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IT4ITv3

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**PETROBRAS**

IT4IT™

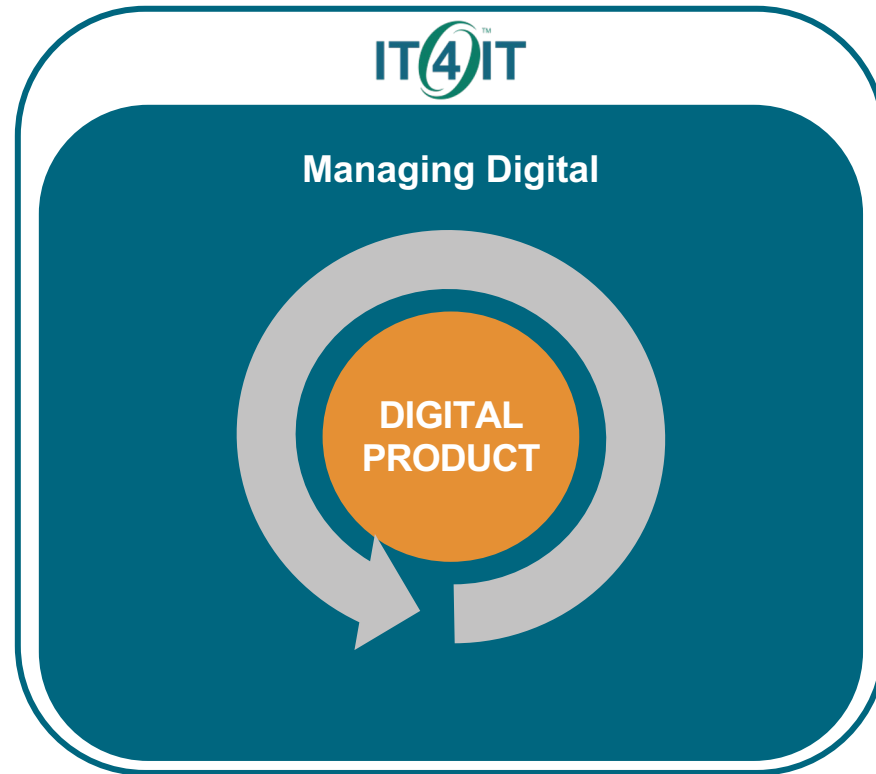




Creating value by providing a prescriptive model  
for managing the business of IT

Reference architecture that can be used to manage  
the business of Information Technology (IT) and the  
associated **end-to-end lifecycle management of  
Digital Products.**





# Baseado em



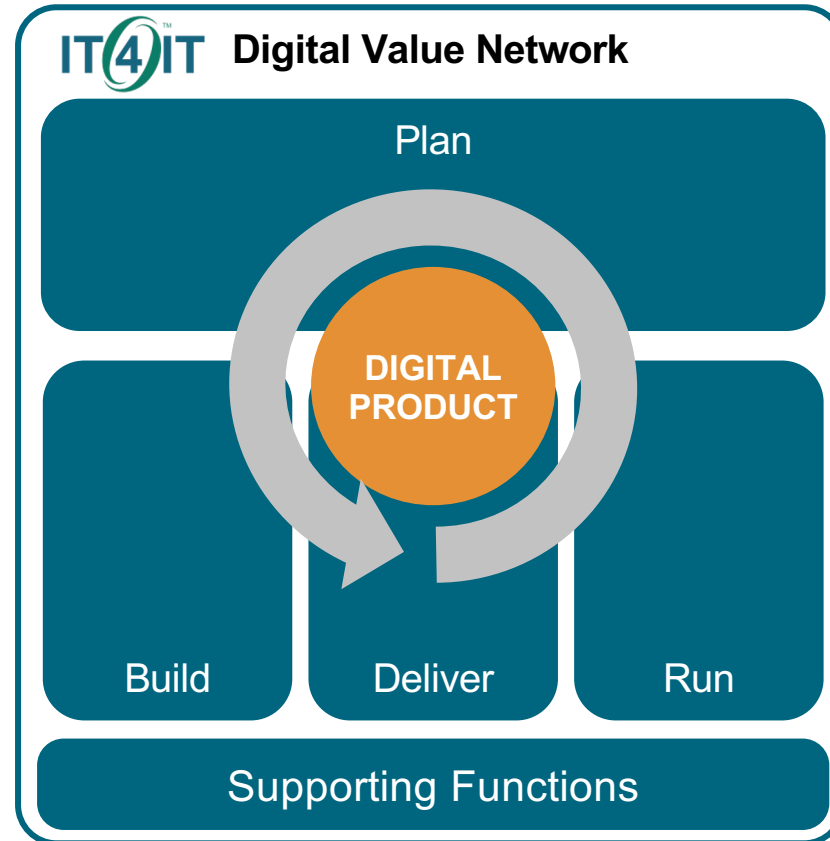
**Introducing  
The IT4IT™  
Standard,  
Version 3.0**

Rob Akershoek, DXC Technology

Lars Rossen, Micro Focus

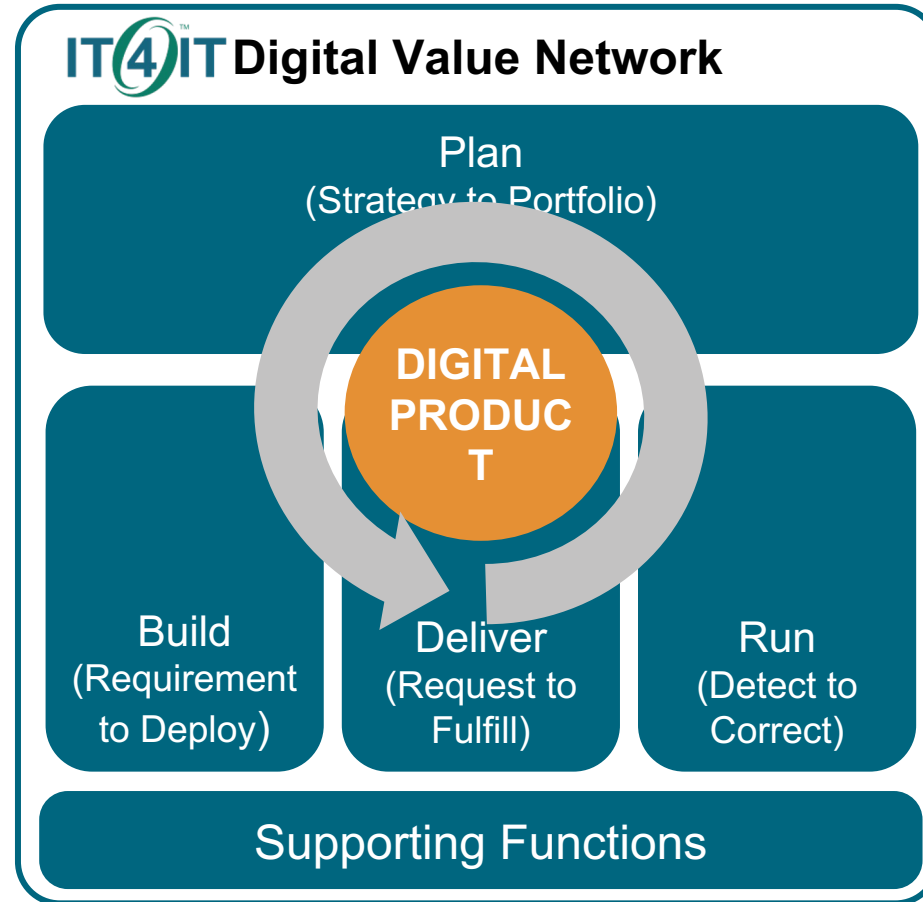
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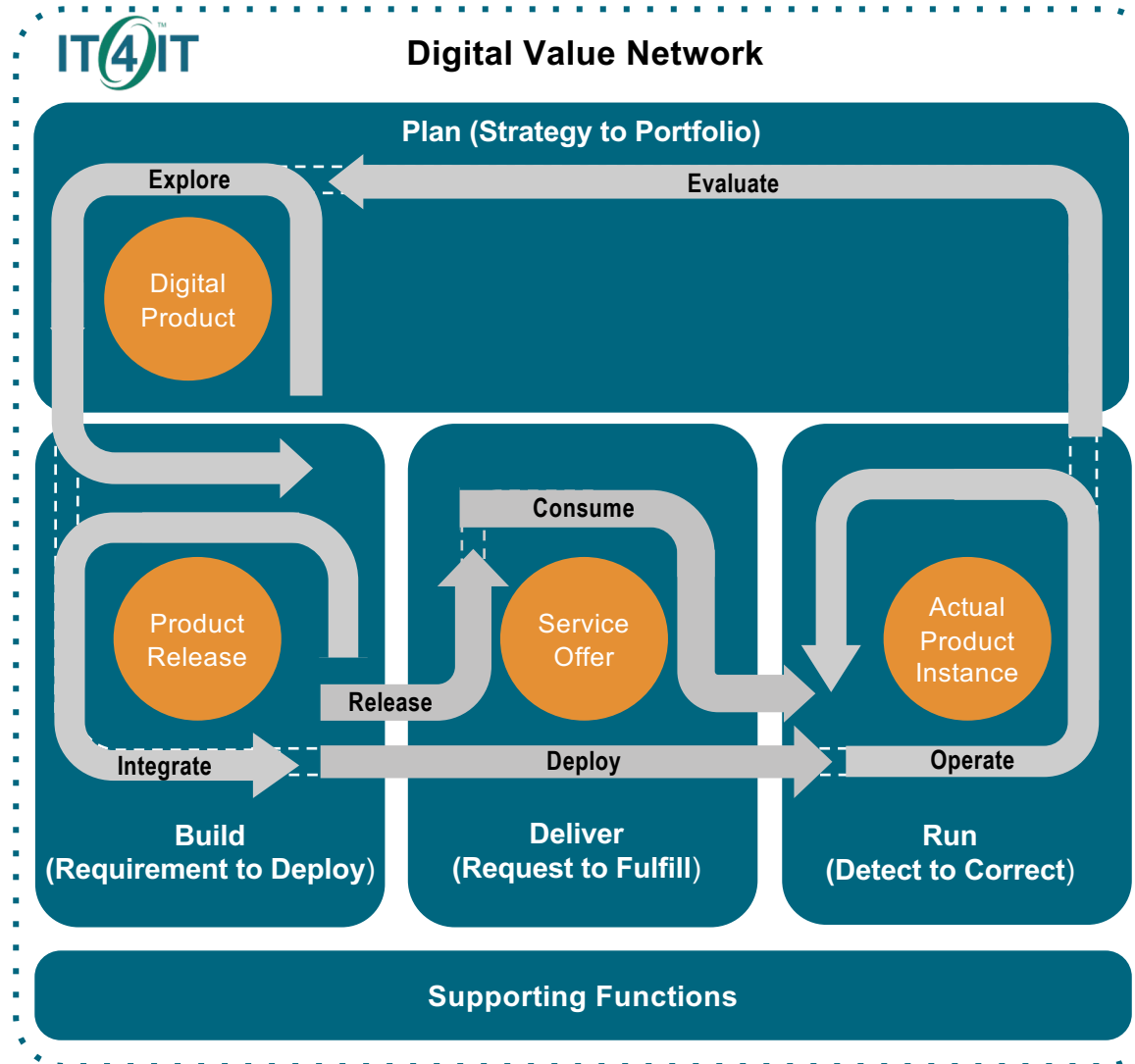


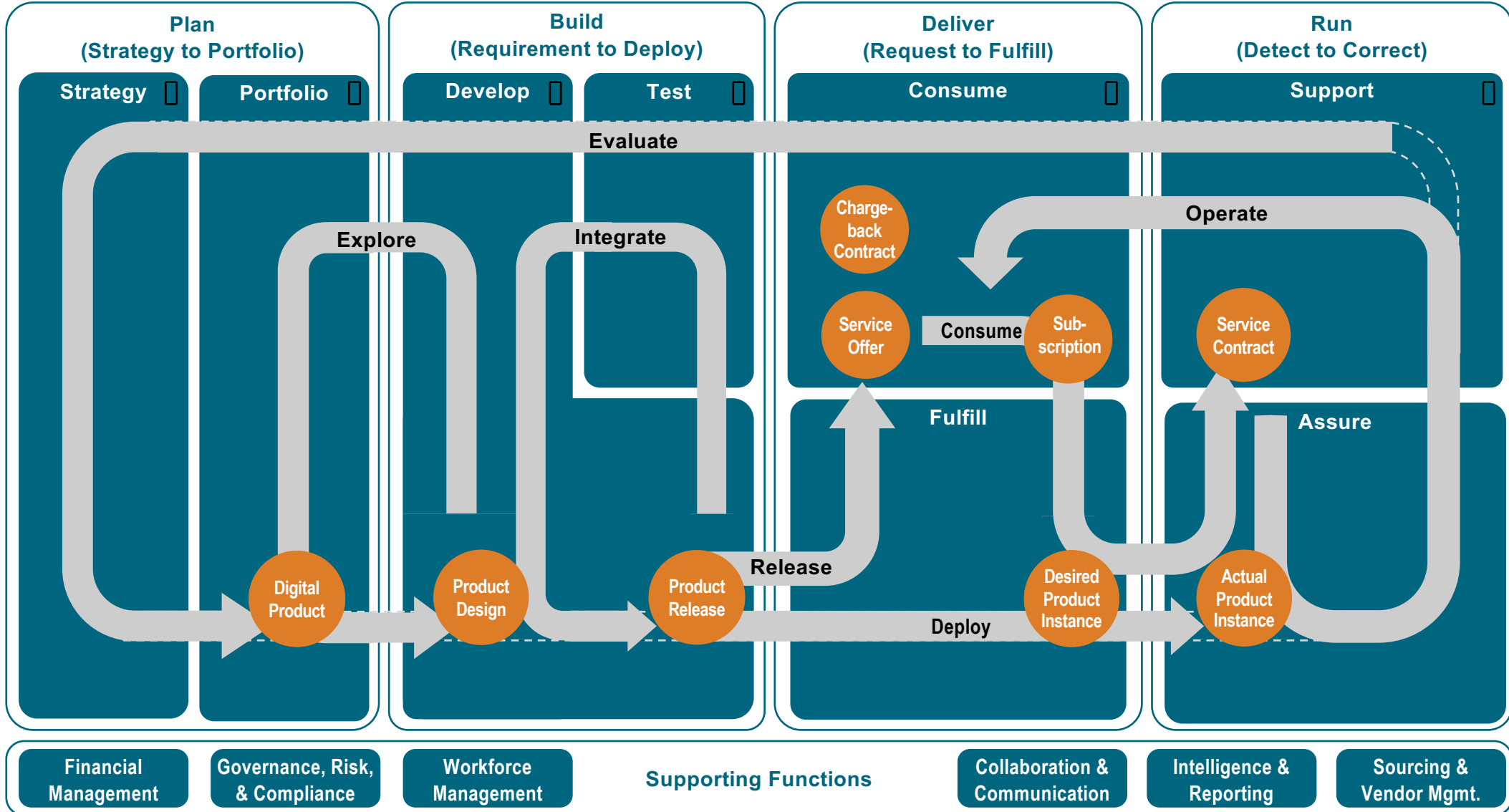


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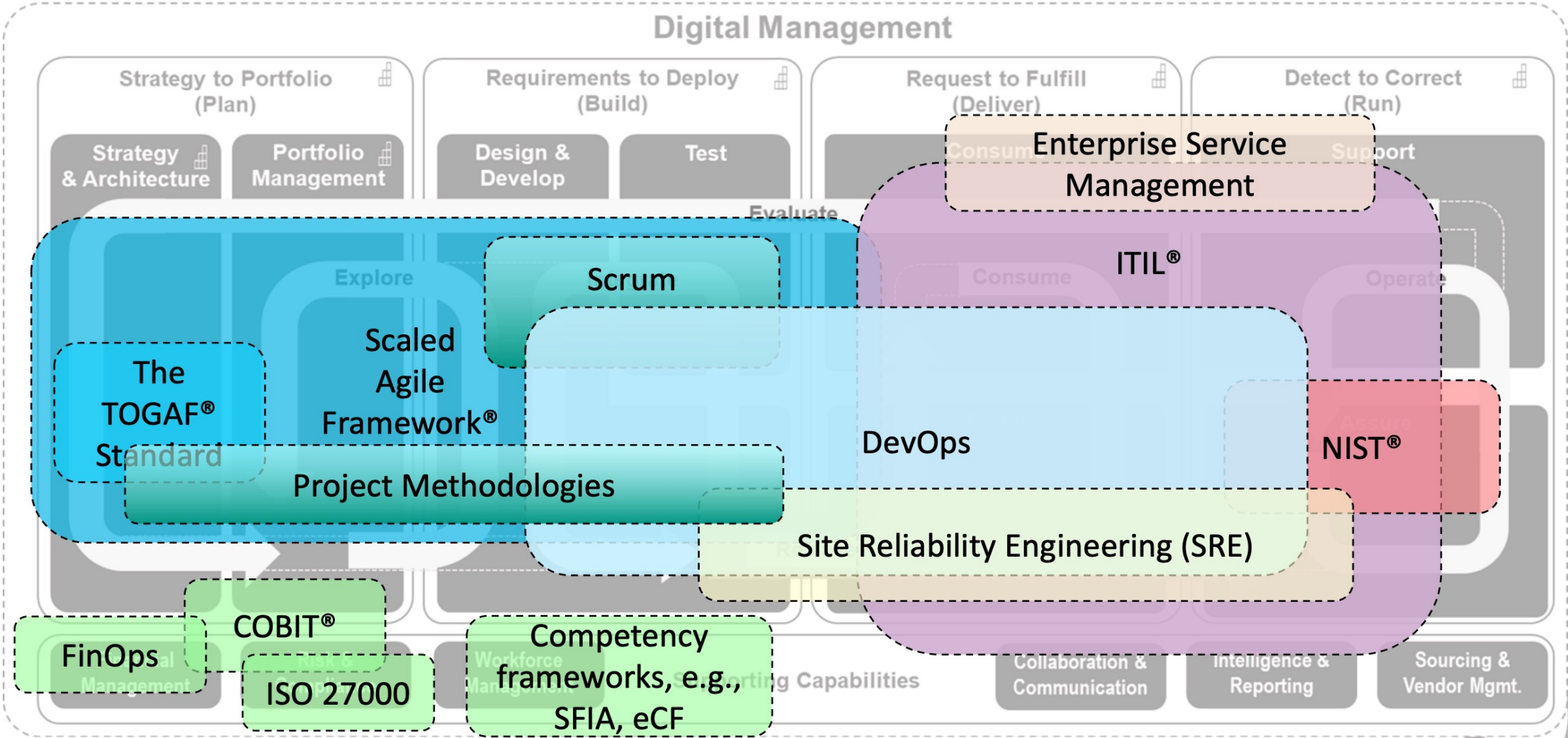








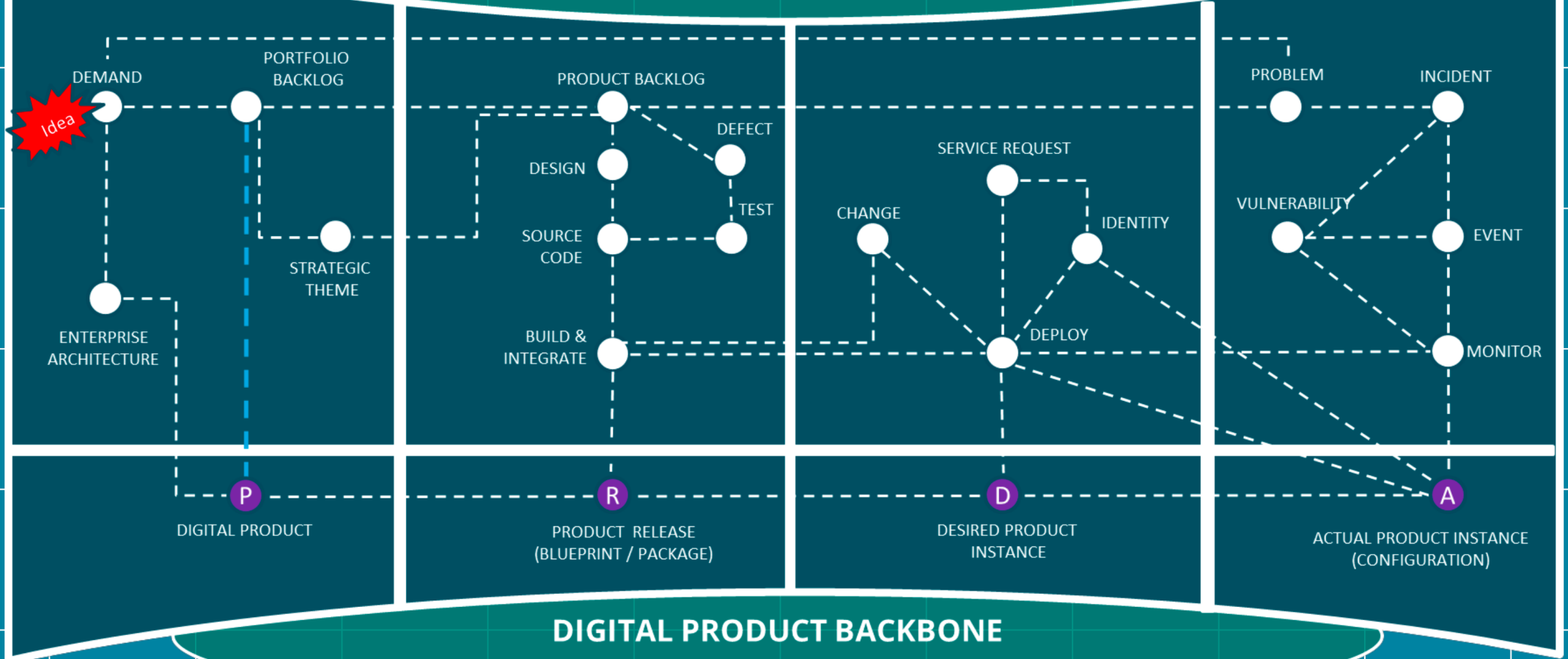
## Digital Management



# THE MOST IMPORTANT TOOL WE HAVE IS TRANSPARENCY



VALUE | CUSTOMER SATISFACTION | RISK | COST | SUSTAINABILITY



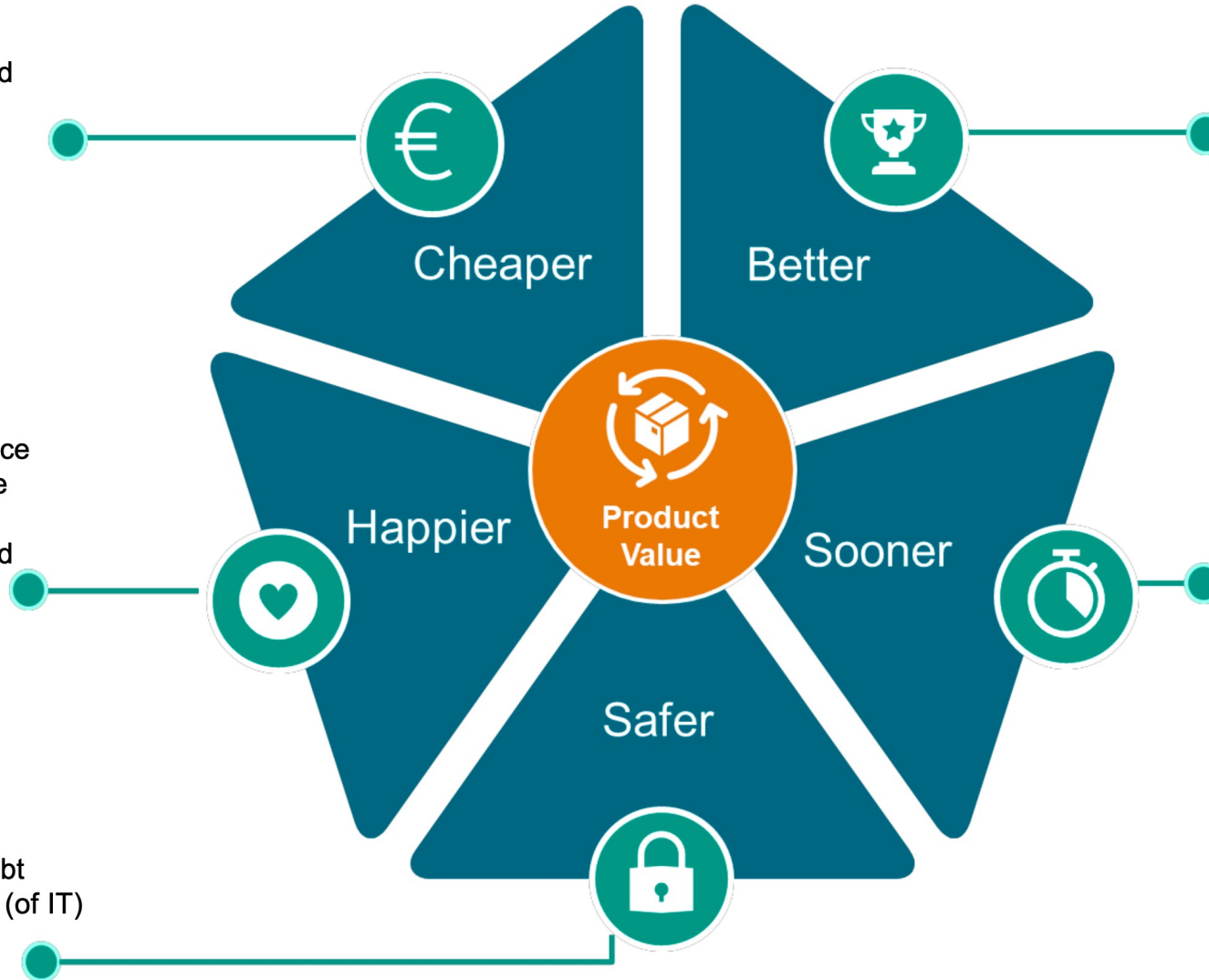
**DIGITAL PRODUCT BACKBONE  
(END-TO-END LIFE CYCLE MANAGEMENT)**

# The Outcome of using the IT4IT™ Standard...

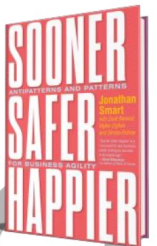
- Improved efficiency and productivity
- Reduced manual activities
- Reduce overcapacity / resource utilization
- Reduced unit costs
- Rationalized product portfolio

- Improved user experience and Net Promoter Score (NPS)
- Increased employee and team satisfaction
- Improved employee retention

- Reduced risk
- Ensure compliance
- Reduced technology debt
- Increased sustainability (of IT)



- Increased business outcome
- Improved Quality of Service (and SLO performance)
- Less defects
- Reduced number of incidents and lower error rate
- Increased change success rate
- Improved availability and performance
- Reduced lead time (and wait times)
- Increased release frequency
- Faster decision-making



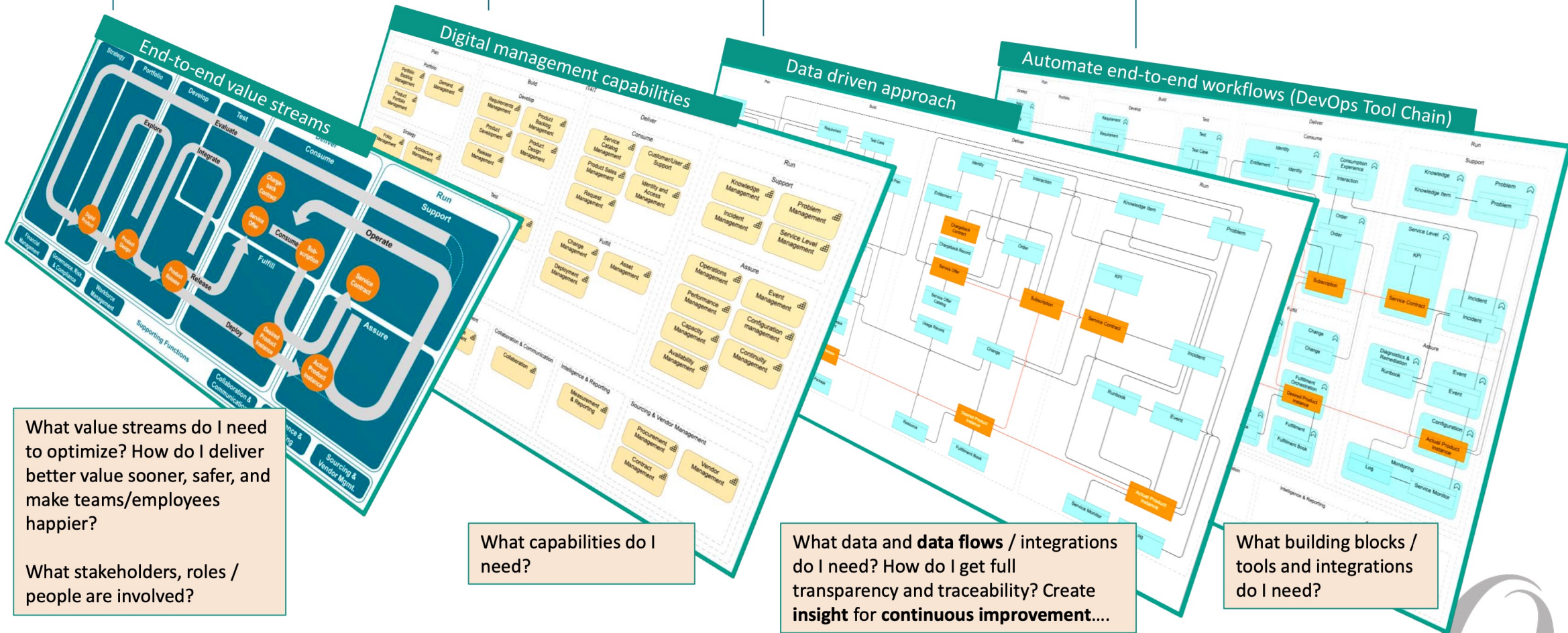
BVSSH

## Value Stream Management Model

## Capability Model

## Information / Data Model

## Automation & Integration Model



What value streams do I need to optimize? How do I deliver better value sooner, safer, and make teams/employees happier?

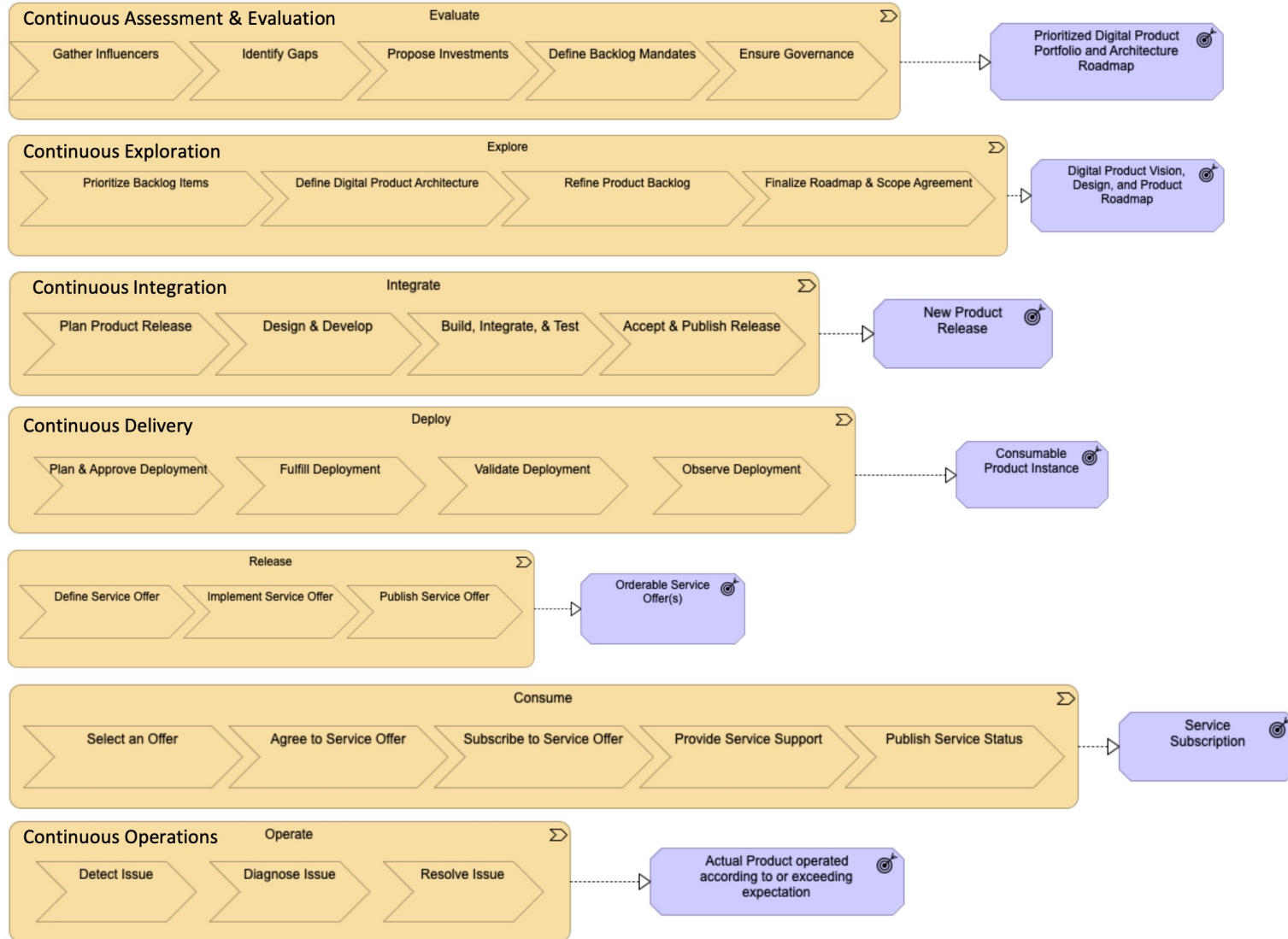
What stakeholders, roles / people are involved?

What capabilities do I need?

What data and **data flows** / integrations do I need? How do I get full transparency and traceability? Create **insight** for **continuous improvement**....

What building blocks / tools and integrations do I need?

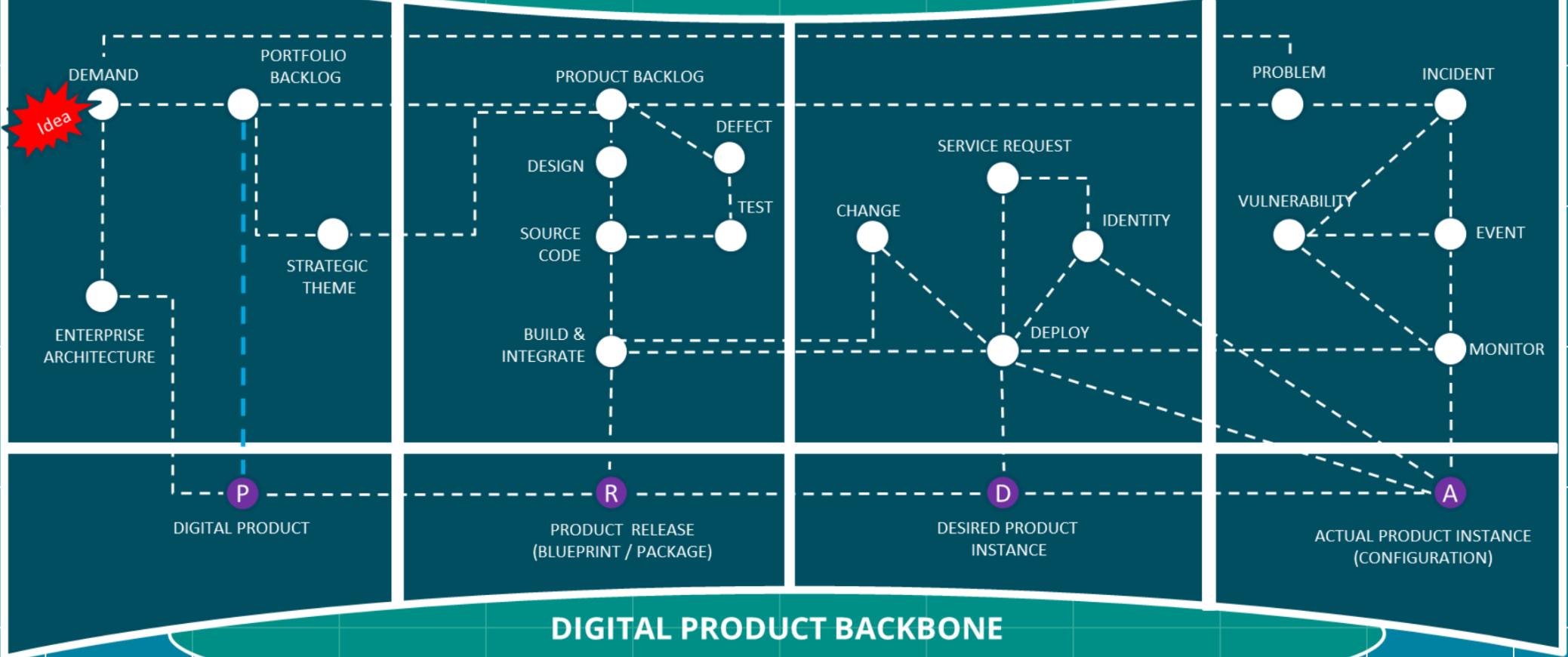
- Identify end-to-end workflows generating value for consumers (create the bigger picture of how value is created)
- Identify value stream ownership
- Assess and evaluate current value streams / end-to-end process
- Understand current / target IT management tools, data flows, roles and responsibilities, skills, & competences, etc.
- Understand bottlenecks and potential improvements
- Monitor, evaluate, and publish key value stream metrics (related to value, speed, costs, risks, user experience, etc.)



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**DIGITAL PRODUCT BACKBONE  
(END-TO-END LIFE CYCLE MANAGEMENT)**



# The IT4IT™ Standard Magnificent 7 Use-Cases

**Use-Case 3:** Improve Integration of Toolsets and Data  
**End-to-End** to Demonstrate Business Value

**Use-Case 4:** Assess Current IT Management  
**Capabilities** to Drive an **Improvement Plan**

**Use-Case 5:** Build a Product-centric Digital **Operating Model**

**Use-Case 2:** **Standard Interfaces** for Plug & Play Adoption of Tools

**Use-Case 6:** **Secure** the Digital Supply Chain

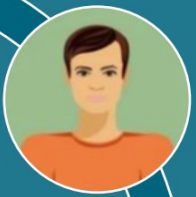
**Use-Case 1:** **Blueprint** for a Digital Product Toolchain

**Use-Case 7:** A Governance Model for **Product Portfolio** Management

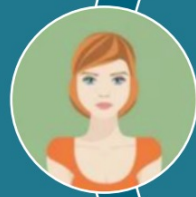
Enterprise Architect



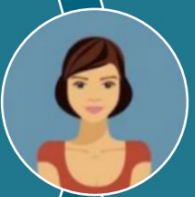
Release Train Engineer



Digital Practitioner



Vendor



Sponsor

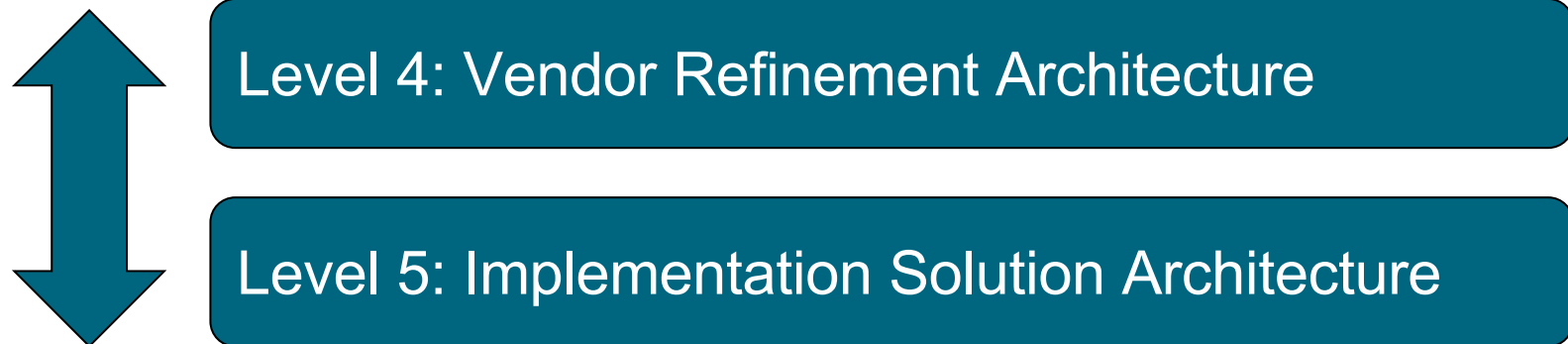
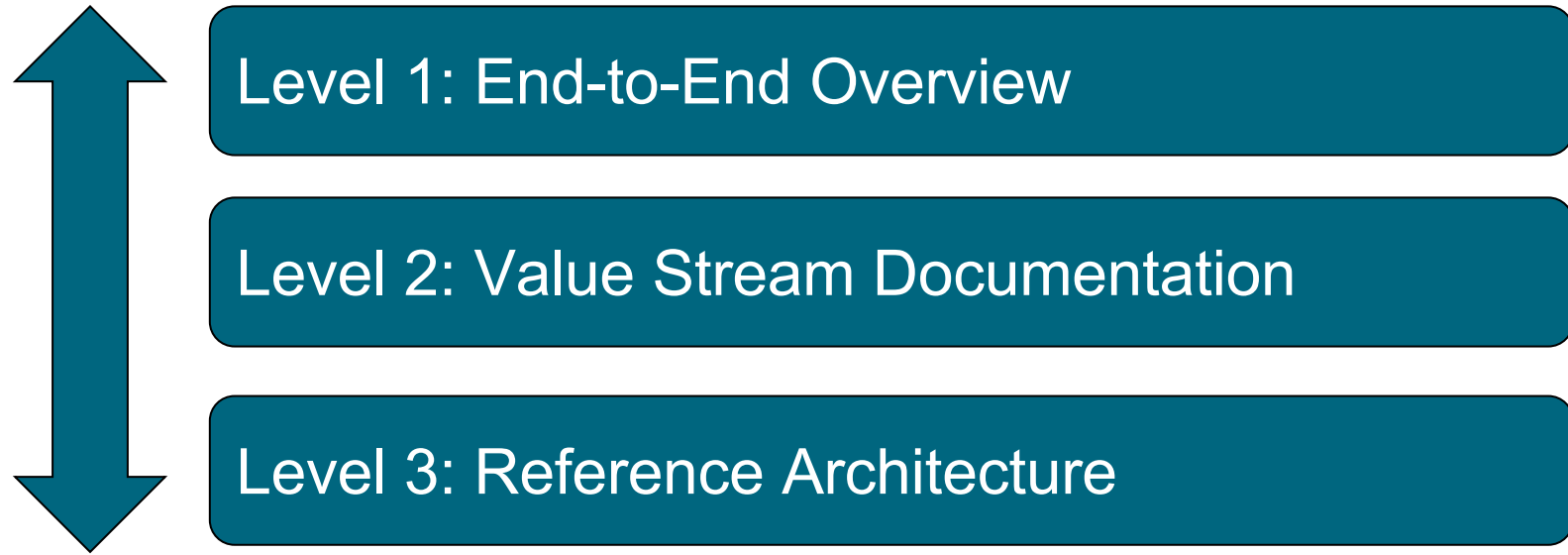


Consultant



Product Owner





Vendor Extensions and Solution Architectures





# Example Cases...

Creating a digital management capability, enabling teams to deliver better value, sooner, and safer...



Unilever

Simplify and rationalize  
the IT tooling landscape  
(DevSecOps Tool Chain)



Reduced 20% IT spend using  
the **data-driven approach** of  
the IT4IT™ Standard



Automation blueprint for  
the DevSecOps tool chain,  
optimizing end-to-end flow



# Get ready for your Digital Journey...

**The IT4IT™ Standard Magnificent 7 Use-Cases**

7 Magnificent Use-Cases

Get inspired...

**The IT4IT™ Standard 3.0**

Get informed...

**IT4IT™ 3.0 Certification**

Get certified...

**Get engaged in the IT4IT Forum. We looking forward to your feedback and input...**



**To learn more  
about how to use the  
IT4IT™ Standard,  
download publications  
from the IT4IT™ Library**

**<http://publications.opengroup.org/it4it-library>**