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IT Service Management
Executive Survey 2008
by MATERNA

Results of the survey in the Czech Republic, Slovakia and Slovenia

Special issue for itSMF CZ

IT's value

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Executive Survey 2008

1 The most important trends

2 Survey contents and participant demography

3 Results part 1: facts and figures

4 Results part 2: trends and solutions

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The most important trends 1/2

ITIL-spread	Two out of four companies use ITIL. In comparison: in German-speaking countries three out of four companies use ITIL already – increasing tendency.
ITIL v3	ITIL v3 is evaluated positively by the majority. However, it is not yet widespread. The new version is still at the beginning. In German-speaking countries the result is similar too, only that significantly more companies have looked into the new version.
Service Strategy	Over 50% consider service strategy to be important or relevant. The most important thing here is fixing the strategic guidelines, this is followed by ROI calculation.
Service Automation	For almost 80% of those questioned the topic of service automation is important or they are looking into it. Most of them have implemented task and process automation for system management activities, automated server and application provisioning as well as linking service automation with existing ITSM solutions whereas compliance measurement and reporting are topics for the future, followed by automated application release management.

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The most important trends 2/2

Change / Config. Management	Almost 85% of respondents see the topics of change and configuration management as important. The majority, almost 75%, already has a CMDB or similar solution in use.
Using ITSM processes	Almost 80% have a service desk. Incident management, change management and service level management are the most implemented ITSM processes.
Planning ITSM processes	Almost 50% of those asked is planning to implement further ITSM processes, another 37% are thinking about it. Configuration management and CMDB as well as problem management and request fulfilment are key topics here.
Advantages of ITSM processes	Standardised procedures, transparency and higher quality are the advantages most often stated.
Challenges for ITSM processes	Higher administration costs/effort and difficulties in defining interfaces to other processes are the main challenges when using ITSM processes.
Business-IT-Alignment	Only 10% believe that their company perceives the IT as a motor driving their business ahead whereas more than 80% of those asked describe themselves as business-oriented.

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■ The most important trends

2 **Survey contents and participant demography**

■ Results part 1: facts and figures

■ Results part 2: trends and solutions

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Survey
Contents of the survey

Every year since 2003 MATERNA has carried out the IT Service Management Executive Survey in German-speaking countries as well as in Northern Europe. This year for the first time MATERNA also questioned IT decision-makers in Eastern Europe.

The results show a clear picture of the status of the professionalization of the IT organisations which took part and the level of acceptance for the IT Infrastructure Library® (ITIL®).

■ Investigation of the current situation in
IT Service Management (ITSM):
- *How IT is perceived*
- *Use of IT Infrastructure Library*

■ Evaluation of the new version ITIL v3
- *Assessment of the topic Service Strategy*
- *Assessment of the topic Service Automation*

■ Prospects for planning and assessing
IT Service Management processes

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Demography
Survey framework

For this survey 283 IT service management decision-makers from the Czech Republic, Slovakia and Slovenia were invited to take part.

The survey was carried out online in August and September 2008.

- 110 questionnaires received
- 63 fully fulfilled questionnaires were evaluated
  - *Czech: 54% of the participants*
  - *Slovakia: 33% of the participants*
  - *Slovenia: 13% of the participants*
- Most of those taking part are MATERNA customers or those interested in MATERNA.

Demography
Participants' sectors

The sectors which the 63 participants come from are sufficiently diverse.

A clear majority comes from industry; further focuses are in the fields of IT, financial sector and telecommunications.

others
11%

Automotive
5%

Banks and Insurance
15%

Public Administration
11%

Transport and Logistics
6%

IT
15%

Telecommunications
13%

Energiy / Utilities
5%

Media
2%
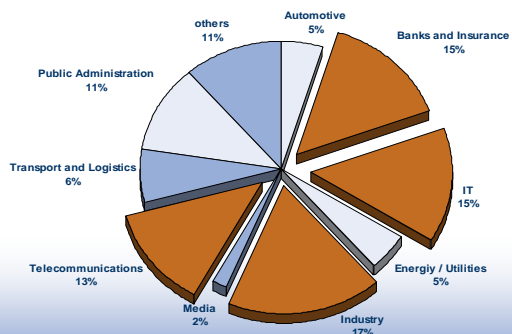
Industry
17%

- 17%: Industry
- 15%: IT
- 15%: Financial sector
- 13%: Telecommunications

4

Demography
Respondents' positions

The respondents are all in leading positions.

The largest group is made up of CIOs and IT managers.

other, e. g. head
of department
27%

IT project leader
5%

IT process
manager
3%

Head of Help/
Service Desk
13%

Head of Service
Management
10%

IT manager/CIO
42%

- 42%: CIO or IT managers
- 13%: Head of Help / Service Desk
- 10%: Head of Service Management

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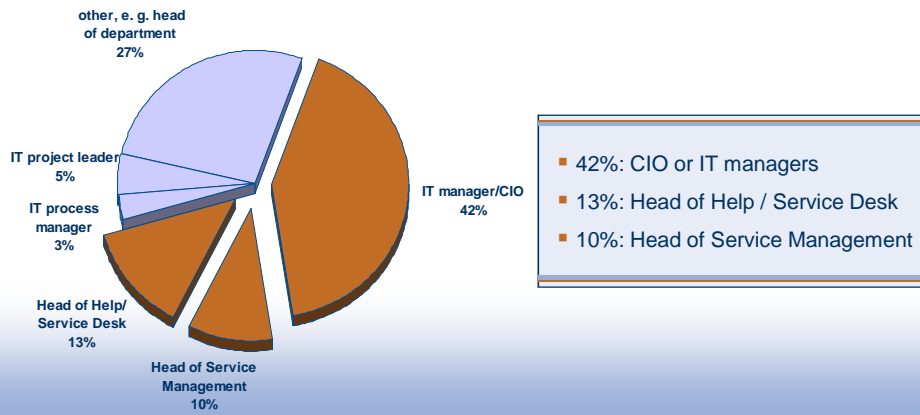
Demography
Other key data: numbers of staff

These key figures show that the results can best be applied as a standard of comparison for medium to large-sized organisations.

25% **16%** **36%** **15%** **8%**

less than 500 staff   more than 500 staff   more than 1,000 staff   more than 5,000 staff   more than 10,000 staff

The majority (77%)
of participants employ up to
5,000 staff.

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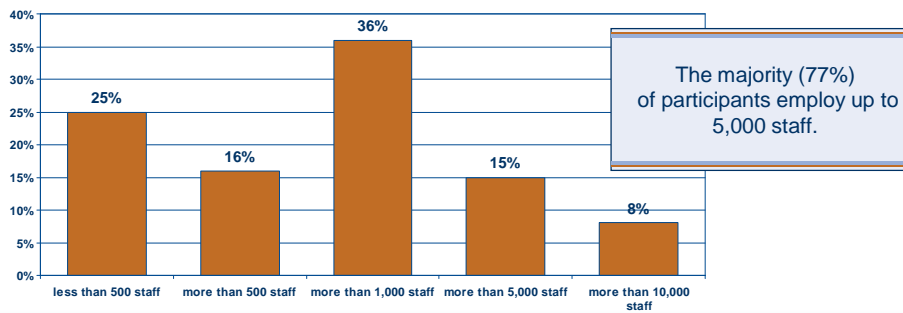
Demography
Further key data: staff in the IT organisation

These key figures show that the results can best be applied as a standard of comparison for medium to large-sized organisations.

The majority (60%) of participants employ less than 50 staff in their IT organisation.
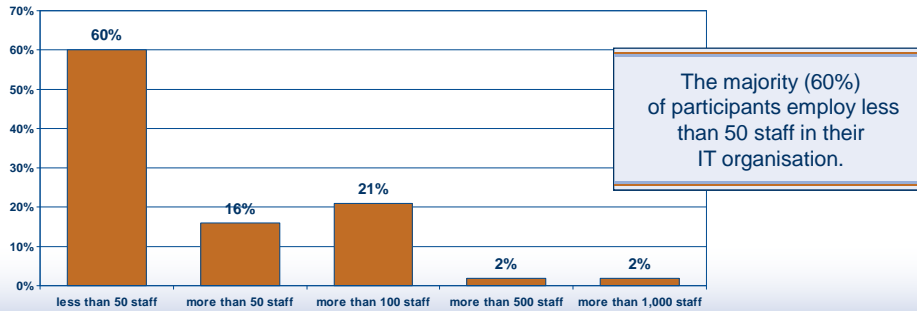
Demography
Further key figures: PC workplaces supported

These key figures show that the results can best be applied as a standard of comparison for medium to large-sized organisations.

The majority (90%) of participants support less than 5,000 PC workplaces.

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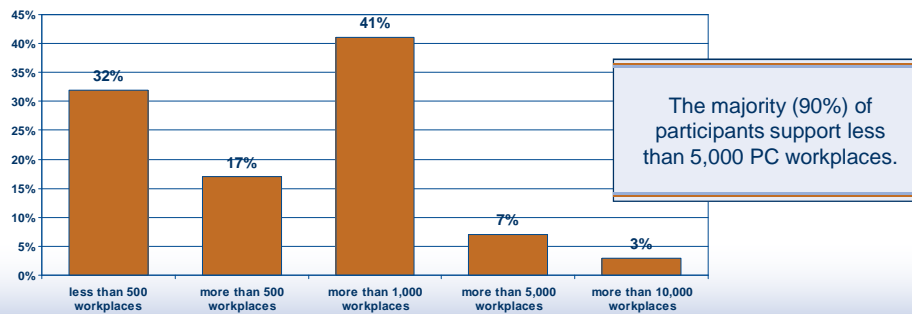
- The most important trends
- Survey contents and participant demography
- **3** **Results part 1: facts and figures**
- Results part 2: trends and solutions

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Role of IT
External perception

The survey shows that the IT must continue to work on improving the way it markets itself and its services within the complete organisation.

The image as a cost centre must be discarded as fast as possible – they must continue to push their positioning as a significant value adder for the business.

other perception
11%

Technology
specialists
59%

Cost Centre
18%

Motor for
business
11%
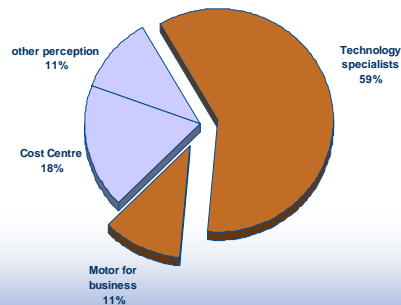
Almost 60% of the companies asked see their IT departments above all as technology specialists.

Only 11% see them as a motor for the business.

Role of IT
Level of integration of business and IT

The IT perceives itself as business-oriented, partly in certain areas and partly in many areas.

The motivation in recent years as regards „Business-IT-Alignment" is now bearing fruit.

not relevant for us
6%

we are still in the
orientation phase
8%

we are totally
oriented towards
this
10%

we are only oriented
to this in some areas
so far
16%

we are alreday
oriented to it in
many areas
60%
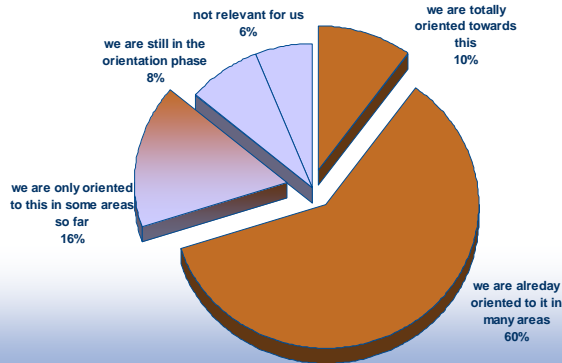
- 70%: complete or almost complete business-IT-alignment
- 16%: selective business-IT-alignment

ITIL in general
Acceptance over time

Almost 80% of the companies taking part would recommend the best practices without any reservations – meaning that also more than 20% of those asked would advise against it.

ITIL-in use   no ITIL-in use

52%   48%

2008
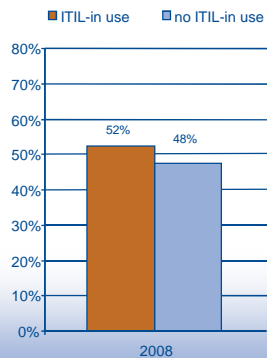
- Two out of four companies use ITIL.
- In comparison: In German-speaking countries 74% of companies taking part already use ITIL; meaning that three out of four companies use ITIL. Three years ago in German speaking countries only 50% used ITIL too.

ITIL in general
Knowledge and assessment of the new ITIL version 3

After a year of ITIL v3 the new version is still at the early stages.

Whereas more than half have not looked into it at all, almost a third have only superficially looked at the new version. Only 13% of the respondents are already actively looking into it.

does not mean
anything to me
2%

yes, but only
superficially so far
31%

no, but I have
heard about it
54%

yes
13%
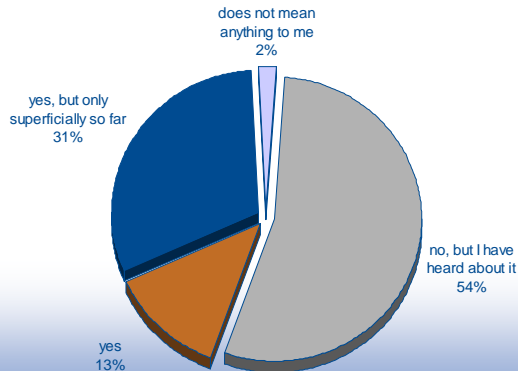
Less than half (40%) of the respondents who have looked into ITIL v3 assess it as positive.

The majority (56%) have a neutral attitude to version 3.

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ITIL in general
Expectations of ITIL v3

The expected advantages of ITIL v3 are wide-ranging.

Service orientation	46%
Continual improvements to IT services	42%
Comprehensive implementation	39%
Business and IT in harmony	35%
Better structured IT operations	27%
Professional requirements management	15%
Support prior to ISO 20000 certification	12%
None of the above	8%

0% 10% 20% 30% 40% 50% 60% 70%
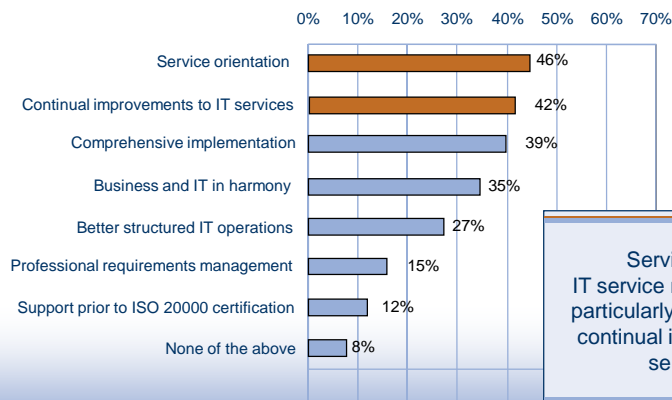
Service orientation of IT service management is stated particularly often, followed by the continual improvement of the IT services offered.

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ITIL in general
Planning over the next 24 months

Almost half the respondents intend to implement further IT service management processes within the next 24 months.

Another 37% are at least considering it.

**No
15%**

**Yes
48%**

**Perhaps
37%**
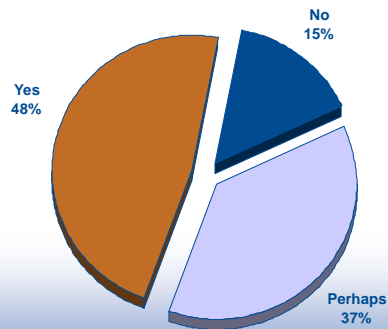
The high proportion of respondents who want to implement further IT service management processes in the short to medium term clearly shows the wish to achieve more synergies.

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ITIL v3 Status quo
Service Strategy

Service Strategy is still not a particularly widespread topic – the majority of the respondents has not implemented the appropriate topics.

Between 6% and 10% of respondents are looking intensively into the strategic alignment of their IT – the contents of the ITIL publication hardly have any significance here though.

■ completely implemented   □ partly implemented   ■ not implemented

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Financial Management & Return on Investment	10%		50%				40%				
Service Portfolio Management	6%	39%			56%						
Demand Management	10%	32%		58%							
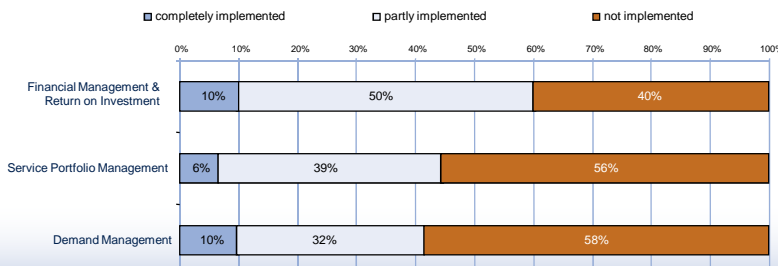
Degree of use of ITIL recommendations:

In financial management 5% make use of the ITIL recommendations.

In the other disciplines none of the respondents use ITIL.

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value

10

ITIL v3 Status quo
Service Design

In Service Design the service strategy results show a similar picture.

The topics of security and availability are completely implemented in 26% and 15% of the responding companies respectively. But a good third of the participants is not looking into security or availability aspects in IT service management at all.

■ completely implemented   □ partly implemented   ■ not implemented

	completely implemented	partly implemented	not implemented
Information Security Management	26%	41%	32%
Availability Management	15%	52%	33%
Service Level Management	11%	67%	22%
IT Service Continuity Management	5%	59%	36%
Capacity Management	5%	52%	43%
Supplier Management	5%	43%	52%
Service Catalogue Management	5%	42%	53%

Degree of use of ITIL recommendations:

In Service Level Management 22% follow ITIL recommendations.

The lowest levels of ITIL compliance are in supplier management.

In general, ITIL does not play a role in Service Design.

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ITIL v3 Status quo
Service Transition

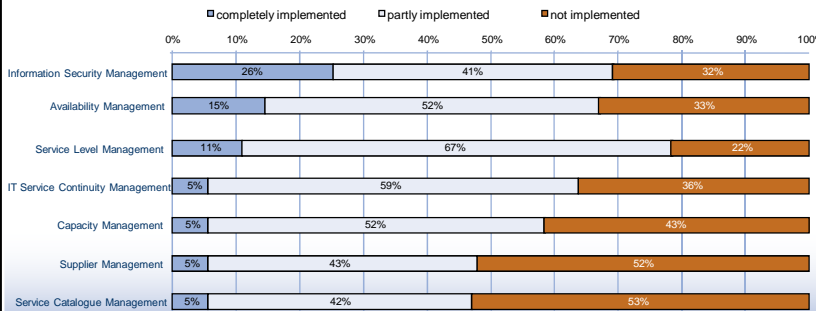Change management is relatively widespread with a high level of ITIL influence, followed by CMDB together with the topics of service asset and configuration management.

Institutionalised planning and coordination of resources for providing services (transition planning and support) is missing at 47% of participants. 58% go without checking *utility* and *warranty*, as described in service validation & testing and evaluation.

■ completely implemented   □ partly implemented   ■ not implemented

	completely implemented	partly implemented	not implemented
Change Management	50%	30%	20%
Transition Planning and Support	11%	42%	47%
Service Asset and Configuration Management	10%	53%	37%
Knowledge Management	6%	55%	40%
Release and Deployment Management	5%	55%	40%
Service Validation & Testing; Evaluation	5%	37%	58%
Configuration Management Database (CMDB) / Configuration Management System (CMS)	5%	60%	35%

Degree of use of ITIL recommendations:

In change management 25% are oriented to ITIL.

The best practices for knowledge management are only relevant for 5% of the respondents.

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ITIL v3 Status quo
Service Operation

A service desk with high levels of ITIL compliance is present at most (83%) of the respondent companies, and as expected, incident management and problem management are also widespread.

Institutionalised access management only exists at 11% of the organisations asked, for almost 40% of the respondents this is not a current topic at all.

Degree of use of ITIL recommendations:

Incident management and service desk show the highest level of ITIL compliance with around 70%.

ITIL recommendations for access management are currently relevant for only 15% of the respondents.

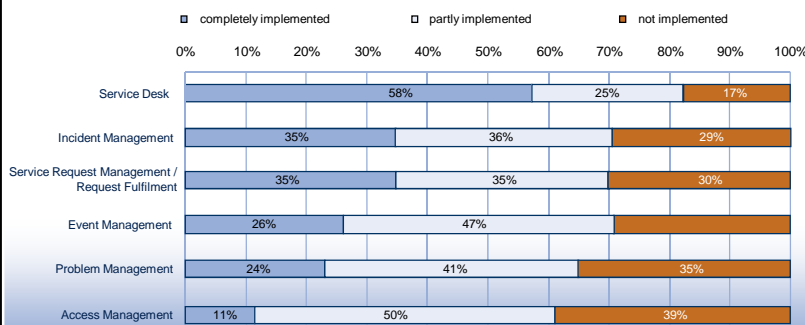□ completely implemented   □ partly implemented   ■ not implemented

	completely implemented	partly implemented	not implemented
Service Desk	58%	25%	17%
Incident Management	35%	36%	29%
Service Request Management / Request Fulfilment	35%	35%	30%
Event Management	26%	47%	
Problem Management	24%	41%	35%
Access Management	11%	50%	39%

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ITIL v3 Status quo
Continual Service Improvement

Continual improvement – one of the central topics for ITIL v3 with one of the five core publications dedicated to it – is still in its infancy.

More than half of all respondents has no institutionalised improvement process. A third do not measure and report on the quality of the services provided in a structured way.
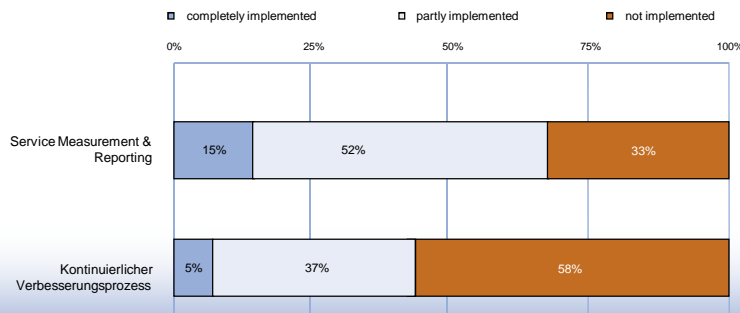
Degree of use of ITIL recommendations:

Only around 10% of respondents have taken the ITIL recommendations for these topics into consideration.

□ completely implemented   □ partly implemented   ■ not implemented

	completely implemented	partly implemented	not implemented
Service Measurement & Reporting	15%	52%	33%
Kontinuierlicher Verbesserungsprozess	5%	37%	58%

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Executive Survey 2008

- The most important trends
- Survey contents and participant demography
- Results part 1: facts and figures
- **4** Results part 2: trends and solutions

ITIL v3 Planning
Expected advantages and challenges

Most of the respondents expect more standardised procedures from applying the new ITIL version 3. They also expect increased transparency and better quality of services.

Legend: □ applies completely ■ applies ■ doesn't really apply □ does not apply at all

Category	applies completely	applies	doesn't really apply	does not apply at all
uniform procedure	40%			4%
faster reaction times	28%			
more transparency	25%	71%		4%
better quality	25%	71%		4%
more efficiency	25%	68%		7%
better service orientation	22%	61%	12%	5%
better customer orientation	20%	59%	20%	1%
reduction in errors	14%	72%	10%	4%
reduced costs	14%	39%	43%	4%
more flexibility	12%	51%	35%	2%

Only 53% of the respondents expect reduced costs from introducing ITIL processes.

ITIL v3 Planning
Expected advantages and challenges

The companies asked expect to face many challenges when applying ITIL v3.

■ applies completely ■ applies □ doesn't really apply □ doesn't apply at all

	applies completely	applies	doesn't really apply	doesn't apply at all
High administrative effort/cost (e.g. planning and implementing processes)	30%	54%	16%	
High resistance among own staff	20%	46%	26%	8%
Difficulties during automation of individual processes	16%	63%	21%	
Lot of time needed to carry out processes	13%	44%	39%	4%
Difficulties defining interfaces to other processes	14%	67%	16%	3%
Increased effort/cost due to need to use external service providers	13%	45%	38%	4%
Rising costs due to additional personnel	13%	33%	44%	10%
High costs/effort for certifying the process	8%	46%	33%	13%
Process uncertainties	2%	54%	35%	9%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
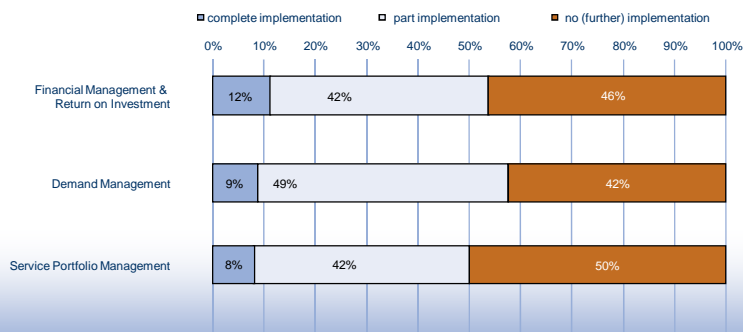
On the negative side there are fears of high administrative costs/effort and high resistance among own staff.

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ITIL v3 Planning
Service Strategy

The majority of respondents are not planning to start any more initiatives for implementing strategic topics in IT service management in future.

Of particular note is that 50% of the respondents intend to do without initiating or enhancing institutionalised service portfolio management in future.

■ complete implementation □ part implementation ■ no (further) implementation

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

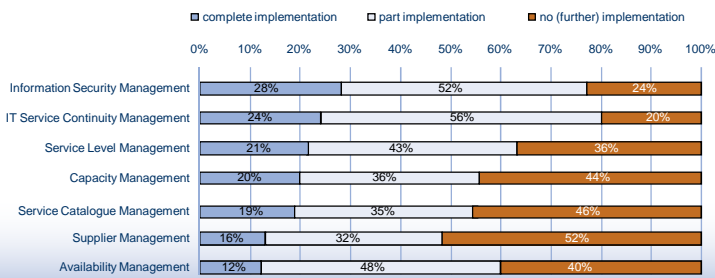|	complete implementation	part implementation	no (further) implementation
Financial Management & Return on Investment	12%	42%	46%
Demand Management	9%	49%	42%
Service Portfolio Management	8%	42%	50%

Degree of use of ITIL recommendations:

However, 30% of the respondents are planning to apply ITIL recommendations when implementing demand management.

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ITIL v3 Planning
Service Design

80% of the respondents intend to implement information security as well as IT service continuity management and prioritise this process above all others in the service design environment. More than one third do not plan to further implement service level management.

But a considerable 52% do not intend any (further) implementation in supplier management. This is a decision which will have a negative impact on the success of the service level management process.


□ complete implementation □ part implementation ■ no (further) implementation

	complete	part	no (further)
Information Security Management	28%	52%	24%
IT Service Continuity Management	24%	56%	20%
Service Level Management	21%	43%	36%
Capacity Management	20%	36%	44%
Service Catalogue Management	19%	35%	46%
Supplier Management	16%	32%	52%
Availability Management	12%	48%	40%

Degree of use of ITIL recommendations:

The proportion of the respondents who intend to consider ITIL recommendations when implementing service design disciplines is between 20% and 40%.

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ITIL v3 Planung
Service Transition

The topics of change management, configuration management, database/system and knowledge management are right at the top of the respondents' agenda.

In future almost 60% of the respondents will also do without institutionalised planning and coordination of resources for providing services (transition planning and support).

□ complete implementation □ part implementation ■ no (further) implementation

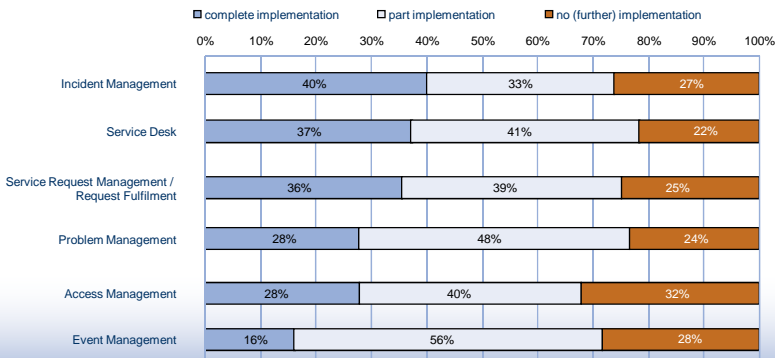|	complete	part	no (further)
Change Management	38%	33%	29%
Configuration Management Database (CMDB) / Configuration Management System (CMS)	35%	42%	23%
Knowledge Management	23%	54%	23%
Transition Planning and Support	4%	39%	57%
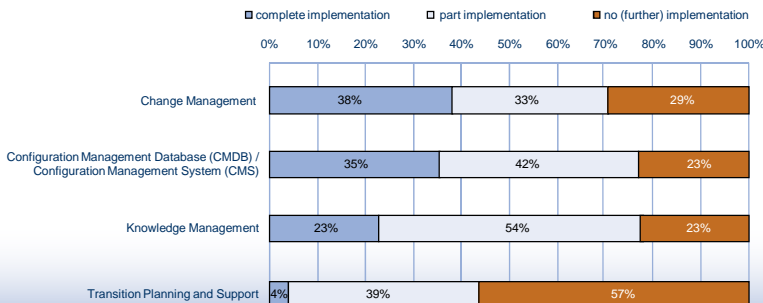
Degree of use of ITIL recommendations:

The proportion of respondents who intend to apply ITIL recommendations is between 30% and 45%.

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ITIL v3 Planning
Service Operation

Regarding the service operation disciplines, at the moment the respondents see the greatest need for further development in service desk and problem management, followed by request fulfilment.
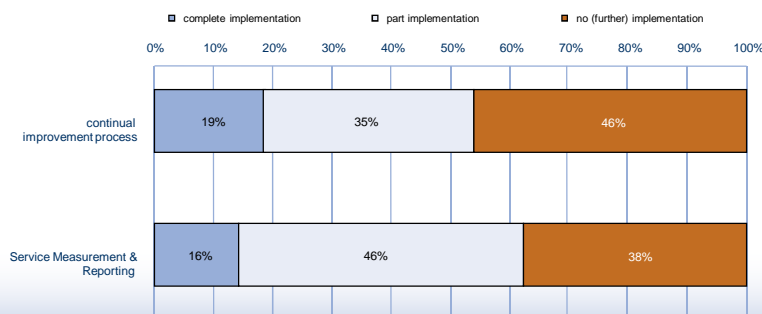
□ complete implementation　□ part implementation　■ no (further) implementation

	complete implementation	part implementation	no (further) implementation
Incident Management	40%	33%	27%
Service Desk	37%	41%	22%
Service Request Management / Request Fulfilment	36%	39%	25%
Problem Management	28%	48%	24%
Access Management	28%	40%	32%
Event Management	16%	56%	28%

Degree of use of ITIL recommendations:

With one exception in service request management the proportion of those who want to consider ITIL compliance during further development lies between 30% and 38%.

ITIL v3 Planning
Continual Service Improvement

The respondents want to get proactive in continual service improvement.

Altogether over 50% of the respondents are aiming for a part or complete implementation of processes. But also a great many of the respondents see no need as regards further implementation with reference to the continual improvement process.

□ complete implementation　□ part implementation　■ no (further) implementation

|	complete implementation	part implementation	no (further) implementation
continual improvement process	19%	35%	46%
Service Measurement & Reporting	16%	46%	38%

Degree of use of ITIL recommendations:

The good practices are only significant for 25% of the respondents here.

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Further trends and developments
Change and Configuration Management

Almost 85% of the respondents rate the topics of change management and configuration management as important or very important for their IT organisation.

important
49%

very important
33%

not so
important
18%

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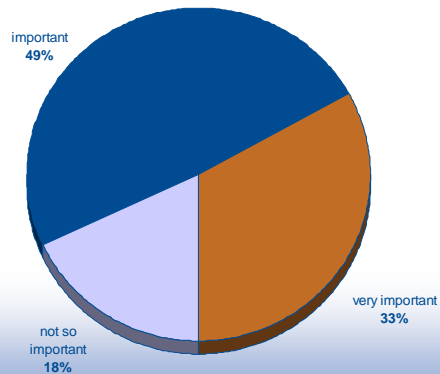
Further trends and developments
Change and Configuration Management

Almost 75% of the companies participating already use a CMDB, an asset-database or similar solutions.
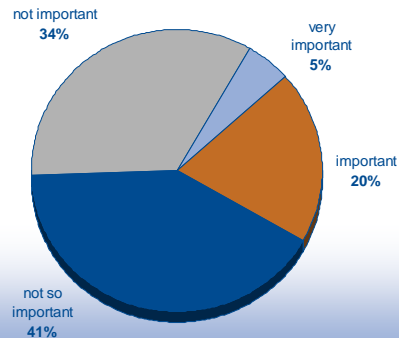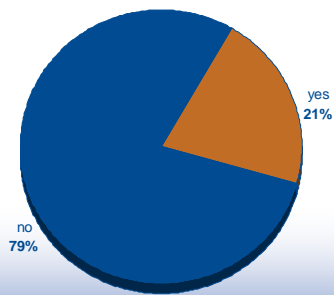
no
21%

no, but an
asset database
34%

yes
31%

being planned
7%
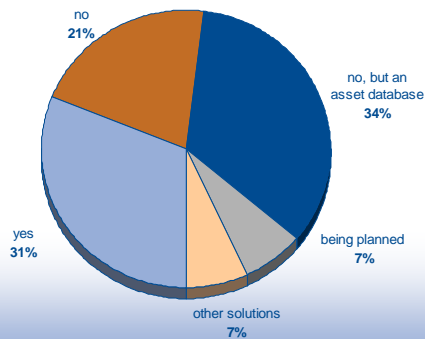
other solutions
7%

21% of respondents do not need or do not want a CMDB or similar solution.

Implementing a CMDB is one of the most urgent topics.

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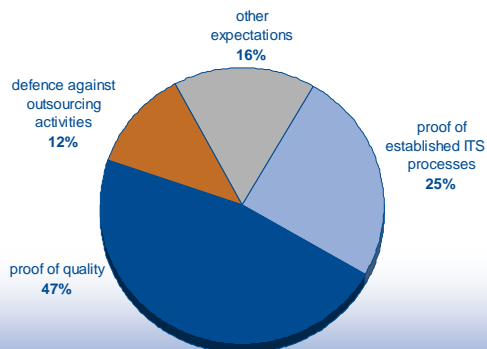## Further trends and developments
ISO 20000

The proportion of respondents who are aiming for certification of their ITSM organisation according to ISO 20000 within the next 24 months is around 21%.

Although the respondents have no plans for short term or medium term certification according to ISO 20000, a quarter of them see the worldwide accepted norm as important for their own organisation.

yes
21%

no
79%

not important
34%

very important
5%

important
20%

not so important
41%

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Further trends and developments
ISO 20000

There are various reasons for certification according to ISO 20000. Quality and established processes are the reasons stated most often.

other expectations
16%

defence against outsourcing activities
12%

proof of established ITS processes
25%

proof of quality
47%

Almost half of the participants sees an appropriate certification as proof of quality, a quarter of the participants sees an appropriate certification as proof of quality.

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Further trends and developments
Service Strategy

In the Service Strategy book, ITIL v3 addresses strategic aspects of IT service management.

Strategic approaches in ITSM are still not widespread even though their importance is recognised.

- 55%: are in favour of a service strategy and consider such a strategy to be necessary.
- 35%: no opinion

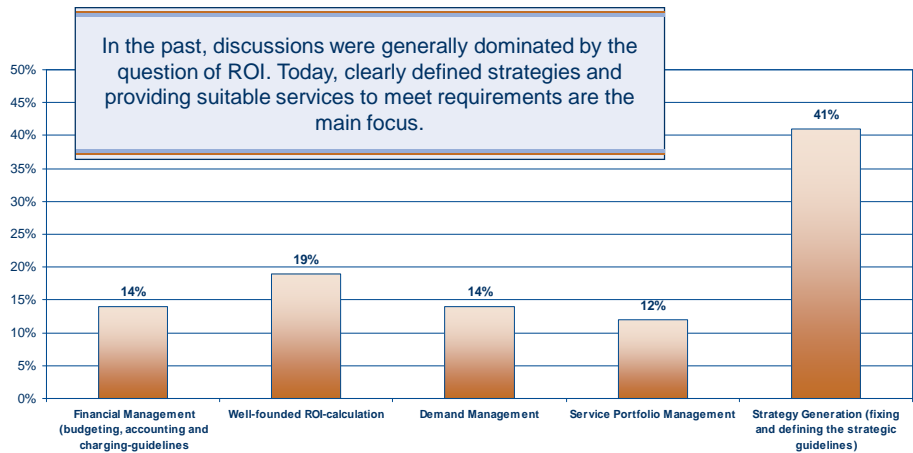|					
0%	18%	37%	5%	5%	35%
We have already implemented a service strategy according to ITIL v3 or are in the process of implementing one	We are planning to implement a service strategy	We haven't started or planned implementation yet, but consider such a strategy to be sensible and necessary	A service strategy makes no sense (in my organisation).	It is not possible to implement a service strategy (in my organisation).	I have not yet formed an opinion about such a strategy

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Further trends and developments
Service Strategy

Those in favour of a service strategy see establishing strategic guidelines as the highest priority, followed by well-founded ROI calculation.

In the past, discussions were generally dominated by the question of ROI. Today, clearly defined strategies and providing suitable services to meet requirements are the main focus.

14%	19%	14%	12%	41%
Financial Management (budgeting, accounting and charging-guidelines	Well-founded ROI-calculation	Demand Management	Service Portfolio Management	Strategy Generation (fixing and defining the strategic guidelines)

Further trends and developments
Service Automation

Service automation automates many activities which are necessary for the operation of today's complex IT environments. Automation ensures that the activities are carried out quickly with constant high quality while avoiding errors.

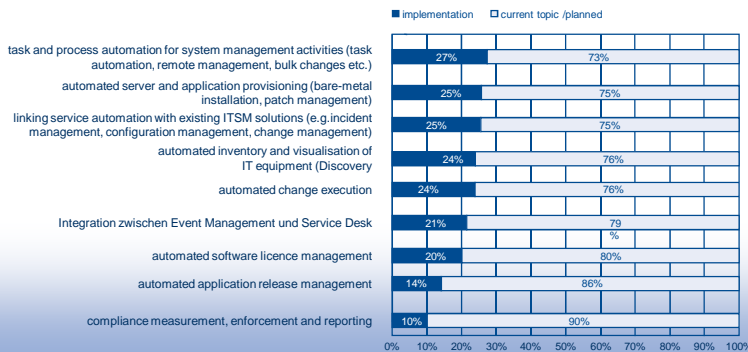In this way service automation helps to keep to standards and guidelines.

We are planning to implement various Service Automation topics
68%

Service Automation does not play a role in our organisation
21%

We are already using Service Automation
11%
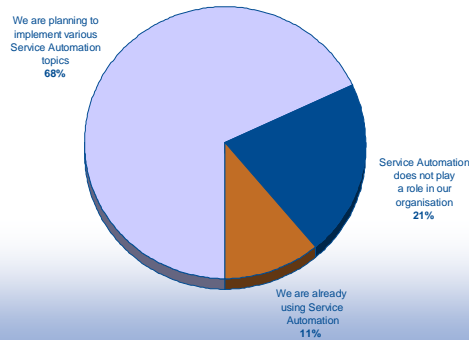
The majority of respondents are planning to implement various service automation topics.

IT's value

Further trends and developments
Service Automation

Task and process automation for system management activities, automated server and application provisioning as well as linking service automation with existing ITSM solutions are all most widespread already.

Compliance topics and automated application release management are at the top of the list in the planning stage.

■ implementation   □ current topic /planned

Topic	implementation	current topic /planned
task and process automation for system management activities (task automation, remote management, bulk changes etc.)	27%	73%
automated server and application provisioning (bare-metal installation, patch management)	25%	75%
linking service automation with existing ITSM solutions (e.g.incident management, configuration management, change management)	25%	75%
automated inventory and visualisation of IT equipment (Discovery	24%	76%
automated change execution	24%	76%
Integration zwischen Event Management und Service Desk	21%	79%
automated software licence management	20%	80%
automated application release management	14%	86%
compliance measurement, enforcement and reporting	10%	90%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Service automation is still at an early stage – but the respondents are very interested in most of the topics here.

IT's value

Conclusion

Sooner or later certain procedures or tools inevitably become established in every IT organisation.

But these are seldom universal in design or implemented uniformly – on the whole there is a distinct lack of a comprehensive, integrated approach.

The IT organisation is much more than just a cost centre – it contributes significant added value for the whole company. For this reason it must consistently follow business and IT aims and focus on two central quality aspects: service quality and process quality.

Only a comprehensive approach to increasing quality in IT management which is based on the officially accepted good practices/standards enables IT organisations to adequately demonstrate their individual value contribution for the business success of the whole organisation.

Broadly applied initiatives where process implementation goes deep enough, provide the solid basis for ensuring that the daily business in IT management remains precise, efficient and calculable.

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