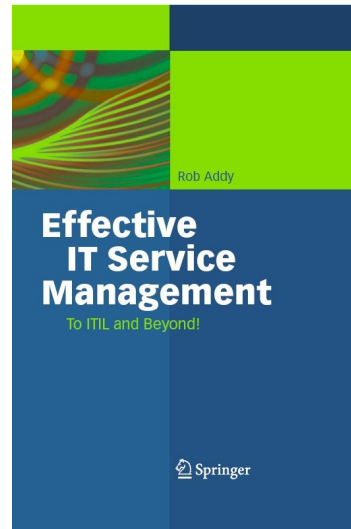
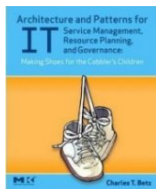


## Effective IT Service Management: To ITIL and beyond!

Depending upon industry sector, IT Service Management (ITSM) costs account for between 65%-80% of all IT expenditure. That's currently the equivalent of almost \$300 billion per year worldwide (which is more than the GDP of Norway). Almost more than three quarters of every IT budget is spent keeping the application lights burning and the wheels of the IT machine turning. Most of this money goes on labour costs. There are more jobs within ITSM and related areas than in any other field within computing. And yet given this prevalence it is bizarre that so little is known about it. This book attempts redress the balance slightly by giving an honest unbiased view of the discipline, its objectives, major processes, and their benefits and shortcomings.



### See what thought leaders within the industry are saying about it:



"By identifying and clarifying ambiguities within the ITIL framework, Rob distinguishes himself from the Kool-Aid peddlers and proves that he is a real contributor to the wider ITSM debate"

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"...a practical and informative guide that explains and expands upon ITIL's theoretical approach..."

"...the book extends traditional theory with practical experience to make ITIL even more valuable and pertinent..."

"...Nobody writes ITSM like Rob. Maybe that's a good thing... But maybe that's why I like it..."

*Sven Strassburg, Head of Worldwide Sales Technology Office, IBM Tivoli*



"...Going beyond best practice is the only way to gain competitive advantage. This book will help you do just that."

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"...an invaluable reference for anyone working in IT service delivery or support..."

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"...this book provides an invaluable foundation upon which any ITSM professional can build..."

*Brian Bell, Senior Vice President Worldwide Product Management, CA*



# Effective IT Service Management: To ITIL and beyond!



**Tivoli** software

"...Rob is a highly skilled ITSM professional that has worked for some of the biggest and best companies in the world. This book allows everyone to benefit from his experiences and common sense approach..."

*Dick Cahill, Worldwide VP of Sales, IBM Tivoli*

"...a pragmatic and comprehensive reference for anyone involved with the delivery and support of IT services"



*James Rogers, Chief Marketing Officer, Troux Technologies*

## Trade Press Reviews

Review of "Effective IT Service Management: To ITIL and Beyond!" in the January / February 2009 edition of the Service Desk Institute's (SDI) magazine SupportWorld



*"Exactly what does Rob Addy cover in this book? Far better to ask what he doesn't cover - although he probably covers that as well!*

*He sets out his stall from Page 1, pointing out that "IT is the single most pervasive discipline within the business world today", immediately adding: "...it is amazing to see many IT shops still floundering in the dark ages, with little or no focus upon proactive IT Service Management."*

*Moving from ITIL as 'Holy Grail or Poisoned Chalice', to self service, interaction management, et al, he covers just about every base - even offering a glimpse into the future of ITSM in what are uncertain times. It's a rollercoaster ride and you disembark a little unsteady on your pins - albeit with the thrill of the occasion firmly ingrained in your psyche.*

*Verdict? A 'must-have' for any service organisation."*

Review by Brian Wall, Editor, SupportWorld.

# Effective IT Service Management: To ITIL and beyond!

## *Citations and Academic References*

The book is currently on the recommended / required reading lists for the following academic courses and examination syllabuses:

- Staffordshire University, UK - “Service Management and ITIL Module”
- Howe School of Technology Management, USA – “Managing IT Service Operations”
- Object Management Group ([www.omg.org](http://www.omg.org)) - “OMG Certified Expert in BPM Examination”
- Curtin University of Technology, Australia – “Business Systems Management Course”
- University of Madras, India – “Post-Graduate Diploma in Remote Infrastructure Management”

## *About the author*

Rob Addy is an ITSM professional with over a decade of hands on experience in the field with both enterprise and medium sized organisations. During this time Rob has been fortunate to work for many of the biggest names in the industry in a variety of roles in the UK and the US. From application development and support, to direct solution implementations, to product management and marketing, to consulting management and technical sales, Rob has gained insight into the ITSM world from a wide variety of angles. This 360 degree view of the market enables Rob to balance real life scenarios, customer requirements, best practice processes and technical solution capabilities and limitations to give a unique pragmatic approach to improving IT services using a combination of current best practice and tried and tested experience. Prior to joining the IT industry, Rob worked as a Quality Manager within the risk management, service and manufacturing sectors where he oversaw and managed the process of gaining and maintaining certification to ISO 9000 on several occasions.



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