

## ► PROPULSION:

- Propelling the enterprise to faster results
- **Strategically aligning IT and the business**
- Creating contribution realization
- **Energizing staff through accelerated learning**

## THE CHALLENGES

- Creating shared energy for IT Service Management (ITSM) success
- **Gaining buy-in and commitment for ITSM programs**
- Successfully implementing best practice initiatives, such as the IT Infrastructure Library (ITIL®) V3
- **Becoming service focused, as opposed to technology focused**

## THE SOLUTION - POLESTAR ITSM

### A strategic catalyst for cultural change

This highly interactive simulation is a high-impact, energetic way to accelerate understanding and acceptance of service management concepts such as ITIL® V3. Facilitated in the fast world of global online retail, Polestar ITSM brings to life the service management, cultural, and process issues faced by organizations and encourages strategic partnership between IT and the business. This is done through a realistic, exhilarating scenario that participants can relate to and actually experience.

## ► POLESTAR ITSM IN ACTION

Normally delivered over five rounds, the Polestar simulation uses gaming dynamics to mirror the real world interaction between IT and the business, from both a strategic and operational perspective.

The simulation structure is designed to reflect the entire service management lifecycle as defined by ITIL® V3. Participants progress through the rounds, increasing operational maturity and gaining a holistic understanding of quality service management as they go.

In addition, the simulation experience continues between rounds through defined service transition phases, which require the participants' engagement in planning for strategic and operational continuous service improvements.

**The following aspects of ITSM are considered during each round:**

### ROUND 1

Working in silos (IT and the business)  
Communication issues and chaos  
Introducing the Service Desk and Incident Management

### ROUND 2

Refining and improving Incident Management  
Introducing Problem Management, Knowledge Management, and Trend Analysis  
Introducing Availability and Capacity Management  
Introducing Configuration Management, Change Management, and Service Level Management  
Business Relationship Management

### ROUND 3

Maturing the Service Desk and Incident Management  
Maturing Problem Management and the Knowledge Base  
The importance of Change and Release Management  
Service Continuity Management and Event Management  
Supplier Management and Information Security Management

### ROUND 4

Introducing Financial Management  
Maturing Configuration Management

### ROUND 5

Demonstrate importance of processes and their relationships  
Review how ITSM maturity has evolved and the benefits to the business