The Interesting Case of Who’s Using the IT4IT™ Standard…

Managing the Business of IT
IT4IT™ Reference Architecture

The Open Group IT4IT Reference Architecture, a standard of The Open Group, is a value chain-based standard reference and operating model for managing the business of IT. It creates a model of the functions that IT performs to help organizations identify the activities that contribute to business competitiveness.

IT Management Framework

This value chain framework applies this concept to IT by defining an integrated IT management framework focusing on the lifecycle of services. This allows IT to achieve the same level of business predictability and efficiency that supply chain management has allowed for the business.

The IT4IT Reference Architecture provides prescriptive guidance for the implementation of IT management capabilities for an organization’s enterprise processes, services, and systems.
Process Frameworks and Methodologies

The IT4IT Reference Architecture embraces and complements existing process frameworks and methodologies – such as the TOGAF® Standard, ITIL®, VeriSM™, CoBIT®, and SAFe® – by taking a data-focused implementation model perspective, essentially specifying an information model across the entire value chain.

Real-World Use-Cases

It also supports real-world use-cases driven by the Digital Economy (e.g., Cloud-sourcing, Agile, DevOps, and service brokering), is designed for existing landscapes, and accommodates future IT paradigms, making it ideal for Digital Transformation projects.

Now, read more about how a selection of organizations from the oil and gas, finance, hi-tech, engineering, retail, and logistics sectors are using the IT4IT standard in the real world...
Simplifying a Sprawling Software Portfolio to Enable Service Outsourcing

Royal Dutch Shell is one of the world’s largest oil and gas companies having over 94,000 employees in more than 70 countries. The aspiration of Shell is to be the world’s most competitive and innovative energy company. Innovation and technology are core differentiators for Shell.

Because of the lack of applicable standards in the market, Shell has for the last decade developed its own IT management architecture and blueprint to improve and standardize the IT function. However, the implementation of the tools needed to support this IT operating model required significant customization and maintenance effort. During a large outsourcing initiative, the majority of the IT infrastructure was outsourced to three global external service providers. Shell had to develop its own interfaces to collaborate and integrate with these providers in order to exchange incidents, changes, consumption, and IT costs – all due to the lack of open and standard integrations to collaborate with external service providers.

“Like many other companies, Shell faces challenges around matching IT capabilities to core business needs, and reducing IT spend while delivering IT solutions faster. Rapid technological developments like Cloud Computing, IT consumerization, and big data add further complexity, and we find ourselves in a position where we are increasingly stretched to respond to rising demand and a need for greater agility.” Mary Jarrett, Royal Dutch Shell

This is why The Open Group IT4IT Reference Architecture has become essential to large organizations such as Shell.

Transformation to the Digital Enterprise

Oracle, a worldwide provider of business software with a broad portfolio of solutions for companies of all sizes, has 430,000 customers in 175 countries that use Oracle technologies to seize business opportunities and solve real, tangible challenges.

As a supplier of IT solutions, Oracle is often at the leading edge of new technologies. Moving their organization to exploit the potential of Digital so as to capitalize on the opportunity offered by methodologies such as Agile and DevOps is no exception. However, moving a company as large as Oracle, while maintaining competitive advantage, is no mean feat and not without its own challenges.

Oracle’s Global IT organization used the IT4IT Reference Architecture for the foundation of their Digital Transformation efforts, mapping all critical processes to the IT4IT Value Streams. By using the Reference Architecture, they were able to modernize their processes and operating practices, resulting in quicker delivery speeds, fewer defects, and refocus the IT organization on value delivery versus operational upkeep.
HCL Global IT provides an array of support application services of IT services to over 132,000 employees across 44 countries.

Digitalization is driving the proliferation of Cloud and Mobility and is causing IT organizations to rethink their IT Operating Model to support both the digital workforce and new service delivery models. To exploit the rapid pace of disruptive IT innovation, HCL Technologies chose to adopt The Open Group IT4IT Reference Architecture to design and develop its XaaS-based (Everything as a Service) product and service offering.

This meant that HCL Global IT needed to better understand the business’ requirements of IT to allow it to achieve the agility and velocity the business and end users required of its services.

To achieve this, HCL Global IT required a unified and sophisticated IT Operating Model to support the business in their Digital Transformation journey. Therefore, HCL aligned its product and services to the IT4IT Value Stream-based IT Reference Architecture and developed a product and platform named XaaS Service Management (XSM) which has the ability and capability to address the customer-specific issues and challenges.

Agile IT4IT in the Digital Enterprise

VIVAT is one of the Netherlands leading insurance organizations, which brings together the Zwitserleven, Zelf, Route Mobiel, Reaal, nowGo, and ACTIAM brands under one roof. In 2015, it was bought by the Chinese organization, Anbang Insurance Group. This led to a large modernization and restructuring project. VIVAT used the IT4IT Reference Architecture to transition their existing processes to a more agile, automated process using value streams.

Find out more about HCL’s transformation here: www.opengroup.org/library/y192.

Here, Marcel van de Lustgraaf from VIVAT and Bart van Muyen from Fruition Partners explore how VIVAT exploits the IT4IT standard in their digital environment: https://youtu.be/c3T1E6tr9X0
Enabling a DevOps Culture

Rabobank™ is an international, privately held bank and is one of the largest banks in the retail financial services market in the Netherlands. With significant global presence in more than 40 countries, the bank has more than 45,000 employees and 8.8 million customers worldwide.

The banking and financial services sector, in particular, is under increasing pressure and competition due to digitalization. The pressure to deliver more services online, to do it faster, and to meet customer expectations for speed, efficiency, and excellent service has never been greater. At the same time, banks are also facing added pressure due to increased regulation, cyber-attacks, and security issues. Rapid change – and the need to adapt to it quickly – is the new normal.

With a growing portfolio of IT management solutions, Rabobank required a more sophisticated integration and interoperability solution to better serve the business. Increased demand for developing new services, as well as a need for greater continuity of services in production and faster time-to-market, was placing additional pressure on Rabobank’s IT development and operations departments.

“Rabobank has always been at the forefront of using automated IT management processes for aligning the company’s IT and business goals.”
Toine Jenniskens, Business Architect responsible for managing all of Rabobank’s IT processes and models

To overcome these problems, Rabobank turned to the IT4IT Reference Architecture. Find out how they accomplished this here: www.opengroup.org/library/y161

Or watch the video of how Rabobank used the IT4IT standard to journey into DevOps here: https://youtu.be/giwaH4upDOg.

A Journey to Automation

ABN AMRO serves clients in the retail, private, and corporate banking sectors, primarily in Northwest Europe. They offer clients an extensive and comprehensive range of products and services across a variety of channels, including traditional and newer digital channels.

ABN AMRO used the IT4IT Reference Architecture to identify the critical paths within their company. By using a Value Streams approach to their transformation, they are now more able to keep ahead of the ever-increasing demands being placed on them as an organization.

Watch Ben Noordzij, Enterprise Architect with ABN AMRO explore how they used the IT4IT standard to exploit the potential of automation: https://youtu.be/ncK85oIKvxY.
Here, Mark Bodman, explores four IT4IT™ case studies. As well as Microfocus’s experiences, you can also see how:

- A leading retail organization re-invented its entire IT Operating Model
- A global logistics company improved efficiencies and customer experience by using the IT4IT Reference Architecture to deliver automation
- A large engineering company uses the IT4IT standard to better integrate their services here: https://youtu.be/cLsZSefq-FA.

As can be seen from these examples, applying the unique IT4IT approach has a number of distinct advantages and a diverse array of applications.

These include complete Digital Transformations, automation projects, and transitioning to an Agile DevOps environment.

Next Steps

To find out how the IT4IT Reference Architecture could be key to transforming your organization, please visit: www.opengroup.org/it4it

Or, to become IT4IT certified, please visit: www.opengroup.org/certifications/it4it
About The Open Group

Leading the development of open, vendor-neutral technology standards and certifications

The Open Group is a global consortium that enables the achievement of business objectives through technology standards. Our diverse membership of more than 700 organizations includes customers, systems and solutions suppliers, tool vendors, integrators, academics, and consultants across multiple industries.

Vision

Boundaryless Information Flow™ achieved through global interoperability in a secure, reliable, and timely manner.

Mission

The mission of The Open Group is to drive the creation of Boundaryless Information Flow™ achieved by:

• Working with customers to capture, understand, and address current and emerging requirements, establish policies, and share best practices
• Working with suppliers, consortia, and standards bodies to develop consensus and facilitate interoperability, to evolve and integrate specifications and open source technologies
• Offering a comprehensive set of services to enhance the operational efficiency of consortia
• Developing and operating the industry’s premier certification service and encouraging procurement of certified products

Keys facts include:

• Over 700 Member organizations, with 43,000+ participants in The Open Group activities from 126 countries
• Our Platinum Members are DXC Technology, Fujitsu, HCL, Huawei, IBM, Micro Focus, Oracle, and Philips
• Services provided include strategy, management, innovation and research, standards, certification, and test development
• Over 90,000 TOGAF® 9 certifications worldwide

Further information on The Open Group can be found at www.opengroup.org.