

Modern Service Management Solutions for Defense Agencies

White paper

John M. Clark (joclark@microsoft.com)

Cross-Domain Solution Architect

WW Modern Service Management
Community Lead

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Modern Service Management Solutions for Defense Agencies

Executive Summary

Microsoft's compelling Intelligent Cloud platform, coupled with our modern approach and perspective on service management, provides the answers to an often-asked question; *Why doesn't Microsoft have a dominant IT Service Management (ITSM) tool in the marketplace?*

First, our view on IT Service Management is that traditional ITSM processes and practices haven't evolved over the years and simply do not support and enable the agility and deployment at speed and scale required for digital transformation. More and more Microsoft customers are asking for our assistance to "Transform and Modernize IT". While the cloud provides capabilities not available on-premises, our intelligent edge solutions such as CloudOS, Azure Stack, and Dynamics 365 on-premises provide almost identical experiences to those provided from our Intelligent Cloud, for our customers who, for specific reasons, cannot leverage cloud.

Secondly, our Intelligent Cloud, Intelligent Edge and AppSource marketplace provides a compelling, modern approach for Modern (and traditional) Service Management and IT Asset Management scenarios. Which is also available for Government (Civilian and Defense options available) "as a service", or implemented fully on-premises within an agency data center.

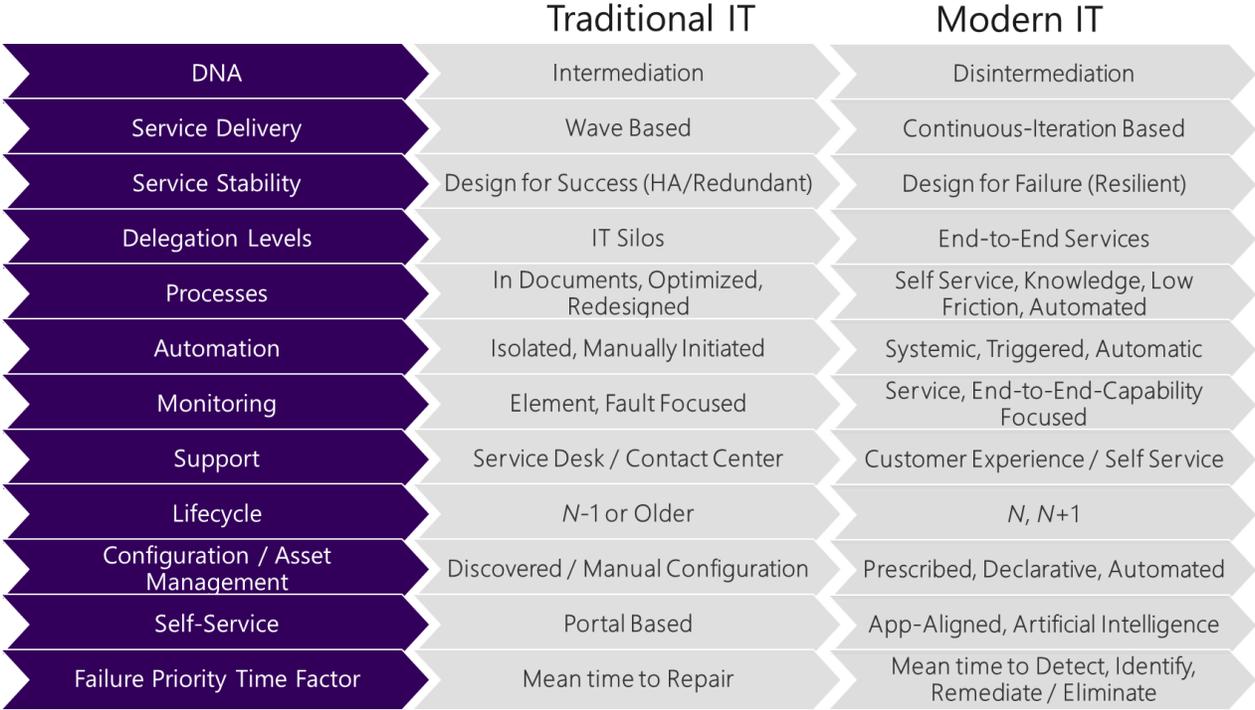
Modern Service Management

For those in the IT organization, IT Service Management (ITSM) represents how IT manages, operates and transitions technology, designs services, and manages risk within the organization. And more often than not, focused operationally for infrastructure and not full stack applications. Traditional ITSM simply hasn't kept pace with rapid changes in modern applications and services, modern application development approaches, and the proliferation of cloud services, and automation. This isn't to say it won't work. But simply put; you won't achieve the outcomes, impact and value as quickly from these new innovations and capabilities when managing them with a legacy ITSM mindset and approach.

From purely an IT Service Management perspective, Microsoft has been continuously evolving and modernizing how we manage technology. This has driven updated practices and approaches in support of not only our Intelligent Cloud strategy, but in support of Digital Transformation. Transformation that businesses and government have been keen to quickly achieve. And as you might imagine, these new practices and approaches are not necessarily aligned to traditional ITSM. Lessons learned have evolved our approach and guidance from traditional ITSM industry patterns and practices, into modern ITSM, also known as; Modern Service Management.

Manually oriented, control-centric and "technology agnostic" based practices give give way to leaner, technically automated, secure and quality controlled, self-directed improvements, that reduce friction, failure demand, and IT intermediation -- resulting in greater government and business value.

Microsoft came up initially with an internal definition of Modern Service Management as; **A lens, intended to focus ITSM experts around the globe on the most important outcomes that evolve our customers from legacy, traditional IT models toward easier, more efficient, cost effective and agile service structures.** The following captures just some of these transformational positions and practices of Modern Service Management;



To enable and support both traditional and modern IT Service and IT Asset Management capabilities, how does one utilize the Microsoft Intelligent Cloud? It's simple; You start with an industry leading and recognized modern application platform.



Dynamics 365 is "The next generation of intelligent business applications that help you empower your employees, engage customers, and optimize operations". Complete solutions such as Customer Care and Field Service are available as part of the platform. In addition, the platform is extended by customers or ISVs at a fraction of the cost of developing an application from the ground up or purchasing a single built-for-purpose application. This is because the platform has rich workflow, form, relationship, business rules, interface and integration capabilities, mobile capabilities, and automation – things that customers and ISVs don't have to worry about when building net new functionality.

The following diagram highlights what workloads have been implemented in Dynamics 365 across a number US DOD customers;

Invest Once, Deploy Multiple Accelerators – Department of Defense

J0 – Chief of Staff <ul style="list-style-type: none"> • Tasker Management • Congressional Inquiry • FOIA • Distinguished Visitors • Commander Dashboard • Command Calendar 	J1 - Personnel <ul style="list-style-type: none"> • Workforce Mgmt • Awards & Decorations • Evaluations • Training/ Certification • FOIA • In/Out Process • Joint Manning Document • Request For Forces • TDY Requests 	J2 - Intelligence <ul style="list-style-type: none"> • Requirements • Intelligence Gathering • Asset Tracking • Geospatial Catalog • FOIA 	J3 - Operations <ul style="list-style-type: none"> • Adaptive Planning • Operational Response • OPORD/FRAGO • FOIA • Ministry Engagement • Theater Security Cooperation (w/J5) • DocChops • Facilities Management 	J4- Logistics <ul style="list-style-type: none"> • Request for Assistance / Mission Assignment (HA/DR) • Asset tracking • FOIA • Foreign Military Sales • Facilities Management
J5 Plans/Policy <ul style="list-style-type: none"> • Theater Engagement Scorecard • Foreign Military Sales • Mission Planning • OPLAN / CONPLAN development, staffing, and publishing 	J6 /IT <ul style="list-style-type: none"> • Trouble Tickets • Vendor Tracking • IT Portfolio Management • FOIA • RFI/RFA • IT Requirements Mgmt 	J7 Training/ Recruitment <ul style="list-style-type: none"> • Lead Generation • On Boarding • Readiness • FOIA • Training Mgmt 	J8 – Programs & Resources <ul style="list-style-type: none"> • Contracts • Budgets (POM) • Requirements (JCIDS, IPL, PBR, IPL, PROP) • FOIA • Auditing 	J9 –JIACG / Other <ul style="list-style-type: none"> • Interagency “Rolodex” • Investigation Management (<i>Inspector General</i>) • Treaty Tracking (<i>DTRA</i>) • Liaison Mgmt • Publishing

Dynamics 365 provides the application platform functionality one expects in an industry recognized and industry leading platform;

- Software as a Service (SaaS) and On-Premises deployment options, with easy integration and migration options available. Dynamics 365 is first SaaS solution granted JAB High P-ATO <https://cloudblogs.microsoft.com/dynamics365/2018/03/21/dynamics-365-is-first-saas-solution-granted-jab-high-p-ato/>
- Wizard driven configuration virtually eliminating the need for development and scripting for forms, workflow, business rules and business process flows, while allowing for advanced development if needed using non-proprietary development skills (Javascript, .Net)
- Reporting services for specialized reports, built in user and system Charts and Dashboards from operational data, dynamic Excel spreadsheets and pivot tables, reporting services, and PowerBI for analytics
- Microsoft AppSource - an Application marketplace for utility functionality and complete business vertical applications
- Industry recognized and leading Customer Service Solution that incorporates Microsoft Bot framework and AI
- Responsive portals implemented, modified and extended without advanced web development skills yet with the flexibility to extend through advanced means if needed
- Modern mobile clients on all major mobile platforms and a modern application for Windows 10 that allow access to data and functionality similarly available through web experience.
- Unified Service Desk client for integration to call distribution systems, transcription of voice from callers, search knowledge and measure sentiment as transcription takes place

The above results in the following capabilities from the Dynamics 365 platform to support Modern Service Management in the Government agency data center;

- On-premises implementations with consistent functionality that runs in the cloud (Dynamics 365 SaaS receives semi-annual updates). And hybrid implementation options that can locate data in the cloud, on-premises, or both, as needed or required.
- Reduced backlog of configuration changes, updates, to IT and business outcomes within the Dynamics 365 platform
- Easy creation of net-new functionality while allowing you to keep your changes separate from those of other Independent Software Vendors (ISVs) and Microsoft.
- Automated intake through email, chat, portal, social and other interfaces and increased quality of intake through automation - Ability to apply the power of artificial intelligence and automation
- Reduced time to value for the configuration and use of self-service portal
- Multiple, diverse types of portal identity providers reducing need to have multiple portals for interaction with external associates, customers, etc.
- Responsive mobile portal access for associates/customers
- Remote approvals through client or portal interface, and through Microsoft PowerApps

PROVANCE

Leveraging all the previously mentioned Dynamics 365 capabilities is an AppSource certified, Global ISV Solution from Provance, Inc. The Provance ITSM & ITAM Solution simply extends Dynamics 365 with the entities (e.g. forms, rules, processes, metrics) and capabilities that one would expect to find in traditional, built for purpose ITSM Solutions. In fact in several cases thanks to the Intelligent cloud, it exceeds those capabilities.

Now Modern (or contemporary) IT Service and Asset Management processes co-exist with other agency applications such as TMT, TMS, DefenseReady, and other agency built solutions, utilizing the power of Dynamics 365..

Some of the features of the Provance ITSM Solution include;

- Eleven (11) Pink Verify™ certified processes including Incident, Problem, Change, Request, Release & Deployment, Knowledge, Service Continuity, Service Portfolio, Service Catalog, Service Level, and Event Management. Solution also includes IT Asset and Configuration Management
- Integration to System Center 2016 for Cloud or On-Premise implementation
 - Configuration Manager for Asset/Configuration Item management and reconciliation,
 - Operations Manager for monitoring, event generation
 - and Orchestrator for automation.
- Native Integration to Azure OMS for monitoring alerts
- Automation framework that allows for Azure Automation, Powershell, Orchestrator and 3rd party automation integration at activity level.
- Integration to Visual Studio for Cloud or On-Premise implementation out of the box (can also be configured using Logic Apps/Flow)
- Pre-Configured Self-Service Portal which is modified through Dynamics 365 and portal administration

- Pre-configured roles, views, forms, business rules, business process flows, workflows
- "Feature switch" configuration settings housed in data rather than solution for easier administration and promotion to production
- Third Party Notification for external suppliers (underpinning contracts)

The combined capabilities of the above results in the following scenarios made possible with the ITSM Solution accelerator, Azure, Office 365 and Dynamics 365;

- Virtually out of the box ITSM and ITAM Solution that is ready for an adapt and adopt approach to implementation but easily extended as needed for specific requirements within Dynamics 365
- Easily import configuration and data from legacy ITSM solutions through simple Excel import into a "Legacy Service Desk" entity for safe keeping.
- Ability to intake tickets, incidents and service requests through IM Chat (Skype for Business, CafeX), recorded and analyzed voice (in multiple languages) and self-service portal and email
- Pre-configured deep ITSM and ITAM analytics available from Dynamics 365, PowerBI and Provance ITSM
- Ability to manually or automatically apply templated tickets that pre-populate incidents, requests, changes and problems with values, relationships and activities including automation and approvals.

Comparison to other market ITSM solutions

There are some great ITSM solutions on the market; many that were purpose built just for ITSM. Some are looking to "get out of IT" for new revenue opportunities as the ITSM market has become flat. Some differences do exist between just Dynamics 365 and other SaaS based solution platforms which include;

- On-premise backup of data where required.
- Advanced charting/dashboards and reports that individual users and admins can create and share of real time data
- Integration / leveraging of Office products and Office 365 (cloud)- Out of the box integration to Office 365 Teams and Groups, SharePoint, Skype for Business, Word / Excel
- Attachments to SharePoint and/or Azure Blob (Cloud)
- Out of the box integration to AI/Automation engines
- Flexible extendable Portal
- Mature Bots/Chat (language, sentiment, profanity, etc)
- No/low code development (Logics Apps / Flow / Functions) where Microsoft is now considered leader.
- Ease of building net new Business Applications.
- Multifactor authentication integrated
- New immersive user experience (segmented apps), Organizational insights, Chat Bots, PowerApps and Flow capabilities that provides end user app deployment
- **No Data Egress costs from Microsoft Cloud

Differences of the Provance solution with Dynamics 365 compared to other SaaS ITSM solutions;

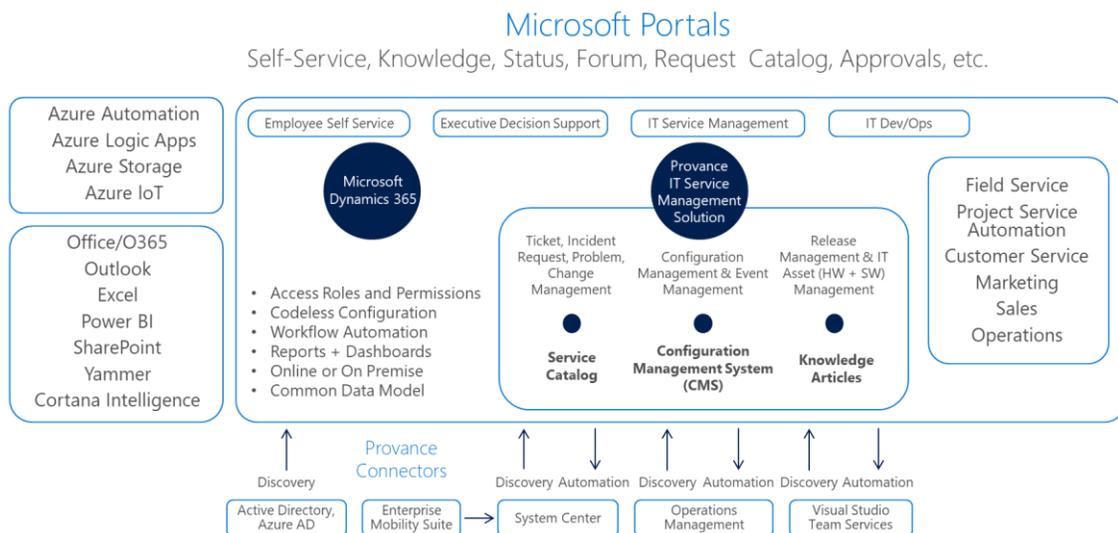
- All-in-one Licensing (no per module / function licensing)
- Feature switch configuration (in data, easily changed, easily transferred to other instances)

- OOTB Visual Studio Team Services/Foundation Integration
- OOTB System Center Config Mgr, Ops Mgr, as well as Powershell OMS, Azure Automation integration without intermediate servers or agents
- Cloud management that treats Azure, AWS as its own CMS - dynamically pulls data from Azure or AWS into forms (real-time)
- No special skills needed (built using Dynamics 365 skills – nothing proprietary)
- Three month release/update cadence

The All Up Solution

What results from all of the above is a natively integrated modern platform for both legacy ITSM processes and procedures, but more importantly a pathway to Modern Service Management patterns and practices that represent where IT organizations need to be in the future to remain relevant to their business.

The following diagram highlights the entire end to end solution. For on-premises customers, such as the US DOD, everything is the same, with the exception of the Azure and Office 365 services;



There is a proliferation of ITSM solutions on the market. We see more and more organizations desiring to consolidate and simplify technology, consolidate both internal and external service and support, automate intake and processing, increase levels of self-service and knowledge management, and utilize capabilities such as citizen automation, CI/CD Pipeline, artificial intelligence, machine learning and Bot technology for improving employee/associate productivity and value. It is important to note that these capabilities may not exist in all regions or government clouds. Additionally, cloud-based services may or may not be available for on-premises implementations. This article is intended to simply provide a point of view on how Microsoft's Intelligent Cloud and Intelligent Edge supports not only your overall strategic Digital Transformation, but also supports operational aspects such as IT Service and IT Asset Management. For more information contact your Microsoft TAM, Account Executive, or Digital Advisor. You can also contact Provance directly to better understand their IT Service Management solution on Dynamics 365.