

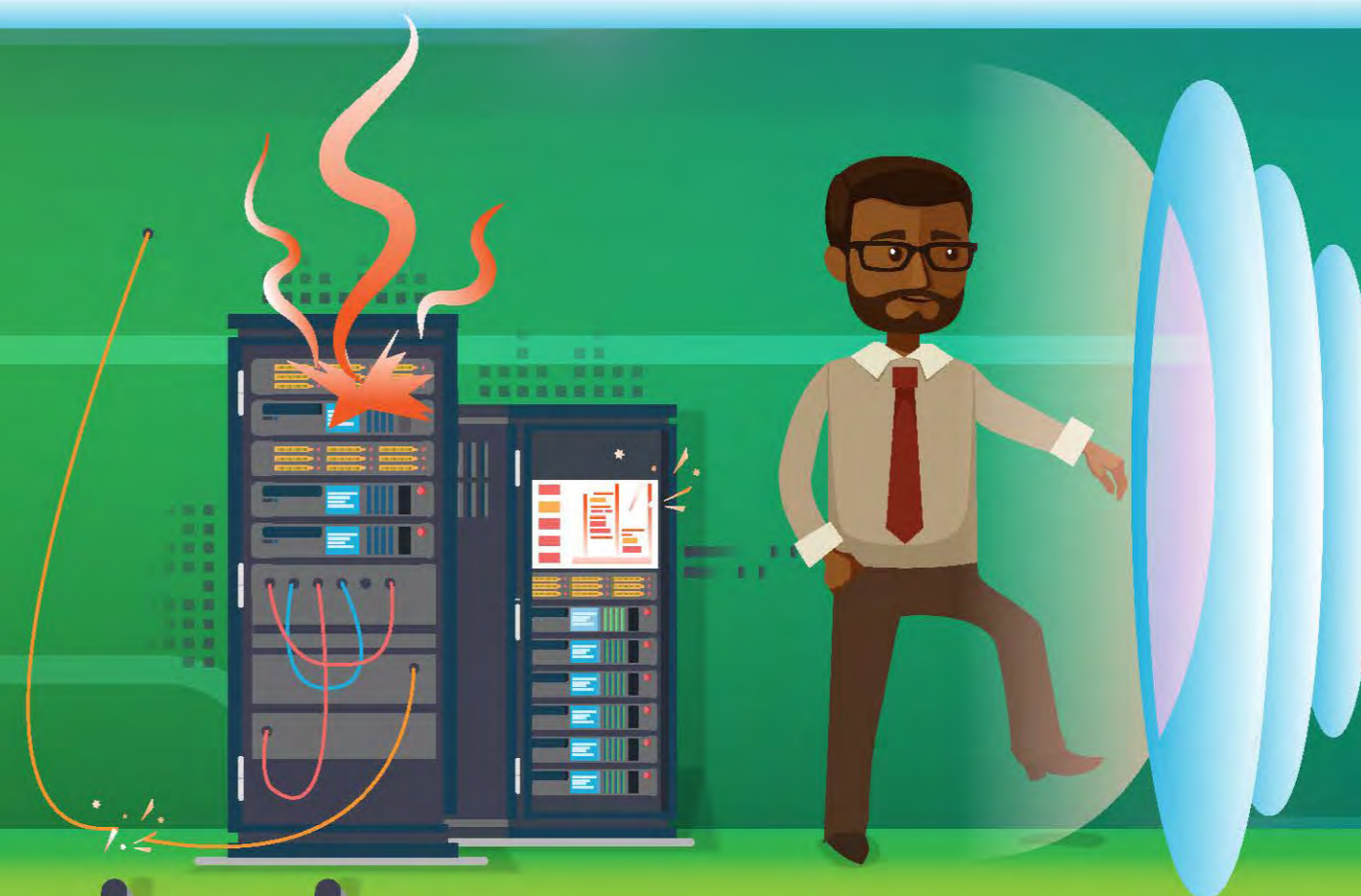
LEVEL 3



# LEVEL UP

Win at ITSM Maturity and Elevate Your Entire Organization

LEVEL 2



LEVEL 1



# MAIN MENU



**Start**



**Basic ITSM Maturity**



**Intermediate ITSM Maturity**



**Advanced ITSM Maturity**



**Cheat Codes**



# IF ITSM MATURITY IS A GAME, ARE YOU WINNING OR LOSING?

To win means reaching a seamless realm where work flows, users are happy, and IT leaders guide enterprise-wide digital initiatives to drive business results.

What does it mean to lose? Those who fail to reach advanced ITSM maturity will languish in the lower realms of disconnected workflows and burned-out staffers, their roles outsourced, and leadership opportunities squandered.



Ted: Level 1

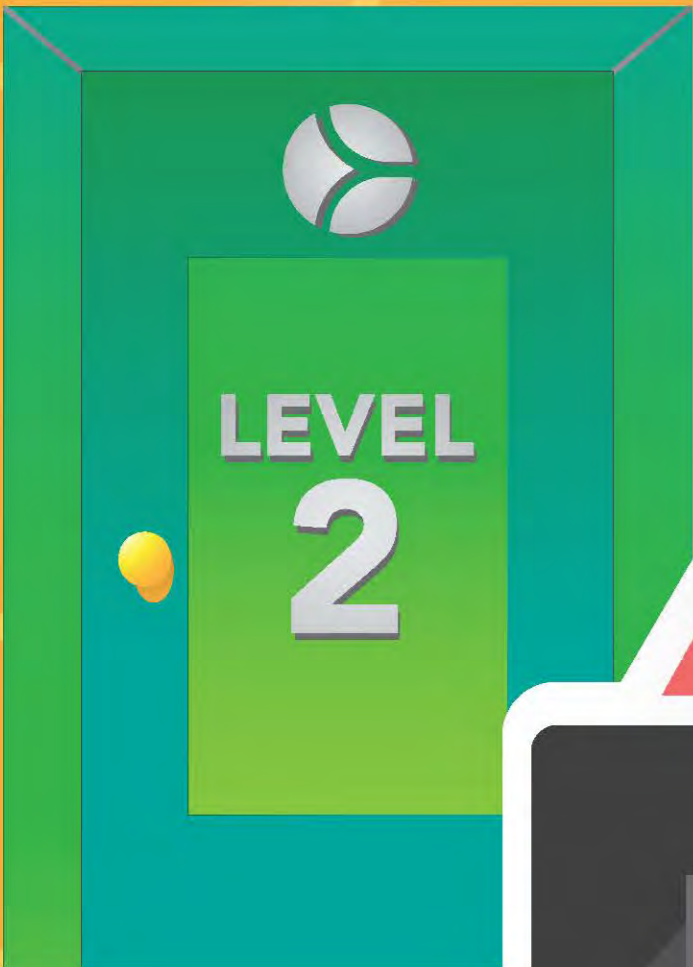


Kasey: Level 2



Jan: Level 3

But take heart: Wherever you and your IT department are in your journey, just a few powerful keys will help you to, “level up.”<sup>1</sup> Play the ITSM Maturity Game with our avatars, Ted, Kasey, and Jan, and plot your own course to an ITSM Victory Royale!<sup>15</sup>



LEVEL 1

# BASIC ITSM MATURITY

Floods, Fires, and Digital Chaos



# BASIC ITSM MATURITY

## Floods, Fires, and Digital Chaos

Ted, a newbie<sup>2</sup> IT director, has no way to formally gather, organize, or track service requests. His agents are flooded with password reset requests and complaints via phone and email. Constantly battling the "creepers"<sup>3</sup> of manual processes, low visibility, and subpar employee experience that kill productivity and customer satisfaction, Ted wants to:

- Speed up resolution times
- Gain hit points (HP)<sup>4</sup> for end-users and personnel
- Collect experience points (XP)<sup>5</sup> for the tools and metrics that would enable fast issue resolution and better user experience



# BASIC ITSM MATURITY

## Hallmarks of the Realm and How to Level Up

### Operational Efficiency



#### Keys to Unlock the Next Level:

- ❑ Create a way to capture and categorize requests and incidents
- ❑ Consistent way to measure response and resolution
- ❑ Building knowledge in a consistent manner, reducing time to resolve repetitive issues

### Performance Visibility



#### Keys to Unlock the Next Level:

- ❑ Build a real-time strategy (RTS)<sup>6</sup> for reports or dashboards focusing on number of incidents by submission type
- ❑ Measure time-to-resolution and time-to-fulfillment for each category of incident and request

### Employee Experience



#### Keys to Unlock the Next Level:

- ❑ Implement basic self-service portal for submitting incidents/requests and accessing knowledge
- ❑ Activate a process for communicating major system status

**DANGER!**

**IF TED DOESN'T STOP TURLING<sup>7</sup> AND FAILS TO ADVANCE, IT'S GAME OVER!**

His CIO, frustrated by escalating costs, low morale, fire drills, and user complaints, replaces Ted with an IT director with a proven track record.

**Don't be like Ted.  
ESCAPE NOW!**

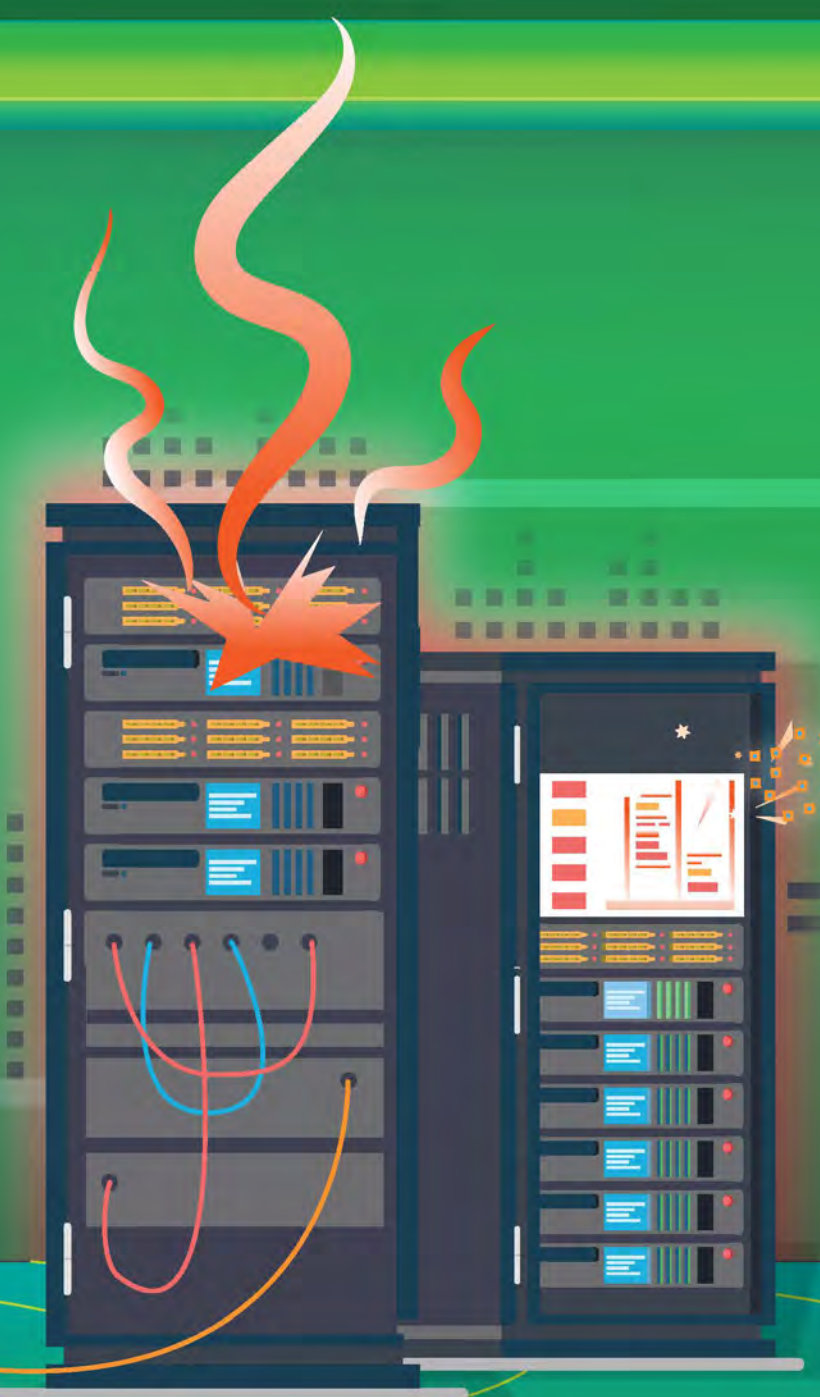
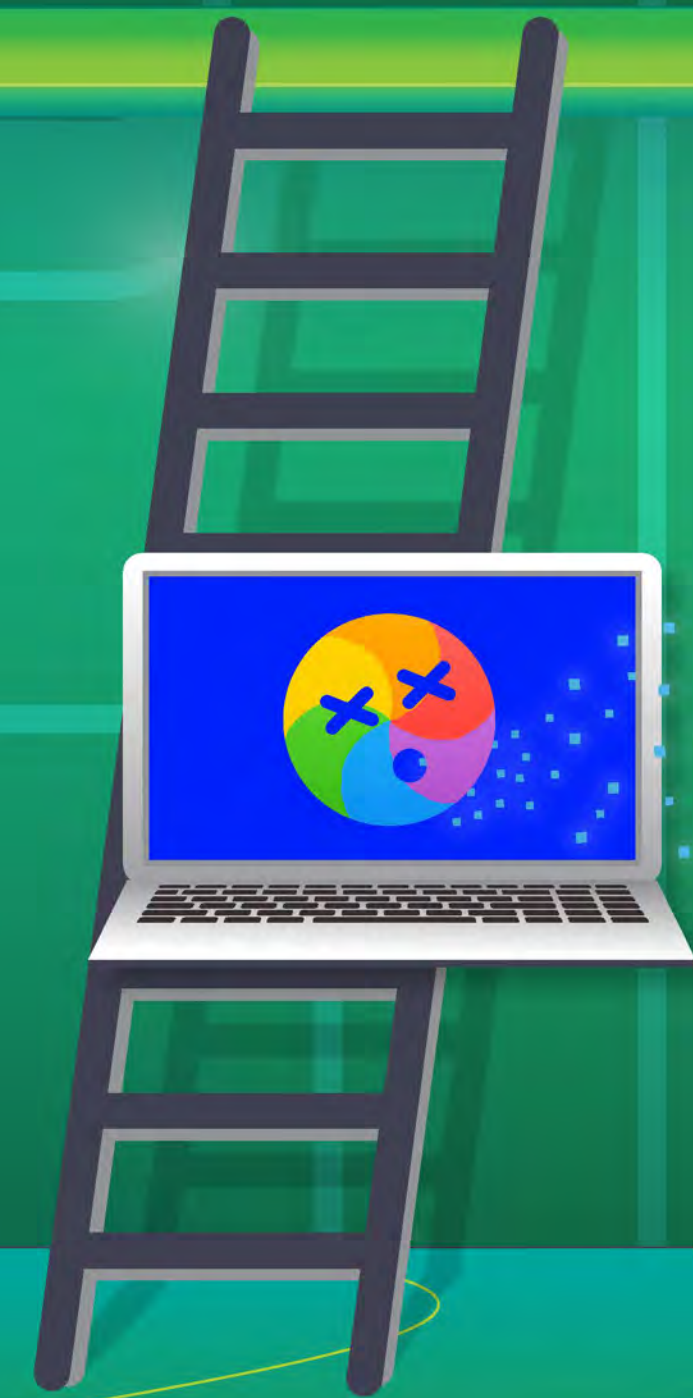


LEVEL 2

**INTERMEDIATE  
ITSM MATURITY**  
Relief, Interrupted



LEVEL 3



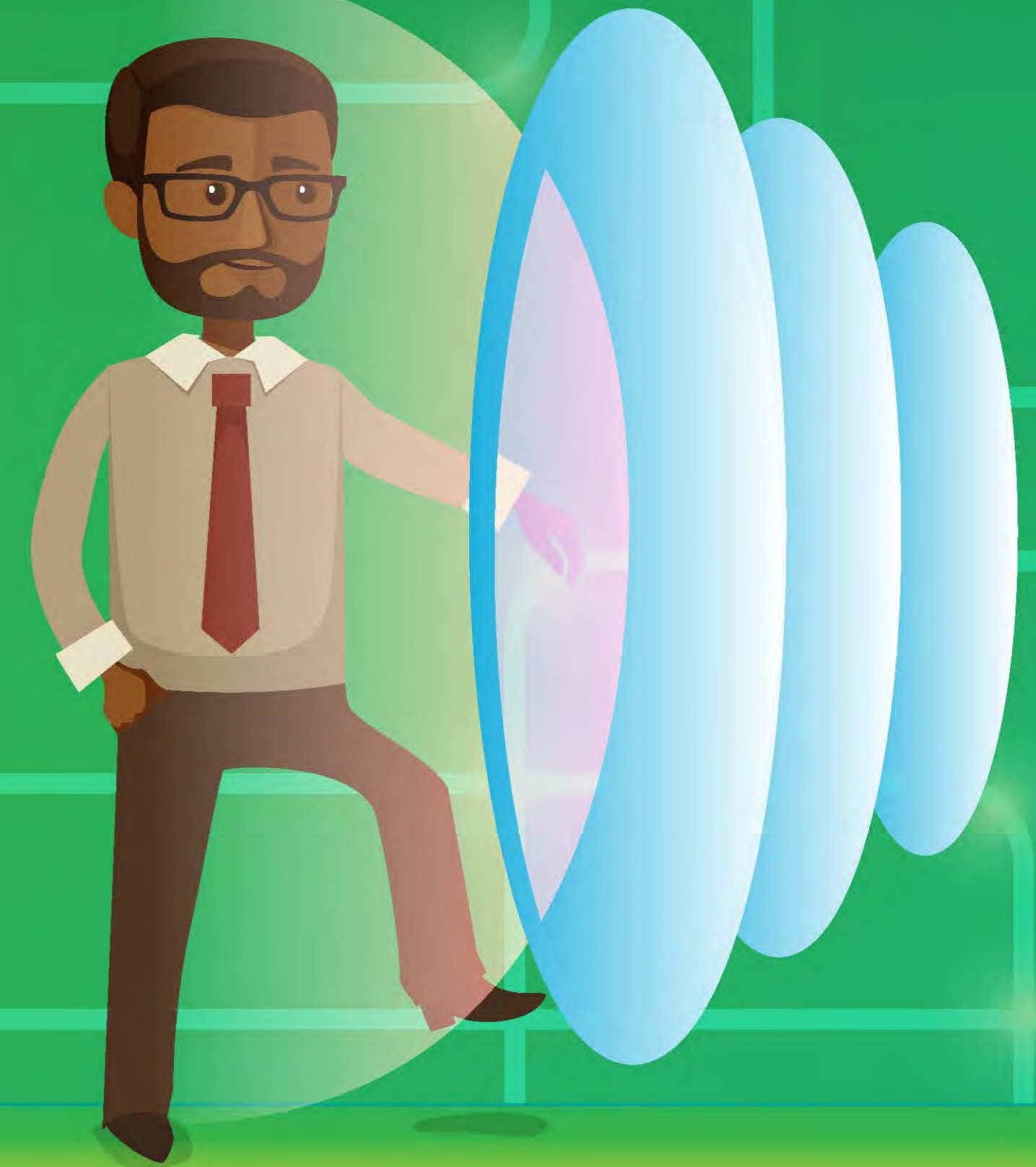


## INTERMEDIATE ITSM MATURITY

### Relief, Interrupted

IT Director Kasey has gained the high ground<sup>8</sup> by centralizing and categorizing knowledge. When his agents talk to a user now, they know which devices he or she has and can see the history of logged issues with each. *As service agents track and view incidents/requests in a central location and Kasey enjoys newfound visibility into operational performance, he notices a problem:*

- Rashes of change-related issues are cropping up and causing downtime
- One server crashes because of upgrade-related incidents
- Users are angry and now there's more work for Kasey and his staff



# INTERMEDIATE ITSM MATURITY

## Hallmarks of the Realm and How to Level Up

### Operational Efficiency



#### Keys to Unlock the Next Level:

- ❑ Provide agents with knowledge and collaboration tools that help them find related incidents and resolve issues quickly
- ❑ Offer a better self-service experience that enables users to, “create their own mods<sup>9</sup>,” and use knowledge articles to resolve issues
- ❑ Automate self-service through chat bots that help users solve problems without contacting the service desk

### Performance Visibility



#### Keys to Unlock the Next Level:

- ❑ Activate the power of dashboards and KPIs that go beyond first incident resolution
- ❑ Gain hit points (HP) by implementing change metrics, such as change failure rates
- ❑ Deploy executive reports and dashboards that cover incidents, problems, requests, changes, CI status, and service status
- ❑ Ensure that reports and dashboards display data by department

### Employee Experience



#### Keys to Unlock the Next Level:

- ❑ Reduce downtime through the ultimate problem management wombo-combo<sup>10</sup>—Analyze risk and dig into the root causes of problems to stop them in their tracks
- ❑ Activate all-powerful self-service through a comprehensive and automated service catalog
- ❑ Track user experience through failure and success rates, as well as Google Analytics

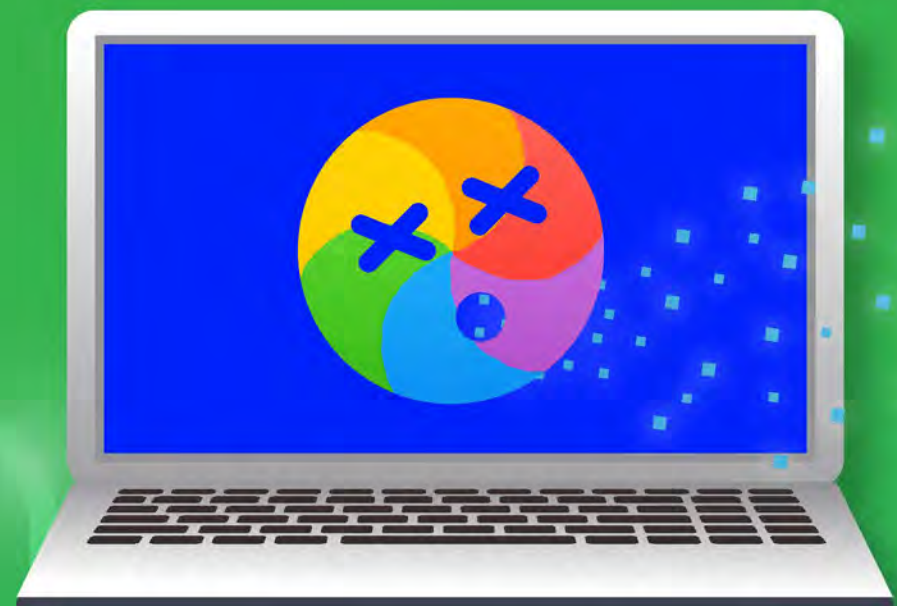


## WARNING!

### IF KASEY TIMES OUT, HE'D BETTER HAVE A REBOOT CARD!<sup>11</sup>

Though IT has made progress, company leadership is focused on strategic digital initiatives tied to business goals. With that in mind, they replace IT support with a contract consultant and hire a Chief Digital Officer.

Avoid downtime.  
**POWER UP!**



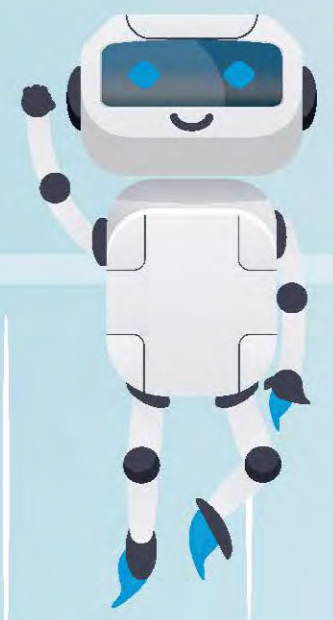
**WINNER!**



**LEVEL 3**

# TRANSFORMATIVE ITSM MATURITY

Seamless, Automated,  
and Strategic



# TRANSFORMATIVE ITSM MATURITY

## Seamless, Automated, and Strategic

Now that nearly every aspect of ITSM is automated and a unified system is preventing most incidents from breaking out in the first place, IT Director Jan has gone full-send<sup>12</sup> and has the time and the data to consider the following questions:

- How can she help other business units automate their own processes?
- Can her team help other departments create their own sandboxes<sup>13</sup> to boost efficiency, cut costs, and support new lines of business?

Overpowered (OP),<sup>14</sup> Jan wins a promotion and helps advance digital initiatives throughout the enterprise.

### QUEEN OF THE REALM

Having used the keys to level up and prove the mission-critical value of IT, Jan wins big and gets an MVP crown!

**CONGRATULATIONS!**  
YOU'VE WON!  
Now what?



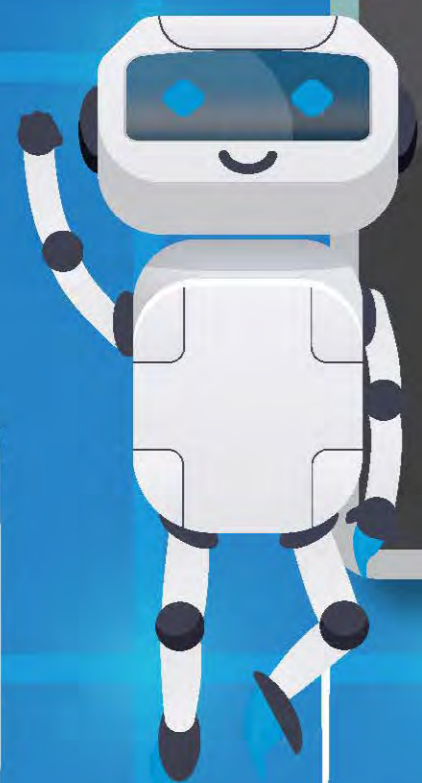
# TRANSFORMATIVE ITSM MATURITY

## A Strategic Partner in Driving Company-Wide Digital Initiatives

At this ultra-advanced level of ITSM maturity, Jan can consistently prove the power of IT to innovate across the entire enterprise and boost the company's bottom line by:

- Streamlining costs
- Creating exceptional user experiences
- Satisfying end users

Even as the digital landscape shifts and changes around her, Jan won't lose her crown anytime soon.



# POWER UP

## DO YOU HAVE THE TOOLS YOU NEED FOR AN ITSM MATURITY VICTORY ROYALE<sup>15</sup>?

At Cherwell, we empower organizations to transform their businesses through the rapid adoption and easy management of digital services. Our ITSM platform enables IT leaders to modernize business operations through customizable service management, automation, and reporting across the enterprise.

Watch our demo webinar to learn how we can help you master the ITSM Maturity Game.

[VIEW DEMO](#)



# CHEAT CODES

- 1 Level Up** - To progress to the next level of player character stats and abilities, often by acquiring experience points.
- 2 Newbie/Noob** - Slang for a new person to the game.
- 3 Creeper** - Aggressive mob that tries to sneak up on a player before exploding.
- 4 Hit Points (HP)** - Units that measure the amount of damage a character can withstand before being defeated.
- 5 Experience Points (XP)** - Unit of measurement to track a player's progression through the game.
- 6 Real-time Strategy (RTS)** - A plan whereby participants position and maneuver units and structures in order to secure areas.
- 7 Turtling** - Strategy that emphasizes heavy defense, with little or no offense.
- 8 Take the High Ground** - To take a more advantageous position and win.
- 9 Mods** - (short for "modification") An alteration by players or fans that changes one or more aspects of a game.
- 10 Wombo-combo** - Two players in the chain make moves that complement each other and thus create a combo.
- 11 Reboot Card** - Contains the ability to revive a player within 90 seconds.
- 12 Full-send** - Full-throttle and with 100% commitment.
- 13 Sandboxes** - Style of game in which minimal character limitations are placed on the gamer, allowing the gamer to roam and change a virtual world at will.
- 14 Overpowered (OP)** - Indomitable
- 15 Victory Royale** - The ultimate win or holy grail; means you have won the match.

