



Agenda: May 18-20, 2010

Version date: May 18, 2010

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Workshops: General Schedule (May 18)

Date:	Tuesday, May 18
Event location:	USU corporate headquarters in Möglingen
Dress code:	Business casual (neat, comfortable clothing suitable for an office environment)
Workshop language:	German

Schedule:

Starting at 8:30 AM:	"Welcome" breakfast buffet in the USU headquarters (Spitalhof)
9:30 AM - 10:00 AM	Official start and welcoming remarks by your workshop leader <ul style="list-style-type: none">▪ Workshop leader introduces himself▪ Participants introduce themselves▪ Overview of the day's agenda▪ Introduction to the workshop topic▪ A short summary "snapshot" statement from each participant: How does this topic concern me/my company?
10:00 AM - 12:00 PM	Workshop (for more information on the contents of each workshop, see below)
12:00 PM - 12:45 PM	Break time with lunch together in the USU company bistro
12:45 PM – 3:00 PM	Workshop (for more information on the contents of each workshop, see below)
3:00 PM - 3:15 PM	Coffee break
3:15 PM - 5:30 PM	Workshop (for more information on the contents of each workshop, see below)
5:30 PM	End of the workshop
Starting at 5:30 PM	Before-dinner drink in the USU bistro; opportunity to share experiences with other participants and the presenters of the three workshops

Workshop 1: Software Asset Management

Title: Software Asset Management

Presented by: **Dr. Hermann-Josef Husmann**
Senior Consultant – MOD IT GmbH, Einbeck, Germany

Torsten Otto
Junior Consultant – MOD IT GmbH, Einbeck, Germany

Contents: **Part 1: The challenges in Software Asset Management**

- General requirements of Software Asset Management
- Organizational issues
- Information on introducing and implementing Software Asset Management

Part 2: Achieving compliance in the area of Software Asset Management

- Presentation and classification of ISO19770
- The benefits and limitations of ISO19770 for a company
- Examples of handling individual issues/processes by means of the Software Asset Management tool from MOD IT GmbH

Part 3: Practical implementation of Software Asset Management in an IT service-management solution

- Presentation and discussion of selected functionalities in Valuation

Objectives:

- To get a clear overview of the current requirements of up-to-date Software Asset Management
- To understand how the ISO standard applies to Software Asset Management
- To present an example of implementation of Software Asset Management in an IT service-management solution

Target Group: Service managers, asset managers, IT managers, IT buyers (procurement)

Workshop 2: Service Delivery Management

- Title:** Service Specification - clear, complete and consistent with 12 attributes
- Presented by:** Paul G. Huppertz
ICT-Consultant, Service Composer & Meta Service Provider
servicEvolution, Walluf, Germany
- Assisted by:** Stefan Kappey
Senior Consultant – MOD IT GmbH, Einbeck, Germany
- Contents:**
- Service Definition – A Bundling of Beneficial Effects
 - Service Roles – Focus on Service Consumers
 - Service Strategy – The Link Between Business Strategy and ICT Strategy
 - The Triple Chain Model – Business Value Chain, Service Supply Chain, System Supply Chain
 - Service Specification – 12 Standard Service Attributes are Sufficient (Example: e-mail service)
 - Service Catalog – Service Offerings on 2 letter-size pages
 - Service Supply Chain – Coordinating Internal and External Service Suppliers
 - Service Provision Pricing – Fundamental Structure and 3 Basic Models
 - Service Scorecard – The Control Center for Service Provision
 - Service Cost Calculation – Actual Costs Incurred by Each Unit Providing a Service
- Objectives:** During this intensive, one-day workshop, the participants will learn the following:
- To fully and completely understand the concept of service and other, related service issues
 - To be familiar with the service-provision model with its levels, roles and objects
 - To appropriately define the service-provision strategy
 - To fully and clearly specify services with the 12 standard service attributes
 - To be familiar with a concrete example of a service specification and its structure
 - To fully and consistently design a service-provision process
 - To be familiar with the fundamental structure and the basic models for service-provision prices
 - To know the fundamental concept of the Balanced Service Scorecard
 - To know the basics of achieving consistent and clearly defined service-cost calculations
- Target Group:** CIOs, IT managers, computer/data center managers, service (delivery) managers, service designers, system architects, ICT consultants, IT controllers

Workshop 3: Apollo 13 / ITIL® v3

Title: Apollo 13 – an ITSM experience

Presented by: **Martin Andenmatten**
General Manager - Glenfis AG, Zurich, Switzerland

Contents: In this workshop, the critical situations that arose during the Apollo 13 moon mission will be simulated as closely as possible and the damaged spacecraft will be successfully brought back to earth. The participants will analyze and discuss the results of this mission.

During this simulation, the ITIL® processes will be derived and applied.

There will be a clear focus on teamwork. Active team participation is critical to confronting and overcoming the challenges posed in this workshop. We will identify opportunities for optimizing processes and work together in evaluating paths for improving teamwork.

Objectives:

- To achieve a solid understanding of ITIL® V3 theory. In the Apollo 13 case study, ITIL® processes will be practically applied in concrete situations.
- To identify and experience the interactions among individual processes and discover the possible consequences for the entire organization.
- To get practice in recognizing workflows, and to learn how a good model can improve the performance of the service department.
- To find out how a team can work more effectively together and how joint planning and implementation can optimize workflows.
- To get new insights from the simulation into how daily processes can be further improved.

Target Group:

- IT employees, IT managers, process managers, group leaders and all others wanting to improve their workflows.
- Employees who want to acquire (more) knowledge of ITIL® and get more experience with it.
- Employees who have already taken part in the ITIL® Foundation Seminar and want to practically apply ITIL® processes.

Conference – Day 1 (May 19)

Event location: Ludwigsburg Palace
Palace Theater (welcoming remarks, key-note presentations and presentation series 1)
Ceramics Museum (presentation series 2 through 4)

Dress code: Business dress

Conference languages: German and English (simultaneous interpretation available)

Agenda:

Starting at 8:00 AM Welcome breakfast buffet in the Palace Portrait Gallery of Ancestors

9:00 AM **Welcoming remarks by the moderator**
Alexander Betti (MSc), Business Unit Manager – USU AG

9:05 AM – 9:20 AM **Official Opening of the Conference**
Bernhard Oberschmidt, CEO (spokesperson for the Board of Management) – USU AG

9:20 AM – 10:05 AM **Keynote: “Knowledge as a critical factor of success in IT service management”**
David Ratcliffe, President & CEO
Pink Elephant International, Toronto/Canada

10:10 AM – 11:05 AM **Keynote: “Business service management in practice”**
Dr. Piero Antonini – Business Process Redesign Consultant
Ufficio per il Coordinamento Informatico Dipartimentale
Ministero dell'Economia e delle Finanze (MEF), Rome
Gianfranco Laganà
Direzione Centrale Sistemi Informativi, Operations e Infrastrutture
Ferrovie dello Stato S.p.A., Rome

11:05 AM – 11:35 AM Coffee break

11:35 AM – 12:15 PM **Keynote: “Knowledge as the key to effective global service delivery”**
Jens Bohlen, Senior Vice President Services
Wincor Nixdorf International GmbH, Paderborn

12:20 PM – 12:45 PM **Keynote: “IT leasing as a strategic instrument for cost cutting and process optimization”**
Philippe De Geyter
Member of the Board, Information Technology
Deutsche Leasing AG, Bad Homburg

Conference – Day 1 (May 19, Continued)

12:45 PM - 2:00 PM

Lunch break

inside and – weather permitting – on the terrace with a view of the Palace Garden (“Blossoming Baroque”)

During the lunch period, you will have the following opportunities:

- To actively share information/ideas with fellow participants
- To visit the specialist forum and partner exhibits
- To examine customer projects at demonstration points
- To hold (previously scheduled) 1:1 meetings with USU specialists and contact persons

Presentation program:

2:00 PM - 3:40 PM:

Ludwigsburg Palace

Palace Theater (Presentation Series 1) and Ceramics Museum (presentation series 2 through 4)

See presentation program in the four different presentation series

Palace Theater

Presentation Series 1:

Strategic Business Service Management
(for presentation topics and speakers see the following pages)

Ceramics Museum I

Presentation Series 2:

IT Service Management in Actual Practice
(for presentation topics and speakers see the following pages)

Ceramics Museum II

Presentation Series 3:

Software Asset Management from Various Perspectives
(for presentation topics and speakers see the following pages)

Ceramics Museum III

Presentation Series 4:

Knowledge Management at the Service Center
(for presentation topics and speakers see the following pages)

3:40 PM - 4:20 PM

Coffee break in the Palace Portrait Gallery of Ancestors

4:20 PM - 4:30 PM

Change of location to the Palace Theater

4:30 PM - 5:00 PM

Keynote: “Learning from customers – professional soccer meets knowledge management”

Erwin Staudt
President of VfB Stuttgart 1893 e.V. (soccer team)

Starting at 5:00 PM

End of presentations; participants check into their hotels

Starting at 6:30 PM

Start of the evening program (see page 14)

Agenda Presentation Series 1: Strategic Business Service Management

Ceramics Museum I

2:00 PM - 2:15 PM

Introduction by Dr. Peter Nattermann
Chief Strategist and Product Manager Valuation – USU AG

The topic framework of this presentation series: Service-oriented IT organization with business-oriented services:

- Systematic structuring of services
- Consistent deduction of services from business requirements
- Service components and service aggregation
- Integration of service structures into corporate strategy and architecture
- Clear and consistent description of services
- Service Economics: Evaluation and pricing of services

2:15 PM - 3:15 PM

Short presentations of
15-20 minutes each:

“Business processes becoming application services”

- From business strategy to IT strategy
- From business processes to IT services (application services)
- From IT services to IT infrastructure
- Reference models for IT Service Management as the foundation for customized ITSM processes

Michael Rombach, Business Development Manager
IDS Scheer Schweiz AG, Wallisellen/Switzerland

“The service portfolio – The core of service organizations”

- Service Catalog: Definition and description of services
- Service Risk Management: Characteristics and adaptation of Service Levels
- The de-composition of services: The basis of Service Monitoring and Service Costing.
- The Service Governance Model: Sourcing of services and assignment of responsibilities within the service organization

Thomas Schmitt
Executive Partner get IT Services GmbH, Sursee/Schweiz

(To be continued on next page)

“Service in a nutshell– service offerings on 2 letter-size pages”

- Catalog structure – explanations & contents
- Service offerings – specifications with 12 attributes
- Service specification – 2 letter-size pages per service
- Service levels – sets of 12 attribute values each
- Service concept – service specification as basis
- Service commissioning – specification in SLA
- Catalog maintenance – review of service specifications

Paul G. Huppertz, ICT Consultant and Service Composer
serviceEvolution, Walluf/Germany

“Service Catalog Management with Valuation”

- Definition and depiction of ICT service models
- Implementing standards and process roles
- System support for ERP-ICT
- Depicting product costs and service proceeds
- Account costing with primary products
- Publicizing the ICT Service Catalog

Jan Leykum, ICT Service and Process Manager
BKW FMB Energie AG, Bern/Switzerland

3:15 PM - 3:40 PM

Questions for the speakers and discussion

4:20 PM - 4:30 PM

Change to the Palace Theater for keynote presentation

Agenda Presentation Series 2: IT Service Management in Actual Practice

Ceramics Museum II

2:00 PM - 2:15 PM

Introduction by Michael Münch
Executive Product Manager Valuation, USU AG

The topic framework of this presentation series: Organization and practices at the Help Desk

- How do companies in this field organize themselves?
- Is there really one "Single Point of Contact"?
- Which customers are served?
- Which support times and agreements are arranged how?
- What does one do with VIPs?
- Which turnaround times and volumes are achieved?
- Insights into the various support levels and their general processing contents and definitions
- Reporting requirements
- Differences between internal service departments and service providers who look after several external customers

2:15 PM - 3:15 PM

Short presentations of
15-20 minutes each:

"Organization and ways of proceeding in the Help Desk of gkvi"

- Introducing gkv informatik
- Transforming the organizational structure
- Implementing an integrated ITIL[®] tool suite
- Modernizing and aligning the existing processes according to ITIL[®] v3

Roland Weber
Koordination Geschäftsbereich Service Desk, Service Manager,
Projektleiter ITIL - Prozessbebauung
gkv informatik, Wuppertal

"ITIL[®]-based IT Service Management for Public Administration"

- Managing relationships to clients and suppliers
- CTI integration
- Funktionale Änderungen

Jonas Jegler - Staff Position Planning, Strategy and Projects
RZRS Rechenzentrum Region Stuttgart
(Data center of the region of Stuttgart/Germany)

(to be continued on next page)

“The opportunities and stumbling blocks within a Change Process“

- Dealing with change processes
- Impacts on Executives and Service Managers
- Practical experiences from change projects

Michael Schnieper,
conGente - coaching • consulting, Baar/Schweiz

“Service Monitoring in practice – Root Cause Analysis for a fast analysis of disruptions and breakdowns“

Jürgen Frey, Managing Director
LeuTek GmbH, Leinfelden-Echterdingen

3:15 PM - 3:40 PM

Questions for the speakers and discussion

4:20 PM - 4:30 PM

Change to the Palace Theater for keynote presentation

Agenda Presentation Series 3: Configuration Management and Software Asset Management

Ceramics Museum III

2:00 PM - 2:15 PM

Introduction by Torsten Watzel
Chief Strategist and Product Manager Valuation – USU AG

The topic framework of this presentation series:

Insights into the black box: current trends for Configuration Management and Software Asset Management

Configuration Management is the foundation of all other IT service management processes. But only with the support of integrated processes like Software Asset Management the necessary efficiency and effectiveness is to be developed. This presentation series outlines the results of the latest itSMF market study on Configuration Management and comments on current trends in practicing Software Asset Management from various perspectives, e.g. preparing and executing a software audit.

2:15 PM - 3:15 PM

Short presentations of
15-20 minutes each:

“Results of the latest itSMF market study on Configuration Management

- How many medium-size, large and enterprise-size companies in Germany have already implemented Configuration Management?
- How far did they come with it?
- What difficulties did they face, and how did they manage to overcome them?
- What are the benefits companies have from an implemented and active Configuration Management?
- Which obstacles are seen by those who have no Configuration Management in place?

Hans-Peter Fröschle, Information Technology Service Management Forum (itSMF) Deutschland e.V., Frankfurt

“Software Audit: How we can we prepare optimally for an audit? What do we have to consider?”

Wolfgang Dittrich - General Manager
SOLUCIO Informationstechnik HandelsgmbH – Vienna/Austria

“Critical success factors and pitfalls in Software License Management”

Torsten Groll
CTC ComputerTraining&Consulting, Idstein/Germany

3:15 PM - 3:40 PM

Questions for the speakers and discussion

4:20 PM - 4:30 PM

Change to the Palace Theater for keynote presentation

Agenda Presentation Series 4: Knowledge Management in Call & Service Centers

Ceramics Museum IV

2:00 PM - 2:15 PM

Introduction by Harald Huber
Chief Strategist and Product Manager KnowledgeCenter – USU
AG

The topic framework of this presentation series: The service chain is a knowledge chain. We will show you how you can use knowledge professionally for your service.

To provide a profound know-how on products and services independent from key personnel will still be a major challenge within the next 5 years. This presentation series outlines the trends that will dominate the upcoming years. Further topics are experiences from 10 years of service in a municipal call center serving citizens, the current status of the German federal hotline for citizens D115, and the practical use of knowledge databases within the technical service.

2:15 PM - 3:15 PM

2 x 30-minute
presentations

“Trends in the Call Center 2015”
(brief presentation description to follow)

Georg Mack, President
call-center-forum.at - Verein zur Informationssteigerung im Call
Center Bereich (association for increased information in the call
center field), Vienna/Austria

“Service Centers in the municipal service for citizens“
Lessons learned in the call center of Cologne within the past
7 years

Axel Hansen
Manager Infrastructure in the Call Center in the City of Cologne

“Using USU KnowledgeCenter in the Technical Service”
(brief presentation description to follow)

Peter Baumgartner
Manager Technical Help Desk
Touring Club Schweiz, Geneva/Switzerland

3:15 PM - 3:40 PM

Questions for the speakers and discussion

4:20 PM - 4:30 PM

Change to the Palace Theater for keynote presentation

Evening Event on May 19

Starting at 6:30 PM

We'll pick you up from your hotel and take you to the location of the evening event. The departure point for the evening event will be Stuttgart.

During this year's evening event, we'll be taking a short outing on the water. Just wait and see! You'll find out more about this outing on May 19.

Return trip:

When the event is over, we'll also bring you back to your hotel. These transfers will be made by bus.

You can choose to make your return trip at either one of the two scheduled times: 11:30 PM and 12:30 AM.

Dress code:

We recommend that you wear casual clothes for the evening event. Since we'll sometimes be out in the open air, you should also bring along a jacket or sweater in case it gets a bit cooler in the evening.

Conference – Day 2 (May 20)

Event location:	USU corporate headquarters in Möglingen (Spitalhof)
Dress code:	Business dress
Conference languages:	German/English (with simultaneous interpreter) in presentation series 1 German in presentation series 2
Presentation series:	Presentation Series 1: Valuation Sonthofen + Lam room (USU headquarters, Spitalhof – top floor) Presentation Series 2: USU KnowledgeCenter Protestant Community Center (“Ev. Gemeindezentrum”) – 5 minutes from USU headquarters
Starting at 8:30 AM	"Welcome" breakfast buffet in our company bistro
9:30 – 9:45 AM	Welcoming Remarks & Official Opening of the Conference for Presentation Series 1 (Valuation) Sonthofen + Lam room (Spitalhof top floor) Sven Wilms, Member of the Board – USU AG Welcoming Remarks & Official Opening of the Conference for Presentation Series 2 (USU KnowledgeCenter) Protestant Community Center (“Ev. Gemeindezentrum”) – 5 minutes from USU headquarters Gerald Lamatsch, Member of the Board – USU AG
Starting at 9:45 AM	For presentation topics and speakers see following pages

Agenda Presentation Series 1: Valuation

Room:	Sonthofen + Lam (USU headquarters, Spitalhof – top floor)
9:45 AM - 10:25 AM	<p>„Service Asset Management with Valuation“</p> <ul style="list-style-type: none">▪ The project SIMA – Implementation and further development▪ The challenge of Software Asset Management▪ Service Request Portal▪ Current requests for Business Service Monitoring <p>Dr. Konrad Schachtner Head of Systems Management - Allianz Shared Infrastructure Services GmbH, Unterfoehring/Germany</p>
10:25 AM - 10:30 AM	Break period in which the participants proceed to their respective presentation series/rooms
10:30 AM - 11:00 AM	<p>“Valuation 4 – Roadmap” (presentation title and brief description to follow)</p> <p>Peter Stanjeck, Director Research & Development - USU AG Torsten Watzel, Chief Strategist & Product Manager Valuation USU AG</p>
11:00 AM - 11:20 AM	Break period and opportunity to visit the demo points
11:20 AM - 11:40 AM	<p>"Service Economics"</p> <ul style="list-style-type: none">▪ Service Portfolio & Service Catalog▪ Service Demand Planning▪ Service Financial Planning <p>Dr. Peter Nattermann Chief Strategist & Product Manager Valuation, USU AG</p>
11:40 AM - 12:00 PM	<p>“Service Asset Lifecycle with focus on Software Asset Management“</p> <p>Torsten Watzel Chief Strategist & Product Manager Valuation, USU AG (presentation description to follow)</p>
12:00 PM - 12:20 PM	<p>“Service Operations with focus on Service Request Management“</p> <p>Michael Münch Executive Product Manager Valuation, USU AG (presentation description to follow)</p>
12:20 PM - 1:30 PM	Lunch and opportunity to visit the demo points
1:30 PM - 2:00 PM	<p>„One year with Valuation – internal optimization and the resulting potentials for our clients“</p> <p>André Thomas Senior Manager IT Governance, Business Technology Deutsche Leasing AG, Bad Homburg/Germany</p>

- 2:00 PM - 2:30 PM **“Extended Services of the USU Support Center“**
Martin Ahaus
Business Unit Manager, Support Center - USU AG
- 2:30 PM – 3:00 PM **Coffee break**
- 3:00 PM - 5:00 PM **User Group meeting for Valuation users** (see page 21)

Agenda Presentation Series 2: KnowledgeCenter

- Room: Protestant Community Center Möglingen
(5 min. on foot from USU headquarters, Spitalhof)
- 9:45 AM – 11:00 AM **USU KnowledgeCenter 5 – the new standard for knowledge databases**
“USU KnowledgeCenter 5: What´s new? “
Sven Kolb, Business Unit Manager Sales – USU AG
“The road map for USU KnowledgeCenter 5 and USU KnowledgeMiner 5”
Harald Huber
Chief Strategist & Product Manager KnowledgeCenter – USU AG
“USU KnowledgeCenter 5 from the consulting perspective“
(Vortrag-Kurzbeschreibung folgt)
Markus Steiner,
Business Unit Manager, Product Consulting – USU AG
- 11:00 AM - 11:20 AM Break period and opportunity to visit the demo points
- 11:20 AM – 12:20 PM **USU practice presentation with moderated discussion forum and exchange of users´ experiences:**
Integrating editorial and maintenance processes: How do you achieve an optimal quality of documents and responses?
Harald Huber
Chief Strategist & Product Manager KnowledgeCenter – USU AG
- 12:20 PM - 1:30 PM Lunch and opportunity to visit the demo points
- 1:30 PM - 2:00 PM **“First practical experiences with USU KnowledgeCenter 5“**
Mag. Maria Gratzl – Organisation
LIWEST Kabelmedien GmbH, Linz/Austria
(Brief description of presentation to follow)
- 2:00 PM - 2:30 PM **“Semantic Web – only pie in the sky?”**
Thomas Schwenk, CTO Business Solutions – USU AG
(Brief description of presentation to follow)
- 2:30 PM – 3:00 PM **Coffee break in Spitalhof bistro**
Followed by: official end of the event
- Starting at 3:00 PM User Group Meeting for Valuation user
in Sonthofen + Lam (USU headquarters, Spitalhof – top floor)
Please register on our event web site www.usuworld-2010.com

User-Group Meeting – Day 2 (May 20)

3:00 PM - 5:00 PM

User group meeting for Valuation users
in Sonthofen + Lam room (Spitalhof – top floor)

If you are interested, please register via our event website
www.usuworld-2010.de.

Agenda:

- The Valuation Online User Group in XING
- Valuation 4: Details and insight into the new major release version
- Usability requirements and Valuation 4
- Feedback on Road Map and on further development focal points

Moderation:

Andreas Franke – Leader of the Valuation User Group
IT-Service – DEVK Insurances, Cologne/Germany

Presentations by:

- Dr. Peter Nattermann, Chief Strategist & Product Manager
Valuation, USU AG
- Peter Stanjeck, Director - Research & Development, USU AG
- Torsten Watzel, Chief Strategist & Product Manager
Valuation, USU AG
- Walter Jesse, Technical Product Manager - Research &
Development, USU AG