



8th Annual
HDI Trillium Conference
IT Service & Technical Support

May 12, 2011

**"Become a Time Master - Better, Bolder
and Faster Ways to Free your Time"**

-Yvonne Oswell MHI MNLP, Opening Keynote Speaker

"Digital Body Language"

-Steven Woods, Closing Keynote Speaker



Ceryx • Communicating IT • ELOQUA • Integritas Solutions • Numara Software
Samuel, Son & Co., Limited • ThinkITSM Corp. • Thought Rock

HDI Trillium Conference - Agenda

May 12, 2011 • HART HOUSE – University of Toronto

- 7:30am - 8:00am** Breakfast/Registration
- 8:00am - 8:30am** Opening Remarks
- 8:30am - 9:30am** **Opening Keynote:** “Become a Time Master - Better, Bolder and Faster Ways to Free your Time”
Yvonne Oswell MHT MNL
- 9:40am - 10:40am** **Break-out Sessions** (choice of one)
- Session 101:** Controlling the Cloud - Are help desk professionals an endangered species?
Dr. David A. Penny, Ceryx
- Session 102:** Define and Execute Successful Service Management Projects!
Michael Oas, Communicating IT Inc.
- Session 103:** Change and Approval Management
Why is it important to have an integrated change solution?
Adam Thumm, Numara Software
- 10:45am - 10:55am** Break
- 11:00am - 12:00pm** **Session 201: “Birds of a Feather” Panel**
- 12:00pm - 12:45pm** Lunch / Networking
- 12:45pm - 3:00pm** **Workshops** (choice of one)
- Session 301:** Introduction to the “Day in the Life” Courses Real World Change Management
Glenn LeClair, CMC & Derek Gillard, Integritas Solutions
- Session 302:** Service Desk Salvation: Value & Visibility through Continual Service Improvement (CSI)
Charles Cyna, Maria Ritchie and Angie Massicotte, ThinkITSM Corp.
- Session 303:** Problem Solving and Root Cause Analysis
Graham Furnis, Thought Rock
- 3:00pm - 3:10pm** Break
- 3:15pm - 4:15pm** **Closing Keynote:** “Digital Body Language”
Steven Woods, ELOQUA
- 4:15pm - 4:30pm** Closing Comments, Draws & Wrap-Up

Presenter & Session Info

Opening Keynote:

“Become a Time Master – Better, Bolder and Faster Ways to Free your Time”

Powerful time techniques to free up your life right now! Your mind is so much more powerful than any technology yet invented. Discover easy ways to open up more time for success, happiness, work and play in this new and pioneering seminar.

Topics discussed in this session include: Discover powerful body language to gain rapport in 59 seconds; Instant self confidence techniques; Make procrastination, stress and anxiety a thing of the past; Get along with others better using NLP relationship models; Goal setting made simple, how to take the very first step -- And much more!



Yvonne Oswald MHt MNL P • Bio

Yvonne Oswald is a national award winning pioneer in the field of personal growth. She was also recently nominated for the COVR Visionary award for her unique CD “Mind Magic”; her way to release negative emotions and limiting beliefs in 59 seconds. A renowned and respected Communications Trainer and Keynote Speaker, she is a Certified Trainer of Hypnosis and a Master Practitioner of NLP.

She has an outstanding reputation for her exciting, innovative and interactive seminars. British born and a qualified teacher with 20+ years’ experience, Yvonne helps every audience (live, radio/television) clear issues and quantum leap their personal growth and life choices. Her bestselling book, “Every Word has Power” was published by Atria/Beyond Words.

Break-out Sessions

Session 101: Controlling the Cloud - Are help desk professionals an endangered species?

Many small businesses have been moving to a low cost, commodity public-cloud model for core business applications such as e-mail. A user demographic fluent with the use of computers together with simplified applications means the need for help desk assistance is considerably lessened, and hence less available than ever before. The situation is different in large enterprises. The complexities of the application environment have for the most part kept them from moving to public-cloud deployment options. However, the same demographics shifts and software simplifications are becoming available to enterprises as well using new private-cloud models for enterprise application deployment. These technologies dramatically reduce the need for help desk support within these organizations. In this talk, Dr. Penny will explain the private-cloud SaaS model for large enterprises, and share some of his company's concrete data on help desk utilization under this scenario.



Dr. David A. Penny • Bio
CIO, Ceryx Inc.

Dr. Penny received his Ph.D. in Computer Science from the University of Toronto in 1993, specializing in operating systems, programming languages, and software engineering. He then joined IBM as a software developer and then Algorithmics Inc., an early-stage company specialising in enterprise risk management software for major financial institutions, progressing to the position of VP Software Development and CTO. Dr. Penny then joined the ranks of Academia as an Associate Professor of Computer Science at the University of Toronto where he also maintained an active consulting practice assisting companies with software engineering challenges. Dr. Penny re-joined the business world in 2002 as VP R&D at Electronics Workbench, a shrink-wrapped Windows-based software company specializing in electronics circuit design software.

Since 2005, Dr. Penny has been with Toronto-based Ceryx Inc., a firm specializing in delivering private-cloud messaging and collaboration solutions based on the Microsoft stack to large enterprises. As CIO he has overall responsibility for R&D, technical operations, service implementation, service delivery, and customer service. Here he and his team focuses on developing and delivering a unique model for managed services in the large enterprise messaging and collaboration space based on in-house developed SaaS software and a cloud-like deployment model tailored to the needs of large enterprises.

Session 102: Define and Execute Successful Service Management Projects!

Learn how to define a lightweight, actionable service management project plan.

Whether your initiative is a targeted service improvement project or a enterprise help desk tool upgrade, communicating your vision to a project team is often a challenging endeavor. In this session, learn how to structure a project by setting outcomes, specifying requirements and defining specific deliverables that will ensure that you achieve your vision. Unlike a project management 101 overview, this presentation will provide a simple formula to scope your projects and drive a deliverables-based project plan that achieves your goals. This approach has been used successfully to drive small, 4 week quick start projects as well as enterprise-class, multi-million dollar, 100+ resource programs.



Michael Oas • Bio President, Communicating IT Inc.

President of Communicating IT Inc. & ThinkITSM Expert Coach, Michael is an accomplished information technology consultant with more than ten years of experience in IT Service Management.

Michael has a unique and varied background that contributes to his passion for delivery. After graduating from a Military University with a combined major in computer and space science, he received his commission as an Air Force officer and completed a 9-year career as an Air Traffic Controller. Michael performed many roles including chief evaluator for his fellow controllers and project officer where he managed large, highly complex operations for NATO and NORAD. These roles contributed to his laser-like focus on details, necessary where every decision has critical consequences. To date, Michael has completed numerous IT consulting engagements with both small business and enterprise-sized organizations and is known for his ability to deliver, regardless of the size or complexity of the initiative.

Session 103: Change and Approval Management Why is it important to have an integrated change solution?

Did you know that a defined change management process that automates approval procedures minimizes the risk of changes to the IT infrastructure? While a solid tool is important to successfully manage change, a grounded perspective on how to make change management work can make or break your success. This session outlines the practical steps for building a change management environment – from strategy and planning to operational tactics. Beyond industry suggestions this session will also address the ability of a seamless integration between IT Service Management and IT Asset Management solutions to not only control the approval of a change request but also execute a change within your IT infrastructure successfully and automatically upon a change approval.

- Why is change management important to any organization
- Defining and understanding roles and responsibilities for change accountability
- Collection of needed data for decision criteria
- Automated deployment of changes - why is it important and how has this evolved



Adam Thumm • Bio Product Engineer, Numara Software

Adam Thumm is a published thought-leader in the areas of IT Service Management and Asset Management. Having worked at Numara Software for over 11 years, he has provided the company's global customer-base with in-depth product infrastructure knowledge and has championed hundreds of successful implementations worldwide. Having previously served as Technical Support Manager, Software Engineer, QA Engineer, Product Manager, and Business Systems Engineer he has an expanded, in-depth knowledge of what the business requirements are for IT organizations worldwide. Adam is an expert at demonstrating and delivering the value and benefits associated with IT Service Management and Desktop Management and is certified in ITIL v3.

Session 201: “Birds of a Feather” Panel



Derek Gillard
ITSM Practice Principal
Integritas Solutions



Michael Oas
Vice-President of Definition
Expert Coach
ThinkITSM Corp.

President
Communicating IT Inc.



Graham Furnis
Senior Consultant
Thought Rock



Adam Thumm
Product Engineer
Numara Software



Nicholas D. Xenos
IT Planning and Process
Management Team -
Service Desk / IT Project
Manager
Samuel, Son & Co., Limited

Workshops

Session 301: Introduction to the “Day in the Life” Courses Real World Change Management

This is an abbreviated version of our 2 day course on the real world application of IT Service Management (ITSM) based on Version 3 of the IT Infrastructure Library (ITIL). The attendees will experience a “Day in the Life” of key roles in the Change Management process of a complex IT organization. Through a combination of role playing, instructor led discussion, and theory, the attendees be introduced to the critical skills to be successful in these challenging new roles.

This session will be delivered by a pair of experienced ITIL consultants. The session attendees will be invited to participate actively by acting in various roles in our mock CAB meeting.

Agenda

- Introduction and Overview of “Day in the Life” of Change Management
- Assignment of Roles in the mock CAB
- CAB Setup
- CAB Agenda and RFC Presentation
- Issues and Decisions
- Mock CAB Adjournment
- Review of Role Playing
- Issues & Discussion
- Wrap-up



Derek Gillard • Bio
ITSM Practice Principal, Integritas Solutions

Derek Gillard is the ITSM Practice Principal at Integritas Solutions with offices in Toronto and Calgary. He has more than 22 years of practical business and IT experience having spent the last 14 years consulting with large, enterprise clients on ITSM solutions across many different industry verticals. Derek has provided consulting services to some of the largest Canadian companies in various industries, including Financial Services, Provincial and Local Government, Airline, Telecommunications, and Health Care.



Glenn LeClair, CMC • Bio
Training Practice Leader, Integritas Solutions

Glenn LeClair is an experienced, “hands on” consultant. As a Certified Management Consultant (CMC) he has been an active practitioner in a variety of fields for 20 years. For the last 12 years he has been focused on the domains of ITIL and IT Service Management and is a certified instructor and v3.0 Expert. He is a graduate of Trent University and holds an Honours Degree in Policy Studies. He is a former member of the faculty of Humber College, and an author of several ITIL and IT Governance publications. Glenn is also a consultant in the field of Service Management, a former Director of Management Consulting with DMR/Fujitsu Consulting and former Senior Consultant with Hewlett-Packard Canada.

Session 302: Service Desk Salvation: Value & Visibility through Continual Service Improvement (CSI)

Continual Service Improvement unlocks the potential of improved performance from the service desk and yet many organizations do not have a structured way to easily and consistently implement and measure service improvement. This Workshop will take you on a practical, service desk improvement journey that will expose the mechanics of Continual Service Improvement (CSI) and reinforces it with the use of a case study.

Session Description

Attend this session to understand how clearly defined desired outcomes expose necessary improvements to drive value from your service desk. Selecting Key Performance Indicators (KPIs), monitoring your progress and ensuring visibility of results is a must. This session will demonstrate how selected outcomes can be traced through to performance results, providing you with real life examples and a Value and Visibility Service Desk CSI Survival Toolkit to take back and get started!

Takeaways

Use the knowledge gained in this Workshop and the Service Desk CSI Survival Kit to:

- Establish your own service desk value proposition and chart your own meaningful improvement path;
- Articulate meaningful outcomes and capabilities for your service desk;
- Identify measurable key performance indicators and targeted improvements;
- Jumpstart service desk dashboard designs and reports that help to demonstrate value and communicate performance; and
- Define a CSI approach for your own organization to systematically drive value from the service desk.

Don't just be "valuable" be "visibly valuable!"



Charles Cyna • Bio
President ThinkITSM Corp.

Charles Cyna has been working with organizations for over 16 years in the IT Service Management industry helping to address efficiencies and improve customer support by deploying new service management tools. In 2007, he changed tack and is the co-founder and President of ThinkITSM Corp. where a well known team of dedicated Service Management Practitioners have been engaging organizations to re-think how they measure themselves and to bring service improvement to the centre of their IT's activities.

As the President of ThinkITSM, Charles' focus is to ensure that ThinkITSM continues to provide the best measurement experience for IT Service Desks around the world.



Maria Ritchie • Bio
Vice-President of Achievement & Expert Coach, ThinkITSM Corp.

Maria Ritchie brings over 20 years of practical experience leading change in Government and Corporate environments. Considered a pioneer in her field, Maria founded the IT Service Management Foundation (itSMF) in Canada & was instrumental in introducing IT Service Management best practices within the Ontario Public Service.

Maria is ITIL Masters certified and is a recognized team motivator, coach and performance leader. The mixture of practical and consulting experience coupled with her "tell it like it is" authenticity make her a great fit to the role of VP of Achievement within ThinkITSM. Maria is the conscience to ensure that addictive outcomes that drive business value and delight are at the heart of every ThinkITSM product.



Angie Massicotte • Bio
Vice-President of Measurement & Expert Coach, ThinkITSM Corp.

Angie Massicotte is an IT Consultant who assists organizations with various ITSM/ITIL improvement initiatives.

Her consulting engagements are regularly focused on ITSM assessments, improvements and implementations of IT management processes and organizational models. Angie's experience has taught her that exposing meaningful measures will turn on the innovation in an organization and draw excellence and accomplishment out of people.

As ThinkITSM's VP of Measurement and Expert Coach; Angie is the mentor of measurement promoting the measurement discipline that can be found in all ThinkITSM products.

Angie was an early adopter of ITIL in Canada, assisting in the establishment of itSMF Canada and continues to hold an expert level certification in the field of ITSM. Pink Elephant: ITIL Practitioner of the Year- Award Winner!

Session 303: Problem Solving and Root Cause Analysis

- What is Problem Solving?
- What are the Problem Solving Perspectives?
- Collection of needed data for decision criteria
- Automated deployment of changes - why is it important and how has this evolved

Learning Objectives

The learning objectives of this workshop are to provide value to participants in the areas of:

- Understanding the basic elements of the Problem Solving Skill
- Understanding a generic process approach to Problem Solving
- Identify basic Root Cause Analysis methods and techniques
- Apply basic Root Cause Analysis methods and techniques through a case study

Target Audience

- IT support individuals who are looking to improve their problem solving skills
- IT operational individuals who are looking to improve their day to day problem solving skills
- IT process managers who are looking to improve their problem process RCA activity



Graham Furnis • Bio Senior Consultant, Thought Rock

Graham has over 20 years of experience in Business Management and Information Technology covering many skill sets and industries. Graham leverages this experience and finds synergy within the practice of IT Service Management, and holds certifications in ITIL® Expert and ITIL Service Manager.

Graham embodies a wealth of experiences and perspectives gained on the front lines including:

- Project Management
- Process Management and Design
- Technical and Operations Management
- Data Modeling and Data Warehousing
- Software and Database Development
- Business and Systems Analyst
- Training and Course Development
- Project and Process Management

These experiences come together in the delivery of service excellence.

His projects and ongoing consulting assignments have ranged from initial adoption phases through ongoing service improvement cycles. Graham sets himself apart by interconnecting relational design skills with business process design, technology and people that allows organizations to meet their business and IT objectives.

Closing Keynote:

“Digital Body Language”

Buying is changing fundamentally, and this is driving major changes in how we must sell and market. This presentation covers 5 of the strategies used by top marketers who are taking advantage of the changes in buying to drive competitive advantage in their organizations:

- Information discoverability
- The relationship with sales
- Content marketing strategies
- Managing data
- Analyzing results



Steven Woods • Bio Chief Technology Officer, ELOQUA

Mr. Woods cofounded Eloqua in 1999 and has held the position of Chief Technology Officer since that time. Steven brings to Eloqua years of experience in software architecture, engineering and strategy, and is responsible for defining the product strategy and technology vision at Eloqua. Steven's insights into the application of technology to the marketing profession have been key to Eloqua's consistent record of client satisfaction. He was recently named as one of Inside CRM's Top CRM Influencers and recognized by Frost & Sullivan with their GIL prize for Innovation.

Steven is also a prolific writer on topics related to demand generation and the current transitions within the marketing profession. His book, Digital Body Language explores these topics, and he is a regular writer on his blog of the same name. Steven is also deeply involved with the Eloqua user community, with whom he regularly interacts through the discussions on his Eloqua Artisan blog.

Prior to cofounding Eloqua, Steven worked in corporate strategy at Bain & Company and engineering at Celestica. Steven holds a degree in Engineering