

# The IBM Service Management Simulation

***Imagine a company where everyone talks to everyone else. The business managers have a formal process where they can easily report business affecting issues. The IT department knows exactly what is happening within its own team as well as understanding all aspects of the business. Your business and IT budgets are well managed. Service Level Agreements (SLA) are defined and adhered to. All your customers are satisfied customers, continually coming back to you for repeat business. Just imagine!***



***How about running that company? Well you can. Join us for the IBM ISM Simulator, where you will have a pivotal role in a shipping and logistics company. You will be under pressure to make a profit, you will need to align your operation to business best practices such as ITIL, and you will need to work as a team to be the best at solving the business issues and adhere to the agreed SLAs.***

***Join us for a fast paced, informative day to experience the IBM Service Management Simulator.***

## **What is it?**

The IBM ISM Simulation is an experiential learning tool designed to aid in understanding customer pains, benefits of ITIL-based process, and how IT relates directly to business interests.

## **Who can benefit?**

Anyone who needs a better understanding, or understanding from a different perspective, of how IT relates to business, and how customers dealing with day-to-day operations are affected by IT outages, changes, and upgrades.

## **How does the simulation work?**

Attendees are broken into teams, each representing an aspect of the ISM Group's business. These teams include senior management, line of business owners, operations management, service desk personnel, and technical services.

The simulation is run over the course of five rounds, each lasting ninety minutes. During each round, business services are "broken" and it then becomes the team's responsibility to correct each outage in order to restore those services to the business. Keeping business services available ensures maximum revenue for the ISM Group.

For more information about this program, contact Michael L Smith/Austin/IBM (817-291-6597)