

# IT SERVICE DELIVERY

## FORUM INTERNATIONAL

HOLIDAY INN BRNO, 20. 5. 2015 THE MOST RESPECTED PRACTITIONERS EVENT



### „BETTER IT SERVICES - OPPORTUNITY FOR BUSINESS“

**Innovative IT services, high responsiveness to business changes, improved processes in IT, better IT skills management, structure in all activities, clear responsibilities – all are attributes of better IT services. Better IT services and better IT in general are opening new opportunities for any kind of organization to deliver higher value to its customers.**

Since 2012 when SDFI conference was launched first is conference concept gaining respect of not only IT community in Czech but also on international scale. SDFI is built around sharing practical experience with harnessing all kinds of best practices to improve management of IT – improved services, processes, people management, supporting IT tools. Carefully invited speakers represent different types of organizations so any conference delegate will find corresponding context similar to his or her organization. Marketing, sales and product promotions are excluded from conference agenda, **practitioners speaking to practitioners** is the governing principle. We invite recognized experts from abroad to internationalize experience exchange and allow also smaller companies to get knowledge of bigger, multinational companies. Our vision is building „the most respected practitioners event“.

Conference creates unique opportunity for networking with conference speakers, delegates, professional colleagues, top management in different organization. Conference philosophy support participation of not just IT professionals but also top management who is open to gain insight of modern IT management and increase understanding how better IT supports achievements of business or organization goals.

Conference will target utilization of best practices, frameworks, methods, such as ITIL®, COBIT®, ISO/IEC 20000, SFIA, e-CF, Six Sigma™ and any other widely accepted ways of managing delivery of IT services. Segments like private business, public sector, government, universities are included in conference scope to support cooperation and experience exchange between IT leaders working in these IT departments.

**Place:** CZE / Brno, Holiday Inn, Křížkovského 20, 603 00 Brno, [www.hibrno.cz](http://www.hibrno.cz)

**Date:** 20. 5. 2015 / 9-17 hours

**Registration:** [www.sdfi.eu](http://www.sdfi.eu)

**Parking:** Exhibition centre parking house, opposite to the hotel

**Target audience:** Top management, CEO, CFO, CIO, IT Manager, Service Delivery manager

**Presentations:** Presentations will neither be printed, nor recorded, nor distributed by any means.

# PROGRAM\*

<b>09:10 – 9:15</b>	<b>Conference start – welcome from conference moderators</b> <b>History, concept, plans</b> <b>Conference focus „BETTER IT SERVICES - OPPORTUNITY FOR BUSINESS“</b>
9:15	<b>Stuart Rance, GBR, Optimal Service Management Ltd, author of ITIL Service Transition book</b> <i>"We don't do people" – How you can create more value for your customers by focussing on the people who create and deliver services.</i>
9:45	<b>Andy Thomson, GBR, Chair of SFIA council</b> <i>Managing IT Skills Using SFIA - Skills-focused Resource Management</i>
10:15	<b>Martin Havlíček, CZE, Director of ICT development at Ministry of Agriculture</b> <i>Cost savings achieved by IT team extension and restructuring</i>
<b>10:45 – 11:00</b>	<b>Coffee break</b>
11:00	<b>Jaromír Marušinec, CZE, CIO Brno University of Technology</b> <i>IT services for acceleration teaching, research organizations operating at universities</i>
11:25	<b>Phil Hearsom, GBR, AXELOS Global Best Practices</b> <i>Global best practices – news, plans</i>
11:55	<b>Jaromír Pitaš, CZE, University of Defence</b> <i>Improved Risk Management Process of the Ministry of Defense Software Support</i>
<b>12:25 - 13:30</b>	<b>Lunch</b>
13:30	<b>Petr Kačenka, CZE, CIO, Administration of state material reserves</b> <i>Opportunities and disadvantages of outsourcing in the public administration</i>
13:55	<b>Radek Hájek, CZE, Digitalization change leader, ČSOB KBC</b> <b>Jiří Halouzka, CZE, CIO Office, ČSOB KBC</b> <i>Improvements in IT and business communication and cooperation within CSOB.</i>
14:25	<b>Tomáš Gurný, CZE, IT Manager, OKD, HBZS, a.s.</b> <i>ITIL in SMB - tool of better mutual understanding</i>
14:50	<b>itSMF CZE, itSMF SVK, CACIO</b> <i>Benefits of membership.</i>
<b>15:00 - 15:20</b>	<b>Coffee break</b>
15:20	<b>Yaroslav Okhatrin, RUS, CFO, CKD Blansko</b> <i>Transforming an engineering and manufacturing company from inside with help of IT.</i>
15:40	<b>Zdeněk Bejček, CZE, Cluster IS Manager, ABB s.r.o</b> <i>Higher business satisfaction achieved by implementing Release management</i>
16:10	<b>Panel discussion with conference speakers</b>
<b>16:30</b>	<b>Conference summary – invitation to SDFI 2016, 25.5.2016</b>

**Conference moderators:** **Zdeněk Kvapil, CZE, Q4IT**  
**Martin Kaspar, CZE, Veletrhy Brno**

**Program, speakers, topics:** Zdenek Kvapil / Q4IT / tel: +420 602 203 156 / [www.Q4IT.eu](http://www.Q4IT.eu) / [info@Q4IT.eu](mailto:info@Q4IT.eu)  
**Organization:** Veletrhy Brno, Holiday Inn Brno / [www.bvv.cz/sdfi](http://www.bvv.cz/sdfi)

## SPEAKERS OVERVIEW

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**Stuart Rance, GBR, Consultant / author, Optimal Service Management Ltd.**

Stuart is a consultant, trainer and author, who helps clients use service management and information security management to create value for themselves and their customers. He is the author of ITIL Service Transition, 2011 edition, and the lead author for the soon to be published Cyber Resilience publication from Axelos.

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**Andy Thomson, GBR, Chair of SFIA council, Skills Management Consultant, QA Ltd, UK**

Andy has worked in the computer industry for over 40 years and as a learning and development specialist for over half that time. He has written and delivered learning programmes for new and experienced staff in technical, professional and personal skills. Andy's eclectic experience, working with staff and managers at all levels, in technical and non-technical roles, has given him the unique perspective needed to lead the Skills Consultancy business at QA Learning. Andy specialises in talent management and skills development, using SFIA (Skills Framework for the Information Age) and is a SFIA Accredited Consultant. Andy is Chairman of the SFIA Council, formed of user organisations and accredited partners, which supports the SFIA Foundation Board.

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**Martin Havlíček, CZE, Director of ICT development at Ministry of Agriculture**

Martin has worked on both supplier's and customer's sides of the ICT industry as a consultant in IT Service Management area, process management. Recently he worked as a ICT director and a ICT development director in government organizations. He was responsible for setup of operations of Czech national registers. Now is Martin responsible for development of ICT at Ministry of Agriculture.

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**Jaromír Marušinec, CZE, Director of Computer and Information services centre, University of Technology Brno**

Jaromír Marušinec is experienced IT professional responsible for management of Computer and Information service centre, providing broad set of IT services to students, teachers and all employees of Brno University of Technology in Brno. University belongs to best universities in region, providing education to 24.000 students, including IT area – Faculty of Informatics.

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**Philip Hearsum, GBR, ITIL Portfolio Manager at AXELOS**

Philip Hearsum, based in Norwich, England, is a married man with two grown-up daughters. He has worked all of his life in IT and became interested in Service Management nearly 20 years ago. Whilst working for a large local media company in the UK as Operations Manager, he took over a new role integrating several new acquired companies' IT departments into a single entity, introducing a help desk, and starting to roll out ITIL throughout the organization. It was here that he realised the true value of Service Management and ITIL. Since then, he has progressed his career in ITSM, gaining the ITIL Managers Certificate and then updating to Expert. He joined the OGC in 2010 as ITSM Portfolio Manager, and remained within the UK government until the AXELOS joint venture was started in July 2013. As well as being ISO20000 certified and sitting on the ISO20000 UK working group, he is an experience PRINCE2 and M\_o\_R practitioner.

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**Jaromír Pitaš, CZE, academic staff at University of Defence, chairman of the National Certification and accreditation body of Project Management Association**

Teaching project management at the University of Defence by the standards of IPMA (ICB v.3), PMI (PMBOOK v.5 ..... ) and ISO (10 006, 10 007 .....). Project management consultant and projects at the Ministry of Defence. The assessor of the certification process IPMA Level D – B (Project Management Association).

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**Petr Kačenka, CZE, CIO, Administration of state material reserves**

Senior consultant in area of IT security for more than 10 years. Now works as IT manager at Administration of state material reserves (SSHR).



**Radek Hájek, CZE, Digitalization change leader, ČSOB KBC**

Radek spent whole his career in banking industry in various roles mostly in finance area. Recently he was accountable for managing IT across KBC legal entities in CZ including services delivery to SK banking entity. Currently he is leading initiatives related to the digitalization of the bank business in retail part.



**Jiri Halouzka, CZE, Director: CIO Office, ČSOB KBC**

Jiří spent most of his career in PricewaterhouseCoopers in the areas of business consulting and risk management. This also included IT area; IT risk and business IT governance in particular. Jiri is now working for CSOB, his main objectives are to increase the cost efficiency and financial transparency of the CSOB IT function.



**Tomáš Gurný, CZE, IT Manager, OKD, HBZS, a.s.**

IT manager in middle-sized company focused on rescue services. Over 20 years of experience in the ICT field from administration, programming to management. Last 4 years deals with ITIL implementation and is responsible for building of service catalog.



**Yaroslav Okhatrin, RUS, CFO, CKD Blansko**

Yaroslav Okhatrin has graduated from state University of St. Petersburg, Russia with a degree in International Economic Relations. Having an interest in energy equipment manufacturing, he has began to work for a Russian manufacturing company, accompanying it on the way of international expansion. Thanks to wide reach and exposure to. International partners over the years, his experience has allowed him to observe and gather insights about ways of doing business and IT support in an international cross-cultural environment. Last 4 years Yaroslav has been in charge of a Finance and IT department at CKD Blansko group in Czech Republic and is implementing his vision of transforming the company to achieve a competitive edge by leveraging IT capabilities.



**Zdeněk Bejček, CZE, Cluster IS Manager, ABB**

Zdenek Bejcek has 20 years of experience in the IT business and more than 10 years' experience on management positions providing IT services in manufacture companies for the Middle and Eastern Europe countries. He also holds a degree in finance and administration, majoring in applied informatics.

## Conference moderators



**Zdeněk Kvapil**  
ITSM Expert - Q4IT



**Martin Kaspar**  
CIO – BVV Trade Fairs Brno