UBanQ

An IT4IT™ business simulation

By GamingWorks

An IT4IT™ Business Simulation

**The IT world is changing fast. Not only technology, but also the way IT organizations & teams organize their processes and work.
A '_New Way of Working_' is on the agenda of many organizations.**

There are many powerful frameworks to support this '_New Way of Working_', such as **ITIL**®, **COBIT**, **DevOps**, **BISL**® to name but a few.
They all focus on one or more aspects of the IT Service.
But, how can we link all these practices, methods, frameworks and approaches into one working 'model'? A model in which data is shared, accurate, relevant, timely, complete and which supports and enables the value stream?

What all of these frameworks have in common is that they support a series of key activities aimed at design, build, implement and support / manage (new) services.
A challenge is to ensure that all teams working in the IT organization have the same focus and work with the same integrated set of accurate data in order to avoid errors, waste and frustration.

IT4IT™ is a very powerful framework that will help organizations solve these challenges.
This business simulation **UbanQ** will support organizations in their journey to learn more about **IT4IT™**, or to implement **IT4IT™** in their own organization.

DO YOU RECOGNIZE THESE CHALLENGES?

An explosion of fragmented, siloed tools to plan, build, deploy and manage increasingly complex services.

A need to integrate end-to-end data required to deliver and manage services into one shared 'backbone' of information?

The need to work in value streams that link all end-to-end activities in the IT chain, in order to realize more customer value?

The need to manage the huge business demand and use the available capacity efficiently without increasing costs or risks?

An IT4IT™ Business Simulation

Welcome to UBanQ

You are one of the employees of this new and innovative bank. This bank is one of many digital banks in the world.

But UBanQ claims to be different, their aim is to become one of the top 3 banks in the world. For this, they must change their way of working and they have decided to start using the **IT4IT™** principles to make their IT Products and Services cheaper, faster and better.

Your role is to run the day-to-day business of this bank, implement the challenging new Features and Services and adopt and embed this new way of working based on **IT4IT™**.

About this simulation

This simulation will take you through 4 rounds of learning experiences in which you need to run your day to day tasks as an IT team, but also implement **IT4IT™** aspects.

We call these aspects '**IT4IT Building Blocks**'. After implementing these '**IT4IT Building Blocks**' you will be rewarded with a variety of new 'tools' that make your IT Services faster, cheaper and better.

EXAMPLES ARE:

- Service Automation solutions
- Shared and connected databases
- Automated design and testing solutions
- Vendor integration
- Monitoring tools

IN EACH ROUND THE TEAM WILL RECEIVE NEW 'WORK' SUCH AS:

- New **Demands** and **Requests** from the business, aimed at generating more revenue and attracting more customers.
- **Issues**, **Defects** or **Events** which causes downtime, lowering customer satisfaction as well as the image and reputation of the bank.
- **Emerging Technology** to support and enable innovation.

The team will also need to plan the **Improvement Actions** to implement the '**IT4IT Building Blocks**', or actions to avoid or reduce incidents by deploying Problem Management capabilities. But how can we prioritize all this work when we have limited resource capacity and if a significant part of this workload is filled with manual work and waste?

Structure of the simulation

PLANNING

In each round the team will receive new information about the Market and how Customers respond to the UBanQ Services. Based on this the team will make a plan for the round. What are the priorities for this round? What new Services are we going to implement and what improvements are we going to make?

EXECUTING THE WORK

After planning the work, the team will start to execute the work by allocating time for their actions on the Work in Progress boards. During this phase new workloads can be introduced by the Game Leader, such as Issues or Defects.

SCORING

The Game Leader will check the amount and quality of the work that has been done and will translate this result into the score for the team.

The team scores are focused on 'Revenue', 'Costs', 'Profit', 'CSAT', 'Growth in customers' and 'Market share'.

REFLECTION & IMPROVING

After the scoring the team will discuss 'what went well' and 'what can be improved for the next round'. In this part of the round, the game leader will also introduce some typical IT4IT™ aspects as input to the improvement planning.

IT4IT™ in short

The IT world already has many best practices and models such as **ITIL**, **COBIT**, **CMMI**, **BISL**, **ASL**, **AGILE**, **DevOps** and various **ISO** standards. The question is: '*What added value can IT4IT deliver in this increasingly crowded playing field*'?

It needs to be stated at the outset that the IT4IT reference architecture should not be seen as a substitute for existing models such as **ITIL** or Scaled Agile Framework (**SAFe**). Instead, IT4IT supplements existing best practices to provide practical guidelines on using vendors' products to implement IT management.

IT4IT arose from an architectural vision that was designed to come up with a blueprint for IT services. In other words: to define an architecture that combines organization, IT processes, information models and tools.
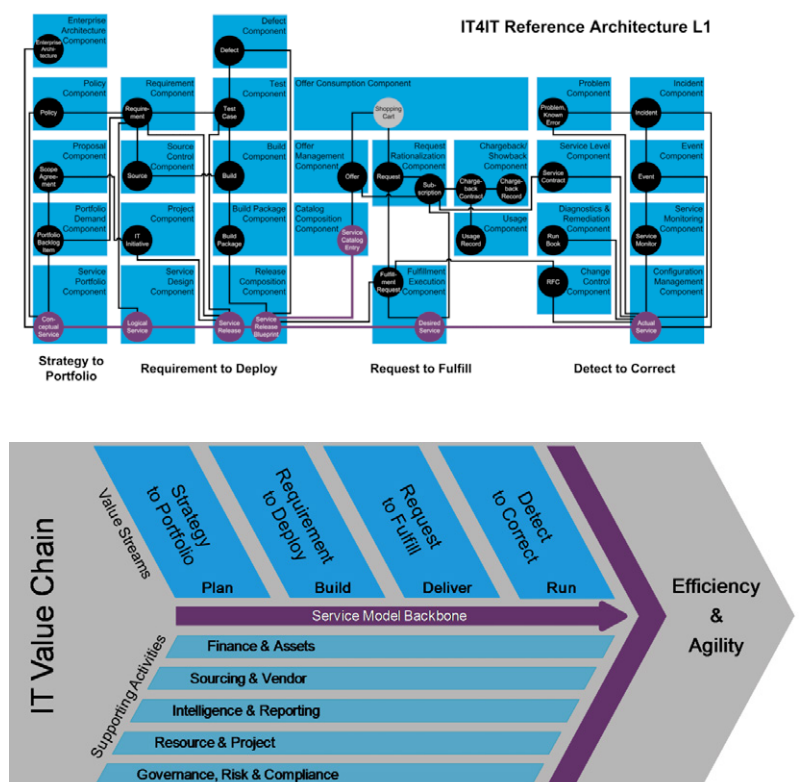
In addition (and in contrast to ITIL), IT4IT does not place such an emphasis on processes or practices but on the management of integrated chains that are based on value streams. A key focal point is integration between IT activities, data and tools. It is all about optimizing the chain of processes and tools in order to develop and manage the IT services.

Moreover, ITIL has sometimes been accused of lacking a number of essential elements such as enterprise architecture and development, which need to be fully integrated in new IT (such as **DevOps**) in particular. The latest version of ITIL is looking at these areas and adding a focus on value chains and value streams which aligns nicely with the IT4IT core concepts. Ultimately, IT4IT has to provide guidelines (lines of action) for the setting up of IT value streams that incorporate the right automated IT resources, in order to optimize both management and delivery. It is also designed to be a practical means of working with vendors of IT tools so as to achieve standard tool design and integration, something that is an almost impossible task these days.

KEY ASPECTS OF IT4IT™ ARE:
- Establishes flow between activities in IT
- Creates feedback loops between activities in IT
- Implements traceability of the work done in IT
- Manages product/service across the entire life cycle
- Design based on formalized architecture
- Is an Open Standard
- Is vendor-, technology-, industry- and methodology agnostic
- Starting point for operating model for the IT function
- Instrument for IT management rationalization
- Critical to support Digital Transformation

Who should attend this simulation?

The simulation is designed for roles inside and outside of IT. Since this simulation is aimed at exploring and experiencing a new way of working this simulation does not require any specific knowledge to participate.
Employees of IT (Operations) teams can explore how an end-to-end way of working can make their work more enjoyable and better – and find their way in these new value streams.
IT managers and team leaders can learn how to implement the IT4IT principles in their own organization.
Development teams can experience how to integrate their work into the new value chains to maximize their efforts in line with business needs.
Business roles can learn how to manage the portfolio of programs and projects and make the right decisions to lower the IT costs and increase value to their customers.
All roles can learn the importance of the end-to-end alignment and integration of data in an increasingly complex landscape of tools and frameworks.

Organizational aspects of this simulation

FORMAT:
Face-to-face
interactive workshop

NUMBER OF PARTICIPANTS:
This simulation can be delivered
for 6-10 participants

TIME:
One full day