

Don't think it's a game when we play with your company!



Implement ITIL with CONTROL-IT

Realistic, Relevant and Flexible

We have hefty manuals chock-full of procedures to streamline process-based working methods. Boring stuff, according to the employees. The switch from paper procedures to a properly functioning situation still has to be made. But how to get things going?...By using Control-IT!

INVOLVE YOUR STAFF IN ORGANISATIONAL CHANGE

Our business simulations are the perfect tools to test intended changes, present corporate policies in an appealing manner, and actively involve employees or colleagues in change processes. In a short time you will achieve more than in a long period of meeting, convincing, and memo writing.

ENHANCE THE RESULTS OF TRAINING AND DEVELOPMENT

By using our business simulations you emphasise hands-on experience and experimentation. In our business simulations participants experience realistic problems (both corporate and professional) from their own working environment, but away from the daily hectic routine. This provides participants with a safe learning environment to freely experiment with new ideas and solutions.

IMPROVING COMPETENCES

Our business simulations appeal simultaneously to the professional skills and the required competences of participants. The heavy workload and pressure of the simulations will teach them to hold up when the going gets rough.



Control-IT is specifically designed with an ICT Service Management Organisation in mind. Relevant actors and issues surface one by one in the business simulation. This is why the simulation can also be called intuitive; it lets itself be translated in a 'natural' way into both the daily practice and the relevant theory.

For many years now Control-IT has been used as a successful intervention in the area of ICT Service Management.

Results

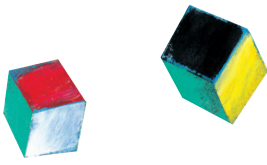
- Control-IT is energising and motivates participants to adopt ITIL processes
- The strong client perspective "forces" participants to discover and implement Service Management themselves
- Control-IT offers participants the opportunity to improve performance by applying ITIL principles
- Control-IT shows the consequences of the implementation of process-oriented working
- Control-IT shows the relationship between ITIL processes, and shows these processes from different perspectives
- Control-IT shows the importance of good agreements, breaking down barriers, a businesslike dialogue

SIMAGINE



SIMAGINE BUSINESS SIMULATIONS
Rembrandtlaan 7
NL-3723 BG Bilthoven
The Netherlands

+31(0)30 281 96 55
www.simagine.nl
info@simagine.nl



Reference:

Peter Jenniskens, project leader ICT Service Organisation

“People who participated in the Control-IT simulation received an enormous boost and returned very energised. Their enthusiasm was contagious. Those of their colleagues who could not make it initially now tried to win a spot for another day. A buzzing went through the building: you’ve got to be in on this! Control-IT has helped us get across the essence of process-based working in an ICT Service environment.”

The challenge: MAINPORT

MPTerminals is part of Mainport, the world’s largest port. Advanced technology and expertise give MPT a big lead over their competitors in terms of flexibility, reliability and efficiency. MPT ensures 100% logistic services 24-7. A range of well-trained and highly motivated staff are able to translate customer demands into efficient solutions. All this without loss of flexibility!

Demand for logistic services is growing, so MPT has opened a brand new terminal that will provide large-scale–low-cost facilities. The challenge will be to begin operate this ultra-modern terminal and make it work and prosper...

Learning cycle

On the basis of a business plan the players set to work and experience concrete situations. The results and experience gained from each simulation round give cause for reflection. What happened, why did it happen, how did you experience it, and what can you do to prevent or enhance it? In the next step, the experiences and reflections are placed in a general framework: What does the theory say, and what can be said in general about the problems that were encountered? The last step in each round is the planning phase: participants conclude agreements with one another in order to improve the results, the collaboration, and the communication. Then the next round starts in which the new way of working is put to the test. The business simulation has 3 to 5 rounds.

Always perfectly geared to your goals

In developing our business simulations we have opted for a layered structure. We distinguish a layer with tasks for participants, a layer with problems experienced by participants, and a layer with solutions participants can experiment with. The layered structure results in flexible simulations and optimises the possibility of relating each simulation to the specific wishes of the client and participants.

Reference:

Frank Grift about Control-IT

“As co-founder of Quint Wellington Redwood I was introduced to the Simagine’s Business simulations 15 years ago.

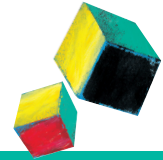
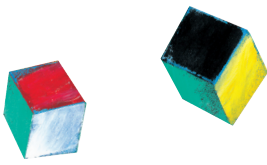
By using Control-IT, it is made clear to participants from the outset that organising is about processes, resources and communication.

Control-IT offers an excellent basis to this end. The coaching provided by Simagine during the simulations is inspiring, intellectual and humorous. It offers all the ingredients for a successful organisational improvement!”

- number of participants: 8 - 16
- tailor-made solutions for bigger groups
- duration: from 4 hours
- available in any language
- target group: ICT management, ICT professionals and ICT users with responsibility for and/or involvement in the management and exploitation of the ICT infrastructure

Realistic, Relevant and Flexible...These qualities make Control-IT a unique instrument compared with other Service Management games





Processes in Control-IT

Through the activities in the simulation the participants gain experience and insight into the different processes.

The main processes in the simulation are:

- repairing breakdowns
- repairing structural breakdowns
- implementing changes
- concluding contracts
- collect and pay money

Briefing

In the briefing we describe the initial situation and future developments. The briefing must give meaning to the actions participants have to carry out in the simulation.

Mainport has outsourced to Logistic Services the storage, distribution and supply of parts as well as the maintenance of the rails. Logistic Services offers 100% service, 24 hours a day, 7 days a week. Their well-trained and highly motivated employees are able to translate the client's wishes into efficient solutions without losing sight of flexibility.

At the beginning of each round Logistic Services concludes with the manufacturing companies a service contract about the logistic services. This contract contains agreements on the parts to be supplied, repair times, availability and costs. The manufacturing companies are far too busy to conduct these negotiations themselves, which is why they have hired a Chief Logistic Officer. Logistic Services has also appointed someone to represent them, namely the Service Manager.

To unload parts Logistic Services has installed a conveyor at each manufacturing company (North, East and West), and has built rails. Logistic Services rents the infrastructure components from an external supplier.

The manufacturing companies process orders with the available parts. The conveyors transport the parts to a production hall where the manufacturing companies can process orders in one of the available machines. When the manufacturing companies are confronted with breakdowns, they call the Customer Service of Logistic Services. Customer Service then tries to repair the breakdown. If they do not succeed, they call in the specialists of Logistic Services. Meanwhile improvements and adjustments are continually carried out in the terminal.

Control-IT: a choice for optimum performance

Realistic, Relevant and Flexible

In our opinion these are the demands for any business simulation to reach optimal results. In the end it's all about participants being able to transform their simulation experience to their real working environment. In other words, they will be better equipped to recognise and employ what they have learned in the simulation. When they experience and recognise problems from their daily routine, the simulation is realistic and directly relevant, thus creating the basis for learning and changing. In developing our business simulations we opt for a layered structure. We distinguish a layer with tasks for participants, a layer with problems participants experience, and a layer with solutions participants can experiment with. This layered structure give our business simulations flexibility; it optimises the possibility of relating each simulation to the specific wishes of the client and participants.

Relevant issues relating to ITIL

Incident management

- What problems did you encounter?
- How many breakdowns were solved?
- Are all breakdowns equally important?
- What about solving times?
- Who in fact determines priorities?
- How do you find out if a breakdown has been repaired on time?
- Who is responsible for accepting and solving breakdowns? (working towards the appointment of an incident manager)

Problem management

- Are there any components that break down more frequently than you would expect on the basis of the MTBF (the breakdown-free period of a component)?
- Are there any components that breakdown according to a specific pattern?
- Where could you find information about breakdowns? (catalogue, registration, history log)
- When does a breakdown become a problem?
- What can you do to solve a problem?

Configuration management

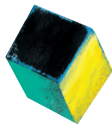
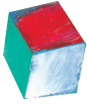
- How many warehouses are open?
- Where is part 6 stored?
- Have breakdowns been reported of parts that you're not familiar with?
- How is that possible?
- Why were you not informed of this adjustment?

Change management

- In which period will the adjustment be made? What is its impact on production?
- What kind of adjustment is it?
- Who should you inform of the adjustment?

Service level management

- What agreements did you conclude?
- Were Logistic Services and the manufacturing companies informed of these agreements?
- With whom did you (service manager) talk about the contract?
- Did you (service manager) conclude any agreements with the supplier?
- Did you (CLO) sound out the needs of the manufacturing companies?
- What are the consequences of the agreements?

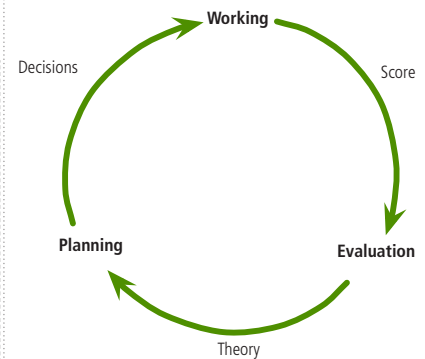


Roles and characteristics

Control-IT offer participants the opportunity to gain *experience* and *experiment* with solutions.

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|---|--|--|
| Manufacturing companies (3 positions) | The manufacturing companies make products on the basis of order cards. Their work is sometimes hindered by breakdowns, which they report to Customer Service. | They experience the feeling of the client, who is very dependent on a service provider and has hardly any influence on it. |
| Customer Service (3 positions) | Customer Service answers the phone, looks at the configuration to see what might be the matter, asks if necessary additional questions to locate the blocked component (the breakdown) and then repairs the breakdown by solving a puzzle. | Experiences the dependence of manufacturing companies and of their own specialists. The role requires immunity to stress, customer-orientation, and initiative. |
| Breakdown specialist (1-2 positions) | When Customer Service does not succeed in locating the breakdown or solving the puzzle (the repair card), it calls a breakdown specialist. He can repair the breakdown by solving the puzzle himself, by calling in the infrastructure specialist for an emergency facility etc. | Experiences the position of the specialist, who has little insight into his contribution to the client. The role requires well-developed analytical powers and customer-orientation. |
| Infrastructure specialist (1-2 positions) | The infrastructure specialist operates an installation robot and can make adjustments and improvements to the infrastructure board. | Experiences the position of the specialist, who has little insight into his contribution to the client. The role requires well-developed analytical powers, working methodically and making inquiries. |
| Service manager (1 position) | The service manager represents Logistic Services and makes sure that service contracts are concluded and observed. | Experiences the feeling of being sandwiched between the client's wishes and the capabilities of his employees. The role requires negotiating skills, initiative, and the ability to deal with uncertainties. |
| Chief Logistic Officer (CLO) (1 position) | On behalf of the manufacturing companies the Chief Logistic Officer (CLO) negotiates on the logistic services with the service manager of Logistic Services. The agreements about the facility of services are laid down annually in a service contract. | Experiences on a regular basis powerlessness with respect to a service provider. The role requires entrepreneurial and negotiating skills and the ability to deal with uncertainties. |
| Supplier (1 position) | The supplier supplies parts, cranes and emergency facilities. In addition, the supplier gives advice and solves puzzles. | Experiences the meaning of being 'on the sidelines.' The role requires accounting and consultancy skills. |

Simulation cycle



Game-related points of departure

- Control-IT is *not a role play*; each participant is asked to do as he sees fit.
- Control-IT is played in *rounds*: the minimum number of rounds is 3 and the maximum is 5. Participants learn from repeated experiences. Participants learn from both thinking and doing (see also simulation cycle).
- After each round participants continue with the situation that has been created to date.
- Control-IT is an *honest simulation*; all information is available from the start of the simulation; instructions do not contain inconsistencies; the facilitator answers questions honestly; he may not tell everything, but what he tells is correct; participants are not confronted out of the blue with events they could not have prepared for; in principle, participants can get the simulation right in one go.
- Control-IT uses a *metaphor*. The company is made up and the tasks are not real. However, the problems very much resemble those of everyday work. These are precisely the problems that deserve closer attention.