



Dairy Farm's Climb to IT Service Excellence

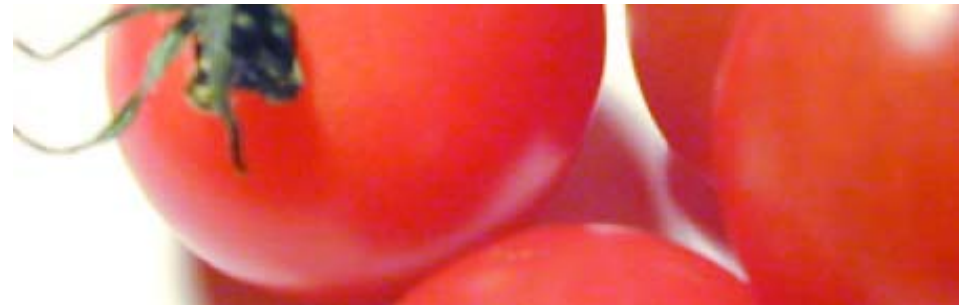
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The Dairy Farm Co Ltd



Climb to Improved IT Service

Presentation at
ItSMF Conference

27th January 2010
by Colin Rice



COMPANY OVERVIEW



- Dairy Farm is a leading pan-Asian retailer. At 30th June 2009, the Group and its associates operated 4,847 outlets – including supermarkets, hypermarket, health and beauty stores, convenience stores, home furnishing stores and restaurants; employed over 76,000 people in the region; and had total annual sales in 2008 of US\$7.7 billion

BRANDS



- The Group operates 20 well-known local brands including:



IT SERVICES SCOPE



- Locations: Hong Kong and Macau
- Banners:
 - Wellcome, Olivers, Marketplace, ThreeSixty
 - 7-Eleven
 - mannings, GNC
 - Group HQ
- Number of stores: 1500+
- Number of PC users: 1000+
- '09 Help Desk Calls: 75,000+



CHALLENGES



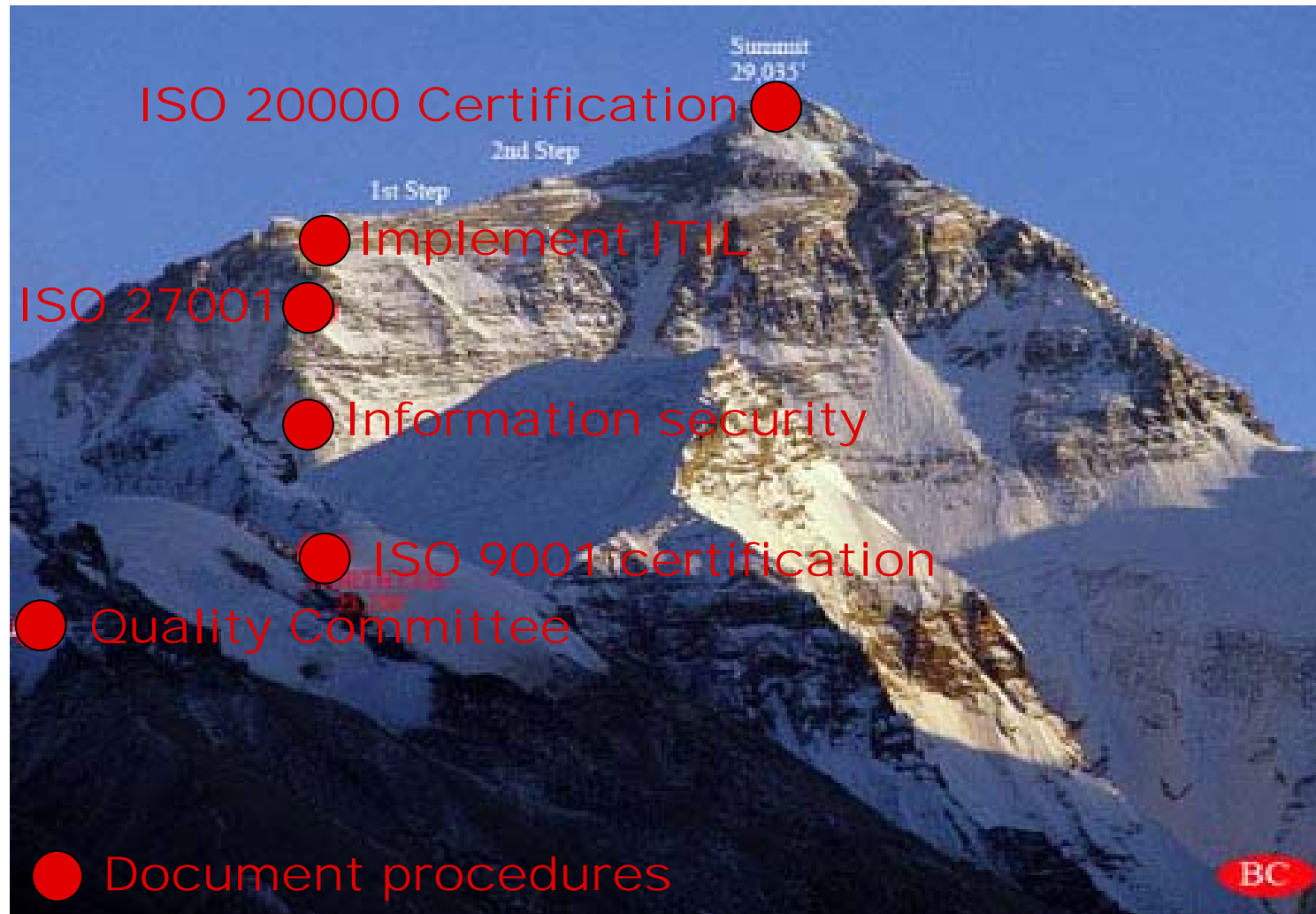
- Highly competitive business
 - Limited resources
 - Need to improve speed to market
- Regulatory
 - Food labelling
 - Minimum wage
 - PCI-DSS
- 24 x 7 non-stop Operations
 - Continuous supply chain

GOAL



- Highest Quality of Service
 - Documented & repeatable procedures
 - Set & improve on service targets
- Manage Services Professionally
 - Careful planning & execution of changes
 - Manage capacity
 - Plan and rehearse Disaster recovery
- Transparency To Business
 - Sign SLAs and report progress

LONG CLIMB TO BETTER SERVICE



ISO 20000 Certification ●

← 2009

● Implement ITIL

← 2008

ISO 27001 ●

← 2006

● Information security

● ISO 9001 certification

← 2005

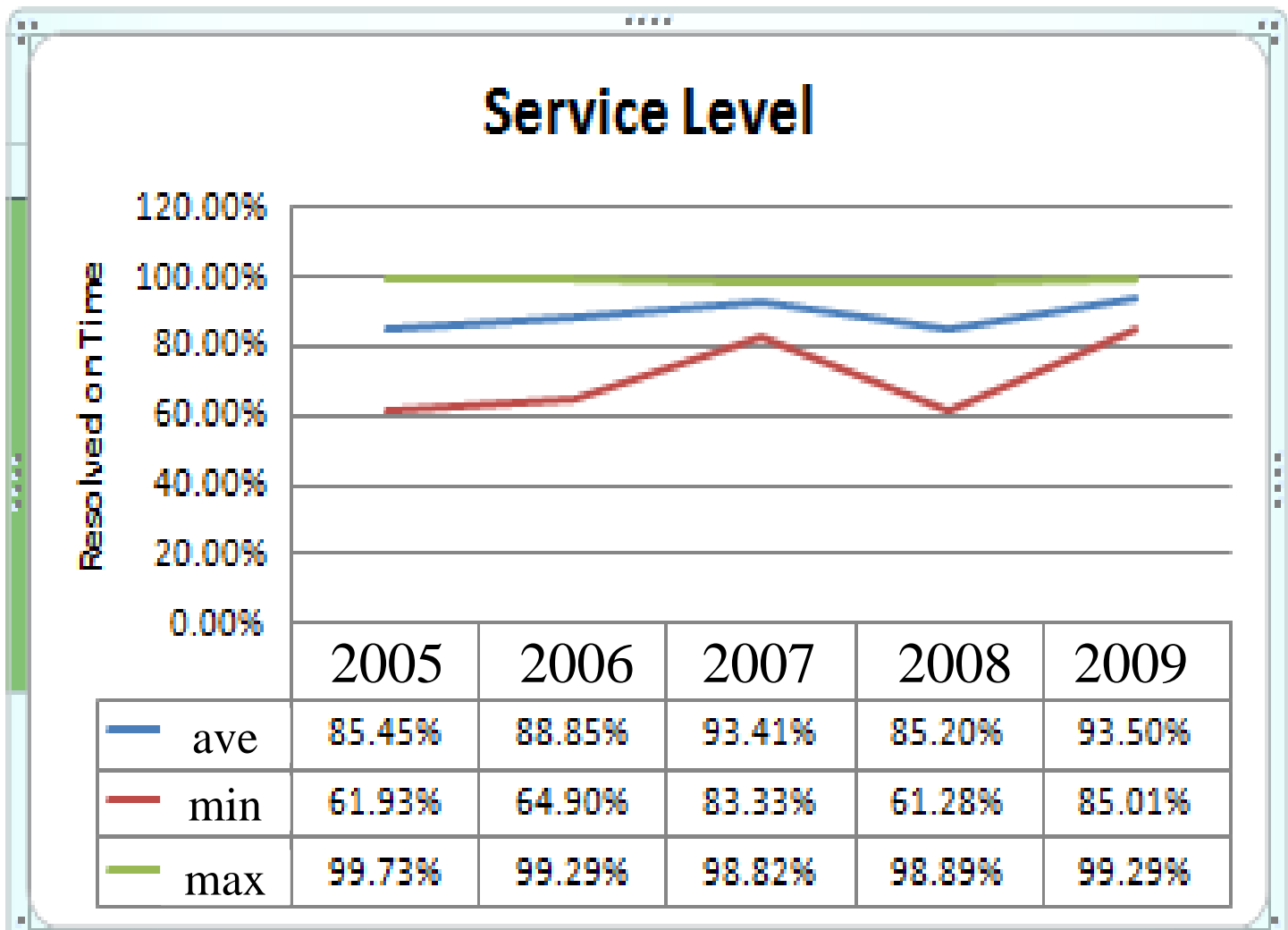
● Quality Committee

← 2004

● Document procedures

← 2003

DOES IT IMPROVE SERVICE ?



Target 96%
of requests
within SLA

LESSONS LEARNT



- Drive From The Top
 - Management commitment
 - Assign your best Project Manager
 - Scorecards & bonuses
- Start From The Bottom
 - Document day-to-day procedures
 - Establish a document control system
 - Create an internal audit team
- Training
 - ITIL Foundation, IRCA internal auditor

HELP



■ Certification Body

- SGS, TUV, BVQI, LRQA, BSI, etc.
- Assess their fit to your roadmap
 - ISO 9001? ISO 27001?
 - local or regional auditors ?
 - IT experience ?
 - Training courses ?

■ Implementation Consultants

- Which cert bodies have they worked with ?
- Local and IT experience ?

WHO ELSE IS CERTIFIED ?



- Hong Kong 9
 - Hewlett-Packard HK SAR Ltd
 - IBM China / Hong Kong Limited
 - Hong Kong Housing Society
 - Diyixian.com Ltd
 - PCCW Solutions Limited - Outsourcing and Managed Services
 - COL Limited
 - NWS Engineering Group Limited IT Department
 - Hong Kong Telecommunications (HKT) Limited
 - Jardine OneSolution (HK) Limited

- Malaysia 4
- Singapore 2
- Philippines 2
- China 52
- Worldwide 442

Thanks

Dairy
Farm



The IT Team