

## IF

Rudyard Kipling's inspirational poem 'If' first appeared in his collection 'Rewards and Fairies' in 1909. 'If' contains many maxims for life, and is seen by many as an excellent blueprint for personal integrity, behaviour and self-development. In today's world of Sarbanes Oxley and COBIT procedures, compliance audits, corporate governance requirements and the like, it seems fitting to look to it as a guide for the standards and ethics that every member of the IT fraternity should aspire to.

I would like to take this opportunity to apologise unreservedly to all Kipling aficionados and fans for the butchery of this literary classic that you are about to witness...

### 'ITSM' by Ruddy-hard KPI-thing

If you can meet your SLA when all about you  
Are breaching theirs and blaming it on you;  
If you can trust your team when all users doubt you,  
But renew your focus on customer satisfaction too;  
If you can patch and not be tired by patching,  
Or, infected by viruses, don't deal in blame,  
Or, being spammed, don't give way to spamming,  
And yet don't get too technical, nor talk the same;

If you can prevent - and make prevention your goal;  
If you can plan - and not make planning your aim;  
If you can meet with users and the management role  
And treat those two customers just the same;  
If you can bear to hear the service you've delivered  
Twisted by vendors to make a sale of tools,  
Or watch the things you gave your life to archived,  
And stop and back 'em up within open standards rules;

If you can make one heap of all your incidents  
And resolve them without a workaround if poss',  
And restore, from routine database dumps to tape  
And never breathe a word of data loss;  
If you can force your aging IT infrastructure  
To serve you long after the warranties are gone,  
And so hold on with minimal performance degradation  
Except for changes when the business says: "Go on";

If you can talk with suppliers and keep your virtue,  
Or walk with consultants - nor lose your common sense;  
If neither bugs nor hardware failures can hurt you;  
If all systems count with you, but none too much;  
If you can fill the unforgiving minute  
With sixty thousand users' worth of load testing trend -  
Yours is the Google Earth and everything that's in it,  
And - which is more - you'll be an ITSM practitioner my friend!