HOLLYWOOD
Dreams

Cooperation between business and IT suppliers does not happen by itself. It requires direction! The governance of outsourcing is a high-priority agenda item for organisations. Service Integration and Management (SIAM) involves integrating the sub-services of all kinds of internally outsourced services (including shared services) and externally outsourced services (including cloud services) into an IT chain that increases the efficiency of business processes and helps realise business goals.

In this simulation, you will experience what it means to run an IT service with the support of multiple suppliers. You will experience the following items:

by GamingWorks

- **How can you build the bridge between the business (demand) and underlying service providers (supply) in order to deliver the value that the business needs?**

- **How can you ensure that suppliers make the best possible contribution to the business?**

- **How do you ensure the right choices and priorities?**

- **How do you analyse, improve and adjust the contracts when the demand changes?**

Hollywood Dreams gives you a real-life experience of this and prepares you for the existing challenges in your organisation.

About Hollywood Dreams

Hollywood Dreams produces several movies each month and sells movie tickets at the cinema. Hollywood Dreams faces an enormous challenge to improve sales and profit. It therefore outsourced IT services to three suppliers and expects these IT suppliers to automate and innovate to support its growth strategy.

You will be working as business managers, contract manager, integration manager, service manager or one of the 3 suppliers to make Hollywood Dream reach its goals.

Hollywood Dreams innovates its services, and in this simulation the business managers will bring in new ideas to increase sales and reduce costs. However, without effective collaboration with the suppliers this will be a challenge.

Later in the year Hollywood Dreams must be ready to launch the new James Bond movie. At this moment the organisation is not ready for such a huge program. But, hopefully there is enough time to prepare the suppliers and the own business processes.

Can the business work with the suppliers and take advantage of the upcoming blockbuster

You experience Hollywood Dreams optimally in one day with (one or multiple) teams of 8 - 12 people. While playing, there is enough time to reflect on one's own work situation, thereby learning for current and future challenges.

Hollywood Dreams makes your employees better equipped to govern, manage and integrate services.

Set up of the Simulation

By playing in a number of game rounds and reflecting and improving between rounds you will also need to apply 'continual learning and improving' as a core team capability.

The simulation consists of 4 rounds. In each round, the team will experience one or more aspects of Service Integration and Management. Each round starts with preparation time in order to improve processes. Vendors can buy extra resources and the Contract Manager discusses the contracts and agreements with the suppliers. Fees need to be paid. Then the Business will share and prioritise the projects with the Integration Manager and the suppliers can start to plan applications, RFCs and innovations. In the meanwhile, incidents will be reported at the vendors of IT Support and IT Operations.

Round 1 Experience how Hollywood Dreams is managing their suppliers

The team must organise themselves and will receive a package of work. The team will get used to integrating the work and coordinating with the three suppliers. All contracts are different.

Are the roles and processes clear? The integration manager in relation to the vendors? What is the role of the Contract manager? Is there reflection and feedback for renegotiation?

In the meanwhile office, operational and applications incidents occur and are all reported at one supplier which lead to overload of work. The suppliers need to collaborate and activate Incidents management and proactive changes to improve the Operations as well as build projects of the business. They will discuss what is the role of each supplier

The use of reports and graphs (utilisation rate, #incidents). What is the revenue and the effect of not solving the incidents? Each business role knows the loss of revenue of not receiving the calls and not solving the calls. Does the business use this information and are they informing the service integration and contract manager? What is the proactivity of the service integration and contract manager and the suppliers?

Round 2 Optimizing the supplier contracts

The team will use the feedback of their own reflection session in order to improve the service integration and management. They will start portfolio management and the service improvement and innovations conversation are initiated with suppliers.

Re-contracting with all suppliers will take place

Root Cause of incidents can be found to use the Problem Management service and find the Known Errors (KE) is this part of the negotiation process with Trillion.

Service Innovations are introduced and can be prioritised; like Service Desk self service, Automated Testing, Infrastructure as a Service and Security Management

The team starts to meet regularly with the suppliers and integrations of services is subject of discussion

Round 3 Collaboration and integration of services

The strategy is changing, the business has new ideas to increase sales and lower costs. These changes have a huge impact on the existing contracts and require synchronisation with all vendors.

In this round the contract manager will improve the reporting

Suppliers have more innovation possibilities to optimise the service delivery.

Round 4 Optimization of the Collaboration and integration of services - changed strategy

Contracts are adjusted and well integrated with the strategy of Hollywood Dreams. If necessary suppliers are flexible to anticipate any business opportunities that pops up in the ever creative minds of the Business Managers.

Your team will be able to react fast without the need to negotiate the contract or adjusting the processes.

Are you ready to reach Hollywood Dreams goals of sales profit in this round?

Program

This simulation can be delivered with teams of 8-12 participants and will take max. 8 hours.

Target audience

Hollywood Dreams Simulation is qualified for all managers and their employees involved in outsourcing, directing and integrating digital services.

- Employees of IT (Operations) teams
- IT managers and team leaders
- Development teams
- Business roles
- Contract Managers
- Service Integration Managers
- SIAM specialists
- Students having followed SIAM training can experiment with translating SIAM theory into practice

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