

# New HP simulation drives home value of ITSM



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*First American CREDCO*



A major challenge for IT organizations today is transforming the internal culture to embrace a service-oriented approach to IT delivery. Nowhere is that more true than industries where information itself is the product, and delivering information efficiently is the key to success.

The First American Corporation is the nation's leading provider of business information and related products and services, including title information and services; real estate information and services for mortgage lenders; and consumer information and services, including credit reporting. First American leverages advanced HP technology to automate production and electronically speed delivery of information across the company's network and directly to its customers.

First American's Credit Information Group, a part of The First American Corporation, had an IT organization that was open to transformation. "Our challenge is to deliver continuous service and security and serve every aspect of a growing business, all while trying to consolidate our systems. In short, we need to find ways to do more with less," explained Georgine K. Taylor, vice president with First American's Credit Information Group.

#### **IT Service Management to the rescue**

The solution: IT Service Management (ITSM), based on the ITIL library of best practices. IT Service Management focuses on delivering and supporting IT services that are aligned to such business requirements. Although the benefits of ITSM are proven, reaching those who are unfamiliar with it remains a challenge.

"We had purchased a software package and were training on it, and people kept mentioning ITIL," recalled Taylor. "We didn't know about it at the time. But we soon learned it's a proven way of dealing with release management, change management and all the major challenges facing an IT organization today."

So Taylor signed up for a course from HP education services to find out what it was all about. Her introduction was the ITIL Foundation for IT Service Management course, featuring the new High Performance ITSM Simulation.

The High Performance ITSM Simulation is a competitive, exciting exercise that involves and motivates IT staff involved in ITSM projects. It gives participants a practical overview of ITSM, and allows them to experience firsthand how ITIL processes will dramatically improve business performance.

#### **HP ITSM Simulation: hands-on fun that makes you think**

"It's interactive, hands-on and just plain fun. But it makes you think," said Taylor. "They didn't give you the answers. It was intense learning and trouble-shooting all at once. You were in the middle of it."

She freely admits her expectations going into the course were wrong. "I expected to sit and listen to a lecture. But the HP ITSM Simulation is all about real, live problems and finding hands-on solutions to them using what we had just learned."

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#### **Racing to the solution**

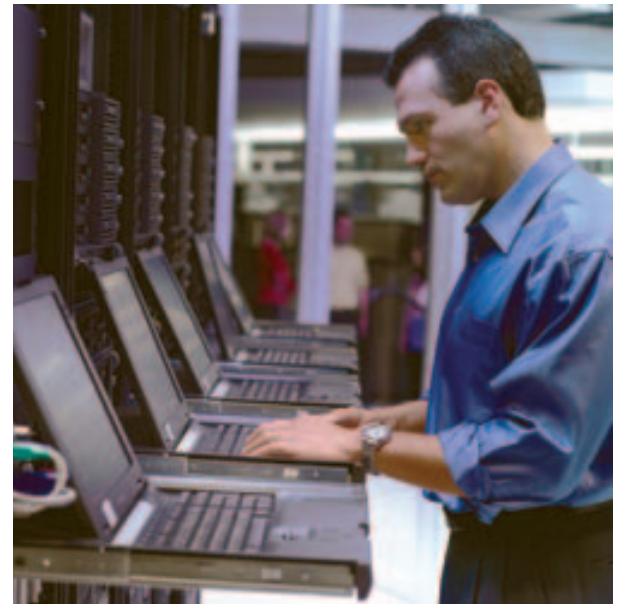
The simulation is based on competition between high-performance international motor racing teams. Each participant in the class is assigned to a team and plays a key role in supporting the IT infrastructure that is key to its performance.

As the simulation progresses, participants learn about and apply ITIL tools and processes, so that in each subsequent race their team attains higher and higher levels of performance. Students learn from their own mistakes.



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“In the first race, my team lost money and couldn't figure out what to do,” acknowledged Taylor. “But with each race, we improved. We applied more and more of what we had learned about the ITIL framework. We made more and more money each time. And as problems arose, we learned how to attack them immediately.”

The racing team relies on speed-enhancing applications that support the cars. Simulation participants diagnose incidents and faults in the simulated IT environment, set priorities, and employ ITIL processes to fix them. As problems are identified and resolved, the team's race performance and thus business performance improves. Each team's performance depends on how well ITIL processes are employed, reinforcing lessons in IT Service Management.

#### **Valuable lessons, new perspective**

For Taylor, the lessons learned in the ITIL Foundations course went far beyond the ITIL framework. “One of the things that became clear is that, to the business, you're one entity. Whether downtime is due to the service desk, or problem management, or the actual service team doesn't matter. The team just wants to get up and running again. And it takes everyone working together, using proven techniques, to make that happen.”

Taylor and her entire organization have embraced ITIL-based IT Service Management as the key to providing better service. “We know it offers the most promise for dealing with all the issues we face as an IT organization,” she said. “Now I have an ITIL flight plan poster right up on the board in my office. ITIL is a continuing topic in senior level management meetings.”

To learn more about the ITIL Foundation for IT Service Management course and the entire ITSM curriculum from HP education services, visit our website: <http://www.hp.com/learn>.

#### **At a glance:**

- **Company:** First American's Credit Information Group, a division of The First American Corp.
- **Headquarters:** Poway, California
- **URL:** [www.credco.com](http://www.credco.com)
- **Phone:** 800.255.0792
- **Primary business:** Widely recognized as the industry leader, First American's Credit Information Group processes millions of credit reports annually across a diverse customer base. The company was the first to provide merged credit data to the mortgage lending industry, and is the preferred provider to Fannie Mae and Freddie Mac. Today, First American's Credit Information Group provides one of every three credit reports used by mortgage professionals. The company is also the leading provider of specialized credit reports to the automotive industry. Credit-granting organizations of all types and every size rely on products from First American's Credit Information Group for credit decisions involving billions of dollars annually.

## Challenge

- Embrace business-centric approach to IT management.
- Provide training in ITIL-based IT Service Management.

## Solution

- ITSM training from HP education services.
- HP High Performance ITSM Simulation.

## Results

- Real-life lessons in IT Service Management.
- ITIL processes taught through team-based race simulation.

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