



SERVICE NORTH EVENT

SIAM Edition

November 1st 2018

Manchester Conference Centre,  
Sackville Street, Manchester M1 3BB



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### AGENDA:

TIME	TRACK 1	TRACK 2
8.30 -9.30	Arrival, coffee and networking	
9.30 -10.30	 <p>Welcome to the conference Successful sourcing for digital transformation Cor Winkler Prins, 4me</p>	
10.30 -11.00	BREAK	
11.00-12.00	How to build and operate an effective SIAM tooling solution Steve Morgan, Syniad IT	Five winning ways with SIAM bids Anna Leyland, Sopra Steria
12.00 - 1.00	How to set yourself up for SIAM success Damien Davis, ServiceNow	SIAMese twins - expanding your integrated service family Alistair Philpott, Atos
1.00 -2.00	LUNCH	
2.00 -2.45	The Long Road to SIAM Martin Putwain, University of Manchester	The fall and rise of the SIAM empire Andrea Kis, Deloitte
2.45 -3.45	Unlock SIAM Success:Automation is the Key Ian Aitchison, Ivanti	Words, words, words...does language get in the way of service delivery? Liz Whitefield, Hippo
3.45 -4.15	BREAK	
4.15 -5.00	Panel session and Q&A: Global SIAM survey Host: Steve Morgan Panel: Martijn Adams, Andrea Kis, Anna Leyland, Martin Putwain	
CONFERENCE CLOSE		
5.00 -6.00	Drinks and networking	



## ABOUT THE SESSIONS:

## SESSIONS

LIZ WHITEFIELD

### Words, Words, Words...does language get in the way of service delivery?

Design thinking, Service Integration, devops, agile... We all want to deliver great services/ products and outcomes for customers, yet all too often the tension across delivery, supply chains and professions can impede effective delivery. In an industry heavily reliant on a multi supplier approach, effective relationships are critical - is there a common language?



ANNA LEYLAND

### Five Winning Ways with SIAM Bids

Constructing a successful bid for SIAM engagements can be time-consuming, challenging and costly. Anna will discuss five tips to help customers find the right suppliers, and to help SIAM service providers producing compelling and deliverable solutions. This practical session will help organizations design, define and deliver a winning SIAM service, drawing from experiences across Sopra Steria's public and private sector clients.



COR WINKLER

### Successful sourcing for digital transformation

Successful Digital Transformation needs outsourcing if an organisation is to achieve its goals. Those in Service Management become strategic partners to the business but only if they adapt service delivery and ensure end-to-end service level management recognises a fully connected supply chain of internal provision and outsourced providers. Cor will cover the drivers and needs and why integrating SIAM methodologies into your Service Management practices fast-tracks the controls needed to accelerate digital.



STEVE MORGAN

### How to build and operate an effective SIAM tooling solution

Much attention is given to ensuring that your processes and governance are fit for purpose in a SIAM operating model. However, the key to efficiency and cost saving is automating processes and workflow and enabling seamless transfer of data across your SIAM eco-system. This presentation describes in practical terms, the common challenges you'll experience and how to overcome them



DAMIEN DAVIS

### How to Set Yourself up for SIAM Success

Implementing a SIAM organization isn't easy. It involves many different business functions as well as suppliers, making it a multi-year endeavour. To succeed, you need to adopt best practices and ensure that critical success factors are in place—before you begin and throughout the program.

The way you deliver IT services and to increase the value you provide to your business. It will also put you on a path of increasing maturity, allowing you to grow into a full service broker to the wider business. However, it is also a major challenge—which is why you need to give yourself every possible advantage. Getting these key success factors in place will help you achieve your goals and satisfy your stakeholders more quickly and cost effectively.

During this presentation, we will speak about some of the most important success factors in any SIAM transformation including:

- Executive Sponsorship/Leadership
- Willingness To Change
- Proven Enabling Technology
- Strong Project and Program Management

**now**<sup>TM</sup>

MARTIN PUTWAIN

### The Long Road to SIAM

Looking at the journey the University of Manchester is taking to support the implementation of a SIAM organisational structure in a highly complex organisation with a low level of process maturity.



ANDREA KIS

### The fall and rise of the SIAM empire

In this presentation the speaker will touch upon her real life experiences with various SIAM tower models which have fallen for very similar reasons since the dawn of the first implemented SIAM models. But not all is lost as the speaker firmly believes that in our current digital era where priorities and delivery has shifted towards technology driven organisations, an integrated, complex yet agile and flexible model is going to result in the rise of the empire once again.

**Deloitte.**

ALISTAIR PHILPOTT

### SIAMese twins – expanding your integrated service family

Atos joined us in 2017 to talk about “after the honeymoon” and marriage counselling for SIAM. In 2018, the theme is “making babies...”, in other words, introducing new services into your SIAM environment:

- Do all services look the same?
- How to create babies new services safely
- No service is truly ugly...I promise!

**Atos**

IAN AITCHISON

### Unlock SIAM Success: Automation is the Key

Recent advances in Automation, Integration and Artificial Intelligence are bringing exciting opportunities to enhance Integration and coordination between service providers. This session explores how and where Automation and AI can be introduced to improve SIAM operations, and considers what future innovations may be coming soon.... Is it time for SIAM to become an acronym for Service Intelligence Automation Management?

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