continuity
- **NIST cyber security** best practice framework provides guidance and trainings on what enterprises should be doing to proactively manage and improve its information service portfolio in terms of security.
- **RESILIA™ and Cobit** best practice frameworks provide guidance and trainings on what enterprises should be doing to proactively manage and improve its information service portfolio in terms of risk and compliance.
- **PMI** best practice framework and the **Prince 2** methodology provide guidance and trainings on how enterprises can improve the success of its digital service projects by using knowledge and techniques that tie project results to business outcomes.



# What is the DESM Service Lifecycle?

- The DESM service lifecycle is a process driven approach for designing, implementing, managing, securing and improving an enterprise digital service portfolio
- The DESM lifecycle helps organizations optimize the people, process and technologies associated with each service from a cost, quality, compliance, security, risk and business continuity point of view



# Adopting & Adapting an DESM Program Across an Enterprise

Secure, Select, Condition, Empower, Institutionalize



## A Five Phase Approach to Adopting & Adapting DESM Best Practices

- Securing Executive Commitment
- Selecting the Leadership Team
- Conditioning the Organization for Change
- Empowering the Organization to Change
- Institutionalizing the Program with HR

# Phase #1 – Securing Executive Commitment

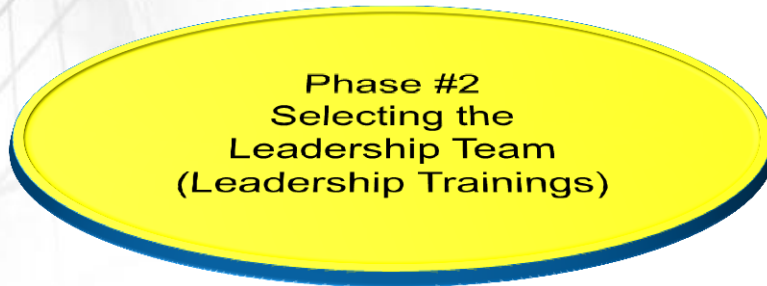
Securing Executive Commitment



Organization Role	Objective	Training Programs
CEO, CFO, CIO, CISO CRO, CCO, PMO Director, SMO Director, Governance Director	This set of programs will help the executive team better understand the benefits and value of adopting an DESM program	DESM Executive Overview DESM Executive Simulations

# Phase #2 – Selecting the Leadership Team

Selecting the Leadership Team



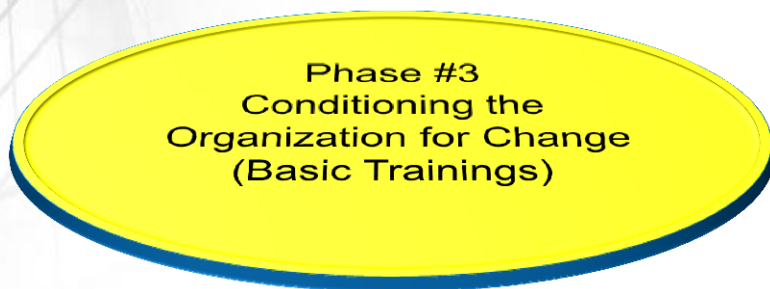
Organization Role	Objective	Training Programs
Process Owners, Service Owners, Change Mgrs. Operation Mgrs. CSI Mgrs. Business Analysts	This program will train and certify at the Expert level the leadership team of the DESM program. These key contributors will assist in developing the roadmap plus become the thought leaders and evangelists for the DESM best practice program	ITIL® Training RESILIA Training Prince 2 Training NIST Training Cyber Security Training Planning to Change Workshop Assessment Workshop Simulations





# Phase #3 – Conditioning the Organization for Change

Conditioning the Organization for Change



Organization Role	Objective	Training Program
All IT staff, senior leadership, stakeholders and supply chain partners	This program will provide basic training and certification for those who will play passive and active roles in an DESM program. These certifications will also provide a portion of the student population the base certification they need to advance to phase 4 specialist training	<b>Passive Roles</b> ITIL Awareness RESILIA Awareness  <b>Active Roles</b> ITIL Foundation ITIL Simulation RESILIA Foundation RESILIA Simulation



# Phase #4 – Empowering the Organization to Change

Empowering the Organization to Change

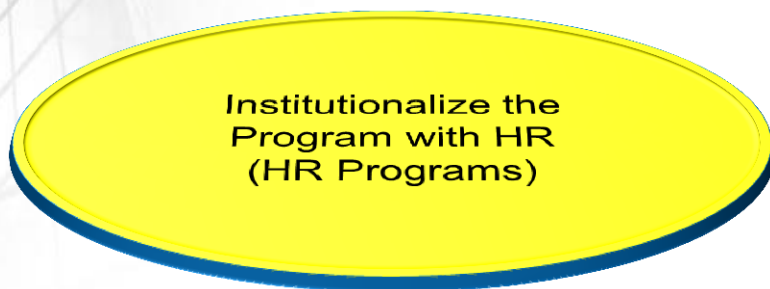


Organization Role	Objective	Training Programs
1st Line Mgrs. Process & Service Owners Architects & Strategists Operation & System, Analysts Business & Quality Analysts Program & Project Managers Operation & Change Mgrs. Service Level & CSI Mgrs. Tool Administrators	Gain hands on specialist capabilities in DESM best practices  Train all stakeholders and supply chain partners on good cyber practices in their day to day business operations	ITIL Foundation & Practitioner ITIL Intermediate RESILIA Foundation RESILIA Practitioner Prince 2 Foundation Prince 2 Practitioner IIBA Business Analysis ISO 27001, ISO 31000 Cyber Security Training Mentoring Workshops Simulations Security User Awareness



# Phase #5 – Institutionalize the Program with HR

Institutionalize the Program with HR



Organization Role	Objective	Activities
HR Manager	Establish new HR Policies in the areas of recognition, rewards hiring, promotions & role based career development	Setup both eLearning and role-based Blended Learning ESM best practice training solutions for new and existing employees



# DESM Starter Kit

Problem	Purpose	Activities
Organizations need to adopt and adapt a DESM program to enable a proactive, collaborative and balanced approach for managing, improving and securing an organizations digital service portfolio	To prepare the leadership team to participate in assessing the organizations ability to adopt the change and DESM best practices	Train the leadership team so they can participate in a DESM best practice maturity and education assessment

- Deliverables

- Phase 1A - Foundation & Simulation Training for the Leadership Team
- Phase 1B - Organizational Assessment with the Leadership Team
- Phase 1C - Education Assessment with the Leadership Team



# Questions & Answers

