Digital Podcast Show Notes Episode 53 with guest Jeffrey Terfertiller

Hosts: Barclay Rae, Ian Aitchison

(disclaimer: Show notes are approximations of topics discussed, not word for word exact quotations).

Greetings section
BR: Greetings!
IA: Today's trivia. Scientists are bringing the Tasmanian Tiger back from extinction. And - AI watchers - take a look at Dall-E2 and Stable Diffusion for AI generated illustration and art. Today's guests… Jefferey Terfertiller, Welcome! Who are you?
JT: I started in service and asset management, then recently went solo helping organisations improve, business continuity and solving business problems. Now producing lots of youtube videos and blogs and podcasts and other sharing of opinion and advice.

Main Bit
BR: Where are things going outside of ITSM? What should we be looking at beyond IT and IT support?
JT: I think business continuity and service management are connected. Every organisation is a technology organisation. Technology assets need to be managed outside of IT. Need to have one central way to do things and one view of all the stuff.
IA: So you are talking about Enterprise Asset Managenent vs ITAM - the managing of assets outside of IT, but using IT practices, same as ESM vs ITSM?
TF: There is still a lot of 'these are mine, these are yours', they need to be depreciated consistently, secured consistently. It makes sense two have one process and one tool to manage all those assets in. Have one way to handle all technology assets.
IA: So different departments manage their own work with ESM. Do you see different depts managing their own assets in the same tool?
TF: Right, if you look in early 2000's you would customise the tool to fit the practice, but today your process is in the tool, so the process for the life of any asset can be managed the same way,
IA: because all assets have a life: before, during and after and I guess that applies everywhere to any asset.
BR: In a large organisation, many assets need to be managed outside of IT, but can be in one tool. But do they all appear in the CMDB or is CMDB for big items only?
TF: Yes, we can have many assets that are not configuration items. We care about relationships with config items. A standalone CI has not value. But the reason we need them centralised is also the data - remember that management of the data needs to also be done in a methodical and standard way.
IA: So Data can be an Asset to and needs to be managed as well.

BR: I do try to get people to focus on data more than process. In implementation it's all about the data. Next, you do Project Rescues - tell us about that?

JT: Sure, as an example, 5 years ago I was called into an enterprise that had been moving its assets around over time but had to record of their existence or location because they had not been managing them consistently. This happens all the time. Somebody says 'these are not my assets'. You have to track them, commission them, decommission them.

Also more recently, my role is often to bridge mismatch between process and tool where the service or asset tool has been implemented but the processes are not matching the tool. Asset management is only as good as what the stakeholders want it to be. We have to build an outside in view.

BR: You might have different areas? IT being quite leading edge and other areas might be more traditional? Different agendas? Is that a challenge and how does an organisation deal with this?

TF: so often they are tracking them in the ERP system already, so the easiest fix is the integration with the ERP system and the service management tool. Then being able to report back across those while continuing much of the same working practices. Oh, and then we should talk about software. Engineering software and IT software are all software. You need all of this including cloud software.

I worked with an organisation recently that only found out about the cloud services being ueed when they got the corporate credit card and expense statements.

IA: What is more common: over engineered process or unable to get started?

JT: You see both. Let me give you another example - a large consultancy with over 300,000 consultants, only knew the location of 47% of their laptops.

IA: And some of those may have been taken for good, by ex employees?

JT: There's that but also the security state of those laptops is important. Patch and compliance state.

BR: 95% of my work is basic stuff, I still talk about Problem Management. The criticality of the basics is greater now than ever before. What tone should we take to get people to focus on the right things?

JT: Ask the right questions and give the right answers. There is too much noise at the moment. The reason there is so much focus on Experience Management today is that we have failed at Service Management.

IA: And bad experiences lead to people leaving for good.

JT: That me give you an example - restaurants might have metrics about time and speed, but I still might have a terrible eating out experience. What metrics should we focus on. The biggest lie ever is 'we care about this call'.

IA: No matter how much you value the call, it would be better if the call was not needed at all

JT: Look at all Microsoft outages, its all Change related. There is room to do better.

BR: I worry about experience management becoming something separate.

JT: we should get beyond the basic metrics and stop worrying about first call resolution or uptime,

IA: observation that it all overlaps - service and asset and Endpoint management and Experience Management - its a big venn diagram. Nothing should exist in isolation.

BR: How do we avoid becoming extinct?

JT: Know what is valuable and focus on delivering value. Give people what they need.

Jeffrey's Recommended Podcast Bar Drink
- Southern Iced Tea.

Useful Links

- Jeffrey on LinkedIn: https://www.linkedin.com/in/jeffreytefertiller/
- Jeffrey on Youtube: https://www.youtube.com/channel/UCFx6bOa8j_OahpgjH31zmrA
- Website: https://twitter.com/swhittleston

Bar Bio

- Jeffrey is a passionate guy, full of words and excitement. Author of 5 books, a youtuber, podcaster, digital transformer and a trusted advisor. Need to manage your assets? Jeffrey is your man! How does Jeffrey get the energy to generate all that content and advice and guidance and consulting and more? I think it comes from all the highly sugared and caffeinated Southern Iced Tea that Jeffrey loves. We loved having him on the podcast, he was a great asset!