



Campana & Schott IT Service Management Maturity Assessment.

Start your IT transformation.

From efficiency to excellence: An analysis of maturity to determine IT service management capabilities as the basis for enhancing the value added by IT.

In today's era of digital transformation, IT plays a central role in enabling business development and innovation. Seamlessly integrated IT services and processes that are orchestrated end to end are no longer merely a technological foundation. They are now a crucial factor in long-term corporate success. The IT Service Management Maturity Assessment enables assessment of specific IT capabilities and how they are organized in order to lay the groundwork for their further development and evolution.

IT service management

Digitalization and process improvement, along with ongoing integration with the business side and its value creation processes, is a key component of modern IT service management. Continuous improvement of IT service management enables faster execution of tasks in the traditional sense while also allowing for reduced incidents and errors (for example because there are fewer interfaces where data needs to be moved manually between systems and fewer media discontinuities), greater customer satisfaction, and improved self-service options and supplier integration, but that isn't all. Ideally, it also increases the company's overall efficiency by enabling resources to work together more effectively across the IT and business division by speeding up the whole process of identifying, assessing, and addressing IT needs.

In the past, a company's IT organization typically operated as a reactive service provider. These days, however, it can become significantly faster and more important by unlocking optimizations in the areas of services, processes, technology, and organizational structures. These advances allow the IT organization to proactively assess and integrate developments such as artificial intelligence, cloud computing, data, and analytics and provide them as a foundation for the specific departments.

The IT Service Management Maturity Assessment

This assessment starts with the current state of the IT organization. It is used in order to arrive at and document a structured snapshot of the status quo in IT service management. The view of the current situation is then used as a basis for devising concrete recommendations for dedicated areas of action to enhance the maturity of service provision.

Goals

A systematic approach to assessing and optimizing IT service management and its associated processes is essential in order to focus on the exact potential for realizing possible added value. This is where Campana & Schott's maturity assessment comes in. This assessment not only identifies the status quo, but also enables a comprehensive analysis of the maturity of the IT service management. The maturity analysis helps the IT team to gauge where things are and where they need to be, allowing direct comparison to competitors or a target state. It identifies areas for improvement and ultimately serves as the basis for targeted optimization.

Structured evaluation of processes and management structures achieves two key targets for the IT organization while also making it possible to answer relevant big-picture questions:

1. **Objective assessment of the status quo:** Do the IT services and the ways in which they are provided conform to both the company's own current requirements and those customary on the market?
2. **Basis for future investment decisions:** Are the IT services and the ways in which they are provided flexible, modern, and scalable enough to adapt to future trends and needs?

The goal is to define a new level in company-specific IT service excellence and then to implement it step-by-step. The maturity analysis can also be applied for any IT maturity level, making it possible to compare the current status against IT service management targets.

The basis

The assessment is based on the following frameworks and de facto standards:

- ITIL 4
- COBIT 2019

The assessment looks at four dimensions that represent relevant perspectives in a holistic approach for service management purposes, including all ITIL management practices:

- Organizations and people
- Information and technologies
- Partners and suppliers
- Value streams and processes

This means that the results can serve as a basis for an iterative process of continuous improvement. In addition, the results can also be used as a benchmark for recurring assessments to check progress internally or allow for external certification (under ISO 20000 or the Axelos Maturity Model, for example).

Rationale and added value

The reasons to analyze IT service management typically center on business administration aspects. For example, analysis can be especially helpful if there is a need to optimize the quality and costs of IT service performance. Overloading of resources, inadequate structure in working relationships with suppliers, suboptimal support for business processes and requirements, and poor service support – generally manifested in dissatisfaction among users or customers seeking support – are also frequent triggers.

According to years of experience gleaned from Campana & Schott projects, added value tends to come in areas such as:

- More effective, more efficient provision of services
- Optimized investment through better assessment of needs
- Suitable integration of internal and external resources such as suppliers (degree of outsourcing)
- Better orchestration of IT services across the dividing lines between the IT and business sides (business partnering)
- Efficient use of technological support, e.g., by reducing redundancies (especially on the system side) and manual interfaces
- Improved service support, reduced incidents
- Enablement of users and enhancement of user satisfaction

Target group

The IT Service Management Maturity Assessment is useful for any industry in principle.

The results support change at both the strategic and operational levels. This generally makes them interesting for the following roles and areas:

- Corporate Information Officer (CIO)/IT management
- IT executives/IT directors
- Managers and supervisors responsible for IT service management
- Managers and supervisors responsible for enterprise architecture management
- Managers and supervisors responsible for the IT operating model
- Managers and supervisors responsible for digital strategy
- Managers and supervisors responsible for IT service support

Results

The main purpose of this assessment is to support companies in taking optimization measures by pointing out findings in dedicated action fields.

The scope of the results depends on the scope of the assessment itself (quick/short/full) and can be determined and supplied as needed. The full assessment usually includes:

Assessment report, including visualization:

- An extensive report summarizes the results of the assessment, identifies vulnerabilities, and offers suggestions for improvement. The report is supplemented by visualizations such as a heat map, which highlights vulnerabilities and strengths, so patterns and trends are recognizable at a glance.

Process assessments:

- A detailed assessment of existing ITSM processes, including their effectiveness and efficiency and compliance with best practices in order to identify performance gaps

Recommendations for improvement:

- Clear and concrete recommendations for optimizing ITSM processes, tools, and resources

Execution roadmap:

- A roadmap showing the implementation of improvements in IT service management based on the analysis

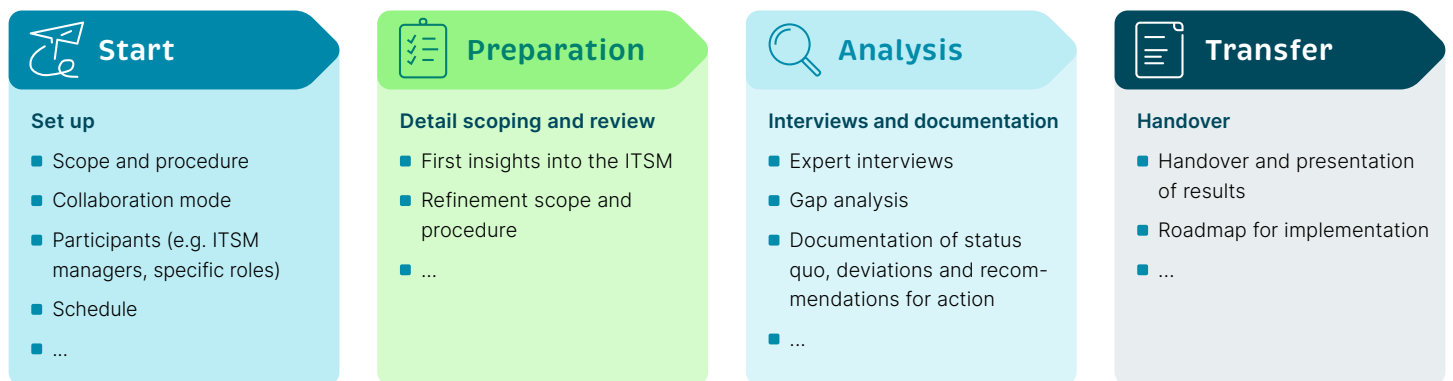


Fig. 1: Starting point and process: We come to our focal points in four stages.

Feel free to contact us for further information or if you have any questions.
We're here to help: [Svenja Fieser](#) and [Aret Aris Tarakci](#)

Campana & Schott

Campana & Schott is an international management and technology consultancy with more than 600 employees in Europe and the U.S. We are passionate about supporting our clients with the most significant changes of our time and ensure that transformation projects and major projects are successful in the long term. Our areas of focus include transformation projects in the areas of

digitalization, New Work, and sustainability along with business unit and organizational transformations. Our client base includes 33 out of 40 DAX companies as well as large mid-size sector companies. We log customer satisfaction values and a follow-up contracting rate of over 90%.

Further information: www.campana-schott.com