



FEATURE ARTICLE

Putting Information Management on the IT Service Management landscape

The Netherlands, October 22nd, 2012

The not-for-profit ASL BiSL Foundation is forming a Leading Coalition for Information Management¹ (IM Coalition) to help put IM on the IT Service Management landscape. The first organizations to join the coalition are itSMF USA, APMG-International, Capgemini Academy Netherlands, Quint Wellington Redwood, Van Haren Publishing and GamingWorks. We invite others to join!

Why are we doing this?

The ASL BiSL Foundation and partners in the leading coalition are concerned about:

- The explosive growth in the use, importance of and dependency upon information within organizations and the poor ability of organizations to manage this changing role of IT.
- The challenges that IT Executives are currently facing, information and the related systems for exploiting information are becoming strategic assets for organizations, as such ITSM and the management of information are becoming strategic capabilities.
- The poor ability to execute these capabilities. Organizations are adopting best practice frameworks to bring these issues under control but do not reach easily the value that they hoped for.
- The Business Information Service Library, BiSL®, is a framework that specifically helps focus on and address Information Management capabilities. The IM Coalition wants to help organizations to adopt and apply the BiSL framework in an effective way. Now is the time for organizations to resolve these issues.

The ASL BiSL Foundation Managing director **Lucille van der Hagen**: *"BiSL is common practice in The Netherlands for professionalizing the demand-side of IT. Awareness and recognition of this framework and best practices is growing fast around the globe. The IM Coalition will help organizations to profit from experiences in applying BiSL to improve the value of IT within their organizations."*

The importance of gaining more value from IT is huge. **Charles Betz** describes IT value elegantly as being *"found in qualifying the organization to participate in information-rich, transactional environments, and – to the extent that performance depends on excellence in managing information – in elevating this performance above peers."* Put another way, only if IT enables organizations to survive and succeed, then it is valuable. This also means that there is a potential

¹ Information Management is comprehensively defined by the **Queensland Government** as "the means by which an organization efficiently plans, collects, organizes, uses, controls, disseminates and disposes of its information, and through which it ensures that the value of that information is identified and exploited to the fullest extent". In order to manage information effectively, roles and responsibilities in the business have to be defined, processes at operational, management and strategic levels have to be implemented and a trustworthy relationship between business and IT has to be developed.



risk if organizations fail to effectively manage and deploy IT. They may no longer be competitive, lose market share and have higher operating costs.

A generally accepted definition of a service is “delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks”. This is perfect in theory but in practice there’s a chasm between what the business needs and what IT delivers. The alignment of IT with the business is one of the top priorities of IT executives but we have a long way to go. To quote professor **Jerry Luftman**, who has researched the topic of business - IT alignment extensively, *“IT doesn’t understand the business, but the business’ understanding of IT is even worse”*.

Mark Smalley, ‘IT Paradigmologist’ at the ASL BiSL Foundation, strongly believes that the Information Management domain is the weakest link in the IT value chain: *“Only when the business grasps the nettle and equips itself to deal with IT and IT leaves its ivory tower and truly engages with the business, will they – together – make significant progress. Information management is the key that unlocks the value of IT. Information management is a business responsibility but IT Service Management has an essential role to play.”*

Goals

The ASL BiSL Foundation has started this initiative with an aim to:

- Promote BiSL as a framework that can help solve these Information Management issues and drive business value using Information Technology and Information Systems.
- Help prevent organizations from making the mistake to go for the certificate, rather than ask themselves what they can do with it.
- Help prevent organizations from trying to ‘implement’ BiSL. ‘BiSL becomes the objective rather than what it can achieve’.
- Gather and share best practices for adopting and deploying BiSL to achieve demonstrable results.
- Provide a forum for Information Management best practices, helping speed up and improve the quality and capabilities of Information Management within organizations.
- Help support training and consulting organizations by providing best practices and approaches they can incorporate in their offerings.
- Provide continual feedback on critical success and fail factors for academic and research organizations.

Partners

The partners who have already joined the coalition have proven assets to help organizations achieve, maintain and improve value from IT.

- **itSMF USA: Doug Tedder** President of the Board of Directors, says *“BiSL provides another ‘tool in the toolbox’ that helps IT Service Managers have the informed business conversations that are so fundamental to a successful ITSM implementation. The opportunity to learn how BiSL complements other ITSM best practices will be a huge value to our members.”*
- **ASL BiSL Foundation** was founded in 2002 and is the owner of ASL® and BiSL®. The ASL BiSL Foundation is also a meeting place for professionals with a common interest in application management and business information management. The Foundation



encourages the improvement of working methods and the exchange of knowledge, experience and best practices in these domains of IT management.

- **APMG-International** is a global accreditation and certification body. It accredits training organizations working with the ASL® and BiSL certifications, and it manages the accompanying certification scheme, ensuring candidates sit challenging but fair examinations. **Richard Pharro**, CEO, says *“It’s exciting to be part of this new Coalition. APMG is keen that organizations which have committed to training and implementing best practice in ITSM, make the most of their investment. BiSL provides a bridge between IT and business processes, and between business information administrators and information managers. As technology grows ever more sophisticated, understanding how the business and IT are inter-linked is increasingly important if the organization is going to realize the benefits of its IT investments.”*

- **Capgemini Academy Netherlands** has been contributing to the professionalization of individuals, departments and complete organizations for 30 years. Through their practice oriented courses, training sessions and advice, they help our customers improve their performance. **Koos Berg**, Product Manager, says: *“We join this Coalition because we believe in a learning experience that is practice based. In the Coalition we pull together our knowledge in order to achieve relevant services. Because we are strong in education, we bring in our virtual classroom courses as well as our e-learning and ‘classic’ classroom courses. Our courses are focused on the development of both behavior skills and Information Management/BiSL skills”.*

- **Capgemini**: Capgemini Academy in the Netherlands is part of Capgemini Nederland B.V., which is a subsidiary of the Capgemini Group. Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services with about 120,000 people in 40 countries. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

- **Quint Wellington Redwood** is one of the accredited training organizations providing BiSL training and delivering Information Management consultancy services, and can share a wealth of experience on success and fail factors for adopting and deploying best practices. **Hans van Herwaarden**, Executive Member of the Board of Quint Wellington Redwood believes *“that roadshows will not only help create awareness, but will provide practical guidance on how to best use the framework to truly advance IT Management in organizations.”*

- **Van Haren Publishing** is an international publisher in best practices, methods and standards. VHP is also the official publisher for BiSL. CEO **Ivo van Haren**: *“I’ve seen BiSL develop and gain followers internationally since its first development in The Netherlands. Now the BiSL framework is becoming ever more known throughout the world. The IM Coalition will allow organizations to benefit from this framework and share best practices.”*



- **GamingWorks**, with a world-wide network of professional partners, provides professional business simulations or serious games aimed at solving these information management issues by 'learning-by-doing'. Co-owner **Paul Wilkinson**: *“For too long now organizations have failed to realize the value from training investments in best practices such as ITIL and BiSL. There is a strong focus on theory, education and certificates and not enough on translating the theory into practice. GamingWorks wants to help organizations understand how to maximize the value and return on their training investments. Ensuring that BiSL theory is translated into practice, that the learning is transferred into daily operation, and that results can be demonstrated.”*

We invite others to join!

The coalition will organize a series of global roadshow events, presenting the trends and key issues in the market including critical success and fail factors. Simulation workshops and courses will let people see, feel and experience these issues and discover how BiSL can be used to help solve these issues and align business and IT. People will get hands-on experience in using BiSL as an assessment instrument, a dialogue instrument and an improvement instrument. The participants will be able to discuss and share experiences. Industry experts and practitioners will share their experiences, giving insights and practical tips. People will gain insight into the latest publications and guidance regarding adoption of BiSL (training and consultants), supported by the certification and accreditation scheme.

Case studies

Case studies will be captured and published showing why, how to and what the benefits were – again giving practical advice. Critical Success Factors and Critical Fail Factors from the case studies and roadshows will be captured and shared through articles, blogs, whitepapers and best practices.

Further information

Lucille van der Hagen, Managing Director
lucille.vanderhagen@aslbislfoundation.org
+31(0)30 7531424

*ASL® and BiSL® are registered trademarks of ASL BiSL Foundation
Rightshore® is a trademark belonging to Capgemini*