



## Speakers and Abstracts – Keynotes

### **Kasper Eilertsen Ringkjøbing, Team Lead Service Management Office, Rambøll**

**Heading:**

*Analyzing behavioral patterns in IT processes using artificial intelligence*

**Abstract:**

Improving IT processes often involve analyzing ticket data, but to understand the behavior of tickets we often need to drill deeper and analyze ticket history and the system log, which are often unstructured and messy.

By using a big data approach and having a learning machine analyzing the data from our syslog we can analyze the behavioral patterns of the tickets and locate the “good” and “bad” variances of a process.

Using a process data mining approach, we are creating a “always on” value stream map, where we can see patterns of behavior. When we start changing our behavior we can see the impact on the map almost instantaneously, ensuring a feedback loop to process improvements that ensures a learning environment. We see this as a great opportunity to support our continuous Improvement.

**Bio:**

Kasper Eilertsen Ringkjøbing is working at Ramboll within the IT division of the Ramboll Support Organization. Main tasks include managing the Improvement Team and taking care of ITSM tools, which is used for all ticket handling in the Global Support Organization. Kasper has more than 12 years of experience within IT having worked as a process owner, project manager, consultant, trainer and team lead within IT Service Management, Agile Development and Lean transformations. Focus of work is on improving transparency and ensuring a strong data-based decision-making approach to changing processes and changing people’s behavior to improve customer value.

Ramboll Support organization is a global organization supporting all of Ramboll with operations and support including Finance, HR, Facility Management and IT. All are using the same ticketing system and Service Management processes to deliver value to the business. Ramboll has a strong focus on ingenuity which includes a strong focus on digitalization and emerging technologies. The RSO Service Management Team is supporting this and the process data mining initiative is one of our initiatives focusing on an innovative approach to improving ourselves.



**Jan Larsen, Professor, PhD, DTU Compute, Technical University of Denmark**

**Heading:**

*Are AI and Machine Learning Magic Tools in Civilization 4.0?*

**Abstract:**

The digital revolution has caused overwhelming data covering all aspects of human life. Methods in data science are imperative to create value from such data. Machine learning is one of the most important tools that provides the ability to learn from data and enable large-scale interpretation, analysis, prediction, and decision support. A key question is how to integrate machine learning, natural interaction and autonomy in a trustworthy and robust way. The magic tool might be lurking within this cross field called cognitive systems.

**Bio:**

Jan Larsen received the M.Sc. and Ph.D. degrees from the Technical University of Denmark (DTU) in 1989 and 1994. He is currently Professor of Computer Science and Complexity at Department of Applied Mathematics and Computer Science, DTU, and has authored and co-authored more than 150 papers and book chapters within the areas of machine learning, signal processing, and cognitive systems with application to audio, multimedia, sensor data, monitoring, biomedical, data/web-mining, and pattern recognition. According to Google Scholar (June 24, 2018) his research impact is summarized as follows: 4289 citations, h-index equal to 34, and i-10 index equal to 81. He has participated in more than ten national and international research and innovations programs and has served as reviewer for many international journals, conferences, publishing companies, and research funding organizations. As regards synergistic activities, he took part in conference organizations, among others the IEEE Workshop on Machine Learning for Signal Processing (before 2004 called NNSP) 1999-2018 and as Technical Program Chair of the European Signal Processing Conference (EUSIPCO 2010). He is further director of the Danish Sound Innovation Network (2009-) For a complete CV, see <http://people.compute.dtu.dk/janla>

## Speakers and Abstracts – Opportunities

**Mark Smalley, The IT Paradigmologist**

**Heading:**

*How not to make a mess of it*

**Abstract:**

In the age of the machine, our major challenge is how not to make a mess of it. Machine-based systems are increasingly complex and therefore unpredictable. “Fail-safe” is an illusion – you have to think “safe-to-fail”, often implying that Root Cause Analysis is turning into Lost Cause

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Analysis. Learn how the sense-making Cynefin framework helps you deal with complex adaptive systems.

Takeaways:

- This fundamentally different mindset will make your head hurt at first, but you'll take away:
- A feeling of liberation from restrictive process and project constructs
- How to diagnose order, complexity and chaos
- How to act effectively in each of these domains

**Bio:**

Mark Smalley, also known as The IT Paradigmologist, thinks, writes and speaks extensively about IT 'paradigms' such as DevOps – in other words our changing perspectives on IT. Mark is an IT Management Consultant at Smalley.IT and Delivery Partner for GamingWorks' The Phoenix Project DevOps business simulation. He is Global Ambassador at the DevOps Agile Skills Association (DASA). He is a contributor to bodies of knowledge such as ASL, BiSL, BRM, COBIT, DevOps, IT4IT, ITIL, and VeriSM. Mark has lectured at various universities and has spoken at hundreds of events in more than twenty countries.

See <https://sites.google.com/smalley.nl/speaking/>

**Clare McAleese, Change Manager, VocaLink Mastercard and Suzanne Galletly, Portfolio Director, EXIN**

**Heading:**

*Service Management for the Digital Age: Early Adopter Experiences of VeriSM™*

**Abstract:**

The digital age offers immense business opportunities, but also presents numerous challenges and dilemmas. How can you avoid just running after the next shiny object - and instead identify which management practices and technologies can best help your individual organization? How can you make sure that the entire organization is working towards one shared goal, and make sure that the digital transformation effort doesn't become just one more silo? How can you make sure you take advantage of the opportunities offered by the digital age and not get left behind? This presentation introduces VeriSM™, a new and responsive approach to Service Management for the digital age. It includes early adopter experiences from VocaLink Mastercard: a forward-thinking, innovative company in the Finance sector, which has used the VeriSM™ approach and model to improve its service delivery to Consumers and better prepare itself for the digital age.

Learning objectives

At the end of the presentation, attendees will:

- Know what VeriSM™ is and how it can help organizations to exploit the opportunities offered by the digital age

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- Understand how VeriSM™ offers a flexible and responsive model to meet desired business outcomes, tailored to the individual business situation
- Gain insights into how VeriSM™ can help in creating a service mindset across the entire organization – not just in IT
- Understand how VeriSM™ can help in leveraging new management practices and emerging technologies, whilst protecting existing investments
- Gain insights into how VocaLink Mastercard, an early adopter organization, is implementing VeriSM™ in practice
- Learn which benefits VocaLink Mastercard is experiencing as an early adopter of VeriSM™

## Speakers and Abstracts – Services

### **Leif Andersson, Regional ambassador BRM institute**

**Heading:**

*Enabling the age of machines with Business Relationship Management*

**Abstract (maximum of 500 characters):**

With the exception of startups, companies of today are struggling with Business – IT convergence. To make our machines and robots, that to a big extent are based on Data and IT, really do what we want them to and learn what we want them to learn, IT and business need to be considered and act as two business units converged in strategic partnership. True Value cannot be created in a customer – provider relationship.

Leif talks about the importance of value management through the whole lifecycle of services and why strategic partnership is the only relationship that will enable digital transformation. You will get valuable guidance on how to get started on the journey to strategic partnership and what capabilities you need to develop to get true business value from our machines.

**Bio (maximum of 1000 characters):**

Leif Andersson have been in the IT industry since early 90's in roles like CIO, CTO, service manager, coach, project manager and more. He has been working as a senior consultant and coach in the area of ITSM and BRM for the last 15 years and have a broad experience from change initiatives, frameworks, leadership and business simulations.

Leif is the regional ambassador for BRM institute and a leader for Community of Interest Nordics at BRM institute. He is also a coauthor for the ITIL update and have contributed with blogs and articles in ITIL, ITSM, BRM, Devops etc. Leif have been involved in research projects

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in the ITSM area at University of Borås for six years and he is at the moment part time project manager for developing a new university program in data driven service innovation.





## Speakers and Abstracts – Strategy

### **Jakob Sassersen, Global head of NNITs Service Support Center**

**Heading:**

*A digital journey towards increased customer satisfaction and efficiency*

**Abstract:**

During the presentation you will get in depth knowledge about NNIT's vision for their Service Support Center including how NNIT takes advantage of leading concepts within Artificial Intelligence, Machine Learning and Knowledge Management. More specifically you will see:

- The overall vision for NNITs Service Support Center
- A demonstration on how NNIT through machine learning have implemented a ticket routing functionality improving quality and reduced cost
- How NNIT build up a chat bot closely linked to KCS knowledge management framework
- A demonstration of how the chat bot works

**Bio:**

Jakob has 15 years' experience with IT since of which he the past more than 12 years has been in NNIT. After first participating and later heading NNITs graduate program he in 2010 took a position in NNITs top management responsible for the company's strategy process and execution. Later he had management positions in NNIT's operation division for among others the Onsite services and infrastructure services like storage, backup, servers and cloud. In 2014 he moved to Czech Republic to build up NNIT's business there. In summer 2017 he had grown the Czech organization to 250 people and following this he took over the responsibility for the 300 people globally in NNIT's Service Support Center which besides the Service Desk includes User administration & Onsite services globally. Since then he has also driven the digital agenda in NNIT driving initiatives within Artificial Intelligence and machine learning to improve the customer satisfaction and cost for NNIT's customers. Jakob has a strong background from both business and IT and it enables him to see how companies can benefit from new technologies as well as secure it gets implemented with success.

### **Daniel Popa, Service Management Professional**

**Heading:**

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**Abstract**

Artificial Intelligence is a subjects that holds the headlines in various industries, everybody tries to get competitive advantage from it and IT Service Management plays a dual role in this game:

- what is our offering, what is in our portfolio and how do we manage it ?
- how service delivery and in general IT Service Management is affected by Artificial Intelligence ?

From strategy to operations, AI is inserted everywhere as a companion to enable humans to take better decisions. There are several key elements that worth to be explored further:

- how AI will influence the development and evolution of Service Level Agreements
- how AI can help during Major Incidents
- how humans request and deliver services with the help of AI powered solutions

**Bio**

I have started my IT journey back in 2001 as a student enrolled in the Microsoft Academic Program.

The “real thing” came the year after when I joined an IT company in Romania that was providing outsourcing services to various businesses in my region. I had the opportunity to solve issues for people every single day and I’ve been playing with Microsoft technologies in IT support, design, migrations and delivering conferences.

The corporate world facilitated for me a steady move from a technical person towards Service Management. For the last 11 years I am in the outsourcing industry delivering IT Services to some of the largest businesses in the world. This came along with a relocation in Czech Republic that also exposed me to a wide range of nationalities and cultures.

I believe in the future. Is our moment- now - everything is service related. Everything is powered by data and everybody is keen to transform their Bits and Bytes into meaningful information – not only to understand the past, but to create and live in the future.

**Peter Ravnholt, Service Management konsulent og underviser**

**Heading:**

*Det strategiske grundlag for automatisering*

**Abstract:**

I mange IT-organisationer træffer ledelsen strategiske beslutninger om at effektivisere leverancer, processer og opgaver ved at implementere af et eller flere værktøjer. Disse værktøjer skal kunne sikre automatisering samt den forventede gevinstrealisering. Tendensen er dog, at forretningsværdien og ledelsens strategiske perspektiv ofte bliver glemt, når processerne og automatiseringsgrundlaget skal afklares, designes og implementeres.

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I denne præsentation introduceres begreber som value proposition, operating model og information flow for at give eksempler på, hvordan forretningsværdi og det strategiske perspektiv sikres, når automatisering skal implementeres.

### **Bio:**

Peter Ravnholt er Partner og Service Management konsultant hos BusinessNow. I mere end 15 år har Peter rådgivet store virksomheder i Australien og Danmark omkring introduktion og automatisering af Service Management på tværs af virksomheders funktionelle og hierarkiske strukturer.

Peter har været bidragsyder til ITIL-rammeverket for bøgerne "Introduction to the service lifecycle" og "Service Transition" og er kendt som en hyppig foredragsholder og underviser inden for servicestrategi, -procesudvikling og -automatisering.

På det seneste har Peter sammen med nogle af Europas ledende forskere og specialister inden for business og operating models haft fokus på, hvordan automatisering kan kobles sammen med virksomhedens Operating- og Business Model, for at sikre sammenhæng mellem de strategisk og organisatoriske beslutninger og den automatisering, der skal realisere værdipotentialt.

I arbejdet med strategi og automatisering benyttes koncepter og metoder inden for Value Proposition Canvas, Business Model generation, Operating Model Canvas, Design Thinking, Agile og DevOps.





## Speakers and Abstracts – Technology

### **Dolf van der Haven, Powerful Answers**

**Heading:**

*Why AI is not going to take over the world (if you manage it well)*

**Abstract:**

There is a considerable hype about Artificial Intelligence (AI) and its potential impact on humanity. For some, it is the best thing since sliced bread, bringing eternal leisure and world peace; for others, it is doomsday accelerated, where humanity will either become extinct and machines take over the world or it becomes slaves to the robots.

In this presentation, we will cover an overview of what AI's capabilities are today, where it may lead us, and what we need to take into consideration in service management of AI. Furthermore, we will present a service management model that shows realistic perspectives on what AI's capabilities can and cannot be. This leads to conclusions about whether AI is a threat to humanity or not.

**Bio:**

Dolf van der Haven was born in 1971. Originally a Geophysicist, he has a broad background in IT, Management, Psychotherapy and Service, Quality and Information Security Management. He currently works as a Quality, Information Security and Service Management Consultant at Verizon Enterprise Solutions and is Co-founder and Managing Director of Powerful Answers, a Service Management consultancy based in Bulgaria, The Netherlands and the Czech Republic.

He is also a member of the ISO/IEC Committee that develops the ISO/IEC 20000 series of standards (Service Management). For ISO/IEC, he is Project Editor of ISO/IEC 20000-7, Co-editor ISO/IEC 20000-2 and Project Editor of *A Practical Guide: ISO/IEC 20000 IT Service Management*.

Publications include: *The Healing Elephant* (2008 in Dutch, 2009 in English), about psychotherapy; *The Human Face of Management* (2014) about people management; *Service Management – It's all about the People* (2018) about service management and integral psychology; *A Guide to ISO/IEC 38500:2015 Governance of IT* (2018); and *A Guide to ISO/IEC 20000-1:2018 – Service Management*.

Dolf lives in the Netherlands with his partner and their 130 chickens.

### **Sofia Røsand, NEW Innovation Management**

**Heading:**

*A practical guide on how to succeed with an RPA-transformation*

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**Abstract (maximum of 500 characters):**

Technology is developing faster and faster and everyday there is always a new technology hype around the corner you should know, understand, implement and gain results from. One of the hottest technologies on the market today is Robotic Process Automation (RPA), software robots that can handle digital, rule-based processes automatically.

We have seen this technology grow for the last five years and from a multitude of projects we've learned how to implement and scale the technology to achieve business value.

But how do we know if this technology will solve the challenges IT Service Management departments have? To answer this one needs to understand the benefits of RPA, what can be automated with RPA-technology, what organizations need to do in order to succeed with RPA, how it fits into a long-term strategy and the mistakes to be avoided.

This is a practical How-to-guide, what to think of before you start, how to prepare your organization and what to avoid in order to succeed.

**Bio (maximum of 1000 characters):**

Sofia is an experienced Management Consultant within innovation technology and has helped numerous large companies initiate and scale-up RPA. In particular, Sofia is well-versed in how to set up a CoE for robotics and how to lead the change effort necessary for a successful robotics transformation. Ultimately a successful RPA journey is more about the change- and organizational aspects rather than technology and this is something that resonates with Sofia given her background in both computer science and business strategy.

**Robert Falkowitz, Concentric Circle Consulting**

**Heading:**

*Managing the Robots that Manage Services*

**Abstract:**

Robots, their intelligence and how they learn are all the rage today. But what do they mean when it comes to managing services? Just what is a robot? How can we make special use of them to improve that management? What is the space remaining for humans? And most importantly, how does the relationship between humans and robots influence how we deliver and manage services?

**Bio:**

Robert Falkowitz is a trainer, coach and consultant with a long experience in service management, as testified by his increasingly grey hairs. During the past 10 years, he has specialized in applying Kanban and lean methods to managing services. His book, IT Tools for the Business when the Business is IT, investigates how to architect the technology supporting service management and choose appropriate tools to maximize their value. Robert extends these concepts in his description of the impact of "intelligent" and robotic tools used to deliver and to manage services.

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