

NAVVIA

WEBINAR

ITSM within Financial Services:

**Driving IT Automation and
Digital Transformation**

Featuring David Mainville

December | 2021



Your Hosts



Katherine Franco Rey
Marketing Coordinator



David Mainville
CEO, Co-founder



Housekeeping

- ✓ Please confirm you can hear us and see our screen
- ✓ We want to keep today's session as interactive as possible
- ✓ Everyone is muted by default, please submit questions using the chat box
- ✓ We will do our best to answer questions as they come up
- ✓ We will take additional questions at the end of the session
- ✓ The slides, and the recording, will be sent to everyone after the session



Welcome to the presentation!



David Mainville

CEO and Co-founder of Navvia

About David

David has over 35 years of Information Technology, Business Process Management and Digital Transformation experience.

David started his career as a mainframe field engineer when he learned the value of customer service and the importance of agile processes.

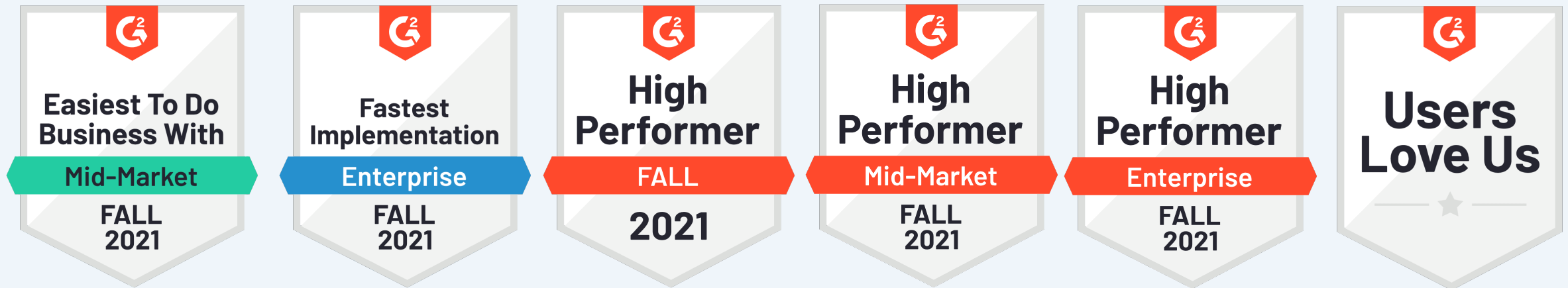
David held increasingly senior technical, management and consulting positions before cofounding Navvia in 1999.

As CEO and co-founder of Navvia, he drove the company's Digital Transformation from a "brick and mortar" process improvement consultancy to a software company delivering an innovative SaaS-based business process analysis tool.



NAVVIA

Accelerates Digital Transformation in any Business



Read our reviews on [G2.com](https://www.g2.com)



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Selected Financial Services Clients





Financial Services was one of the earliest adopters of Information technology





1961: Royal Bank became the first Canadian bank to install a computer, an IBM 1401. It occupied a full room and was used for accounting. Later, in 1967, it would make the first Canadian banking transaction by computer: a deposit.

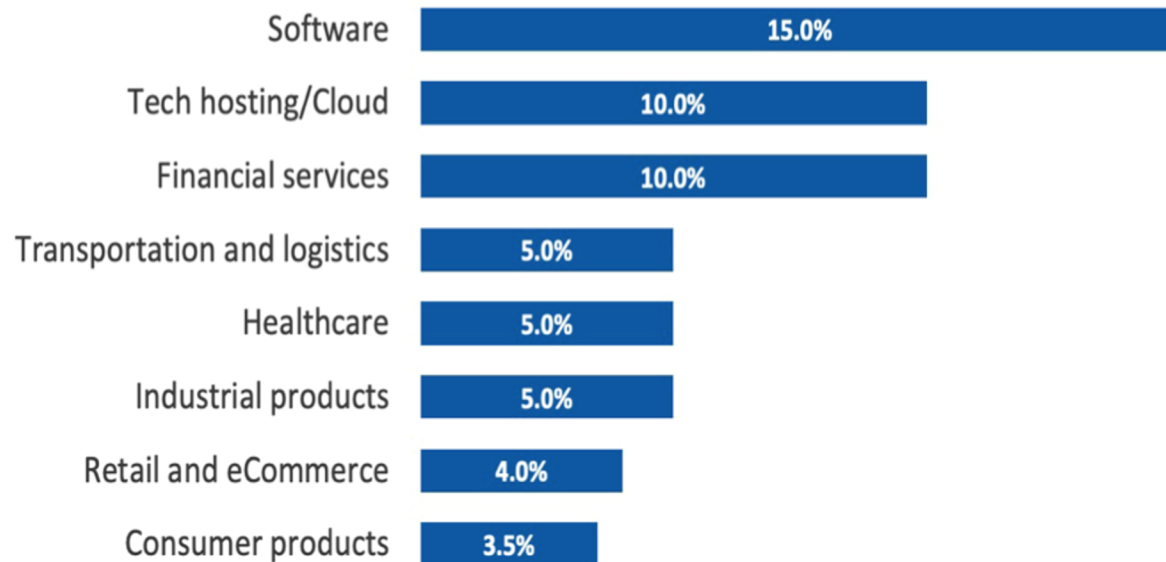
[RBC | Celebrating 150 years](#)

Financial Services spends more on Information technology than most industry sectors



IT Spend by Industry

Median % of revenue



N=474

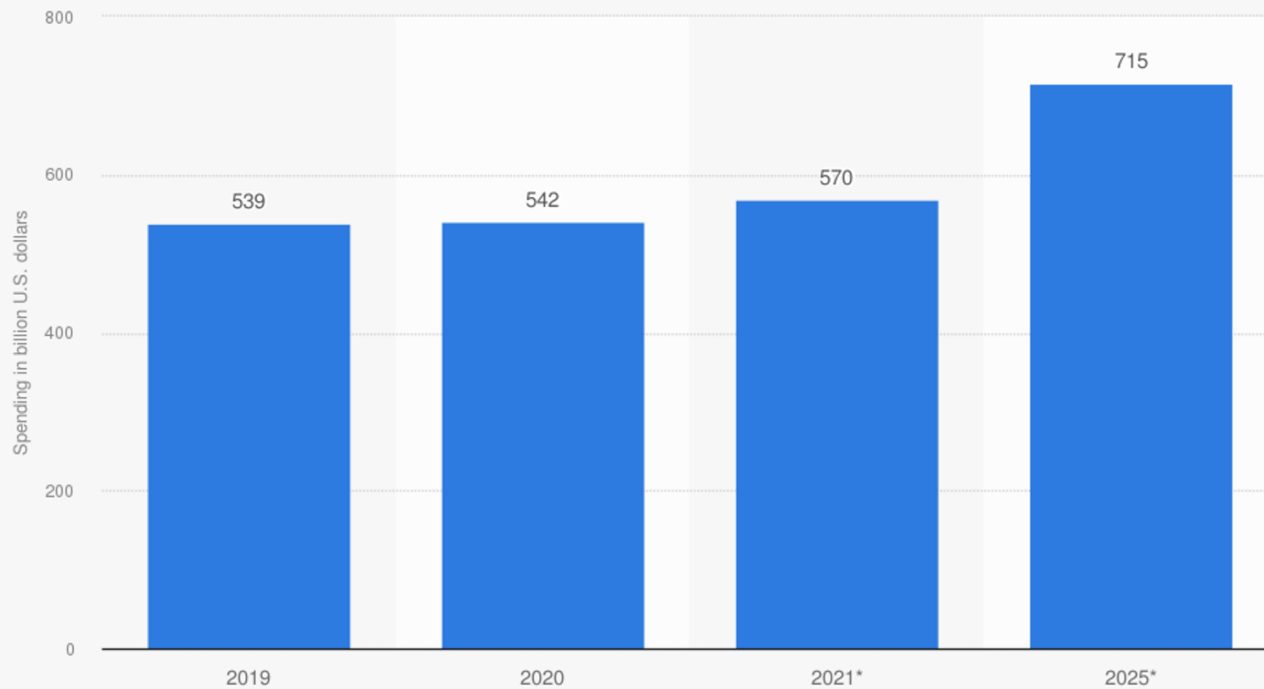
Source: Flexera 2021 State of Tech Spend Report

Technology companies such as software and tech hosting/cloud, along with **financial services firms, spend a significant percent of revenue on technology.** In other industries, organizations spend half as much or less.

[Flexera™ STATE OF TECH SPEND REPORT | 2021](#)



Enterprise IT spending in the banking and securities sector worldwide from 2019 to 2025 (in billion U.S. dollars)



Source
Gartner
© Statista 2021

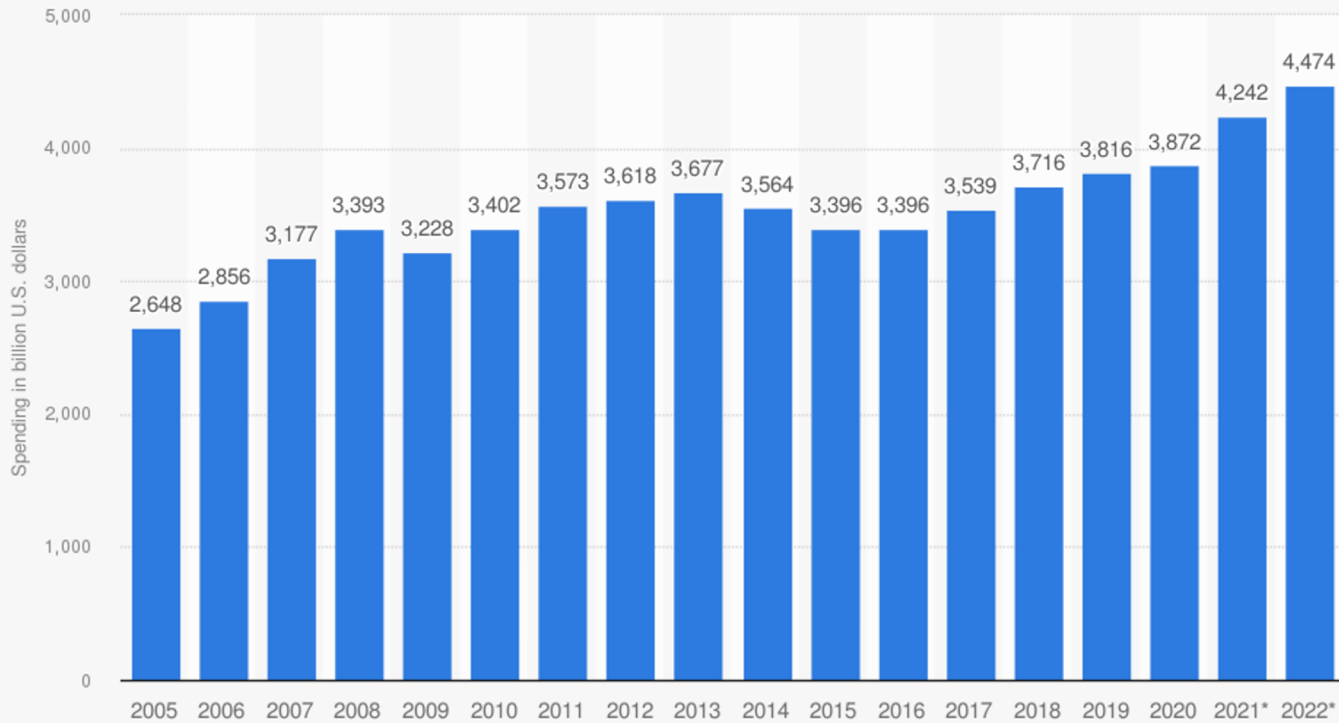
Additional Information:
Worldwide; 2019 to 2021

Global enterprise IT spending in the **banking and securities** market is forecast to grow by 5.2% in 2021 to \$570 billion in constant U.S. dollars, up from \$542 billion in 2020. Spending is expected to see a five-year compound annual growth rate of 5.7% to reach an estimated \$715 billion by 2025.

[Source: Gartner.com](https://www.gartner.com) | [April 22, 2021](#)



Information technology (IT) worldwide spending from 2005 to 2022 (in billion U.S. dollars)



Source
Gartner
© Statista 2021

Additional Information:
Worldwide; 2005 to 2021; Includes software, devices, services, data center systems, and communication services

IT spending worldwide is expected to reach about 4.2 trillion U.S. dollars in 2021, a 9.5 percent increase in growth compared to 2020. Comparatively, 2020 experienced a growth slowdown due to the economic impact of the global coronavirus (COVID-19) pandemic.

[Source: Gartner.com](https://www.gartner.com) | October 2021



Summary | Financial Services IT Spending

- Only the Software Sector spends more on IT than Financial Services
- \$570 Billion USD in 2021, up 5.2% from 2020 (Banking and Securities)
- Approximately 14% of worldwide enterprise spending





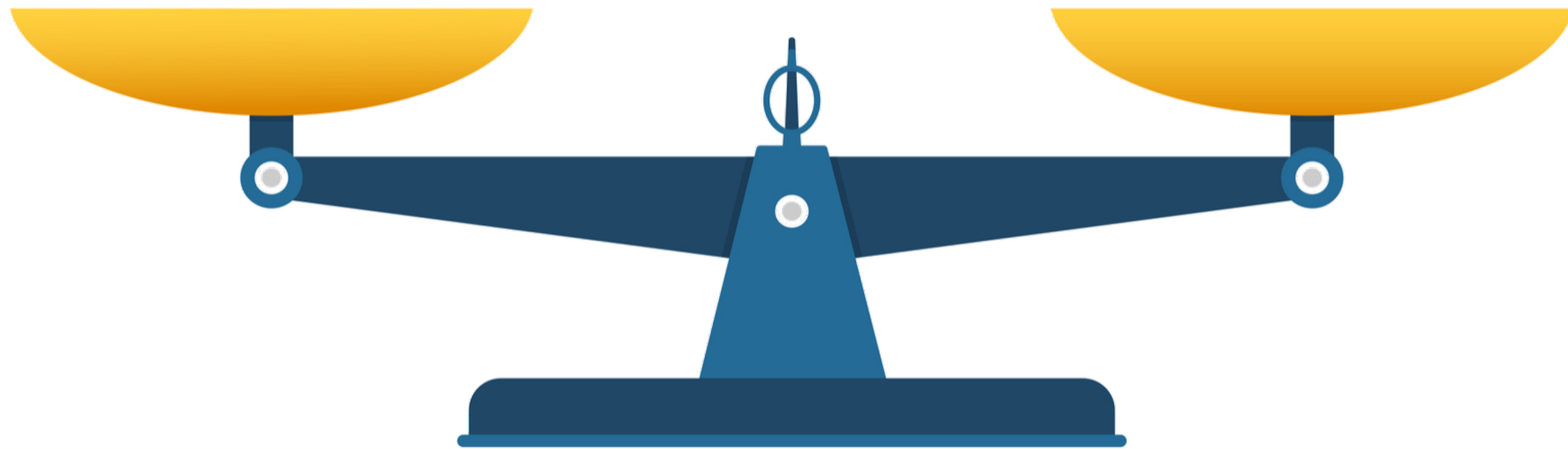
What is driving these expenditures?



A Balancing Act

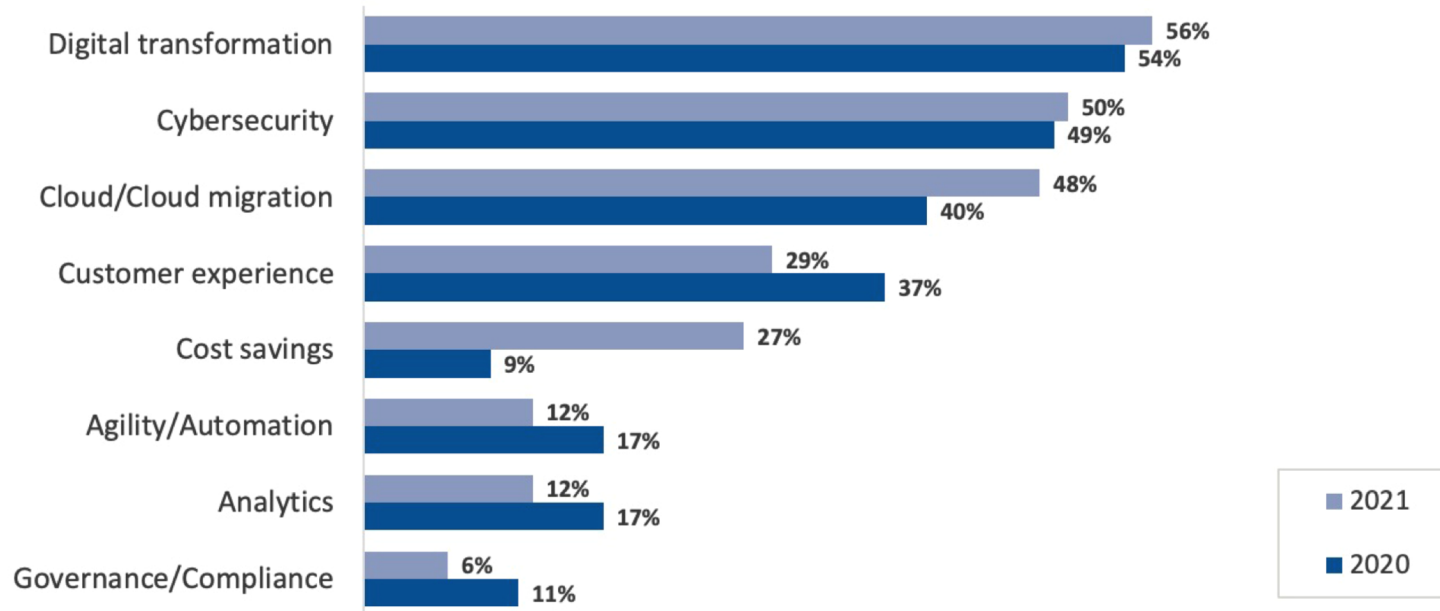
Maintaining

Innovating



Top Initiatives Year over Year

% of respondents



N=474 (2021). N=303 (2020)

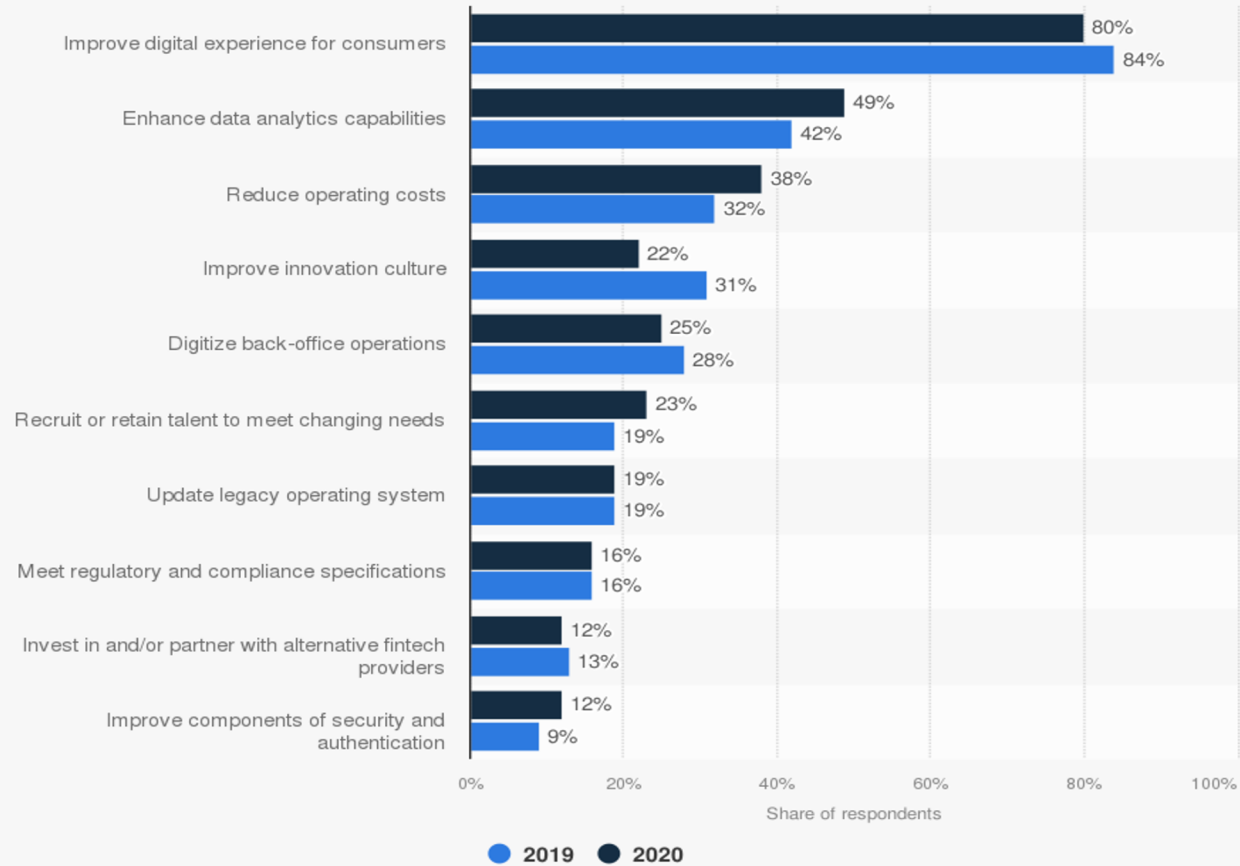
Source: Flexera 2021 State of Tech Spend Report

Compares the year-over-year percentage changes for organizations' priorities. **Digital transformation and cybersecurity remain at the top of their lists.** And the importance of *cloud/cloud migration* has risen somewhat. But the **most notable jump is in cost savings**, which tripled over 2020, with 27 percent of this year's respondents citing it as a top initiative compared with nine percent last year.

[Flexera™ STATE OF TECH SPEND REPORT | 2021](#)



Strategic priorities for financial services organizations worldwide in 2020



Source
The Financial Brand (Digital Banking Report)
© Statista 2021

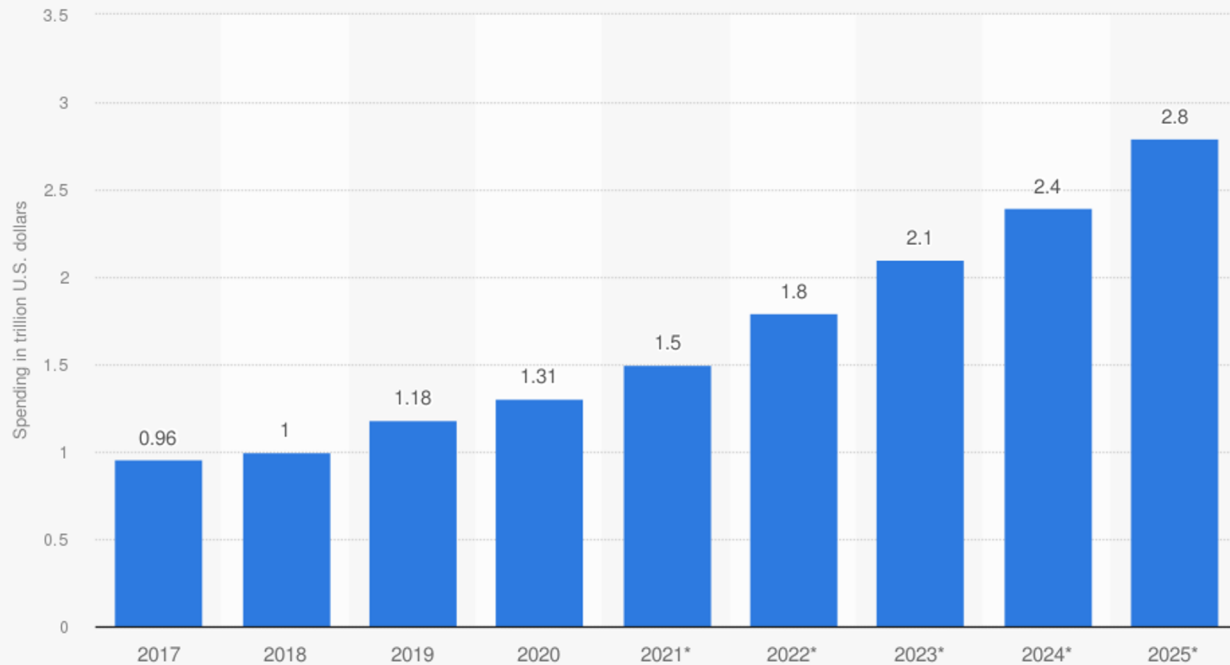
Additional Information:
Worldwide; December 2019

This statistic presents the **top strategic priorities for financial service organizations worldwide in 2020**. It was found that 80 percent of respondents listed an improved digital experience for their customers as one of their top three priorities for 2020.

[The Financial Brand \(Digital Banking Report\) | Sept 2021](#)



Spending on digital transformation technologies and services worldwide from 2017 to 2025 (in trillion U.S. dollars)



Sources
IDC; Statista
© Statista 2021

Additional Information:
Worldwide; IDC; Statista; 2017 to 2021

Global spending on the digital transformation (DX) of business practices, products, and organizations is forecast to reach \$2.8 trillion in 2025, more than double the amount allocated in 2020.

[Source: IDC.com](https://www.idc.com) | November 2021



Summary | Key IT Initiatives

- Digital Transformation (DX) / Digital Experience
- Cyber Security
- Cloud Migration, Automation & Cost Savings
- Global DX spending to double to \$2.8 trillion by 2025



Digital Transformation



Digital transformation can refer to anything from IT modernization (for example, cloud computing), to digital optimization, to the invention of new digital business models.

The term is widely used to refer to modest initiatives such as putting services online or legacy modernization. Thus, the term is more like “digitization” than “digital business transformation”.

[Source: Gartner](#)



75%





75 %

Is the percentage of Digital Transformation initiatives that will fail to meet objectives

Based on an aggregate of studies from Boston Group, Capgemini, Everest Group, KPMG, & McKinsey & Company (2020-2021)



Why do initiatives fail?



Do any of these issues resonate with you?





IT Service Management





ITSM is fundamental to protecting an organizations investment in Information Technology



Historically

- Availability
- Reliability
- Resiliency



IT Service Management





ITSM also positions an organization for Digital
Transformation success



What is IT Service Management?



What is IT Service Management?



But having agile and robust processes, ones that are governed and continuously improved, is essential to successful IT Service Management

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What is IT Service Management?



Technology & Tools underpin programs and services, but they are just a means to an end, and not the primary focus of IT Service Management.



What is IT Service Management?

ITSM Professionals



While people are an extremely important aspect of IT Service Management, they can't do it alone through heroic acts. They need leadership, support and governance.



People | Process | Technology

IT Service Management is an approach, a framework, for IT and the Business to collaborate on the design, development, implementation, support and ongoing improvement of business solutions.





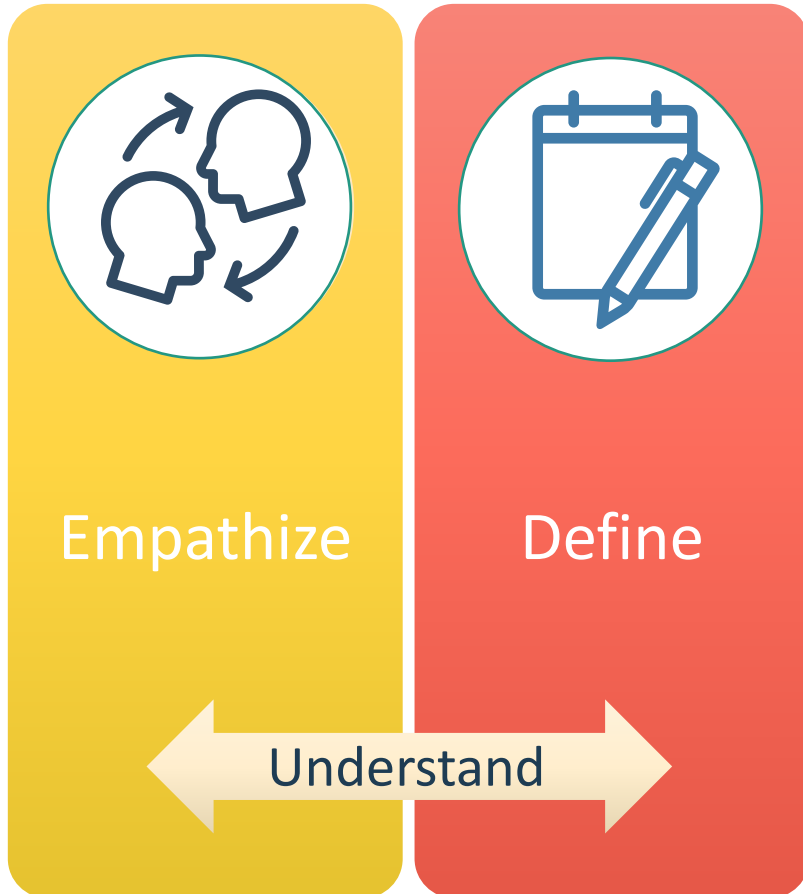
How do we leverage ITSM to support transformation?



ITSM Pro's Have the Critical Skills



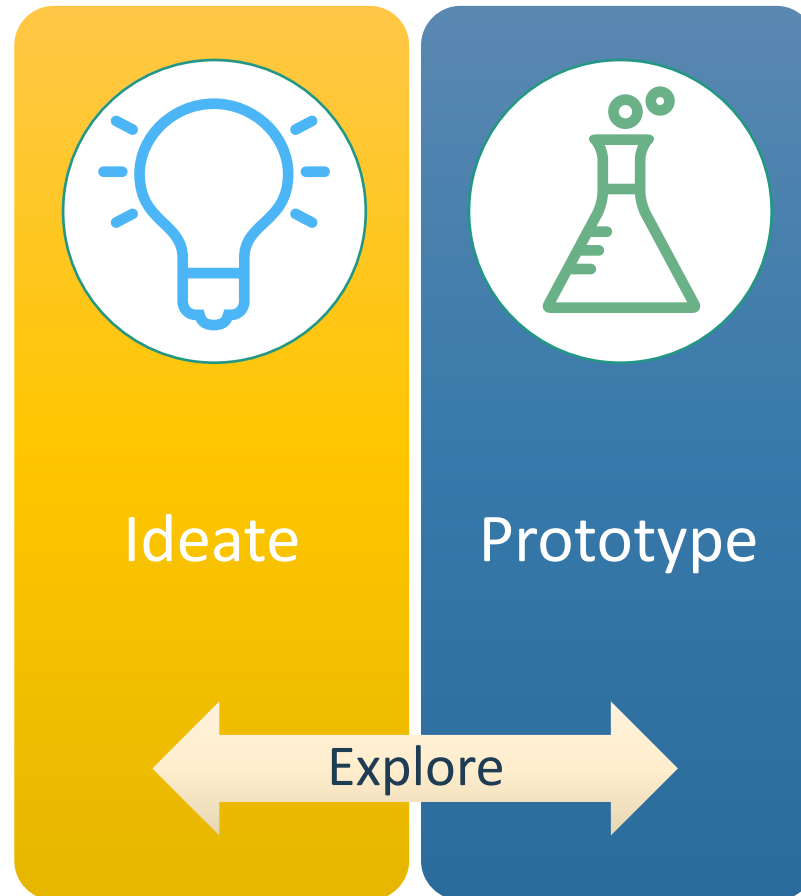
Design Thinking / Human Centered Design



The dialogue fostered through User Stories helps promote understanding



Design Thinking / Human Centered Design

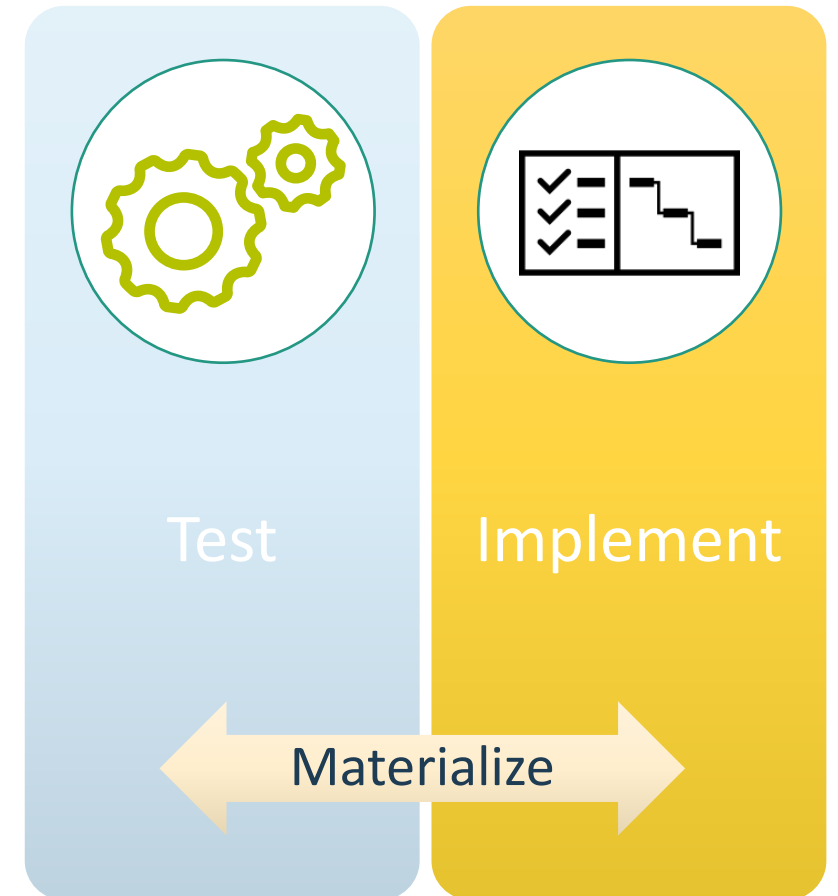


User Stories can be refined throughout the explore phase

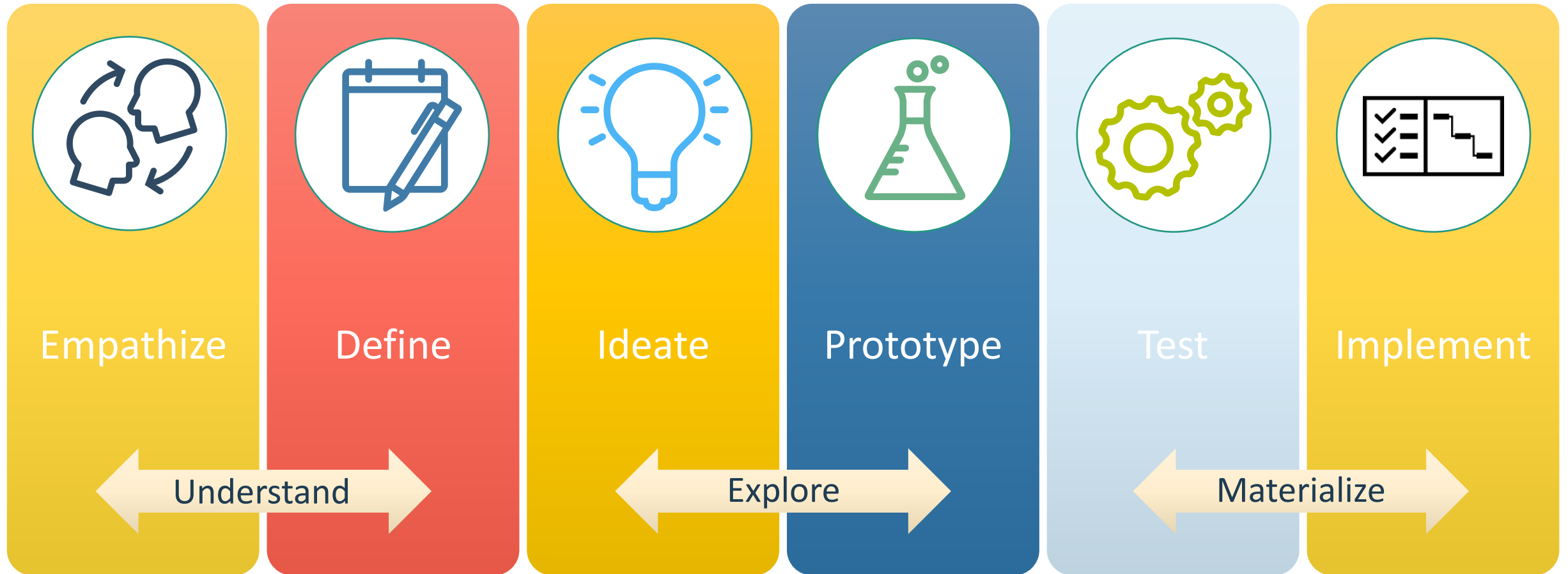


Design Thinking / Human Centered Design

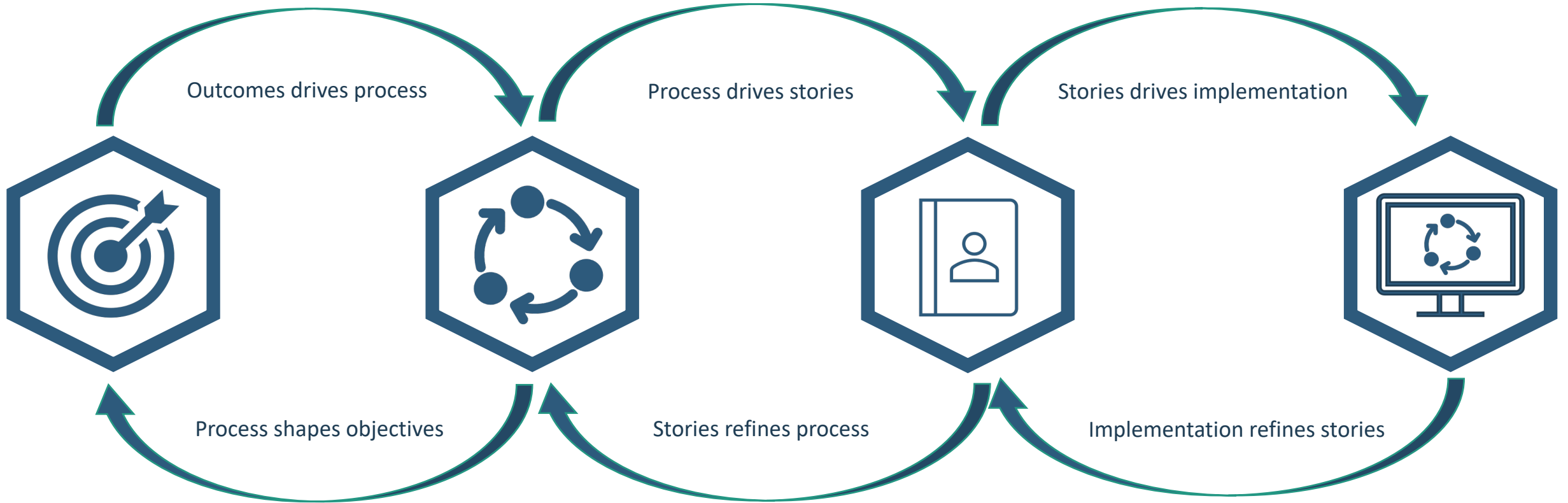
The User Stories, and associated **acceptance criteria**, are critical throughout the materialization phase



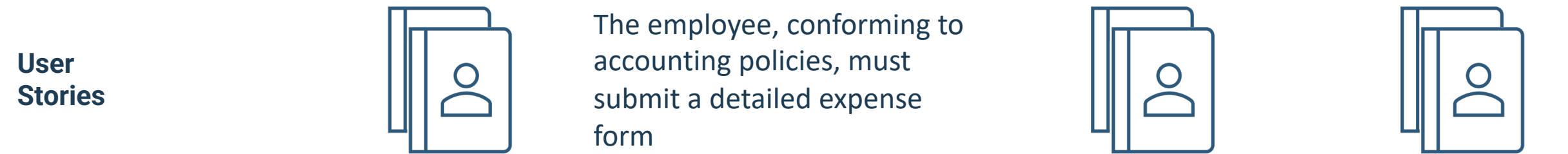
Design Thinking / Human Centered Design



Process Design, User Story Mapping and Requirements Gathering



Process Design, User Story Mapping and Requirements Gathering



- Technical Requirements**
- Place these specific fields on expense form
 - Create expense report #
 - Send notification to manager once submitted
 - Change status to submitted

Closing thoughts...

ITSM can drive innovation and transformation

- ITSM Pro's have the necessary skills to drive Digital Transformation
- Better alignment by listening to the needs of the business
- Creative solutions through the principles of Design Thinking
- Better requirements through Process Design & User Story Mapping
- Happier citizens, by listening to the voice of the customer
- Less rework, improved productivity, saving you time and money



Live Demo

