

Service Desk Certification

A Case Study



Who am I

**25 years
industry
experience**

**Held senior
leadership
roles
NTT DATA
AT&T
BMW
PWC**

**Value &
business
outcome**

**Industry
recognised
advisor**

**Multiple
award
winning**





**Achieved Black
Belt in 1990
age 18**

**England
International**


**Achieved 5th
Dan in 2012
age 40**

**Chairman &
Chief Instructor**

National Coach

Case study – client background



		*Revenue	*Op Income	Employees
 NTT EAST NTT WEST	Regional Communications Business	\$31.911 Bn	\$1.537 Bn	71,200
	Mobile Communications Business	\$39.903 Bn	\$5.788 Bn	25,700
	Long Distance and International Communications	\$18.194 Bn	\$1.034 Bn	42,250
NTT Data	Systems Integration & IT Services	\$13.755 Bn	\$0.786 Bn	76,650
Other Businesses	Financing, Real Estate, Construction and Power	\$11.581 Bn	\$0.614 Bn	25,800

*Financials in USD billions 1 USD = JPY 109.85 (average rate for 2014-15 Fiscal Year)
Operating revenue and operating income of each segment includes intersegment transactions Fiscal year ends on March 31





Why SDC for NTT

The Business Case

Challenges

The Audit

Value Outcomes



Why SDC for NTT

The Business Case

Challenges

The Audit

Value Outcomes





Corrupted
Disk

Everything was going wrong

A man in a light blue shirt and striped tie is sitting at a desk in an office. He has his hands covering his face, suggesting frustration or stress. A large computer monitor is in the foreground, partially obscuring the right side of the frame. The background is dimly lit with several computer monitors glowing. A teal banner is at the bottom of the image.

Feeling frustrated / Low energy

Enjoy work



Achieve something



Benchmark

Build our brand

Differentiate NTT DATA

Learn about team & capabilities

Industry Alignment

Ultimately



Leadership
Policy & Strategy
People Mgmt
Resources
Process & Procedures
Employee Satisfaction
Customer Satisfaction
MI & Performance
results
Social Responsibility

World Class





Why SDC for NTT

The Business Case

Challenges

The Audit

Value Outcomes



Objectives

Stakeholders

Help build our brand
Align to the industry
Differentiate ourselves
Benchmark and learn

Marketing Director
Business unit lead
Sales Director
The Team



Why SDC for NTT

The Business Case

Challenges

The Audit

Value Outcomes

Honesty

Understanding the
standard

Volume of Work

Your initial score

Your data

Preparation





Why SDC for NTT

The Business Case

Challenges

The Audit

Value Outcomes

Make sure you understand the standards

Align your evidence to EVERY question

Learn ← My Key objective

Work with it don't defend against it

Never lose focus of your BAU

It's a challenge, but rewarding

Alignment to other standards; ISO20000



“ A fantastic achievement and extremely fulfilling..... ”



Use the data

Communicate

Build a structured improvement plan

PLAN the enhancements

Don't jump in with both feet

Think about your next visit



Why SDC for NTT

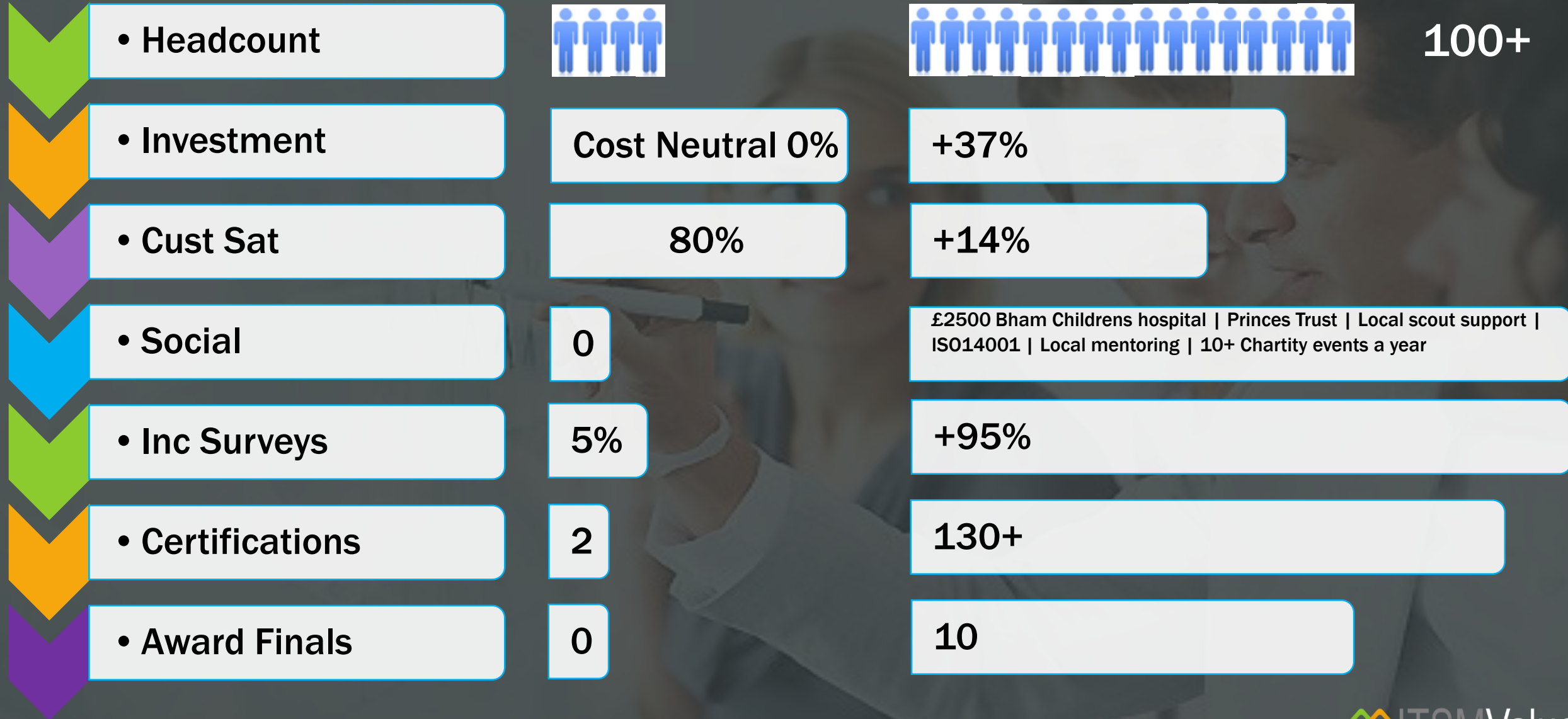
The Business Case

Challenges

The Audit

Value Outcomes

The outcomes



• Award Wins

0

3



• Industry

1

4



World Class

Some useful tips

Have a reason for going for SDC

Structure your evidence per question

Align stakeholders

Instigate a managed CSI approach

Be honest with your pre-assessment

Share the data

Plan and prepare

Market and Promote your success



Damian@itsmvalue.co.uk
@Damianbowen
+44 (0)7966 485812



THANK YOU