

LESSON 1 - KEY CONCEPTS OF ITSM: "THE FUTURETECH DILEMMA"

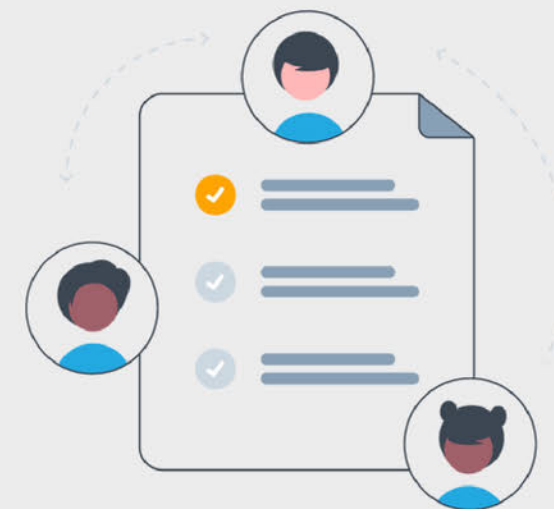
Imagine you are part of a team of digital transformation consultants working for a company called **FutureTech**. **FutureTech** has recently developed a cutting-edge artificial intelligence (AI) software that is designed to help businesses automate their customer support processes. Your team has been tasked with implementing this AI software within a client organization and ensuring its seamless integration with their existing processes.

To help facilitate this, consider the following ITIL concepts in the context of implementing the AI software and think about how each concept will be impacted:

1. **Service**: The AI software provided by **FutureTech** is designed to handle customer queries, complaints, and support requests. How would you define this service in the context of the client organization?
2. **Utility**: How does the AI software provide functionality and value to the client organization by enhancing their customer support capabilities?
3. **Warranty**: What assurances can **FutureTech** provide regarding the availability, capacity, continuity, and security of the AI software?
4. **Customer**: Who are the primary customers of the AI software within the client organization? Is it the customer support team, the management, or the end-users themselves?
6. **User**: Who will be using the AI software directly? Will it be customer support agents, customers, or both?
7. **Service Management**: How will the client organization manage the AI software as a service, including its delivery, performance, and improvement?
8. **Sponsor**: Who within the client organization has the authority to approve and fund the implementation of the AI software?
9. **Cost**: What are the costs associated with implementing and maintaining the AI software for the client organization?
10. **Value**: How will the AI software create value for the client organization? Will it improve customer satisfaction, reduce support costs, or both?

11. **Organization**: How will the client organization need to adapt or restructure to accommodate the AI software effectively?
12. **Outcome**: What are the desired outcomes for the client organization as a result of implementing the AI software?
13. **Output**: What specific outputs can the AI software produce, such as resolved customer issues, support ticket analytics, or customer satisfaction scores?
14. **Risk**: What risks are associated with implementing the AI software, and how can they be mitigated?
15. **Service Offering**: How can **FutureTech** package and present the AI software as a service offering to the client organization?
16. **Service relationship management**: How will **FutureTech** manage its relationship with the client organization throughout the AI software's implementation and beyond?
17. **Service Provision**: What are the processes and resources required to provide the AI software as a service to the client organization?
18. **Service Consumption**: How will the client organization consume the AI software as a service? Will it be a subscription-based model, a one-time purchase, or something else?

Once you have considered each ITIL concept in the context of the **FutureTech Dilemma**, discuss your thoughts and insights with your peers. This will help deepen your understanding of these concepts and how they relate to digital transformation projects.



1. **Service:** The AI software provided by FutureTech offers a customer support solution that efficiently addresses user concerns while remaining conscious of data privacy and resource usage.
2. **Utility:** The AI software streamlines customer support processes, helping the client organization improve response times and reduce energy consumption in an effective manner.
3. **Warranty:** FutureTech ensures that the AI software is reliable, available, and maintains a balance between performance and responsible practices.
4. **Customer:** The primary customers of the AI software within the client organization are stakeholders who appreciate both efficiency and responsible practices in customer support services.
5. **User:** Customer support agents and customers alike benefit from the AI software's ability to provide prompt assistance without compromising privacy or resource management.
6. **Service Management:** The client organization will manage the AI software by tracking its performance and ensuring adherence to responsible guidelines and continuous improvement.
7. **Sponsor:** The sponsor within the client organization could be a high-level executive or manager responsible for overseeing effective and responsible business practices.
8. **Cost:** Costs associated with implementing and maintaining the AI software should consider not only monetary expenses but also its impact on society and the environment.
9. **Value:** The AI software creates value for the client organization by improving customer satisfaction, reducing support costs, and promoting responsible practices.
10. **Organization:** The client organization may need to establish a team or designate a responsible party to ensure the AI software aligns with the organization's responsible goals.
11. **Outcome:** Desired outcomes for the client organization include improved customer support efficiency and reduced environmental impact while maintaining responsible practices.

12. **Output:** The AI software's outputs include resolved customer issues, support ticket analytics, and key performance indicators that consider the balance between effectiveness and responsibility.
11. **Risk:** Risks associated with implementing the AI software include potential biases, data breaches, and unintended impacts. These risks can be mitigated through ongoing monitoring and the adoption of best practices.
12. **Service Offering:** FutureTech can package the AI software as a customer support service that balances efficiency with responsible guidelines and resource management.
13. **Service Relationship Management:** FutureTech will maintain a strong relationship with the client organization by providing ongoing support, addressing any concerns, and working towards continuous improvement.
14. **Service Provision:** To provide the AI software as a service to the client organization, FutureTech will need to establish development processes that ensure a balance between performance and responsibility.
15. **Service Consumption:** The client organization could consume the AI software as a subscription-based service, with the subscription fee covering ongoing support, updates, and resources focused on maintaining responsible practices.

