

Digital Podcast Show Notes  
Episode 33 with guest Matt Beran

**Hosts: Barclay Rae, Ian Aitchison,**  
Guest: Matt Beran

**Greetings section,**

Blah blah blah... today's trivia was about a two things. A fossil of a sea-scorpion that was the size of a dog has been found. Also, robot vaccinator can auto-vaccinate into your arm, and looks like a giant scorpions tail.

Moving on, today's guest is Matt Beran. Started career in a service desk, then into ServiceNow and then consultancy, now moved to Invgate. Helping grow their US market. (So we've got a vendor angle on today's podcast).

**<mainbit> (very shortened and summarised)**

BR: What's your take on service management beyond IT?

MB: Recent project did this successfully joined HR and IT. We sometimes can make ESM seem more than it really is and obfuscated. Think of it as Forms and Workflow. Every department has a different flavour (eg, IT has CMDB, HR has employee onboarding events) but it is all forms and workflow.

IA: Is the tool enough, or is a culture factor?

MB: Culture is important. It takes a humble and curious leader, or someone who is listening to the employees to do that. How does it feel to interact with the tools.

IA: Is a shared department really viable with sensitive topics like HR?

MB: True, employee experience becomes more important than cost savings, so you might be better not to share everything with one team.

BR: There is org change involved. Is that the hard bit?

MB: Yes, and consumers and employees have all become more technical. Orgs need to understand what their employees are capable of, and then design experiences to suit them. Little details matter and things like bad forms and bad employee experience have stopped service management adoption. Ask the employees.

IA: Gartner ITSM strategic roadmap recently published now includes Digital Experience as important for service management.

BR: So, taking the Gartner view of ESM, is it not ESM, just 'work'.

MB: It is the answer to 'how to scale work'.

BR: Sometimes the answer is just getting people together, letting them work out what needs to be done. Most of the time this comes down to 'does the CEO get it'? And 'can we work together'?

MB: Back to People, Process, Platform. Not so relevant in a small company though.

BR: Yes, all the ESM concept is irrelevant in a startup.

IA: Changing a large organisation is very hard. Is ESM about managing org change?

MB: Yes. How do we get people to change? Example of RocketMortgage success by making it attractive and simple to replace old industry experience.

IA: Links to robot vaccinations.

BR: What do you see as difference between your working in small and large vendor organisations?

MB: The Prebuilt vs Blank Canvas in tools. Seeing \$M consultancy solutions being built into new product without the consultancy.

BR: But doesnt consultancy bring what people want?

MB: Service Consultancy vs product Design. Design shouldnt need consultancy.

IA: Simplification of technology brings it to wider audiences, and wider audiences demand a faster time to value. People love reduced choice. But then you can also drive some people away.

MB: Must have flexible forms, but must have established self service.

BR: Some would say you should spend time on data not on forms. Less Process, more Data?

MB: Anyway you want. But data is only good if you can act on it. Process mapping is important too. Use both.

BR: What is the future landscape?

MB: With the right data and right technology you can do a lot. Future will be self-healing systems, predictive requests, understanding employee behaviours, a larger transparency across the industry, with more sharing.

### **Matt's Recommended Drink**

A Tamarind Margarita. (A self-designed masterpiece. Sounds really nice).

### **Useful Links**

Matt on LinkedIn: <https://www.linkedin.com/in/mattberan/>

Matt on Twitter: <https://twitter.com/mattberan>

### **Bar Bio**

Matt is an extrovert. He is also a product marketing specialist, and has spent some time being an experience architect which sounds really cool as well. He knows ServiceNow well, but he is now bringing his energy, experience and charm to Invgate. His bio says that he 'says hard things and has a broad attention span'. So expect a very long conversation where he breaks bad news, very enthusiastically'. He also invents his own cocktails. Nice job Matt!