

# G2G3 & Original Solutions Ltd

A PARTNERSHIP PROFILE



## Original Solutions A Perot Systems Company

### BACKGROUND

G2G3 is the leading global provider of simulations and readiness programs that propel enterprise IT and business alignment. G2G3's innovative approach to driving cultural change boosts business performance by creating a shared understanding of processes and goals which crosses organizational boundaries. G2G3 works with some of the world's leading technology and IT service organizations.

Original Solutions Ltd (A Perot Systems Company) is a leading provider of Business and Technology Consultancy, Application Development and Support Services to clients across a wide range of sectors in the UK and Ireland. Over the past three years, Original Solutions Ltd has built up an IT Service Management practice with an unrivaled reputation in the Irish Market. Their client successes include; Vodafone Ireland, the first company in Ireland to achieve ISO/IEC 20000 certification in 2005, BT Ireland, the first Irish Data Center to be awarded ISO/IEC 20000 certification in 2006 and Allied Irish Bank (AIB), the first financial institution in Ireland to be awarded ISO/IEC 20000 in June of 2008.

Original Solutions Ltd (OSL) is a member of the G2G3 global partner program and license the Polestar ITSM simulation from G2G3 as part of their comprehensive OSL ITSM services portfolio.

The Polestar ITSM simulation is a high-impact, energetic way to accelerate understanding, involvement and acceptance of service management best practice in any organization. Polestar ITSM brings to life the service management issues faced by organizations and encourages strategic partnership between IT and the business. This is done through a realistic, high technology scenario to which participants can directly relate to.

### ALLIED IRISH BANK

Allied Irish Bank (AIB) is the largest banking group in Ireland. As part of an ongoing IT Service Management improvement program, AIB set itself the strategic goal of achieving ISO/IEC 20000 certification by June 2008. ISO/IEC 20000 is the first worldwide standard specifically aimed at IT Service Management and is the only award of its type in the world. ISO/IEC 20000 promotes an integrated process approach to the effective delivery of quality IT services which meet business and customer requirements, and is granted only to organizations who can demonstrate adherence to the defined demanding standard through superior performance in the area of ITSM. This holistic approach requires a cohesive and coordinated effort across the entire business.

AIB selected Original Solutions to help drive the certification programme, because of its proven track record and expertise in the field of ISO/IEC 20000 attainment. OSL's recruitment led them to play a leading role in providing an integrated program of IT Service Management services to help drive the successful achievement of the AIB strategic goal of achieving ISO/IEC 20000.

# PROPULSION

Discover how AIB and OSL successfully leveraged the PoleStar 20000 simulation in their quest for ISO/IEC 20000 certification

## THE SOLUTION - BUSINESS SIMULATION WITH OSL AND POLESTAR ITSM

Recognizing that awareness is key to success, a key deliverable of the Service Improvement Program was communication. This critical success factor was recognized by Derek McCullagh, the AIB program manager at an early stage of the OSL engagement. AIB understood the need to manage and deliver an effective communication stream to support and create readiness for the organizational change ahead. "Knowledge of our Service Management Program must rank in the top 5 publicized initiative across AIB", said McCullagh. This was a challenge for all involved, as creating awareness of cultural change in service improvement program is vital for the success of such initiatives.

As part of a tactical delivery of communication initiatives, OSL invited AIB to evaluate the G2G3 Polestar ITSM simulation game by participating in a simulation event to introduce AIB to the innovative OSL offering. Actions speak louder than words, and after participating in the introductory simulation, AIB's ITSM Continuous Improvement Manager,

"Very good demonstration of roles, process and communication..."

"Surprisingly effective way of getting messages and knowledge across..."

"...this course highlighted the need to ensure proper processes are in place in order to achieve good results"

"Interactivity of all concerned contributed to the success of training..."

"Fun and appropriate training... I got a good appreciation of the topic."

Gina Lordan said: "This accelerated learning experience will tick the box on creating pervasive awareness of the banks IT Service Management objectives across our technology division and their customers."

Subsequent to this success, OSL took ownership of the ITSM simulation awareness initiative, delivering a total of 18 highly interactive, energetic Polestar ITSM sessions to a total of 220 AIB staff. Two simulations were delivered each day, using a team of two G2G3 trained OSL IT Service Management consultants. In addition to the core simulation content, the flexibility of the simulation allowed OSL to seamlessly weave the specific communication requirements of AIB into the delivery of the Polestar simulation game. This helped reinforce the specific objectives of the service improvement program, the benefits of a process driven environment and the fact that all ITSM processes ultimately facilitate

the delivery of a quality service to banking customers. By leveraging the ITSM experience of the OSL Polestar delivery team and the dynamic nature of the G2G3 simulation, the OSL consultants delivered a highly targeted and engaging learning experience.

In addition, a central pillar of the ITSM awareness strategy was to target a cross-functional audience that included business representatives, IT managers, IT staff, senior executives and sponsors. In doing this, a shared vision of success would be created. The G2G3 Polestar simulation was an ideal medium for this, bringing together each simulation delivery. Those participants then gained an understanding of the 'bigger picture' of the goals and benefits of the service improvement program as well as improved understanding of the importance of the context and importance of their roles in achieving the goals of AIB.

The AIB Program Manager explained it was clearly a unique experience, after being approached in the corridors of AIB's headquarters by staff praising the simulation and others requesting a place on the next session. The feedback obtained from the AIB participants was an excellent endorsement of the effectiveness of the G2G3 simulation combined with the OSL delivery.

### SUCCESS FOR AIB

AIB were successful in their goal, and achieved the ISO/IEC 20000 certification within the timescales defined. Not only were they timely in their success, but they were also the first financial institution in Ireland to achieve the coveted international certification.

Successful cultural change and commitment to ongoing ITSM continuous improvement was a key driving factor in this success. Martin Delaney, COO Original Solutions, said; "The primary benefit was to further embrace a proactive and customer focused culture within AIB, and we are delighted to have been able to help facilitate this fine achievement".

The G2G3 Polestar ITSM simulation also played a significant role in driving the cultural change required. Mark Ross Sutherland, CEO of G2G3, said; "Our simulations are essentially serious business games. They are a powerful tool in using practical reinforcement to accelerate understanding and acceptance of initiatives, such as attainment of standards like ISO/IEC 20000."

AIB were also able to leverage the unique ability of the Polestar PM simulation to allow focus to be placed on the specific business challenges faced by the organization participating. This contextual approach increases relevance for participants and enhances the value to the end customer, ensuring that simulations are aligned to their current priorities. Sutherland continued: "Simulation isn't a one-size-fits-all activity: every group of participants is different, and so is every learning experience".

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