

# Grab@Pizza™

*A Business & IT Alignment  
business simulation  
by GamingWorks*

## About Business and IT Alignment

### *What is the current situation?*

Business and IT alignment has been a top scoring issue for more than 15 years. Despite enormous investments in frameworks such as COBIT, ITIL®, and now the latest addition BRM, we still struggle.

The frameworks often become the goal in themselves, rather than what the frameworks are expected to deliver.

We spend too much time developing processes and controls and fail to recognize it is primarily about changing attitude, behavior and culture.

It is about people and how they communicate and collaborate. It is also about working as one team, making the right decisions, learning from each other, and applying good practices that are fit-for-use and fit-for-purpose.

With the growing importance of IT for all businesses we can no longer afford to fail to realize Business & IT Alignment, or rather 'Convergence'.

### DO YOU RECOGNIZE THESE CHALLENGES?



Business & IT 'Alignment' is **STILL** an issue

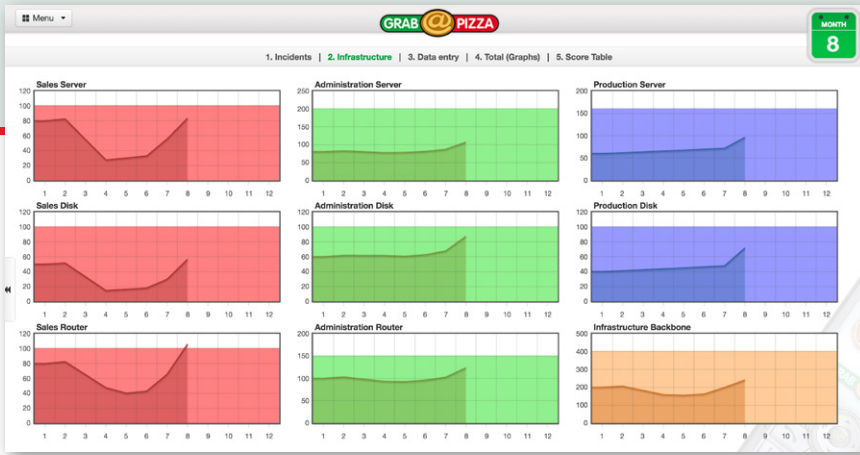


An explosive demand for IT is straining resources



A need to shift IT investments from 'keeping the lights on' to 'innovation'





## About the simulation

Grab@Pizza is a leading Pizza franchise organization selling millions of Pizza's every year. But after 6 months in the current year, the sales figures are far below expectations. IT is posing a significant business risk due to downtime and the inability of IT to respond to changing business needs.

The CEO urged the Business Directors to make a challenging recovery plan. This plan is based on a 6 month strategy to increase revenue, reduce costs and realize the annual profit target. The strategy is highly reliant upon the innovative use of IT.

Existing IT capabilities are poor, resources are tied up in 'keeping the lights on' rather than supporting and enabling new innovations.

The CEO has tasked the Sales, Finance and Product teams to own and manage the business projects and ensure that IT will deliver cost effective, timely, reliable solutions. The CEO has also tasked the CIO to improve the existing infrastructure and IT capabilities to reduce wasted costs and downtime, guaranteeing availability of critical services. Not everything can be done at the same time. The team must learn to balance 'innovation' goals of the business with stability and availability goals for IT.

By using the principles of Business and IT Alignment, the team can reach their objectives and maximize their revenue and profit objectives.

In the simulation the team will learn how to organize the way they work together, how to ensure an end-to-end set of process capabilities and how to continually evaluate and improve the way they work to improve the overall performance.

During this one-day interactive workshop you will play 6 rounds. Each round represents one month in the lifecycle of Grab@Pizza. In each round you will need to:

- » analyze the current performance of your IT Infrastructure and organization;
- » identify the Business requirements and demands for IT solutions;
- » make decisions about resources, workload and priorities;
- » calculate the IT costs for this round and make investment decisions;
- » plan Application Development activities and plan the Change Calendar;
- » minimize the impact of downtime and reduce outages;
- » propose and implement improvements to align IT performance to business needs.

At the end of each round the team will be confronted with the actual performance of the Business in terms of:

- » revenue growth;
- » operating costs;
- » profitability;
- » customer satisfaction.







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**This was the best IT training I've ever participated in. I had some real revelations about the importance of IT / Business alignment and how to put IT Service Management into the proper focus.**

**Brian Quick**  
Director IT Infrastructure and Security

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## Who should attend this simulation?

This simulation can be used for many different situations. For each of the scenario's we can offer separate reflection and discussions during the improvement cycles.

### **Cobit**

The game can be used in combination with Cobit foundation or implementation training, and can also be used during Cobit deployment initiatives to create awareness, buy-in and help capture improvements. When played in this context we can focus on aspects such as:

- » exploring business drivers and stakeholder needs;
- » using the goals cascade to align Business and IT goals;
- » understanding RACI requirements for both Business AND IT;
- » balancing decision making and priority mechanisms around 'Benefits Realization', Resource Optimization' & 'Risk Optimization';
- » using Cobit to assess capabilities, agree and prioritize improvements between game rounds.

### **Business Relationship Management (BRM)**

The game can be used in combination with the BRMP or CBRM training. It can also be used by BRM teams to promote BRM within their own organizations. Bringing Business and IT people together to explore and agree the role and importance of BRM and to capture improvements.

When played in this context we can focus on aspects such as:

- » moving BRM from an 'Order taker' to a 'Strategic partner';
- » understand the role of BRM as 'Connector', 'Orchestrator', 'Navigator';
- » understanding sources of 'Value Leakage' and how to optimize 'Value Realization';
- » explore the BRM role in Service Management and how frameworks such as COBIT and ITIL® can help.

### **ITIL® practitioner**

The game can be used in combination with ITIL® training, particularly ITIL® practitioner, as it provides ample opportunity to apply ITIL® theory and experiment with ITIL® practitioner TOOLKIT items in a case organization. It can also be played within organizations as a CSI instrument, and to support OCM (Organizational Change Management) initiatives to create buy in and surface resistance. When played in this context we can focus on aspects such as:

- » using the Guiding principles 'focus on value' & 'design for experience' to align with business needs;
- » how to effectively communicate and collaborate E2E;
- » using CSI between game rounds to populate a CSI register and prioritize improvements to 'progress iteratively';
- » using measurements and metrics that relate to business value and outcomes.

## Some other features of this simulation

**Duration** This simulation will take about 7 hours

**Participants** Minimum 8 till 12 participants per team



*7 hours*

## Learning objectives

This Business Simulation will teach the participants how to become a High Performing IT department. The team(s) will be faced with the need to align their IT capabilities to changing business needs, reflecting the challenges facing many IT organizations.

- » How to deliver agreed IT Services with limited resources. Limited in terms of budget and employees;
- » How to minimize your IT costs by optimizing ITSM people, processes and supporting technology;
- » How to use your Supplier effectively;
- » How to prioritize IT investments and workload, in terms of Maintenance & Support and Innovation & Development;
- » How to translate Business Requirements into the required IT Services;
- » How to plan application development activities, prioritize the projects/ changes planned on the Change Calendar;
- » How to minimize potential Business risks & threats to continuity caused by poor availability, capacity and security of the IT services;
- » How to realize and demonstrate Business value;
- » The role of the Business in effectively governing IT and supporting decision making and prioritization mechanisms throughout the lifecycle;
- » This Business Simulation will teach the group how to deploy the People, Process, Product and Partner capabilities to create a high performing IT department.

**Do you recognize these issues or would you like more information?** Please contact our partner:

