



# Digital SIAM - Service Automation for IT Accelerates Business Transformation

By taking a holistic approach to Digital SIAM you can avoid getting bogged down in operational intricacies—so you can finally move ahead in solving business challenges.



# Introduction

SIAM (Service Integration and Management) has made the transition from novel concept to strategic imperative at most large enterprises. It is now seen as the key to solving all kinds of challenges—from improving the quality and consistency of IT services, to streamlining IT operations enabling a low risk move to the cloud, to reining in the chaos of multi-sourced supplier management and unleashing the Digital agenda with Fast IT and Dev-Ops.

The business value of SIAM is very real; however the term itself is used so inconsistently by vendors, analysts, the press, and enterprises that it is in jeopardy of losing all meaning, much the same way “open systems” was stripped of significance in the 1990s. And that is a serious issue, because it means many companies are not accurately assessing the possibilities of SIAM, not implementing SIAM solutions that truly align with business objectives, and not extracting full value from SIAM solutions.

It’s time to get back to SIAM as it was originally conceived—with the focus on “integration.” SIAM is not the same thing as service management; it is about bringing together separately contracted and supplied IT service providers to ensure they consistently work together to deliver business benefits. And that requires a comprehensive approach, not piecemeal connections, ad-hoc policies, and one-off solutions.

Capgemini is the one partner that can deliver Digital SIAM solutions that truly integrate all aspects of the environment—operations, projects, performance, and planning—so that your enterprise can bring consistency to service delivery, manage the complexities of multi-sourcing, convert data into intelligence that drives business process improvement, and accelerate business transformation initiatives.

This paper describes the impetus behind a more comprehensive approach to SIAM, the attributes of a holistic Digital SIAM approach, and Capgemini’s unique capabilities in delivering on the demands.

# You Already Have a Service Integrator. Is it the Right One?

The explosion of Digital engagement and social media, mobile computing, and Big Data analytics has created an upward spiral in the number of applications, infrastructure resources, and suppliers that need to be managed. In fact, according to research by HP, approximately 60 percent of organizations now have at least five service providers for apps alone, and the average number of IT service providers is more than 30. Those numbers are likely to increase exponentially in the years ahead as everything moves to the “as-a-service” model.

This means at almost all large enterprises someone has already assumed the role of service integrator (the primary operational interface between the company and its IT service providers, with accountability for service performance). In many cases, that “someone” is in the internal IT organization; in other cases it’s simply the largest supplier; in still other cases it’s a specialist in a critical application such as ERP.

Ask yourself: Is your current service integrator really the best fit for your strategic requirements? Can your service integrator deliver comprehensive Digital SIAM capabilities, today and moving forward? Is your service integrator helping to align IT with business objectives—or getting in the way?

To answer those questions, you need to consider the full range of capabilities and business advantages a Digital SIAM solution should deliver.

# Attributes of an Effective Digital SIAM Solution

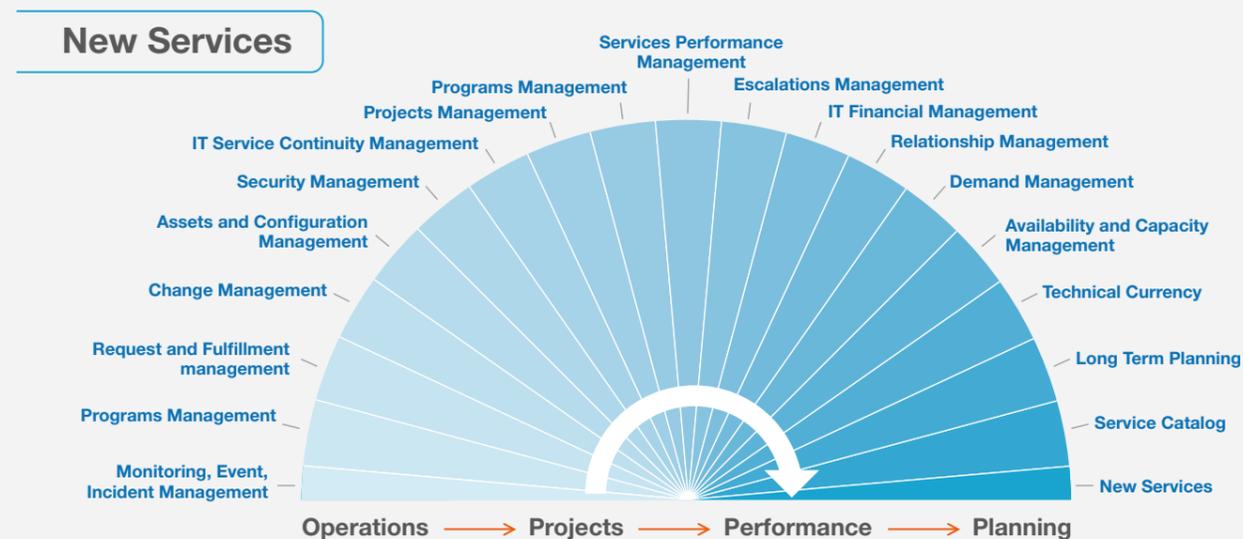
The sheer volume of SIAM vendors and offerings on the market has exploded—but the attributes of an effectual Digital SIAM solution remain the same. Here are the key characteristics Capgemini considers to be essential in a Digital SIAM solution, along with Capgemini’s competitive differentiation in each category.

## It’s comprehensive.

First and foremost, the SIAM solution must integrate everything—including operations, programs, performance, and planning—so that the enterprise can bridge the gap between IT capabilities and business objectives.

- **Operations** refers primarily to the ITIL processes (incident, problem, change, asset, configuration, etc.), along with security and continuity.
- **Programs** include initiatives and projects that effect change in an organization (as opposed to steady-state operations).
- **Performance** refers to the service and financial reporting, which all too often are disjointed today because everyone reports only on “their piece.”

- **Planning** includes all of the refresh, capacity, availability, and technology planning considerations in formulating a path forward for an organization.



Capgemini’s Digital SIAM solutions fully account for these four categories. Equally important, Capgemini keeps the focus on higher-level business results: integrating services with business demand, financial planning, reporting, risk assessment, and change management. The result is that Capgemini’s offerings serve everyone—not just IT but also end users and business stakeholders.

**It’s real.**

Many vendors offer assessments of IT maturity levels, transformation readiness, SIAM strategies, and so on. Look beyond their preparatory “drawing board” services and inquire what tangible Digital tools and technologies they can offer to actually implement and deploy an integrated Digital SIAM solution.

Capgemini is the one vendor that can provide real, proven blueprint collateral covering all of the elements of SIAM, along with the ready-made platform and tools required to implement your Digital SIAM strategy and speed time to value. Service offerings include:

- **Digital SIAM Blueprint:** Capgemini’s patent-pending blueprint covers all of the policies, processes, and procedures that need to be followed to implement Digital SIAM, configured for your specific needs and requirements. It is the result of many years of real-world experience and deep operational expertise from literally hundreds of Capgemini Digital SIAM specialist practitioners around the world.



- **Digital SIAM Platform:** In conjunction with the process blueprint offering, Capgemini can deliver a standardized, packaged, integrated tooling architecture and specific best-of-breed tools to implement the Digital SIAM blueprint. Our integrated toolset provides the application stack supporting the Digital SIAM Blueprint (Policy, Process, Procedures) linking IT to the business, and includes ticketing, asset, service performance reporting, IT financial management, program management, training, and a portal to bind it all together. This is Service Automation for IT.
- **CCO (Contract Compliance & Optimization) Services:** These services provide end-to-end contract management for complex relationships through a base of contract management processes, so clients can recapture lost revenue and manage the entire contract lifecycle.

### It's proven with real customers.

Vendor claims are of limited value if no one has actually deployed the vendor's solutions. Capgemini has many referenceable Digital SIAM clients. Capgemini was an early entrant in the SIAM market more than a decade ago, and since that time we have continuously improved, built on past success, integrated new processes, and refined existing processes to retain our position as market leader. We continue to extend our Digital SIAM Platform to increase the level of Service Automation available as technologies have matured.

Simply put, we know this material better than anyone in the industry, and our success with customers lends credence to our claims. In fact, we are so confident in our capabilities that we are willing to be an independent service integrator if the client desires independence and the situation warrants. Very few others in the industry will do this.

### It reduces risks and costs while improving service quality.

With Capgemini's Digital SIAM solutions, costs and risks decrease as technologies and suppliers are more effectively aggregated, integrated, and managed; processes become repeatable and reliable; and service levels improve because they are benchmarked, monitored, and services remediated more consistently and effectively.

### It's implemented collaboratively and creates transparency.

A solution is more than processes and tools. Capgemini brings to the table a team of professionals who have the right experience, who understand the unique needs of each client, and who truly collaborate with your team and your suppliers to deliver success. We deliver end-to-end services, but we do it in the context of our collaborative business experience, which means that we empathize with both client and supplier and we create transparency of information within the enterprise.

### It's enterprise-grade.

SIAM should increase the reliability, performance, security, and user experience of IT services, not simply aggregate them under IT control. Capgemini Digital SIAM solutions replace "enterprise-light" deployment options with true enterprise-class tools and infrastructure; they also establish and adhere to stringent SLA benchmarks such as performance, uptime, and scalability.

### It gives you ONE version of the truth.

Capgemini delivers Digital SIAM with universal adherence to a single operating model. That means defined policies, processes, and procedures—and the use of integrated tooling and automation—are operationally bound together. The result is ONE version of the truth; ONE service catalog, ONE performance report, ONE financial summary—ONE integrated service.

It delivers value other integrators don't even see.

A comprehensive approach to SIAM also allows the enterprise to achieve new benefits other vendors cannot provide. To cite just one example, Capgemini's Digital SIAM solutions make it possible to use service desk data to drive business process improvements and optimize infrastructure investments.

## Realize the Possibilities of Digital SIAM

IT service delivery is evolving rapidly. Forward-looking enterprises are beginning to recognize that "service management" is no longer sufficient, in and of itself, to deliver the business objectives they seek. If you truly want to improve the quality and consistency of IT services and reduce business risk, you must do more than manage IT assets; you must integrate. And you must take a comprehensive approach to integration, because multiple providers will not do that of their own accord.

We urge you to think not only about the promise and potential benefits of Digital SIAM but also the realities of implementation. It will help you see requirements you may have missed; it will focus your evaluation of solution options on what matters most; and it will help you reap the rewards of service integration sooner and accelerate your business transformation strategy.



## About Capgemini

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A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

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