Digital Podcast Show Notes
Episode 12 with guest David Cannon

Hosts: Barclay Rae, Ian Aitchison,
Guest: David Cannon

BR: Intro chit chat. Ian has been augmented. Barclays tells an Avengers joke that failed. Today's guest is David Cannon. Tell us about yourself.

DC: Helping IT people become more business focussed. Service Management, writing, assessments and projects. Was involved in ITIL3, but things have moved on a lot since then. ITIL3 needed to change and be updated so closely involved in big changes in the industry.

BR: Will the new Digital and `it Strategy book help in such a fast changing industry?

DC: Yes, modern working practices are important, but are changing fast so the focus is on business and practice elements. Help people.

Main Bit

BR: **Let's start with digital transformation. Is there a confusion with ESM?**

DC: Yes, one technique to help achieve digital transformation is service management.

IA: What's your **definition of Digital Transformation?**

DC: it's not implementing one technology or automation. But it's also not changing the entire purpose and operating mode of an organisation. Food is not digital. Houses are not digital. For me, it's about how you evolve and organise over time to adopt new technologies and stay relevant in a changing world.

IA: **Has the pandemic accelerated this?**

DC: Yes, it's accelerated some aspects, but in some cases only one aspect. A very reactive situation is not going to transform an organisation. We often overlook that orgs need a different culture. Digital nis not doing the same thing as before but with a new platform. But that's not true - for example digital marketing is very different to traditional marketing. Different working and different cultures and using tools to do different things.

BR: **What areas are not changed by the pandemic?**

DC: If you need people to work in a physical location, sending them home with laptops isn't going to help. Some jobs need some element of physical security. When you dont have that then security becomes a real issue.

IA: This also goes to 'zero trust'. Everyone is no longer inside the wall. **So technology has to change?**

DC: Yes, that's an example of where digital transformation requires totally different thinking.

IA: What about Automation? Is that more prevalent? ITIL4 talks about it, ITIL3 didn't.

DC: The old model of a wall between customers and business and IT has changed, Now we all understand that the model has changed and our customers are colleagues. No longer a service provider and a service consumer but colleagues working to achieve a common objective.

BR: How will that play out with scales and roles. Will automation help with that? We don't know what the jobs of the future will be.

DC: There are 3 IT career options. Business. Basement. Or Cloud. Service Management people are split between 'more technical' or 'more business'. Service Management pros tend to gravitate to more business. Also depend on others for Finance and Budget. Now IT pros need to learn those skills. Then automation… some automation is simple macros and rules, first simple tasks, but that has evolved into workflows and tasks and procedures. Dependent on business rules. Now we are evolving towards a more intelligent automation which understands not only the tasks but also the context. Compare tasks and context with business rules and automate on the fly.

Those involved in automation need to understand the context very well.

Some say robots are going to take your job, but automation will create new opportunities. As we learn things we commodities things quickly. So automation will start to be commoditised.

IA: yes, people start going to cloud to pick the commoditised automation flows that they need.

Let's talk about ESM. **Is there a Business Automation expert future role that lives in each department, not in IT?**

DC: yes, this happens a lot and we see that with MultiFunctional product teams that are starting to do that.

You do see different ESM components. Some just implement a self service portal for a department. But others go big and redefine service. IT Service Management came about because people understood that you have to manage IT as a provider of service,

And ESM is changing the way that parts of the organisation see themself. Some parts still suit the manufacturing model not the service model. But some do. ESM is good for getting people to think in the same way about how an organisation needs to think and change.

BR: Yes, context is everything and many orgs think of themselves as needing to act like manufacturers. And this is relevant to intelligent automation also - just because its automation doesn't mean it's going to be good. It's about the context.

DC: Here's a story. A customer used automation in ESM. needing to get departments to align with compliance needs. Legal found that compliance reports were being built from data from different departments that had full time employees dedicated to pulling reports, all from the same data source, all to be sent for compliance reporting by legal. So they changed that and used IT tools to put all the reporting as dashboards into the hands of legal and freed up people in every department.

IA: Yes, translation of data can be very damaging.

DC: So that's an example of an ESM project - across the business, allowing us to learn from managing IT yet apply it to managing the whole business.

Endbit
David's recommended favourite drink:
Summer : Moscow Mule
Winter : Dark and Stormy
Both are the same drink, freshly squeezed lime and lemon. Need the right ginger beer. Dark and Stormy has dark rum

Key Lessons from David Cannon
1 - There are 3 IT career options. Business. Basement. Or Cloud
2 - ESM is how you evolve and organise over time to adopt new technologies and stay relevant in a changing world.
3 - Context is important. Especially for future intelligent automation.
4 - ESM is also learning from managing IT yet apply it to managing the whole business.

Useful Links
David on Twitter: @itilso
David on linked in: https://www.linkedin.com/in/dacannon/
David at nfiniti3: https://nfiniti3.com/