

22

SITS

THE SERVICE DESK
& IT SUPPORT SHOW

11-12 MAY 2022
ExCeL LONDON

WHAT'S ON

AT EUROPE'S LEADING EVENT
FOR ITSM, SERVICE DESK &
IT SUPPORT PROFESSIONALS

Sponsored by:



Supported by:

itsmf UK
The IT Service Management Forum

EXHIBITION

EDUCATION

NETWORKING

EXPERT ADVICE



PLAN YOUR DAY AT WWW.SERVICEDESKSHOW.COM



352% ROI
That's how much enterprises
using ServiceDesk Plus can
achieve.

*According to Forrester Consulting's Total Economic Impact™ study
Read the report at <https://mnge.it/roi>

Visit us at booth #230 to learn how.

ManageEngine 
ServiceDesk Plus

www.servicedeskplus.com



Reuniting the Service Desk and IT Support community

The countdown to The Service Desk & IT Support Show (SITS) is now on. Europe's largest event for IT Service Management (ITSM) and Support professionals will take place at ExCeL London on 11-12 May. After three long years we can't wait to see you there in person.

22
SITS
THE SERVICE DESK
& IT SUPPORT SHOW
11-12 MAY 2022
ExCeL LONDON



EXHIBITION

Meet leading vendors, and see demos of over 200 ITSM software solutions.



SEMINARS

Learn from industry thought-leaders about automation, employee experience, ESM and more.



KEYNOTES

Gain insight and practical advice to elevate your career with the keynote programme.



BREAKFAST BRIEFINGS

Discuss and debate ITSM challenges and opportunities over breakfast.



HOT TOPICS WORKSHOPS

Share real life service desk experiences with your industry peers and have your questions answered.



FREE DRINKS RECEPTION

Reconnect with colleagues, old and new, with a drink in hand. Join us at The Show Bar on Wednesday 11 May at 4.15pm. Cheers!

Everything you need to stay ahead in your career

Hear from expert speakers at the only **FREE ITSM** education programme in Europe. Improve your knowledge and learn from industry thought-leaders with over 50 free educational sessions.

Get up-to-speed on AI, automation, ITIL, customer and employee experience, enterprise service management, self service and more. Take a look at pages 4-5 to see the full programme.



Transform your IT service delivery

The central exhibition will feature over 60 specialist vendors, integrators, consultancies and service providers. Meet the teams behind the latest automation tools, IT security, cloud technology, customer experience services, and network management tools. Big name suppliers ServiceNow, Hornbill, Ivanti, TOPdesk, and IFS assyst will join newer companies to offer you real-life demos of their products. Have your questions answered, source a new tool or find solutions to enhance your existing offering.



Where: ExCeL London
When: 11-12 May 2022

Opening times:

Wednesday 11 May: 9.30AM-5.00PM
Thursday 12 May: 9.30AM-4.30PM
Last entry 1 hour before show close

Getting there:

By rail or tube: The Jubilee Line and the DLR are the quickest routes. The nearest station is Custom House DLR.

By car: ExCeL has 3,070 spaces and is easily accessed from the M25, M11, A406 & A13.

Thanks to our sponsors & supporters



08:30 – 09:30 THEATRE 1

Connecting the digital workplace with Enterprise Service Management

Keith O'Kelly, Chief Revenue Officer, IFS assyst

Great service is a necessity in the digital-connected enterprise! This is not only limited to customer service, it starts with ensuring your employees have access and autonomy to make requests, log incidents and receive insightful real-time intel on the status of these requests. Learn why Dubai Police; Abu Dhabi Judicial Department, Wyndham hotels and WPP rely on IFS assyst to support their Service objectives.

THEATRE 1

SPONSORED BY  freshworks

THEATRE 2

SPONSORED BY  freshworks

THEATRE 3

SPONSORED BY  freshworksKEYNOTE
THEATRE

10:00

10:00-10:45

Experience Management: How to use it to improve service to your employees

Mark Bewick, Senior Consultant & Neville Hughes, Senior Consultant, Cloudstratex

Join this session to find out what Experience Management is, and how to use it. The session will start with a simple methodology you can use immediately, and also expand into some more advanced techniques.

10:00-10:45

Stop improving bad process and start delivering value

Tony Denford, Research Lead, CIO Practice, Info Tech research

Your team is not here just to move tickets around. Before fine tuning your processes, start by understanding the foundational and core elements of delivering value. Align your team on value creation and learn how to measure the value that you bring to your business.

10:00-10:45

The reality of Service Management automation

Greg Charman, VP Services and Solutions, Kolverion

Join this session to benchmark your organisation against others regarding automation journey progress. You'll identify the impact of cloud adoption on automation implementation. Plus discover the top use cases organisations are automating in 2022.

10:00-10:45

Talking About Your Generation

Lizzie Stockbridge-Hodgson

With four generations now sharing the workplace – Gen Z, Millennials, Gen Z and Boomers – how can you best prepare for the changing world of work as employers and employees? In this talk, we will explore the role tech plays, and why companies that embrace an intergenerational workforce will thrive.

11:00

11:00-11:45

Uninterrupted IT: How to be unstoppable with your service management

Simon Johnson

Get insight into one of Freshworks' customers and see how they've transformed their service management to deliver an unstoppable and uninterrupted service to their employees. Discover how end users receive personalised and efficient experiences through intelligent AI and automation.

11:00-11:45

ESM – Meet the innovators

Patrick Bolger, Chief Evangelist, Hornbill

Join Hornbill's Chief Evangelist, Patrick Bolger, who will lead a Q&A session with three of the most innovative, award-winning IT leaders in the market, whose service impact has been so transformational, that it has changed their organisation's DNA. They will share the wrong turns, hazards, and challenges they encountered, alongside the solutions and tactics.

11:00-11:45

Remote work, everywhere, all the time - How has the pandemic affected the service and support function?

Aaron Nihat, Director, Cornwall IT & Tom Bridge, Principal Product Manager, Apple Technologies, JumpCloud

This panel will look into the primary issues that organisations are facing as a consequence of the pandemic around their support and service capabilities.

11:00-11:45

How to create a remote team where people thrive and do their best work

Benjamin Drury, The Culture Guy

In today's world of competitive business, being healthy is the main thing that will give service desk businesses the edge over their competitors and make them stand out. This session will take you through how to build a healthy service desk team, reduce staff turnover and increase productivity, but build a thriving remote culture.

12:00

12:00-12:45

Value Stream Management and the future of ITSM

Stephen Walters, Solutions Architect, Xmaters, an Everbridge Company

As organisations move toward more agile methodologies beyond DevOps teams many are asking how they can truly be applied elsewhere. Value stream management aims to make this connection, and by applying the principles directly to ITSM can add new efficiencies to team workflows and incident resolution.

12:00-12:45

Building the perfect Change Management process

Richard Josey, Lead ITSM Solutions Architect, AFJ Solutions

In this session Richard Josey will explore the key considerations when implementing or adapting a Change Management process. Including how to make sure our Change Management process is appropriate, how to embed it in our organisation and how to get the benefits.

12:00-12:45

SIAM Implementation tips from the front line

Steve Morgan, Director, Syniad IT

Steve will cover the key elements of the SIAM operating model and walk through tried and tested methods to ensure the successful design, build and implementation of each of these critical parts of a successful IT operating model.

12:00-12:45

Cracking the career code

Erica Sosna, CEO, Careers Expert, TEDx, Keynote speaker

When it comes to your service desk career there is a code to crack. If you don't know what is guiding your career decisions and your ambition, how can you know you are in the right role? This session will give you the secret to unlock your ideal career path, using the interactive and simple Career Equation® method.

13:00

13:00-13:45

The future of AI and Machine Learning in Service Management

Cees Bos, CTO, Marval

We are all familiar with the rapidly changing world due to the increased speed of innovation and disruption of markets by new technologies. The use of AI, Machine Learning and automation has become a necessity instead of a luxury. But how to use it? Step into the world of self-healing capabilities and explore how to use the data where it works best.

13:00-13:45

7 practical tips for getting started with Experience Management

Sami Kallio, CEO, HappySignals

In this presentation Sami will share ten practical tips that will help organisations to overcome Employee Experience Management. These include how to understand what Employee Experience means to your organisation and a series of proven activities that will set your organisation on a path to better business operations and outcomes.

13:00-13:45

Putting the Ops back in DevOps

Rob Akershoek, Chair It4it Forum, The Open Group / Fruition Partners

The DevOps value stream is focused on developing, testing, and deploying new features into production (to deliver value sooner, better, and safer). But often the Ops part of DevOps is neglected. This presentation is about how to balance and optimise both Dev and Ops.

14:00

14:00-14:45

Development ideas journey – Flow from ideas to operation

Paula Määttä, Senior Solutions Architect, TietoEVRY

This presentation is a story of the customer use case where the Continual improvement process was used. Paula will discuss which actions were needed to improve the flow to collect improvement ideas and how to implement them.

14:00-14:45

Mapping your Technical Architecture – The positive impact on Service Management-

Johnny Stansfield, Data Scientist, Sunderland City Council

This is a walk-through of Sunderland City Council's journey and how we utilised our service management solution to provide a platform for a visualised architecture graph.

14:00-14:45

5 things you need to know right now!

David Wright, Chief Value & Innovation Officer, SDI

David will share hindsight, insight and foresight, gathered through industry-wide surveys, case studies and panel discussions over the last 12 months with the global SDI community, to identify what we've learnt and highlight emerging trends and opportunities the new world digital business brings.

14:00-14:45

Confidence and Overcoming Imposter Syndrome

Zoe Thompson, Life & Wellbeing Coach

What is Imposter Syndrome, how can I recognise it, and how can I overcome it? I want to step out of my comfort zone, how can I be more confident in doing this? If these are questions you find yourself asking, then this presentation will help you explore 'what', 'why' and most importantly 'how' you can increase your confidence to overcome those 'imposter' feelings.

15:00

15:00-15:45

Get more value out of CMDB by understanding your services

Milla Kuosmanen, Senior Advisor, Efecte

This presentation will introduce you to a framework and tools which will help you to build a logical chain between your customers, services and technical Configuration Management Database (CMDB) and underlines the importance of data.

15:00-15:45

Simplicity as a Service in the age of IoT

Lars Matzerath, Director Sales EMEA & Simone Rothmund, Team Lead Customer Success, AnyDesk Software GmbH

It is time for companies to look optimistically to the future and to put existing service processes to the test. AnyDesk Software will look at trends such as IoT that can help to improve your services, to simplify your customers' lives, and to differentiate yourself from competitors.

15:00-15:45

How to stop getting automation wrong

Kelvin Tegelaar, Lime Networks

In this session, we'll identify the most common pitfalls involved with adopting automation, and walk through practical, real-world use cases of how to apply it more effectively.

15:00-15:45

I Can Steal Your Sh1t

Paul Newton, MentalTheft

Most people switch off when someone starts talking about cyber security. In the time it takes you to read this synopsis, two small businesses will be successfully hacked in the UK. And yet, you still probably won't do anything about it, because where do you even begin?! If you dare to join my audience, I will steal your information in front of your eyes – and then I will point you in the right direction to do something about it. Join Paul Newton of Mental Theft and become "Strong, Confident and Wary".

08:30 – 09:30 THEATRE 1

A funny thing happened on the way to the pandemic: Today's service desk consultant

James Stanger, Chief Technology Evangelist, CompTIA

Let's take a deep dive into how the service desk has morphed to current conditions. So, what are the "10 essentials" of the properly-prepared service desk worker who can support today's customer experience? Let's investigate the "X factors" involved in being a service desk consultant, including automation, omnichannel support, and business ontology support.

CompTIA

THEATRE 1

SPONSORED BY  freshworks

THEATRE 2

SPONSORED BY  freshworks

THEATRE 3

SPONSORED BY  freshworks

KEYNOTE THEATRE

10.00	10:00-10:45 Why Service Optimisation is vital for your vision Alexis Mackie, Head of Customer Success & Andy Walsh, Chief Operating Officer, Vivantio Discover the real meaning behind service optimisation and how you can develop a strategy to identify and deliver improved service. Learn the relationship between customer expectation and customer journey and how each impacts customer experience.	10:00-10:45 The service delivery excellence matrix for IT and business service delivery teams Ashwin Ram, Evangelist, ManageEngine The service excellence matrix tries to establish a framework which can help IT and business delivery teams to understand more about their team beyond just the numbers, based on 2 critical factors: Service delivery ideation and technology adaption and implementation.	10:00-10:45 Map them happy Kate Sandall, Director, IT Customer Service Management, London Business School Identifying your user communities and mapping their journey with you via all the interactions they have with the technology and services you provide means you can tailor your SLA or XLA to meet their exact requirements. Get it right, and you can build stronger relationships, and deliver an exceptional service experience.	10:00-10:45 Young People – Inspiring them for a bright future in IT Service Management Sandra Whittleston, IT Service Management Researcher and Lecturer, Addcoeo Consultancy Ltd Organisations need a steady stream of enthusiastic young people who want to develop a career in computing which encompasses IT Service Management knowledge. What can we do to encourage and support them?
11.00		11:00-11:45 Being wrong is great Annemarie Wolfrat, Agile Coach, Topdesk Experimenting and learning is one of the foundational pillars of modern agile, and a mantra in so many agile organisations. So why then, is truly embodying a culture where failing is not only accepted but encouraged, so rare? Let Annemarie show you the true value of embracing being wrong.	11:00-11:45 Designing a great self service (or plagiarism is a good thing) Steven Parker, Solution Strategist, Ivanti Lets take a look at a typical user interaction with several popular sites and see what tips and tricks we can 'borrow' from them. Remember, "plagiarism is the sincerest form of flattery".	11:00-11:45 How are you? The most important question on the Service Desk Facilitated by Barclay Rae, Barclay Rae Consulting; Diane Holden, UEM Services Manager, MarXtar; Tom Petley, Product Owner, HaloITSM; James Finister, Practice Partner, Tata Consultancy Services In this session we will explore some of the key issues around the well-being of our people, particularly in the high stress service desk environment, and how we can best serve and support them.
12.00	12:00-12:45 Build a smarter, modern Service Desk experience Satty Virdi, Senior Principal Product Success Manager, ServiceNow During this session you will learn how analytics, Machine Learning and chat-bots can help you achieve sustainable measurable benefits and modernise your Service Desk experience.	12:00-12:45 No more heroes : Transforming Incident Management Gary Ford, Director, Moonshot Consultancy In this highly personal account of dealing with a complex 24x7 environment, Gary will outline how you can go about significantly reducing your mean time to recover in record time, reducing variability and enabling a continuous improvement model.	12:00-12:45 Professionalising Service Management: A journey from ad-hoc to international standard Brian Lake, Head of Information Services, Brooke Hospital for Animals This presentation takes us through a "how-to" journey of a typical mid-size global charity – determining the as-is state, the importance of process maturity, and how an ITIL aligned framework can be adopted and validated via an international standard for Service Management.	12:00-12:45 Unstoppable Service Management with Formula 1 Monika Jurkiewicz, Service Management Lead, Formula 1 Get insight into how F1's digital services stay 'always on' for its millions of fans across the globe. Monika will talk about ways in which one of the world's most elite sports deals with the pressures and complexities of staying agile in today's ever-changing environment and the unusual KPIs F1 use to measure success.
13.00	13:00-13:45 Techniques for the data-driven service desk Dr James Stanger, Chief Technology Evangelist, CompTIA Join James to discuss how to create a data-driven management strategy that leverages ITSM "data exhaust" and emerging technologies. He'll discuss how to obtain data-driven information that goes beyond – or at least supplements – your "gut instinct" concerning how to best support remote workers.	13:00-13:45 Is service automation the future of ITSM? Hila Lamm, Chief Product Officer, Sysaid IT The role of IT continues to evolve and grow in importance as the digital workspace has emerged. IT organisations must continue to "keep the lights on," but their mission has become even more critical. So how can IT departments adopt Service Automation to fulfill the promise of becoming a strategic partner in their organisation?	13:00-13:45 Realising service cost and performance reporting with zero monthly effort Andy Richardson, Service Management Architect, 4me Andy will provide some insight into how successful enterprises are focusing on a service centric architecture to leverage valuable reporting to gear up for ever-increasing demand from the business, and a need to manage a growing number of 3rd party service providers.	13:00-13:45 Inclusion and Collaboration- helping you to pull together the strongest Service Management team yet Facilitated by Duncan Watkins; Cristan Massey, Major Incident Manager, IT Lab; Duncan Watkins, Principal Consultant, Forrester; Max J Green, IT Senior Administrator & Autistic Public Speaker; Sandra Whittleston, IT Service Management Researcher and Lecturer Hear from a panel of speakers covering inclusion and collaboration.
14.00	14:00-14:45 The problem with problems Robert Howe, Service Management Consultant, ITSM Support Robert will introduce the event-incident-problem hierarchy – Why 'bad events' do not reach the Incident Management phase. He will also introduce the Cynefin model: five types of problem. The session will also touch on fact-based people management, reasons why persistent problems do not get resolved and the four roles needed in a problem-solving team.	14:00-14:45 Resilience—The new imperative for Service Management Dean Clayton SMA, Product Manager, Microfocus Join us for an in-depth exploration of why resilience is so important and how you can inject it into the heart of your service desk strategy. Ultimately, you will learn how to continuously adapt your service desk to survive constant change, even change from within the organisation.	14:00-14:45 From Problem to Resolution: Deliver Excellent Customer Service via the Service Desk Damien Brown, Director, Solutions Engineer, BeyondTrust Join us to understand how to effectively utilise your Remote Support tools to successfully address challenges and deliver excellent customer service, whilst reducing costs and increasing efficiency.	
15.00	15:00-15:45 From IT operations to AI operations – Your booster to digital transformation Dirk Eisenberg, Executive Vice President Research and Development, Matrix42 Not every company is ready to rely on AI, but more and more see artificial intelligence (AI) as a core component of their digital transformation process. Find out how companies can benefit by shifting from IT Operations to AI operations.	15:00-15:45 Build your CMDB (while AI does the heavy-lifting!) Aaron Perrott, CTO, KTSL Join KTSL as they give practical guidance on how to build and update an evergreen service catalogue and CMDB and tie them quickly to effective automation approaches – this is a 101 you won't want to miss.	15:00-15:45 Service Desk x.0 – Getting ready for the NEXT normal Dr Hendrik Witt, Chief Product Officer, TeamViewer Automation and digitisation will accelerate now and going forward. Organisations need to strategise on how they can navigate a fragmented, complex IT landscape in a scalable, secure manner.	All sessions are now FREE to attend on a first-come-first served basis. Head to the theatres and grab your seat with no queuing necessary. See you there!



Share ideas and experiences with your peers

After two years apart, reconnect with your colleagues in person. Take part in small group discussions at the Hot Topics Workshops sponsored by TOPdesk. Discuss challenges, opportunities and share experiences with likeminded ITSM professionals.



SEE
DEMOS
OF 200+
LEADING
ITSM
TOOLS

“Best-in-class, industry leading products on show and some of the best minds in the industry leading thought-provoking discussions around real world challenges and developments. Cracking stuff!”

IT SUPPORT ANALYST
(PREVIOUS SITS ATTENDEE)

Debate cutting-edge challenges over breakfast

Start your day with a breakfast briefing at SITS. Experience thought leadership and pioneering case studies from the experts in 1 hour sessions. Have your questions answered during Q&As and connect with speakers and colleagues over a free breakfast. Sessions are free to attend but must be pre-booked online.



A visit to the **Service Desk & IT Support Show** will provide you with ideas and inspiration to elevate your IT operation. Start planning your day at WWW.SERVICEDESKSHOW.COM

MEET WITH 60+ WORLD LEADING ITSM SOFTWARE TOOLS AND SERVICE PROVIDERS INCLUDING...





SPEAKER Q&A

ASHWIN RAM, MANAGEENGINE

ManageEngine



What tips would you give service desk and IT support professionals who are looking to drive their IT services forward?

With the advent of hybrid workplaces, service desk and IT teams now must deliver seamless user experience through a quality IT environment for all employees, irrespective of their work location. In order to achieve this, service desk teams and IT support professionals should:

- Evaluate the effectiveness of current service delivery processes
- Redesign them to suit the needs of the hybrid workplace
- Strengthen IT asset management practices
- Onboard all critical departments like HR, facilities, and finance on an enterprise service management platform
- Build a unified self-service portal for all employees

Tell us about your journey with SITS and how the show has shaped your growth?

This is my first year as an attendee and as a speaker, however ManageEngine is a regular at SITS, so I've had exposure to the quality ITSM content through colleagues. I'm really excited about being there this year, and for the opportunity to meet and network with our customers, industry experts, and influencers.

What do you love most about what you do?

Being an ITSM evangelist at ManageEngine puts me in a distinctive spot in the industry. My everyday job gives me exposure to the latest developments and innovations at the ManageEngine garage, and opens up opportunities for customer interactions which helps me understand how they utilise these technologies and

tools in their daily operations. Also, conversations with leading analysts and industry trackers helps me see the big picture. This gives me a great perspective and understanding of the ITSM landscape, and makes creating content on ITSM truly interesting.

What can we look forward to in your session?

As businesses move to a hybrid work mode, the roles of the IT service desk and IT support teams becomes more critical than ever. From governing a secure IT environment to delivering all key IT services and enabling a service delivery platform for other departments, the IT service desks have a lot to manage. They can no longer rely only on existing metrics and KPIs to gauge their effectiveness. Their service delivery model and the ability to translate it into everyday practices must be monitored to ensure that the IT

service desk is equipped enough to meet business needs. The session will present a self-evaluation framework that will help IT service desk and support teams to evaluate themselves on two critical factors: Service delivery ideation, and technology adoption and implementation. Based on individual scores, IT service desk teams will be able to place themselves on a service delivery excellence matrix. The framework will help IT service desks identify gaps in their processes and implementation, recognise their strong suits, and potentially help them plan their service delivery roadmap.

Don't miss Ashwin's session in Theatre 2 at 10:00 on 12 May. See you there!

SITS 22

**11-12 MAY 2022
ExCeL LONDON**

**JOIN US AT EUROPE'S
LARGEST IT SERVICE
MANAGEMENT EXHIBITION
AND CONFERENCE**

Meet face to face with leading ITSM vendors



Discover the latest tools that will revolutionise your business



Get up-to-speed on AI, automation, ITIL, customer & employee experience, self service + more



Hear from industry pioneers and gain invaluable insight



Connect with thousands of like-minded professionals

Thank you.

ManageEngine turns 20, and we're celebrating our customers for making our journey so special.



manageengine.com/20

“

“ManageEngine has been around for 20 years thanks to you, our customers. We appreciate your business, and we pledge our ongoing commitment to you and your success by investing in technology, R&D, and staying relevant throughout your journey. That is our promise to you.”



Sridhar Vembu
CEO, Zoho Corporation

ManageEngine

ManageEngine is the enterprise IT management division of **ZOHO** Corporation.