

From the Editorial Team

In this issue, we bring you another two IT frameworks (ASL and BiSL) and how they complement ITIL.

New Council member composition was established on May 28. Our editorial team member has interviewed our New Chairman, Mr. Eric Lung recently to share his personal experience for joining itSMF HK Chapter and some future developments of the Chapter. We have also captured some key learnings that Eric has presented to other IT practitioners during the three recent IT events into this issue.

In addition, William Lam, Director of Knowledge and Web Management will talk about our newly formed sub-committee, Membership & Communication here.

Last but not least, our 2011 Annual Conference will be held on Jan 19. Bookmark this day on your diary to participate this big event and get to know the latest ITSM/ITL development from our overseas and local speakers. Our Council members and Organising Committee are looking forward to catch up with you there.

Editorial Team

- Yantl Sze (*Chief Editor*)
- William Lam
- Juliana Li
- Eric Yee
- Stephen Chan

WE want to hear YOUR voices!

EMAIL us at info@itsmf.org.hk for comments, suggestions



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Beyond IT Services Provisioning

In May, the Chapter had organized a profession development workshop with our overseas speaker, Mark Smalley from the Netherlands conducting an interested presentation followed by roundtable discussions. During the workshop, Mark introduced two other IT frameworks (ASL and BiSL) and touched on how these two frameworks relate

to ITIL V3. I was impressed by these two frameworks as they are able to fill in some parts of my puzzle on IT Service Provisioning in a broader sense.

Before further explanation to my point, let's recap what these three acronyms (ITIL, ASL, and BiSL) mean. ITIL (IT Infrastructure Library) V3 provides guidance from the IT Service Provisioning perspective. ASL (Application Services Library) offers guidance for the Application Management domain covering not only operational management, maintenance, enhancement, and renovation of application but also

strategic activities such as Application Portfolio Management. BiSL (Business Information Services Library) provides a framework that addresses business information management function at the strategy, management and operational level. During the workshop, Mark has shown us how these three frameworks relate to each other as shown in Figure 1.

ITIL and ASL

In most of the IT Services today, application is one of the key IT components and proper management plays an important role in the design, testing, implementation and improvement of application that forms part of IT Service.

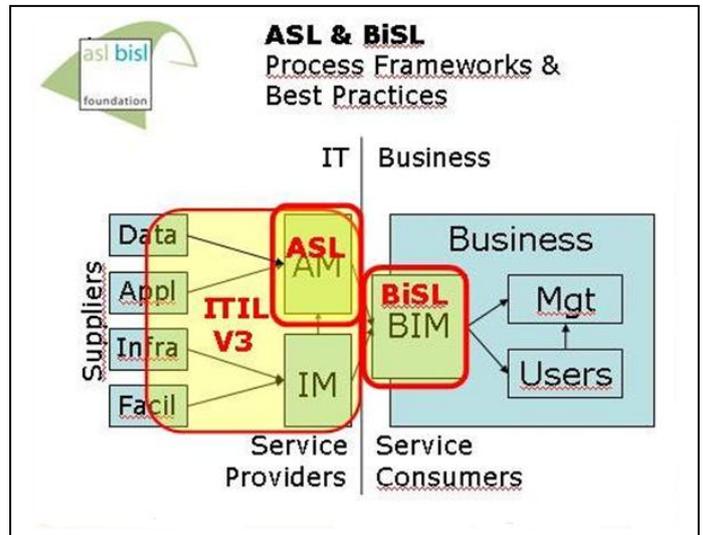


Figure 1: Relationship Mapping of ITIL V3, ASL & BiSL

Although the development of commercial-off-the-shelf packaged applications lies outside the IT Service Management domain, ITIL V3 does contain sections covering Application Development (including maintenance) for custom applications and Application Management for all applications in its service lifecycle approach.

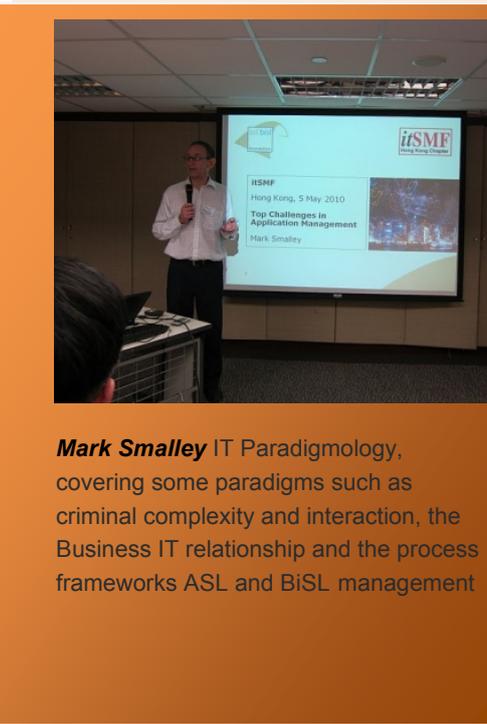
ASL focuses on all activities after the initial development of applications and provides additional and necessary guidance to supplement this topic. The ASL framework contains best practices covering from operational to strategic for activities that are needed to keep applications up-to-date in today's dynamic business environment. Though the two models approach Application Management differently, there are similarities between them and areas of added value in each model that make them complementary to each other.

BISL

With more and more business functions relying on information to support their business processes, one can easily imagine the importance of information provisioning to the business. Although information provisioning is more than just IT, information system is still a very critical component in information provisioning. From a business perspective, a quality IT Service also means the information system which forms part of it must be fit for purpose and use apart from the availability for use.

On the other hand, it is not uncommon to hear from the business world saying that IT systems does not fulfill their requirements or they are not built according to their needs. It is not difficult to explain this situation because IT people in general, live in fewer dimensions than business people and cannot easily grasp business's extra dimensions. It is also not fair to blame IT people if the business organization does not acknowledge its own responsibilities regarding ownership and management of the use of information and IT. The function of Business information Management can bridge the gap between Business and IT and plan an important role in aligning business processes and information provisioning. This function supports the business organization at three levels – strategic, management and operational – ensuring that the best possible outcomes are achieved with fit-for-use IT solutions.

The strategic level deals with the information policy, information provisioning related organization structures and information coordination. The management level deals with the overall management of information provisioning and that its use is managed in line with the needs and possibilities of the organization. And at an operational level, BiSL provides guidance for ensuring that the information fulfills both current and future



Mark Smalley IT Paradigmology, covering some paradigms such as criminal complexity and interaction, the Business IT relationship and the process frameworks ASL and BiSL management

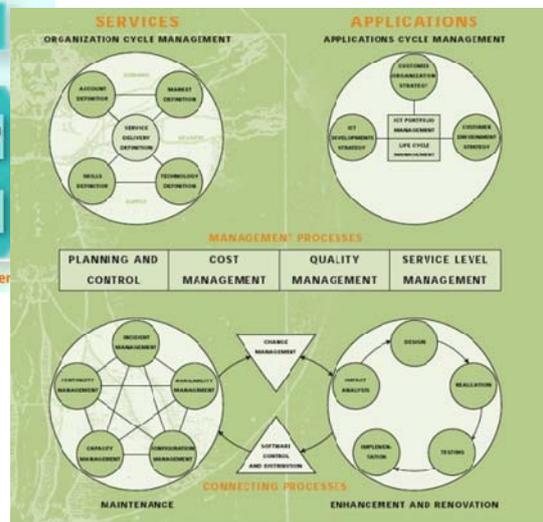
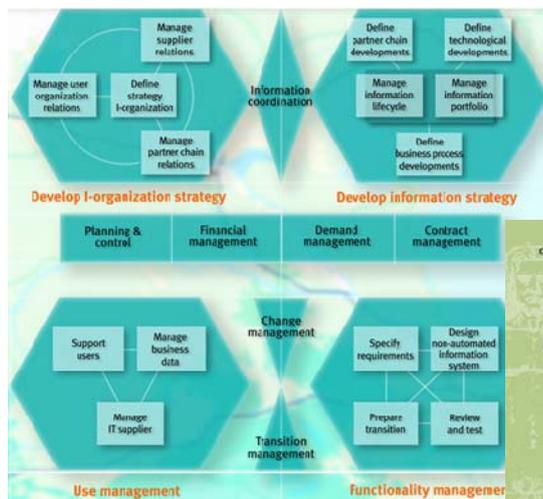
With BiSL, it arouses the attention and recognition regarding the professionalism of IT customer role and provides a guidance of making business information management more professional.

Due to the time constraints, we were not able to drill down further on these two frameworks during the workshop. Perhaps, we are able to invite Mark to speak on ASL and BiSL again especially its interaction with ITIL in his next visit to Asia. In the meanwhile, if you are interested in learning more about these two frameworks and understand the similarities and differences between ITIL and ASL, please visit the website below <http://www.aslbisfoundation.org> OR contact Mark for more information. His email contact is mark.smalley@aslbisfoundation.org.

You are welcome to write to me (info@itsmf.org.hk) if you have any experience on these two IT frameworks or if you want to share your ideas to our readers.

Before ending, I would like to express my sincere thanks to Mark for presenting in our event during his holiday trip and his inputs in this article.

- Juliana Li
Director of Strategic Development



Interview with itSMF HK Chapter's new Chairman



Our editing team interviewed the new Chairman of the itSMF Hong Kong Chapter, Mr. Eric W. H. Lung, on his first impressions and the development of the IT Service Management.

itSMart: Eric, what is the motivation for you to join itSMF Hong Kong Chapter?

Eric: I was one of the founding members of itSMF HK Chapter. The 1st organizing committee meeting was held in mid 2004. I was invited by a friend working in HP who was actively soliciting interesting parties from user community to participate, so as to form a more balanced representative in the future council. This proved to be a very effective way to build up the Chapter.

This has laid a very good foundation, representing the interest of both individual members and its sponsors in running the HK Chapter.

itSMart: What experience do you have that will benefit the chapter?

Eric: With over 25 years of IT experience, I held a number of different roles including project management, data center management, application system development, as well as deployment of large scale IT systems for global companies.

I can't say in what aspect my past experience can contribute to the growth of the Chapter, as this really rely on contributions of all council and sub-committee members. But I am sure I'll learn a lot with this role through the participation in various activities.

itSMart: What do you enjoy most in working for itSMF Hong Kong Chapter?

Eric: Although the council members come from different backgrounds, in some cases even from competing vendors, all of them are working whole-heartedly to the development of the Chapter and promoting the ITIL best practice in Hong Kong without any personal agenda.

itSMart: Where do you see ITIL in HK right now?

Eric: I think ITIL has already passed through the awareness stage in Hong Kong. Quite a number of IT practitioners have already achieved the ITIL foundation level. Many companies have already started adopting ITIL to improve the efficiency, effectiveness and consistency of their IT services.

With the introduction of ISO20000 few years ago, the adoption process was even expedited as those companies can now have a more objective assessment to qualify their achievement.

This can partially explain why the numbers of participants in our annual conference were breaking records every year.

itSMart: How do you see chapter developments in coming years?

Eric: As I mentioned earlier, ITIL has already passed through the awareness stage in Hong Kong and migrated to the adoption stage. The direction of the Chapter needs to be adjusted according to the stage of the industry.

Our activities need to be more diversified. We need to show to our members the value of being a member of itSMF.

VOICE FROM THE INDUSTRY

"Most companies can benefit from adopting ITSM according to their needs..."

In addition, we are looking at promoting the ITIL discipline to academic institutes, implanting the IT Service Management culture from day-one when students get in touch with IT.

itSMart: What are your messages to members of itSMF HK Chapter and practitioners of IT Service Management?

Eric: Just like any other disciplines- project management, accounting, engineering, etc., ITIL is a dynamic knowledge that needs to be kept up-to-date. You can keep your knowledge up-to-date by applying what you have learnt from the text book to your daily work, by exchanging your experience with other practitioners, and by joining conference organized by different organizers. The objectives of itSMF is to promote the IT Service Management practice, as well as organizing different types of events so as to grow the quality of IT service management together with the industry. If you are interested in participating in the work of the Chapter, you are very welcome.

Mr. Eric Lung, thank you for this interview



The Hong Kong Chapter held the fifth Annual General Meeting in the evening of 28th May, 2010

itSMF HK Chapter - 2010 AGM

The meeting started with Chairman's report. The chair of HK Chapter, Mr. H P Suen, recapped the Chapter's activities since last AGM. The encouraging moment came with the update of the 2010 Annual Conference. Over 150+ attendees gathered together to share experience and exchange ideas with our speakers from various industries. Lastly, the membership was boosted from 392 to 464, in the past 12 months.

New Council Member Composition was established with 2010/11 Council Members as follows:

Chairman:	Eric Lung
Vice-chairman:	Raymond Yu
Honorary Secretary:	Peter Miao
Honorary Treasurer:	Sherwin Wong
Director of International Affairs:	H P Suen
Director of Strategic Development:	Juliana Li
Director of External Relations:	Fred Sheu
Director of Membership & Internal Affairs:	C K Li
Director of Professional Development:	Derek Fu
Director of Communication:	Yantl Sze
Director of Knowledge & Web Management:	William Lam
Director of Marketing & Programs:	Y K Chau



What's going on in our neighborhood?

We are also participating in events organized by itSMF International or other itSMF Chapters to exchange our ideas and views in supporting the promotion of good practices.

itSMF International Full board appoints 4 new Directors to the Executive board

The itSMF International AGM on the 16th October 2010 appointed Alejandro Debenedet (Argentina), Hon P Suen (Hong Kong), Sallie Kennedy (USA) and Ulf Myrberg (Sweden) as Directors on the Executive Board.

These new Directors join the existing Directors, David Cannon, Marianna Billington, and Michael Kum on the board and the new board takes over on the 1st January 2011. David and the current board extend their congratulations and welcome to the new Directors. The AGM thanked the outgoing Directors for their hard work over the previous year.

For more detail about this new, please refer to the posting on October 22nd, 2010 by editor in

- *IEB Update*
(<http://www.itsmfi.org/category/topic/ieb-update>)
- *International*
(<http://www.itsmfi.org/category/chapter/international>)

Congratulations!!!

to Mr. HP Suen (Director of International Affairs of itSMF Hong Kong Chapter, being appointed as Director on the itSMF International Executive Board.

Transformation – Chapter’s Sub-committee

To better serve our members, the Chapter has re-structured its Sub-committee task force into four units. The four Sub-committees are:

- Professional Development
- International Affair
- Marketing & Programs
- Membership & Communication

In this issue, William Lam, the Convener of Membership and Communication Sub-committee, talked about the formation of this unit. He also shared his vision and passion with us.

itSMF HK Chapter forms new Membership and Communications Subcommittee

The itSMF HK Chapter is delighted to announce the establishment of the new subcommittee – Membership and Communications Subcommittee. The new group has been operating for 3 months.

The objective of the taskforce is to plan and carry out initiatives relating to the assigned portfolio – Membership, Communications, Web Services and Knowledge Management.

The team proposed its year plan that consists of several activities including members gathering, newsletter, launch of Facebook and Twitter pages, Knowledge Management initiative and website enhancement. The first event, Mid-Autumn Members Gathering, was held on 28, September 2010.

“All team members, including myself, are passionate about striving for forging the relationships between the chapter and members, as well as promoting sharing of experience and knowledge. By actively participating in our activities and diverse communication channels, Chapter member and their organizations can be benefitted from what they learn from itSMF. We hope that the team could help boost the growth of members’ professional ITSM knowledge” - said Mr. William Lam, convener of the subcommittee.

The 13-member group is comprised of Council members and volunteers, namely:

Convener: Mr. William Lam, Director of Knowledge and Web Management

Members: Mr. C K Li, Director of Membership
Ms. Yantl Sze, Director of Communications
Mr. Peter Miao, Honorary Secretary
Ms. Juliana Li, Director of Strategic Development
Ms. Helena Hsu, Member
Mr. Eddie Tsui, Member
Mr. C M Lam, Member
Mr. Macro Wan, Member
Mr. Aaron Ang, Member
Mr. Patrick Ng, Member
Mr. Henry Ting, Member
Mr. Eric Yee, Member

Book Shelf What’s new in the collections?

- Implementing Strategic Sourcing
- Outsourcing Professional Body of Knowledge™ (OPBOK) (english version)
- Service Level Management – a Practitioners Guide (english version)
- Competence profiles, Certification levels and Functions in the project management field – Based on ICB version 3 (english version)

In order to enjoy purchase discount on e-Bookstore, remember to register as a member of the Hong Kong Chapter

Chapter Connections Quarterly Picks

- itSMF International Magazine – first edition:

Visit
<http://www.itsmf.org.hk/en/g/n44.asp>

- OCG eNewsletter – 2nd edition:

Visit
<http://www.itsmf.org.hk/en/g/n45.asp>

Professional Development Corner

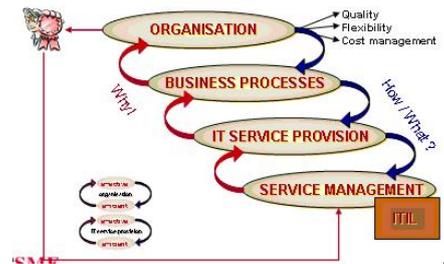


Our Chairman, Mr. Eric Lung was invited to be one of speakers in the following IT events. We are pleased to capture some of the key learnings that Eric has presented in these three occasions to our readers here.

- ❖ 2 August OGCIO: Accelerating the adoption of ITIL
- ❖ 16 Sep IBM Event: Achieving Business & IT Value
- ❖ 7 Oct HP Event: IT – Obstacle or Enabler of Innovation & Change

Key Learning Points:

- IT Services become more and more critical in supporting the operation of an organization. Users are getting more and more demanding and expect IT to do more with less and manage IT Services in an effective and efficient way
- All these create an demand of IT Service Management implementation. ITIL (IT Services Management best practices) adoption rate is increasing globally
- Benefits realized from ITIL adoption includes continuous process improvement, consistent service quality and cost savings, ... etc and significant improvement in IT metrics
- Don't under-estimate the implementation challenges and resistance of change. Need to identify them up-front and build in appropriate strategy to overcome them
- Apart from using IT to improve operational efficiency and meeting SLA at the minimum possible cost, IT needs to create business value. It can play a critical role in enabling business innovation/change and building an innovation enterprise. Focus your core competence and build your corporate knowledge.
- Put in place key ITIL processes to ensure limited IT resources and investment being allocated to areas that bring real business value
- Alignment to business and continual service improvement are key factors to bring sustainable IT value to business



**itSMF
Conference
2011**

Service Management: ISO20000 and Beyond



itSMF HK Chapter will host the 6th Annual Conference on **19th January, 2011**. This is a forum that enables you to meet up with our renowned local & overseas speakers and ITSM practitioners for exchanging insights and sharing practical experience. With the encouraging responses and feedback from the 2010 Conference, the organizing committee is looking forward to deliver this annual event to our members in a new year. Watch out our communication for details of the conference and the registration date shortly.