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From the Chairman

I am delighted to share my thoughts on this first issue of the Chapter's Newsletter. We are a young (inaugurated in January 2005) and small chapter with a few hundred members. Your support has kept this chapter growing and gaining recognition.

The participation by you has been very encouraging. In the knowledge sharing seminars that started at 6:30pm, many of you stay till after 9pm. The attendance and sponsorship in annual conference tells us that you, our valued member, are keen to contribute to the success of ITSM in Hong Kong.

In response to your demand and to add value to the chapter's offering, the council is publishing this Newsletter to enhance the relationship between members and the councils. Not only do we want to share our work, challenges and achievements with you, we also strongly believe that your participation will enrich the Newsletter's content, its readability and acceptance.

ITIL is about best practice which has proven itself in practice. This Newsletter needs your input to prove its value. I sincerely ask for your submission of articles, comments and participation in the editorial board activities.

– H.P. Suen



Interview with ITSM users

itSMart: You are the strong advocate for new technologies and best practices adoption in Hong Kong Housing Society (HKHS) such as business process management tools, SOA, IP convergence, CMM and of course ITSM, etc . What are your key drivers?

Peter: It came from HKHS management culture and operating environment. HKHS is a non-government organization and totally accountable for its own cost and funding. Starting from the very early days, we have been promoting operational efficiency and innovation top down from senior management. Our focus in optimizing the operation is sometimes going even further than the private sectors

Technologies play an important part here and you can see HKHS is among the companies with highest computer penetration and process automation. New tools and best practices being implemented aimed at making sure our IT services can maintain to be the key enabler for the organization to achieve its business goals in a constantly changing environment.

itSMart: What are the unique values that ITSM brought and how is it different from other best practices / framework you implemented?

Peter: Significantly improved service level

and consistency in IT operation. Once we followed the ITSM best practices, the first thing we saw was the largely reduced incident rate and resolution time. Every user could feel the difference and also by participating in discussion and review of the SLA (Service Level Agreement) with IT, it created a constructive communication channel for both parties. When compared to other initiatives which usually covered only a smaller number of

business units, users or project teams, the impacts and benefits brought by ITSM implementation is much broader and noticeable.

Equally valuable, through ITSM implementation, we built up our internal knowledge base over time. This enabled us to provide much more consistent IT services and staff morale also enhanced. All these let our resources move from being in a fire-fighting mode into focusing more in developing and delivering true value to the organization.

VOICE FROM THE INDUSTRY

We interviewed an accomplished Industry leader, Mr. Peter Miao, the things he has done differently at the onset of Service Management in the company.

itSMart: What kind of company do you think that would benefit most from implementing ITSM?

Peter: Most companies can benefit from adopting ITSM according to their needs. However, from my experience, implementing ITSM means a culture change. For those organizations which do not take customer-oriented culture as their core value, their ITSM initiatives are bound to fail.

itSMart: In other words, when an organization intended to promote and transform into a customer-oriented culture, ITSM implementation would help as a catalyst?

Peter: Correct. In particular with the introduction of ITIL V3, its concepts and methodologies are applicable to general services organization and not just IT. In HKHS, we have a vision and are actually exploring the feasibility to promote the core idea of ITIL V3 to the relevant business units outside IT, in particular to all customer facing functions.

itSMart: Now HKHS has already attained ISO20000 certification, what is your next target?

Peter: Attaining certification is not the end but rather part of the continual improvement journey. Organization should not fall into the trap of thinking certification as the end of the story.

itSMart: Then how do you cope with the challenges of maintaining internal momentum in continual improvement on ITSM?

About the Interviewee

Mr. Peter Miao is the Head of IT of Hong Kong Housing Society and has been working in this capacity for 16 years. As the key person to spearhead the IT directions, Peter introduces a lot of innovations to the company including Capability Maturity Model (CMM) for system development and maintenance, Project Management Office (PMO) for IT project monitoring and ISO20000 for IT service management (ITSM). Prior to joining Housing Society, Peter was working in various IT positions for 10 years. He is also a Certified Information System Auditor (CISA) and a qualified ITIL Manager.

Peter: We try to approach this from both the hard incentive and soft culture aspects. We have put ISO20000 related KPIs (Key Performance Indicators) into individual measurement matrix which will ultimately affect their year end performance bonus. Of course we will discuss with each individual to ensure the target is realistic.



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

On the other hand, we continued to change the mentality of each team member to better understand, appreciate and get involved in the whole ITSM cycle. For example, we kept sending people to attend ITIL training. The management team is willing to listen and accept new improvement ideas from everyone, in particular, we have made it a normal practice to have each process owner to feedback observation and recommend improvements regularly.

itSMart: What do you think of the development of ITSM in Hong Kong?

Peter: Frankly speaking, it is relatively slow when compared to other mature economies including those in Asia Pacific like Korea and Japan. Many of the organizations may not have spent enough time to understand the true value of ITSM while some of the executives are too busy with other initiatives and lose sight of the longer term development.

itSMart: It may also explain why the development of ICT industry in HK is falling short. It is reported that fewer and fewer students are willing to study IT as they cannot see the future. During the Legco election, we see both candidates for ICT sector suggested that ICT should be developed as another pillar industry in Hong Kong, what is your view?

Peter: I surely support any effort that can promote the professionalism and image of the industry! Meanwhile, if we talk about the priority and long term direction, many people and even the government may just think of the high-tech elements. Personally I think if Hong Kong focused purely in the development of technologies, we probably are not exploiting fully to our strength and best interest. Due to constraints like market size, it is pretty challenging to the local ICT industry and professionals to compete in aspects like R&D and high-tech product development.

However, thanks to the highly skilled labor and the desire and passion to push for utmost efficiency, Hong Kong is well positioned to develop knowledge based IT assets. There stands a high potential for Hong Kong to develop into a center of excellence in domains like IT project management, system design and IT services management, etc. ICT professionals equipped with these "soft - skills" would be of high demand, in particular in China, and we can export such professional services. It may open up a more promising future to the ICT industry development.

- Stephen Chan

EYE ON IT ServiceTalk

You could find some interesting information and articles in the July Issue of ServiceTalk released by itSMF International, members could download the complete version at the members-only area of itSMF HK Chapter website at <http://www.itsmf.org.hk>.

Here are some highlights of this issue of ServiceTalk:

- **ITIL Version 3 one year on**

One year on since ITIL V3 was unveiled, what is the feedback from the market?

- **SaaS or on-site?**

Software as a Service (SaaS) has become a genuine alternative to buying enterprise software, this article compares the new and old ways of software delivery, offering pros and cons for both concepts

- **Green I.T.**

Going green may become a necessity rather than choice in IT. Here we look at how big the problem is and how virtualization may hold the key to stopping the drain on power

- **eTOM**

Much like ITIL, eTOM is a best practice framework, but focused on telecoms. itSMF is involved in a group which is aiming to bring the two frameworks into closer alignment



itSMF Korea Annual Conference

The itSMF Korea Conference 2008 was held on June 11 with the theme "Focus Basic, Visualize Value". Without surprise, most of the speeches except the Keynotes, were delivered in Korean. The first Keynote was presented by Mr. Shuji Tomita, Chairman of itSMF Japan, who shared his experiences in implementing IT Service Management with Service Oriented approach. Mr. David Wheeldon, Honorary Vice-President of itSMF International and joint author of the new ITIL v3 Service Operation Book, delivered the second Keynote speech that focused in Problem Management.

Although the conference just lasted for one day, it attracted 14 sponsors and over 500 delegates. I am invited to join the Press Conference luncheon, during the press interview, Mr. David Wheeldon has mentioned some figures on the ITILv3 world-wide adoption such as there are 33,000 people obtained the ITILv3 Foundation certificate between mid 2007 to end of March 2008 and 550 people took the ITIL Service Manager Bridge pilot examination before the public pilot in April 2008.

Photos for this trip are available at itSMF Website (<http://www.itsmf.org.hk/eng/n06.asp>)

- Yantl Sze, Director of Communications

itSMF Taiwan Annual Conference

It was my great honour to attend this pleasure event on behalf of Hong Kong Chapter. The trip was really a very memorable one.

I went there on 17/7 night nearly missed the last flight to Taipei as they cancelled all the rest of the flights due to the typhoon. Surprisingly, when I arrived the conference centre the next morning, I found the whole venue was very crowded and apparently the audiences were all very eager to attend the conference despite the hoisting of the typhoon.

I was totally amazed by the experience shared by the local speakers on their ISO 20000 project as majority of them actually carried out the implementation all by internal resources with very tight budget. They all had built very strong and competent internal teams and did the whole thing by themselves through excellent team work and total commitment!!

Congratulations to itSMF Taiwan Chapter for the success of the annual conference! I would like to take the chance to express my thanks to the Board Members of the Taiwan Chapter for their hospitality and all the excellent logistic arrangements.

- Peter Miao, Honorary Secretary

What's going on in our neighborhood?

We have been invited to join the conferences of neighborhood countries and exchanged our ideas and views on the good practices areas.

itSMF International Regional Chapter Meeting in Japan

Bon appetite - Trip Diary

Appetizer - 29th July 2008 PM
Arrived Narita International Airport late and straight to Hotel. Had a side tour to Sibuya for a quick sushi dinner then had my night rest getting ready to see a few of my friends in the morning.

Main course - 30th July 2008
Meeting started at 9:00 sharp with Chair Welcome and opening remarks by Sharon Taylor followed by Chapter Updates from six participated countries; UK, HK, Korea, Japan, Australia and New Zealand. Each IEB director then gave a report on their own respective portfolios. There were serious questions from Chapter representatives ranging from itSMFI's financial status, clarifications on V3 promotion activities and APMG partnership. Questions were answered frankly by the new IEB and well accepted by the chapters' representatives. I was pleased with IEB's openness and their governance readiness. Meeting was adjourned with more understanding of each country's unique business models that may be adopted and adapted as initiatives for some countries.

Desserts - 31st July 2008 AM
A quick tour to the Tsukiji Fish Market early in the morning, filled my hungry stomach with my favorites, Ramen and Sashimi, before heading to the airport.

- Raymond Yu, Vice-Chairman

Professional Development Corner

Sharing To Learn - ITIL v3 Service Strategy and Continual Service Improvement

Thank you for all who had participated in this workshop. This is a great success with true participations and team sharing, proved by the unstoppable breakout discussion and volunteering over-run of the events. Moreover, we have also received some volunteers to join our future study groups.

The Service Strategy sharing and discussions circles around the business / IT alignment and integration. There were definite challenges for IT to fully understand the business strategies and for business to truly involve IT during business strategy formation and discussion. Thus, the participants had shared many life cases on both good and bad experiences from their practical experiences and from their diverse background. While everyone agrees that this alignment and integration is crucial to be a successful IT organization, but few could really reach that level yet.

So, proactive participation and continual service improvement would be needed to bridge this gap to make IT as strategic assets to the company.



The Continual Service Improvement sharing and discussions starts with a re-definition of CSI within ITIL, as the continual improvement concepts exist in most quality / operation management areas (especially the concept resemblance to Demming's Plan-Do-Check-Act cycle). During the breakout discussions, the participants had shared the mandate existence of the CSI concept in their daily work, while only the level of formality and process maturity level differs.

There were discussions on how IT manages user expectations during this process and there were keen debate on whether the target

of the KPI shall be readily achievable,

or difficult to achieve. In addition, the cost of quality had also been raised where the rationale of ITIL always facilitates the balance between the two.

Lastly, we would like to take this opportunity to thank our Speakers, Facilitators and Helpers for the event. Their corresponding knowledge, expertise and passions are crucial to the success of this event.

- Sherwin Wong, Director of Professional Development

Book Shelf What's new in the collections?

- The Official itSMF Pocket Guide to ITIL V3 (english version)
- Process Management Based on SqEME® (english version)
- BiSL – A Management Guide (english version)
- Business Perspective Volume 2 - The Business View on Successful IT Service Delivery (english version)
- MINCE® – A Framework for Organizational Maturity (english version)
- Defining IT Success through the Service Catalog (english version)
- Implementing IT Governance A Pocket Guide (english version)
- Service Agreements: A Management Guide (english version)
- ISO/IEC 20000: A Pocket Guide (english version)
- Implementing ISO/IEC 20000 Certification - The Roadmap. (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 Asia Summit 2008: 13 - 15 October, Singapore
- HK ICT Awards 2008: deadline on 30 September, 2008
- ASOCIO ICT Summit 2008: 9-12 December 2008, HKCEC





What's going on?

“Apollo13 ITSM Simulation Workshop” is now ready for enrollment

<http://www.itsmf.org.hk/eng/e58.asp>

Upcoming Events

Year 2008

- ▶ **9 October: Apollo 13 Workshop - an ITSM Case Experience**
A well-accepted, interactive and interesting experience to gain the essence of ITSM!
- ▶ **Mid December: Let's have a party**
Let's have a party! Light-heartedly exchange views and learn industry information on ITSM.

Year 2009

- ▶ **January itSMF HK Conference**
The annual conference to promote ITIL good practices, including experiences sharing, knowledge transfer to advance ITSM adoption in Hong Kong.

Please visit [itSMF Hong Kong Chapter](#) for latest updates

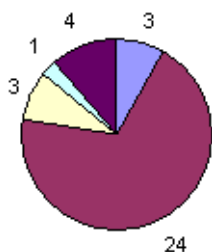
Past Events

Year 2008

- ▶ September: *itSMF Mid Autumn Gathering*
- ▶ August: *Sharing To Learn - ITIL v3 Service Strategy and Continual Service Improvement*
- ▶ April: *Workshop: Effective Change Management: No Changes, please. Can I just... stand still?*
- ▶ January: *itSMF Conference 2008*

Newsletter Naming Contest

The itSMF Hong Kong Newsletter Naming Contest has been successfully completed. 35 members voted for the following 5 names, which were first elected by the Judging Panel before the public voting. We are delighted to announce the results:-



Congratulations to the following lucky draw winners:

1. Hon Man Chun, David
2. Lam Luk Yen, Janet
3. Chau Pak Kun, Tommy

You will receive HKD 300 itSMF e-bookstore voucher.

Besides, the 24 members who voted for the elected name will receive itSMF logo luggage tag.

An email notification will be sent to winners and mentioned members for prize and/or souvenir collection before Sep 30.

itSMart received the highest number of votes and is now the name of our Newsletter.

Congratulations Amanda Lim! You will receive HKD1500 itSMF e-bookstore voucher as an appreciation for your creativity and contribution.

Editorial Team

Yantl Sze (*Chief Editor*)
 Stephen Chan
 William Lam
 Juliana Li
 Sherwin Wong

WE want to hear YOUR voices!

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