The First Podcast

Welcome. We're here to talk all things Enterprise, Digital and Service Management

BR: Let's start with... What is ESM, what is Digital Transformation?

IA: OK, Digital transformation first...

What is Digital Transformation?

It seems like there are two types of digital transformation.

1. Strategic - changing a business from a traditional model to a 'digital' online/cloud business, not the traditional bricks and mortar
2. Operational - its the people doing work and the way that work is defined, presented and actioned. The flow of work in, being done and done. How we do the work that we do. Operational transformation is changing the way people work so they can achieve those Strategic Transformation goals.

BR: two ways makes sense. Traditionally work is in spreadsheets and the back of a fag packet but not apps and tools are helping us all work better. At that is needed to support the Strategic level.

Encompasses a whole number of different areas.

Let's talk about Enterprise.

What is Enterprise Service Management?

IA: We know we need to achieve a consistent technology-enhanced way of working to digitally transform. But it's more than using shiny new apps to track your personal to-do list. That's not it. It's about a common working platform, consistency and flow of work in and out across a business. That's what SM provides. That's what Service Management gives us.

Lots of people talk about ESM.

But using Service Management outside of IT nothing new.

Always IT Service Management tools were used outside of IT. A few years ago that usage started to get a name - it was given the title ESM.

IA: But here's my thing. I think ESM is ALL Service Management. Within ESM you have ITSM and ITIL. Best practice and definition. Deep and wide and well defined.

A subset of that is used elsewhere in a business. HR, FM etc.

So, there's a big thing called ESM. it's how you change the way people work. Within ESM you have a deep thing called ITSM. There is not yet an [HR.](HR.)SM or [FM.SM](FM.SM). But that will come.

BR: well there is "CAFM"... but if we're looking at how organisations work together, is ESM really a thing? There's the technology bit for IT, but is ESM really the right for organisations to do this?

I don't hear people talking about ESM outside of IT. They talk about getting stuff done, doing their jobs, joined-up working.

It gets to the point where 'do we actually *need* a term for this?'

Does ESM Need a Name?

IA: If you have people using service management practices in your organisation, what do you call it? Question: Is Service Management starting to be picked up outside the core IT space?

BR: I think Service Management as a term is much clearer that Digital Transformation. Service Management makes sense. Question: Do we need the term ESM?

Let's drill down a bit...

Terms can get picked up by vendors and technologists. where do all the products sit? Is there a line we can draw between ESM vs Digital productivity tools?

Tools

IA: Two parts

1. When we talk about ESM we see ITSM tools driving the conversation. the tools are already there. we can use the tools that we have to get better. we don't have to go and buy a separate technology. we already have something for this, and we have the skills and the training, think we will see that continuing from IT. Nothing else that can do this.
2. there is however a battle rising for owning of 'the doing of work'. We see MS Teams and others focussing on managing work and the flow of work from a non-IT background, We may have a battle-royale between Microsoft and ServiceNow (or whoever).

There is no one standard platform for 'doing work'.

BR: Yes, tools like Office all work, but the underlying workflow isn't really there. Look also at 365/Dynamics, some people look at those tools as a possible ESM solution.

But they usually lose because they lack Integration.

Takes us back to where tools are used and for what.

Increasingly seeing MSPs struggling with this where once MSPs would bring their won tools, but customers now expect to continue to use their existing tools.

Then we invented Vegan Service Management

Core Practices

IA: One for another podcast, but... there is a core set of ITSM practices that have portable value to other departments. Just a few, not the whole ITSM stack.

BR: agrees. In ITIL4 we've been able to redefine the core practices and focus more on the core elements which are universal and relevant and portable. Managing work, fixing things, tracking trends, managing change.

IA: there is no universal definition of how to do that for a business. Only ITSM/ESM.

Automation

IA: another future topic - what about Automation? How does automation become so relevant? What work are machines picking up? Then we add AI and ML - it's 50% hype but 50% reality at the moment. If you can define workflow, automate and add AI then you have the recipe for transforming to a digital enterprise.

Bigger Picture Needs Understanding

BR: one final topic to consider - there is uncertainty with budget holders and decision-makers who are always cautious. When you are in a position of responsibility, there is risk and caution. So there is a lot of education and clarification needed around automation. So many options, some good and some scary and the people involved at not always familiar with these topics.

It's not just functional requirements, its management and warranty and risk and security. Moving away from CMO buying things with credit cards. Now we need closer working for better solutions.

IA: I like simplifying things! This podcast would be good for defining common terms.

BR: listeners! we'll be asking you to give us your insights and ideas and feedback, and we'll be guests along too!

The Human Factor

IA: one more thing.. would be good to look at how all this automation and technology is starting to manage the productivity of a persona and using tech to assess a persons ability to do their work. There is an interesting human angle around people management and career success that comes to play with this.

BR: yes, very relevant with recent changes around covid and working from home improving productivity. It's like 'the more you automate, the more pressure on each contact because there are only a few of them).

Enterprise Digital Podcast. Scrutinising Hype, Providing clarity, what is good and valuable going forward.

And that'll do for the first one.