

# IT Marketing Management

Chris Dancy, ServiceSphere

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# Agenda

- Introductions
- Why Are You Here – The Cure is Worse than The Disease.
- Separation is not Natural – Traditional Frameworks Focus on Separation
- Infosumerism – Why Support Suffers
- Selling Tap Water - The Challenge of Finding Your Marketing Mix
- The Rabbit Hole – How To Find Your Inner Sales Person
- People, Process and Tools – Yes It still applies
- Maturity Model – Yes there is one of those also
- Conclusion – Moving From Support to Purpose

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# Are You Here?

- David N?
- Jeb M?
- Adriaan V?
- Phyllis W?
- Email [info@servicesphere.com](mailto:info@servicesphere.com)



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# Introductions

- Chris Dancy – Founder ServiceSphere & Zombody
- Special Thanks To:
  - Kory Smith, SmIth Consulting
  - Neil Thomas, ServiceSphere



#ITMM



# Why Are You Here

- Interest in Marketing
- Interest in IT Service Management
- Comedy Gold
- Interest in Social Media
- Given Up on other IT Frameworks
- Disbelief that Marketing and IT work together
- Belief that Sales/Marketing is the missing Link
- It's Friday and Why Bother With Real Work
- You are going to HDI and want to skip the breakfast bite

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# Why ITMM

- David Coyle from Gartner.
- itSMF
- As Sales goes, So Goes IT

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# What is ITMM

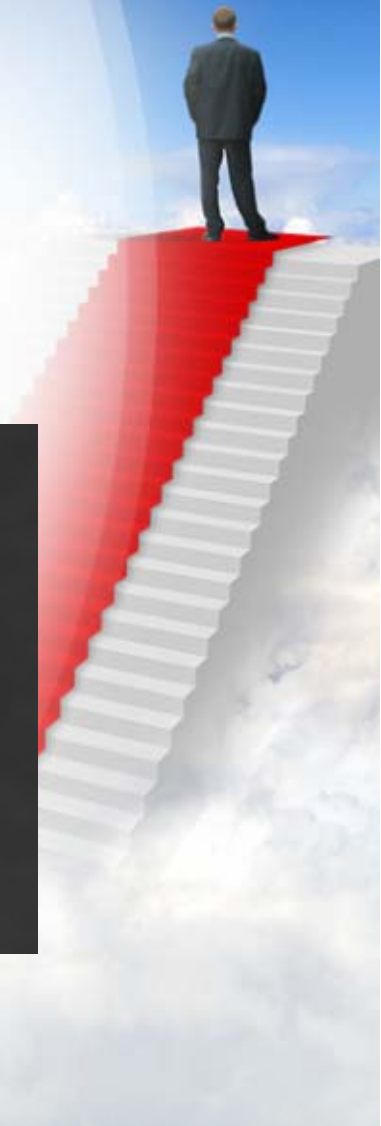
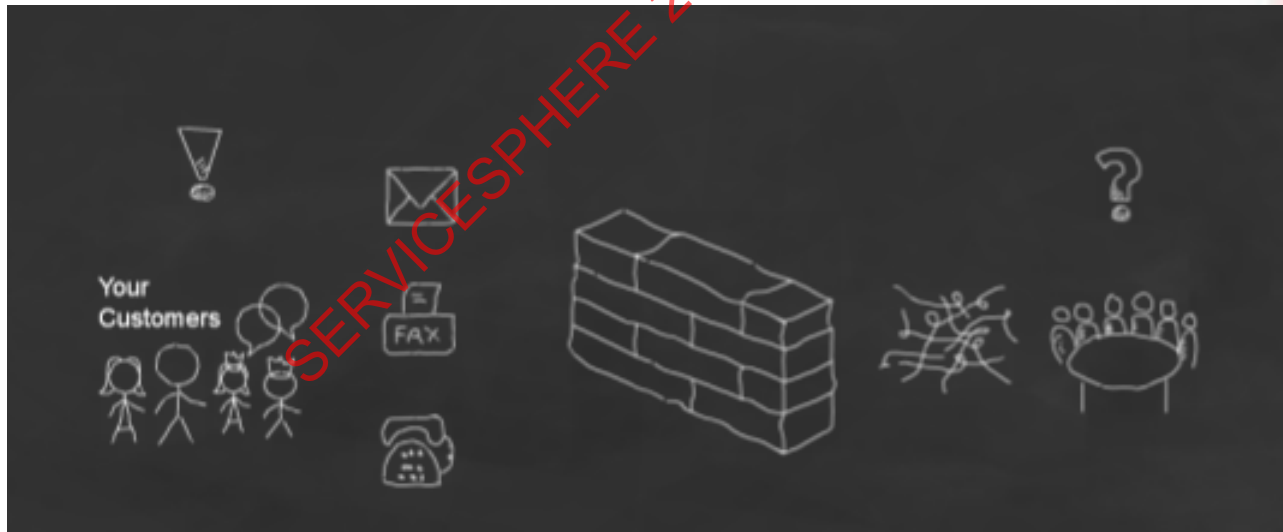
- ITMM is a IT centric marketing framework.
- ITMM was created to help change the perception of the entire IT organization to its customers, stakeholders and external connections.
- ITMM will be an open framework after the conclusion of a customer experience period, estimated at September 2010.
- ITMM maps to both the operational and tactical layers of ITIL.
- ITMM is not exclusive to ITIL but is exclusive to ITSM.

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# How is ITMM Used

- Internal IT
- External IT
- Business to Business
- Traditional Media
- Social Media



# Separation is not Natural

## How Did We Get Here? We Failed at IT

- IT by its very nature is not inclusive
- The Haves and The Have-Nots
- Politics, Power and People
- Framework Fatigue
  - The cure is sometimes worse than...
- The Machines Are Not Happy
  - The Future belongs to US
- Wave One The Tools, Wave Two The Processes, Wave Three The Community.

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# Separation is not Natural

## External: IT is Not Inclusive

- TLA's
- Cultural Differences
- Diversity
- Left Handed Socially
- Nature of the Job (Isolation)
- Old Perceptions (Pencil Protector, Pong, CIO today?)

## Internal: Haves and Have Not's

- Technical Education
- Higher Education
- Business Education
- Infrastructure Vs. Application
- Systems to Service Management.



# Separation is not Natural

## Day to Day: Politics, Power

- Decisions made by people are not effected by those decisions.
- Security
- Compliance, Governance, Regulation and Standards

## Today: Framework Fatigue

- CMMi, ITIL, COBIT, Six Sigma, PMBoK
- 3 Witness to an Accident
- Proactive vs. Reactive
- Analysis Paralysis
- Just Do It (at a point...)

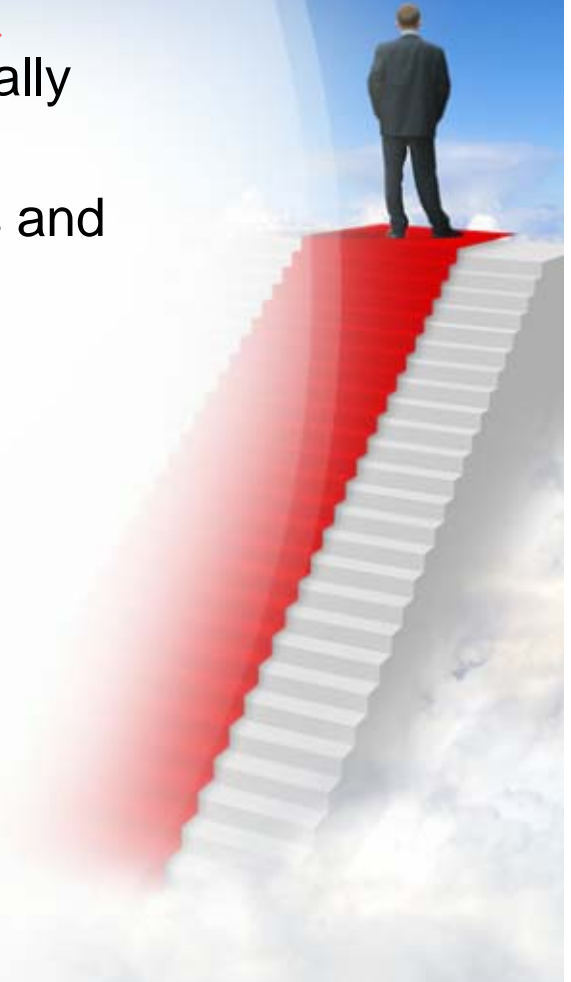
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# Separation is not Natural

- People need each other
- IT separates PEOPLE from each other, both internally /externally, and mentally/physically
- Business and Marketing unite people with products and services, except IT

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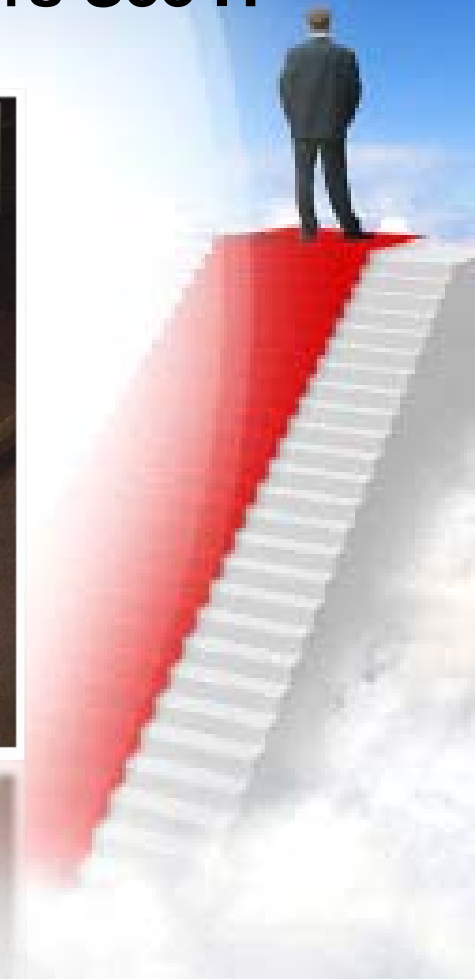
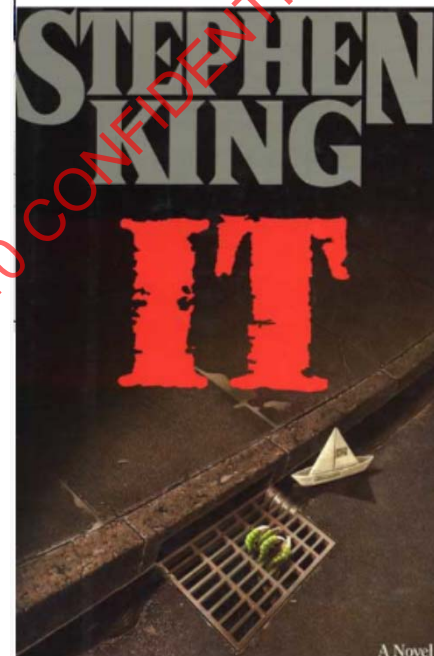


# Separation is not Natural

You See IT



Your Customers See IT



# Infosumerism

- Support is evolving past our point to understand our customers expectations.
- Information is new currency gold standard.
- Transparency
- Productization of EVERYTHING

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# Infosumerism

## Customers 30 Years ago

- Brick & Mortar
- Reputation
- Traditional PR & Branding
- Word of Mouth
- Slow “Message to Market”
- Once rooted, low levels of risk and competition

## Customers Today

- Global, connected
- Fast paced, rapid evolution
- Traditional goods & services delivered in new ways
  - *Amazon Fresh*
  - *Communications*
- Multiple Comm Channels
  - *Blogs, Twitter, Facebook*
  - *Viral Marketing*
- Rule of 5 – comm!



# Infosumerism

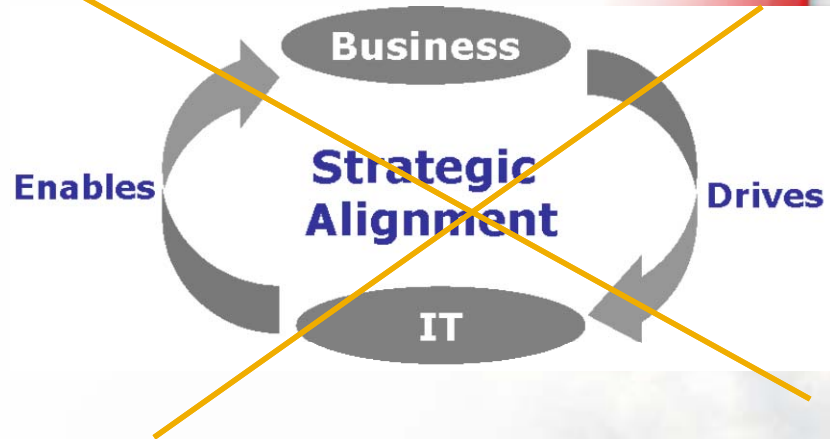
## IT Customers 10 Years Ago

- IT provided support or enhancement solutions
- If IT failed, the business continues to operate



## IT Customers Today

- IT provides the end-to-end “Service” our customers rely on
- IT runs the business



# Infosumerism

## IT Customers Tomorrow

- Reputation
- Word of Mouth
- Replaceable!
- Socially Connected
- Always Remote

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# Infosumerism

- A Paradigm Shift in How We Interact with Consumers of Information
  - Communication is the foundation for alignment and yet is what IT is worst at and don't do...
  - We've not built strategies around this interaction
  - Traditional methods to collect and share information are not timely and don't add value
  - There are new ways to collect and share, but how we leverage these new ways is not obvious

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# Infosumerism

- Why this Paradigm shift is needed...
  - More competition across expanded markets
  - Greater cost pressures to get more done with less
  - Increased risk if we get it wrong (market is less forgiving, faster)
  - Constant change is required both internal & external to IT
  - Great potential to get it right with common vision
  - Faster innovation comes thru greater alignment

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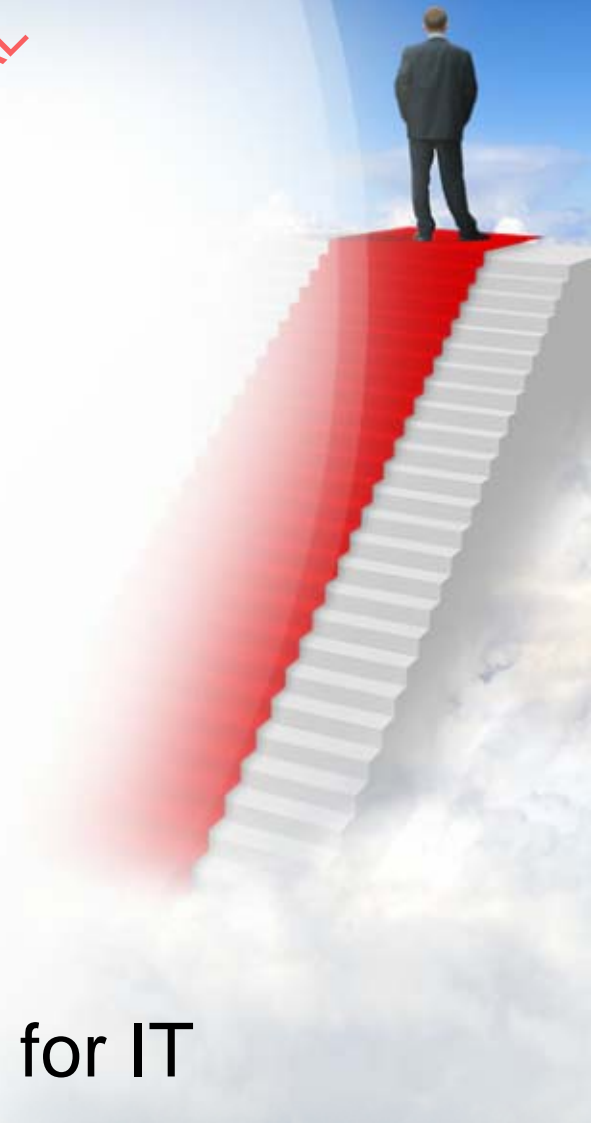


# Infosumerism

## Symptoms of ITMM Failure Through The Years

- DIY
- Re-routing around the Service Desk
- DIY v2
- CRM – ITSM 1999
- Outsourcing
- Near Shoring
- Virtualization
- Cloud
- SaaS
- Social Media
- WHY????
  - There was NO Value Proposition for IT

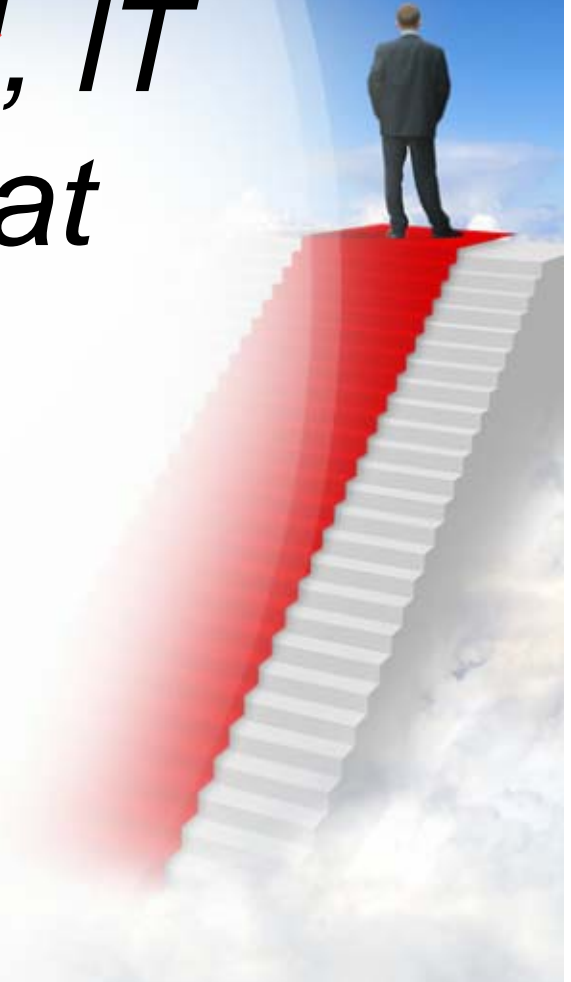
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## No Silver Lining

*“Because of the Cloud, IT may not have a place at the board level tomorrow?”*

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# Selling Tap Water

- Services vs. Solutions
  - IT 'Service' underpinned by traditional solutions now run the business
  - Pull IT Solutions out, the business will fail
  - Thus, getting our Service right the first time (and ongoing) has never been more important
  - How do we get it right??
    - Communication, Active Relationships, Bi-Directional Respect, Mutual Understanding of the Mission...

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# Selling Tap Water

## Consumer View Tap Water Today

- Free
- Abundant
- Easy To Consume / Multipurpose
- Universally Understood

## Reality Tap Water Today

- Infrastructure is costly for Delivery.
- Not Available to Everyone and Everywhere
- Regulations and Safeguards allow for broad use.
- History does ALWAYS not dictate the future.

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# Selling Tap Water

## Selling Water Today

- Bottled
- Brand It
- Add To It
- Make it Elitists
- Value Add
  - Cold and in every store
  - Multiple Sizes

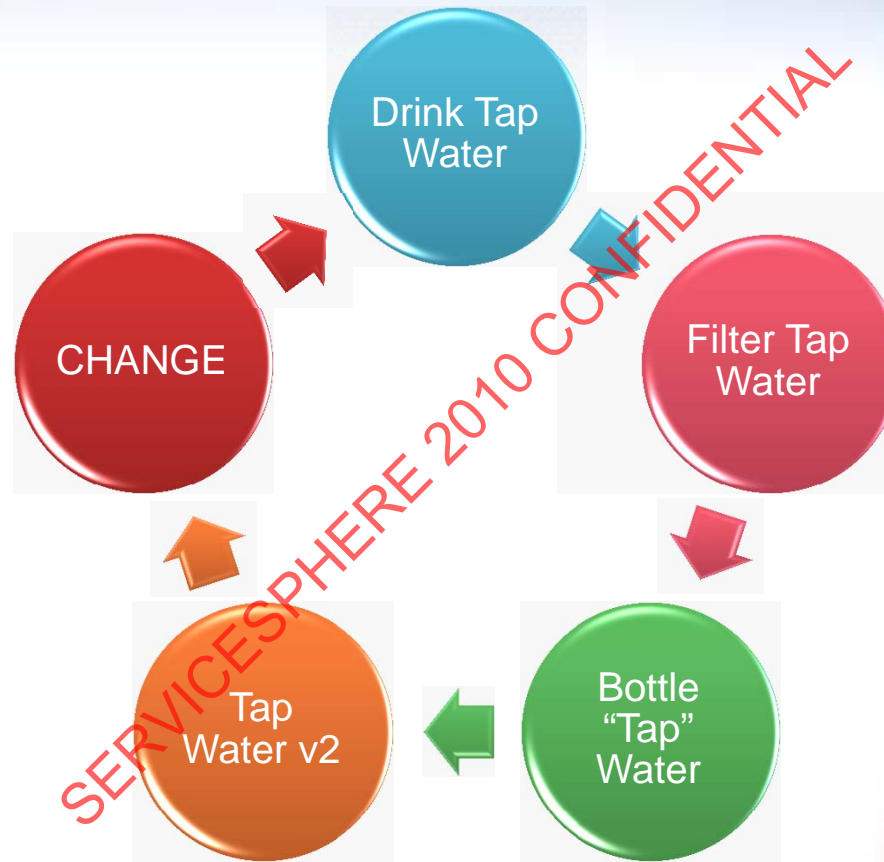
**SAME AS TAP**

## Selling Water Tomorrow

- Environment
- Regulation, Government, Taxation
- Doubt? Adapt! Change!



# Selling Tap Water



# Marketing 101



Is your Business IT alignment like this?

Or is it like this?



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# The Rabbit Hole – Real World

- Sunny Orlando!!
  - Weather
  - Local Attractions
- Welcome To The Hilton!
  - In Room Dinning
  - Telephone Options
  - Schedule of Events
  - Locations of Gym, Business Center

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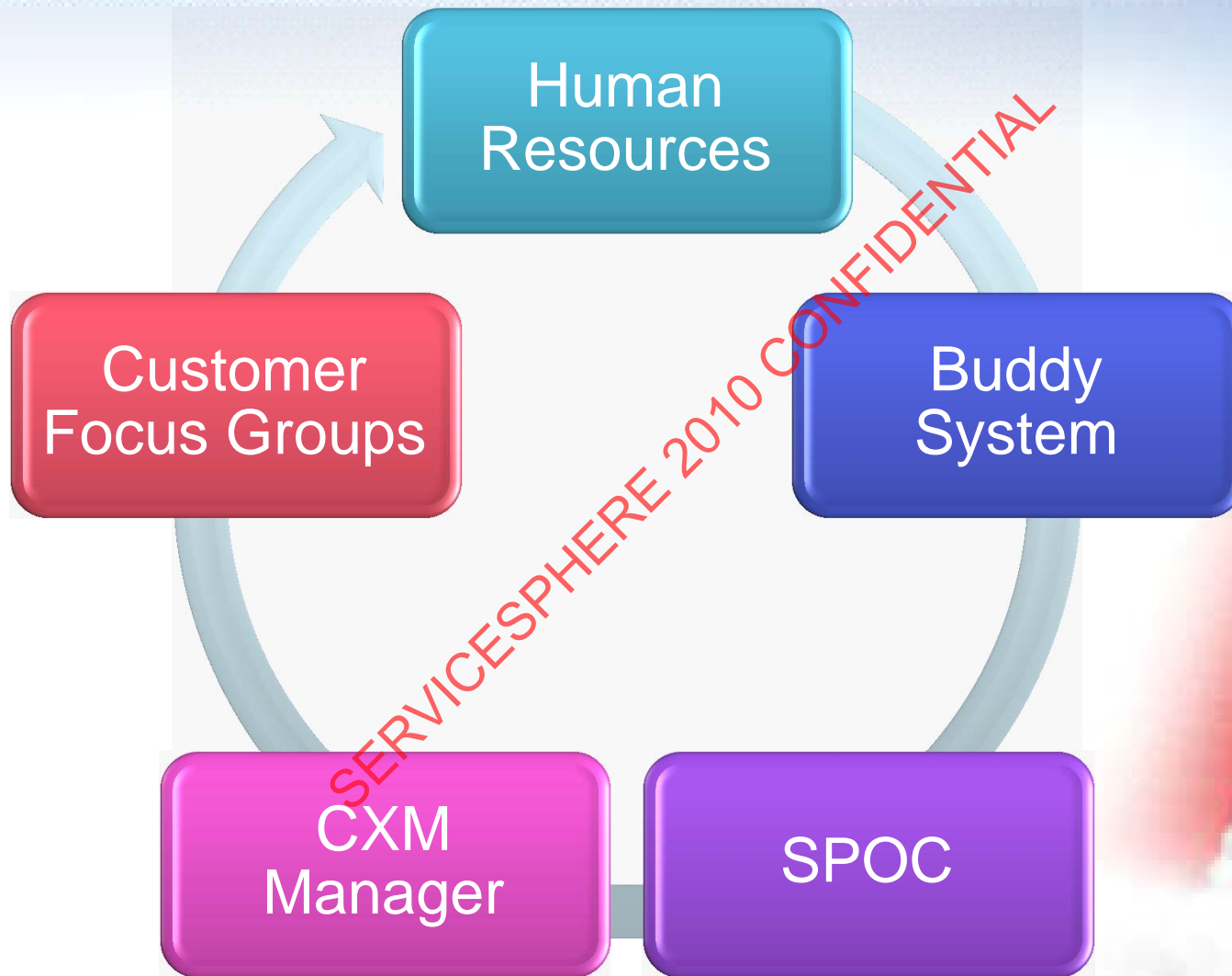


# The Rabbit Hole – ITMM World

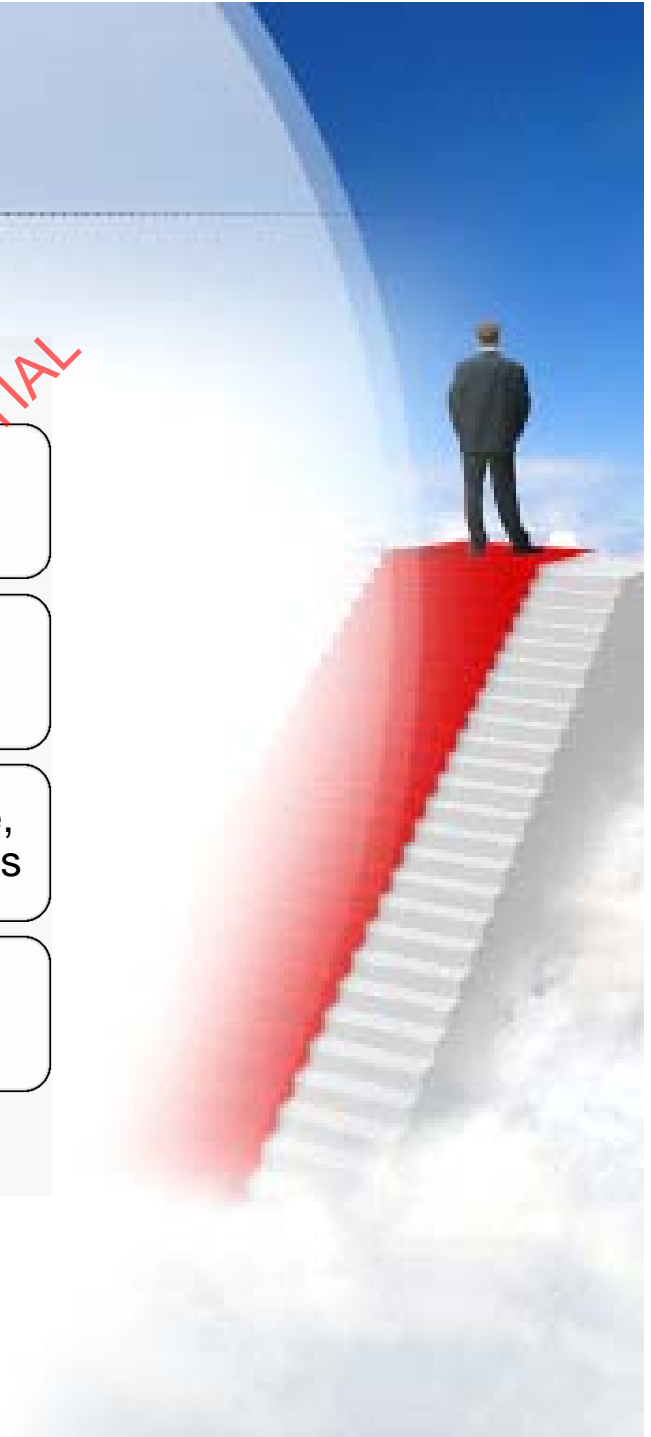
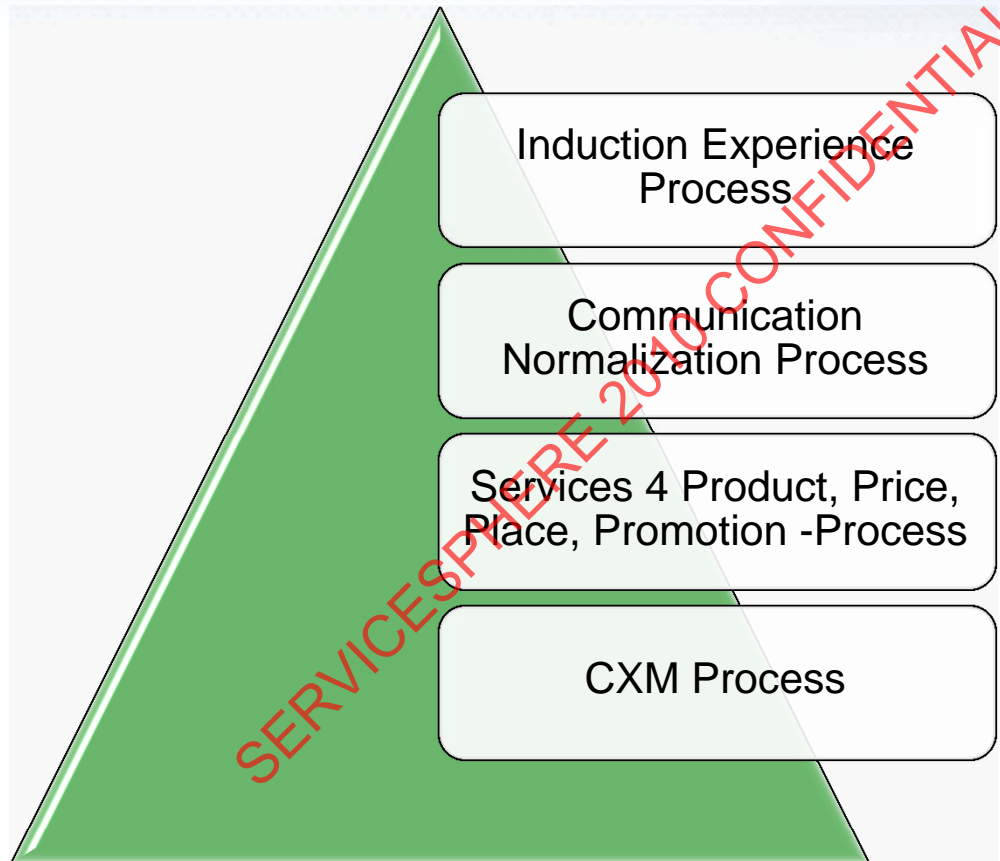
- Selling IT
  - Don't start with the Service Desk
  - Start with an IT Service
  - Start in during the hiring process
  - Define Life Cycle of Customer Touch Points
- Example:
  - IT The Product
    - During Interview – IT Services BENEFIT (like health care)
    - During Onboarding – IT Liaison, SPOC
    - Day to Day – Style Guides, Communication Normalization
    - Conflict (Incidents) – Multiple Contacts Touch-points
    - Escalation (Problems) – Social Tools
    - Expectations (Change/ Release) – Crowd Source CAB
    - On Going Care – Focus Groups, Social Tools



# People



# Process



# Tools

- Telephony Self Service
- Telephony IVR
- Intelligent Telephony Routing
- Web Self Service
- Web Request Center
- Web Portfolio Center
- Social Monitoring Tools
- Location Aware Support and Service Tools

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# Selling Tap Water

## ITIL Process

- Incident Management
- Problem Management
- Request Fulfillment/Access
- Change Management
- Release Management
- Knowledge Management

## ITMM Functions

- Induction
- Communication
- Services P's
- Communication/Services P's
- CXM
- CXM, Induction, Communication



# Measurements

## Current ways to IT business alignment

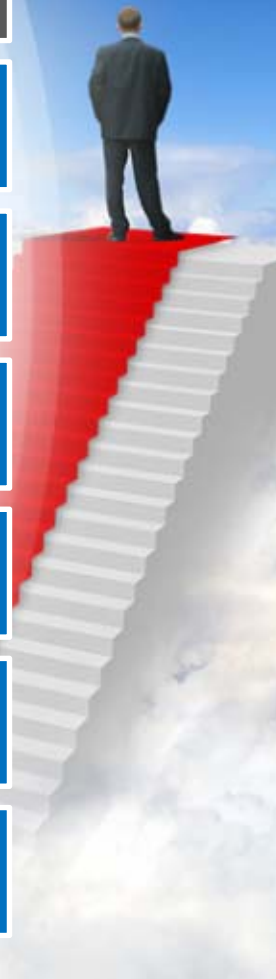
- **Portfolio Management:** IT and Business discuss each project and rank in order
- **Balanced Scorecard:** IT and the business unites discuss what is meant by success
- **Structural/Organization:** IT enacts governance changes to place IT closer to the business

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# Maturity Levels

Perspective	Obligatory	Responsible	Stewardship	Community	Altruism
Infosumer	N/A	Measured Survey	Measured Satisfaction	Measured Focus Group	Measured CXM
Leadership	Metrics Collected	Metrics Reviewed	Metrics Actions	Metric Actions Published	CXO Metrics Collected-Published
Business	Engaged Customer	Engaged IT	Engaged HR/Facilities / Other	Engaged Internal – Ext Customers	Engaged CXO
Organization	IT Silo	IT Cross Functional	Aligned IT	Aligned Int/Ext Customer	B2B Aligned
Technology	Help Desk	Self Service Portal	Request Center	Service Catalog	Portfolio Center
Social	Email	IM	Blog/Micro Blog (Private)	Blog/Micro Blog (Public)	Personal Social Groups



# Summary

- Customers are Changing
- Aware of Changes in IT and symptoms of Shift
- Learn to Sell Commodity
- Meeting Customers Where They Are Mentally from a Consumer standpoint
- People, Process and Tools, PEOPLE, PEOPLE, PEOPLE
- Measure, Grow, Adapt

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# Further Information

- Release of Full IT Marketing Management @ **HDI 2010**
- Download additional resources **March 16, 2010**



IT Marketing Management

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*Creating Actionable ITSM Initiatives*

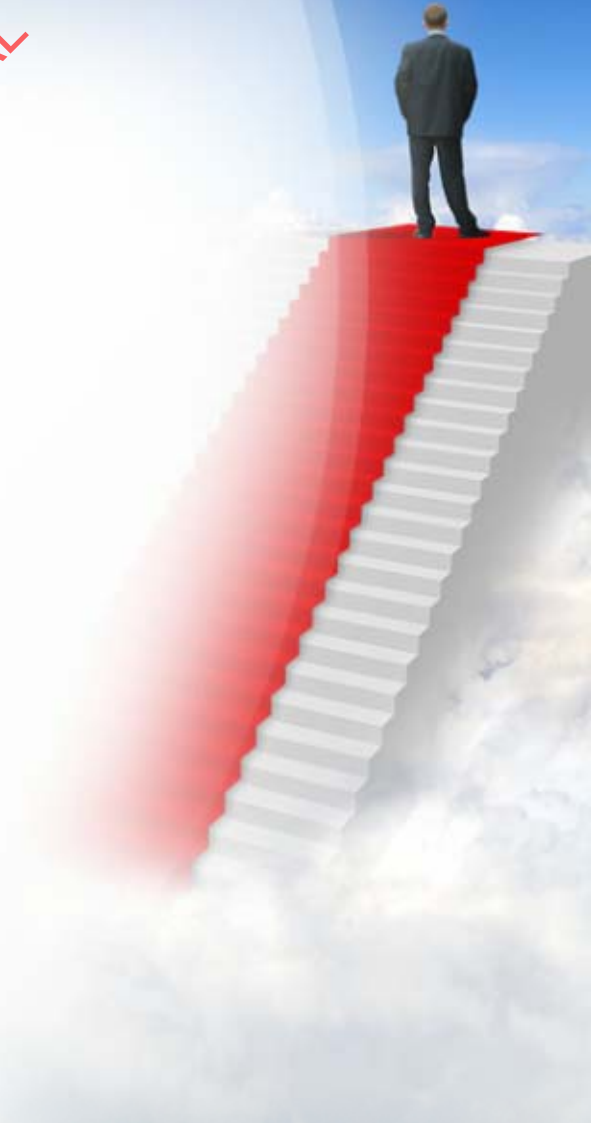


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# Q&A

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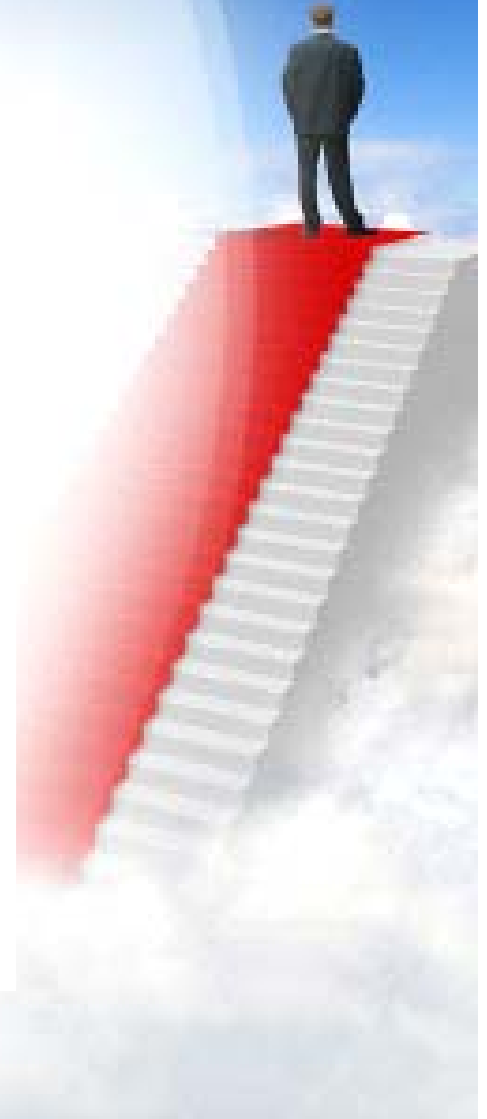
# Next Month

April 23, 2010



**Support Goes Home: How organizations deal with the number of users accessing technology from home.**

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**Thank You**

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Examples and Help please contact  
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