

ITIL @ Mobinil

Technology Implementation

**Technology Process & Service Management Department
Smart Village**

The Egyptian Company for Mobile Services (Mobinil)

June 7, 2010

Timeline of Service Management development within Mobinil

1998

- Start of Mobinil
- Beginning of Incident Management

2002

- Initiation of Change Management – limited scope

2004

- Creation of Service Management Unit within Technology Management Dept. (Operations)
(*Change, Configuration, Incident, Problem, Service Level*)

2005

- Extended scope of Change Management in TM Dept.

2006

- Initiation of Problem Management in IT

2008

- Automation of Change Management in IT
- Initiation of Change Management within Data Network domain

2009

- Initiation of consolidated Technology Service Management implementation

2010

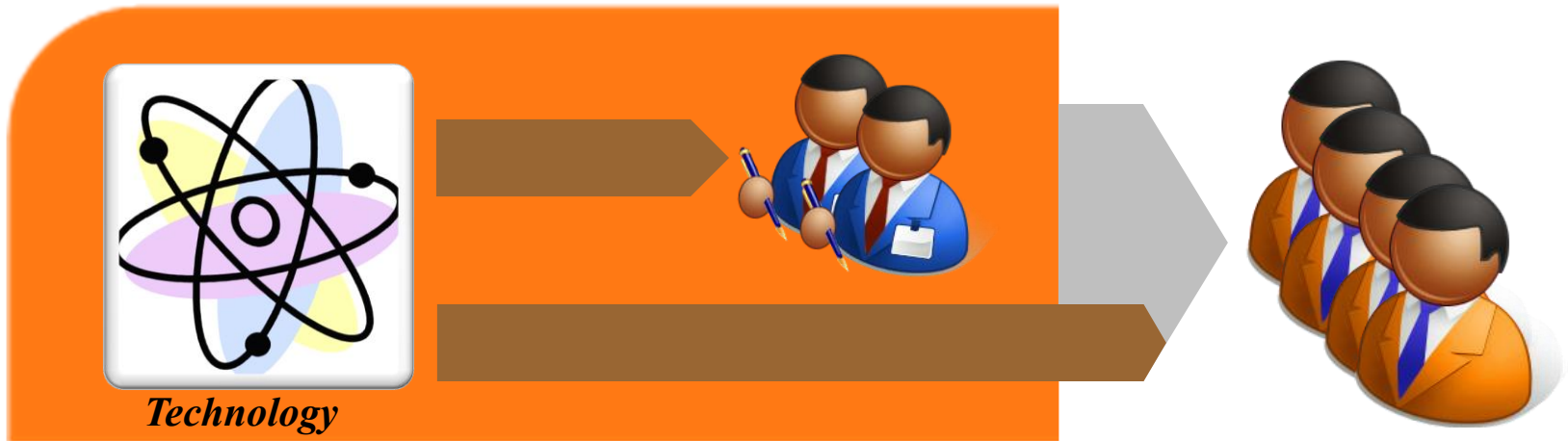
- Creation of Technology Service Management Office

Technology: A service provider

- Remote Access
- Solution Feasibility Study
- Service Desk
- Telephony
- Solution Development

- Centralized PM Automation
- Sales Support
- Reporting & Analysis
- Procurement Management
- Employee Self Services

- E-mail
- Financial Management
- Printing
- Computing
- Workflow Automation

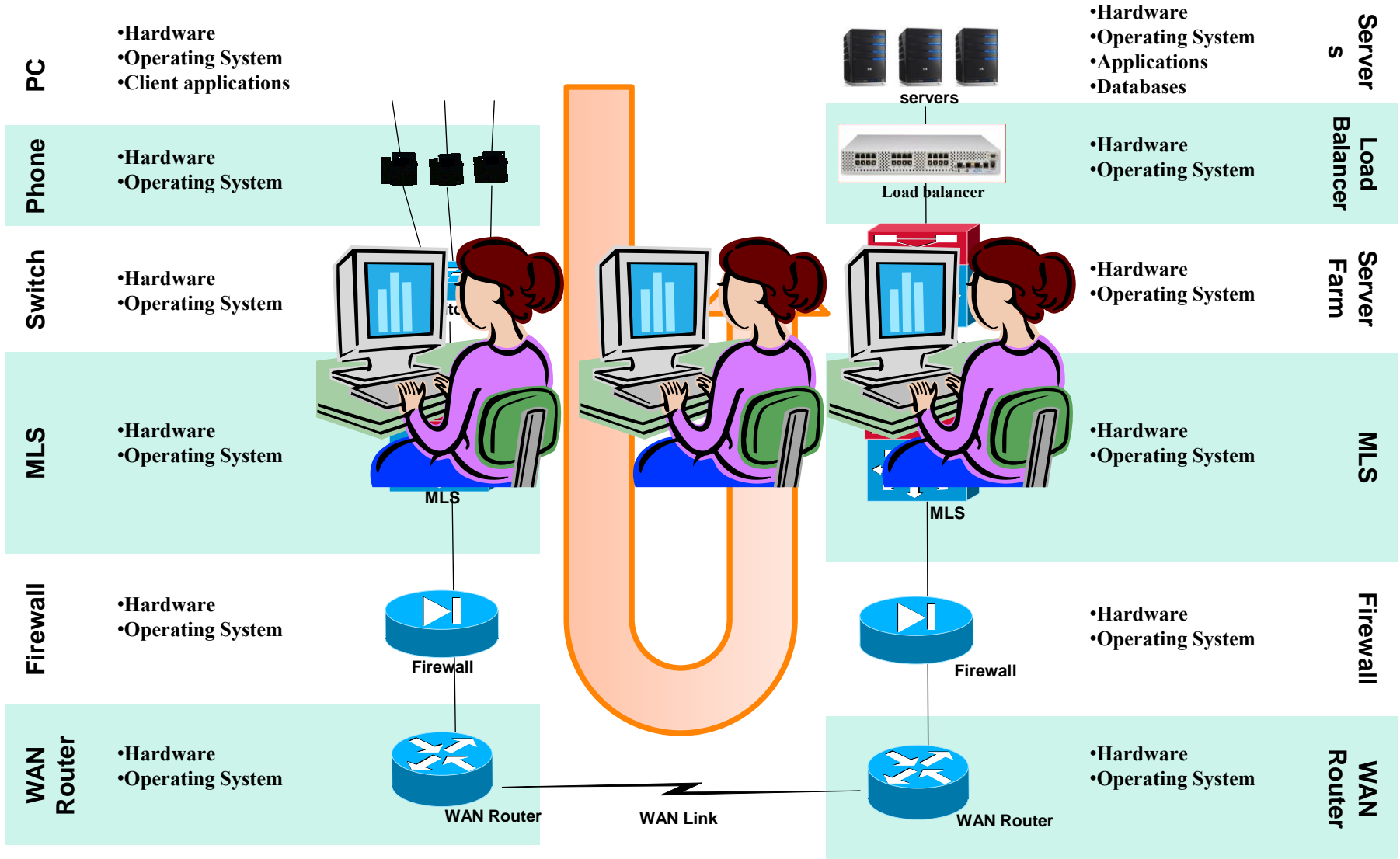


- 1 line 2 SIM
- Bulk VAS Bouquet 1
- Bulk VAS Bouquet 2
- Call Barring
- Call Forwarding
- Call Tone service
- Call Wait / Call Hold
- Clip+ Service

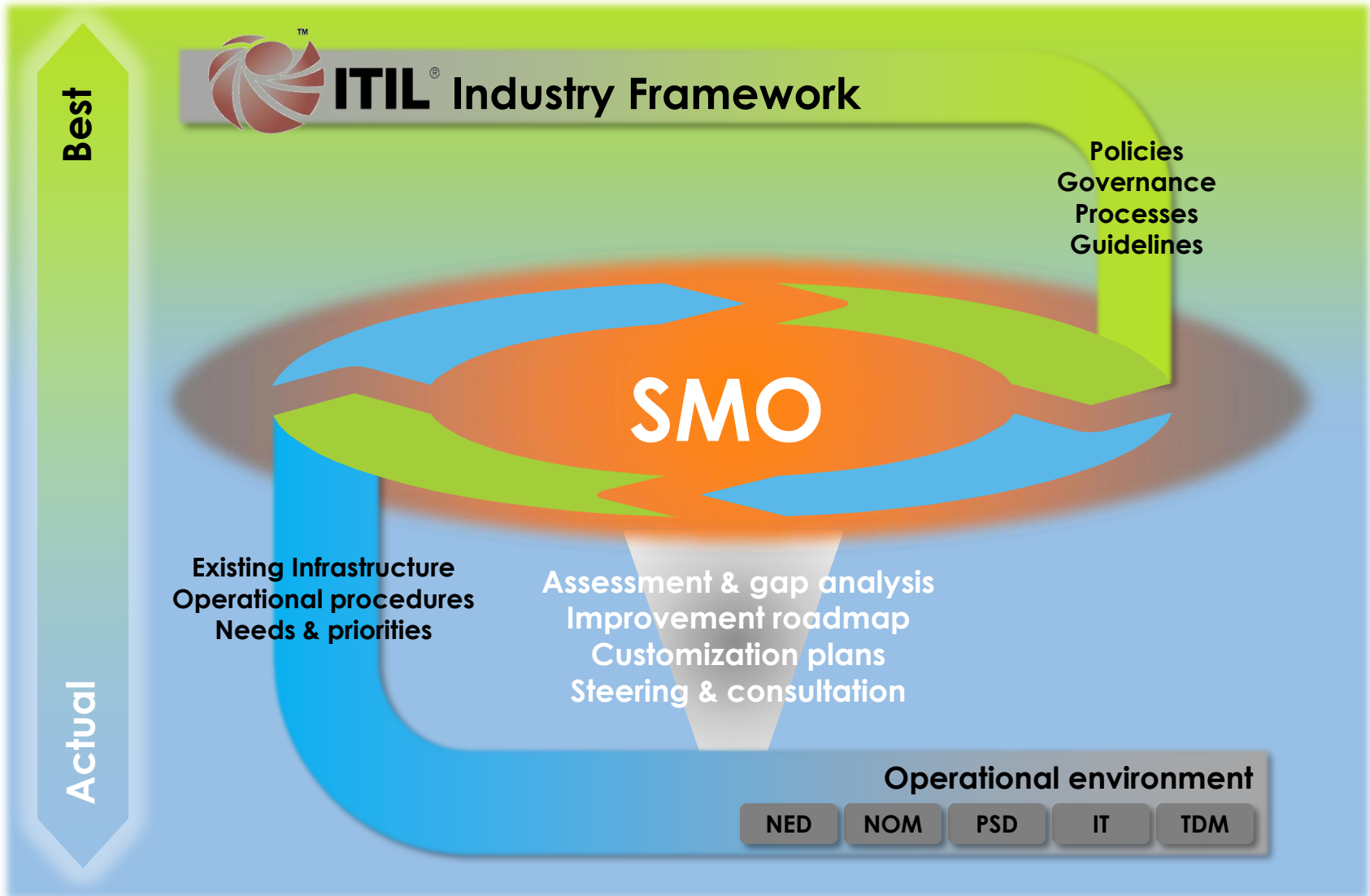
- Conference Calling
- Credit Transfer
- e-Recharge
- Fax
- Friendly Recharge service
- Info SMS service
- International access
- International calling cards
- IS-SMS

- MMS
- Roaming
- SIM Card Replacement
- SMS
- Twin Line
- Video call Service
- Voice Mailbox
- Voice SMS

The reality of “A Service”



Service Management Office (SMO)



I – Review Current State

- Scope → IT activities
- Interviews with stakeholders
- Documentation review (processes, templates, tools)
- Implementation review

II – Gap Analysis

- Comparison against ITIL practices
- Identification of gaps in process & implementation
- Development of recommendations

III – Action Planning

- Specify actions to recommendations
- Implementation schedule

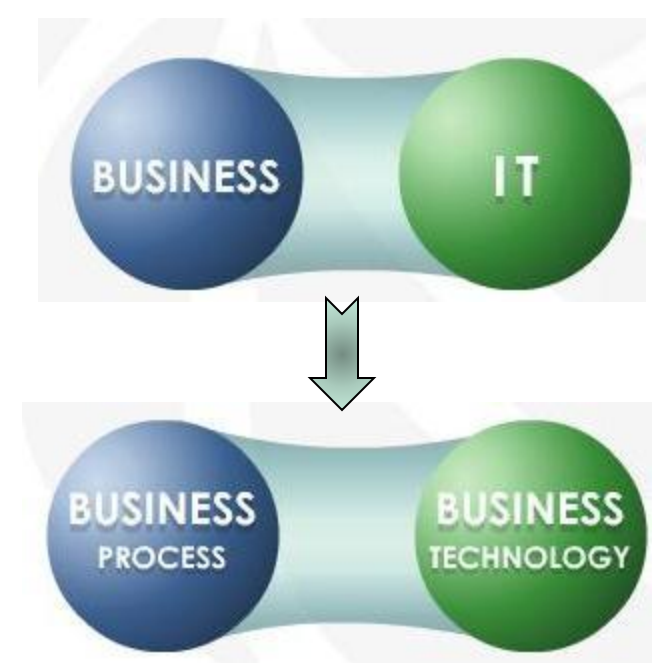
IV - Implementation

- Implement process actions
- Customize tools

Assessment Scope @ Mobinil

Extending the Scope

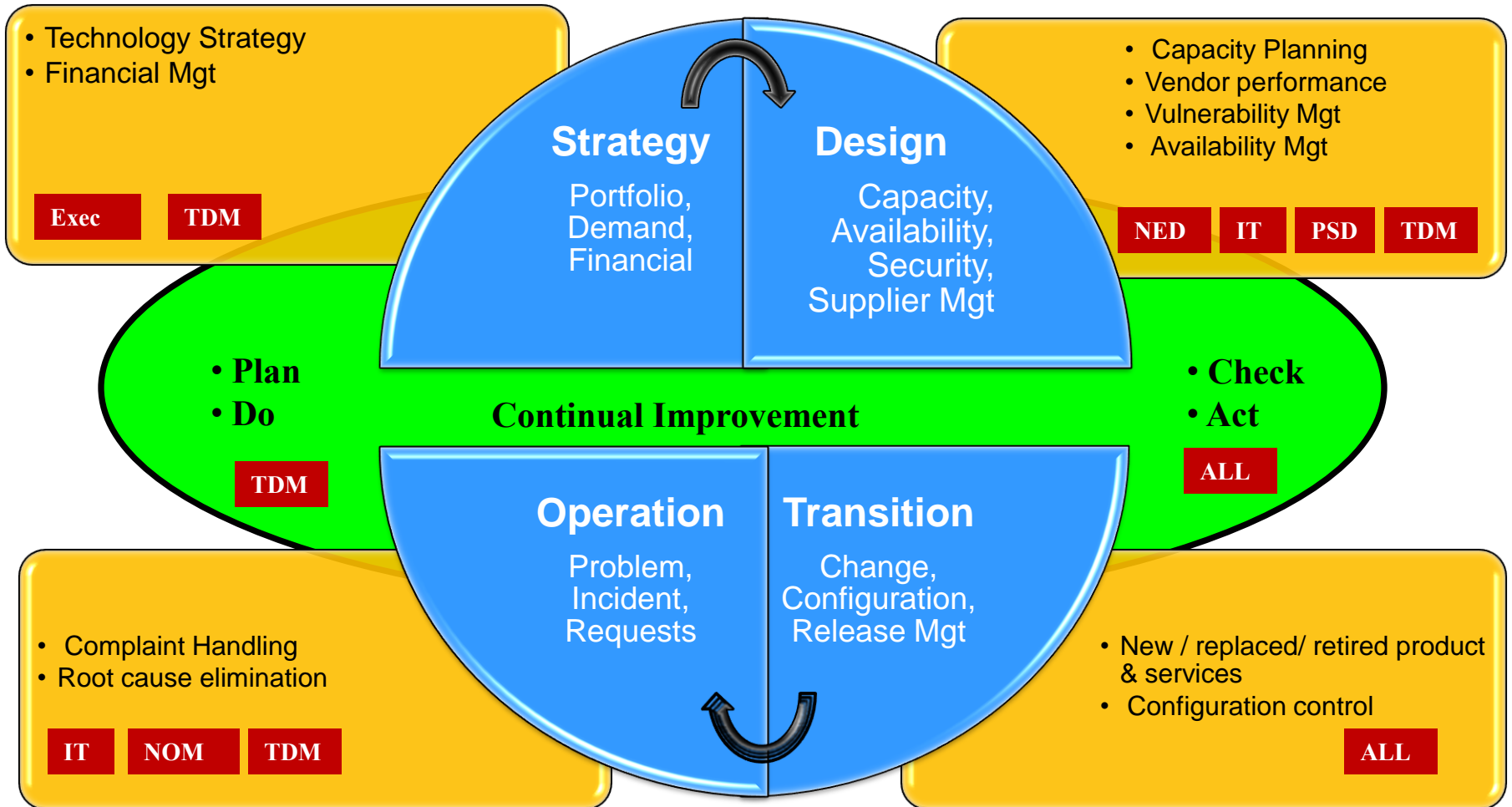
- Extended the Assessment from IT to different Technology departments, to reach:
 - Maximum benefits of ITIL v3
 - Effective coverage
 - Current state across Technology



Sampling Criteria

- Areas already applying service management (SM) practices
- Areas potential for applying SM practices

ITIL Across Technology departments



Communicating Recommendations

- Different levels of abstraction
 - Executive view
 - Technical view

Executive View



Current State	➡	Impact
Recommendations	➡	Value

Technical View



Findings per Area	➔	Detailed Recommendations
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Prioritizing Recommendations

- **Internal prioritization**
 - Impact on business objectives
 - Impacted business departments
- **ITIL Preference**
 - Dependencies between processes
i.e. changes are made on services

Implementation Strategy

- **Phased implementation**
 - **Phase “I”** → Defining processes (a, b, c)
 - **Phase “II”**
 - Implementation of (a, b, c)
 - Definition of processes (x, y, z)

Prioritization System

- Area Level Internal Prioritization

Objectives: % to which the objective contribute to the achievement of overall Business Objective

Units: % of revenue per sub-department

Process Request: value of impacted (BO & BU) * weigh (BO & BU)

Life Cycle	ITIL Areas /Functions	Business Objectives (BO)							Business Units (BU)					Overall Priority	
		Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	BO Prior	NED	O&M	SPPD	IT	TDM		BU Prior
		35%	10%	20%	25%	10%	0%		20%	20%	20%	20%	20%		
Strategy	Strategy Generation	9	1	3	9	1	0	69%	9	3	9	3	1	56%	62%
	Financial M	1	9	3	3	1		30%	9	9	3	3	1	56%	43%
	Demand M	9	0	9	3	0		63%	3	1	9	3	0	36%	49%
	Portfolio M	1	3	3	1	0		17%	9	1	9	3	1	51%	34%
Design	Service Catalogu M	1	0	1	0	0		6%	1	0	9	3	0	29%	18%
	Service Level M	9	3	9	3	0		67%	9	9	9	9	3	87%	77%
	Capacity M	9	9	1	9	0		72%	9	3	9	9	0	67%	69%
	Availability M	1	9	0	9	9		49%	3	9	3	9	0	53%	51%
	IT Service Continuity M	0	3	0	0	9		13%	3	9	3	9	0	53%	33%
	Info Security M	0	1	0	3	9		19%	3	3	3	9	9	60%	40%
	Supplier M	0	3	9	3	1		33%	9	9	9	3	9	87%	60%
Transition	Transition Planning & Support	0	3	3	9	3		38%	9	3	9	3	3	60%	45%
	Change M	0	9	3	9	3		45%	9	9	9	9	3	87%	66%
	Service Asset & Config M	0	9	1	3	9		31%	9	9	9	9	3	87%	59%
	Release & Deployment M	0	0	9	3	3		32%	9	3	9	9	0	67%	49%
	Service Validation & Testing	1	1	9	9	0		50%	9	3	9	9	0	67%	58%
	Evaluation	1	0	3	0	0		11%	3	1	3	3	3	29%	20%
	Knowledge M	3	1	3	3	1		29%	3	3	3	3	3	33%	31%

Implementation @ Mobinil (cont.)

Real environment

- Different levels of implementation / awareness
- Different implementation techniques / methods
- Large number of teams

How we tackled this in...



Team Building



Team Execution



Process Definition

Implementation @ Mobinil

Teams Building

- Focus Group per Area
- Fixed Ownership
- Virtual team
 - Subject matter experts
 - Representation from impacted department



Benefits

- Secure accountability
- Guarantee Coverage for different implementations
- Reduce resistance
- Improve effectiveness & efficiency

Teams Execution

- Kick-off meeting
 - Assessment results
 - Additional concerns
 - Charter development
- Monitor progress, process review
- Synchronization with tools teams



Benefits

- Setting baseline
- Covering untouched areas/ teams during assessment
- Putting realistic plans
- Influencing tools requirements

Process Definition

- Establishing Mother Process (Standard steps)
- Injecting existing implementation within correspondent step
- Unification where possible



Benefits

- Consistent execution (all teams doing same steps)
- Facilitate Deployment
 - Choosing from existing methods
 - Plug-in new customization

Outcomes

Benefits

Established Technology Service Management Office (**SMO**)

- Ownership
- Reduced redundancy,
- Increased consistency,
- Best practice sharing

Business **Service Catalogue** (for internal customers)

- Agreement on the definition, classification of technology services

 - Unified repository of business services
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General Deliverables - SMO

Outcomes

Benefits

Configuration rollout plan over all technology department

- In-depth / accurate insight
- Facilitate CIs information retrieval

Pushing **change** cycle to design phase

- Effective impact assessment
- Reduction in change failures

Linking **incident** management with supplier, security mgt processes

- Integrated environment for incident handling and reporting.
- Avoided loss of ownership of faulty classified incidents

- Assisting organizations in building and executing **communication Plans** to support the initiative kick-off, obtaining management support, and involve relevant stakeholders.
- **Focused** full-time team to be assigned to boost the progress of the ITIL implementation.
- Availing **standard documentation** including processes, templates, and checklist right from the start to support definition, customization, and consequently speeding up implementation.

Concluding...



Investigation
Business Case
Training



Vision
Plan
Collaboration



Consultancy

Thank You



Software Engineering
Competence Center