

Digital Podcast Show Notes

Episode 49 with No Guest, but another one recorded live from SITS show UK

Hosts: Barclay Rae, Ian Aitchison

Greetings section

BR: Welcome, we're live at SITS show! Also recording live on video.

IA: What have been your impressions of the SITS show this year?

BR: It makes you realise how good it is to meet people. Zoom and Teams cannot do this as well. Interactivity is wonderful.

IA: It's wonderful, you can't replicate the real thing. Has the industry moved on?

BR: It's moved on. I'm seeing growth in Experience Management, lots of talk and signage. Also the continued convergence of Experience, Mental Health and Wellbeing, using Data well.

IA: You can see some vendors that sell the ITSM tools, then the others that add on capability. I was looking for Experience-and-Service Management this year, but didn't see it well combined yet. And still a lot of mention of Enterprise ESM on many places, still very much there, but now an established thing.

BR: There's still a lot of ESM opportunity and this all being more than just IT, and all part of a bigger mix. I also see that many vendors now have different ownership. The small privately owned ones are all being purchased.

IA: Yes, I think this is because the mega ITOps vendors recognise they need ITSM and Service Management in their portfolio, acquiring smaller ITSM vendors.

And some vendors are limited by their target market and hit a ceiling where the only way to grow is being acquired.

BR: What are your other observations.

IA: As mentioned, not as much Experience as expected. Plenty of people, but all in the sessions, and quiet on the showfloor. The silliness has gone over the years, we are more serious.

BR: The venue helps, that makes a difference. I spoke to people that have come in slightly smaller team numbers than in the past, but there has been a good buzz.

BR: What do you want to see at a conference?

IA: I always get value from the break away from day to day work. They inspire ideas and connections. Meeting people is valuable, but I also take away ideas and come back with energy.

BR: Yes, you have a chance to capture those thoughts, taking time out helps us develop.

IA: What is missing is the noise in Twitter. Much quieter than it once was.

BR: That's it, we're done, thanks!

Ian's Recommended Conference Drink

- At a conference or industry show? During the day it must be a weak and slightly too milky lukewarm coffee in a over-large paper cup that might leak on you.

Useful Links

Linkedin SITS show group: <https://www.linkedin.com/groups/4756727/>

Bar Bio

Ian and Barclay continue to host the podcast which this week is at a live real event.

Consequently the only appropriate daytime drink would be a weak and slightly too milky lukewarm coffee in a over-large paper cup that might leak on you.

At night we'd recommend you pick and choose your favourite tipple from our Podcast Bar.

(There are rumours of a Enterprise Digital drinking game - the winner drinks the whole Podcast Bar, but those rumours are unconfirmed and may indeed be fictional).