**Overview of ITIL**

The Whealth Mobile Application is based on the principles of Information Technology Infrastructure Library (ITIL). One of the most widely recognized and adopted Information Technology (IT) Service Management framework in the world is ITIL. As highlighted by Arraj, V. (2010) many organizations today are now implementing ITIL in their work environments because it is a practical approach for planning, delivery and IT services support to the businesses. ITIL is becoming one of the most popular and widely accepted approach to IT Service Management and the it provides a set of best practices which are responsible to drive the organization towards their IT growth objective. McLaughlin, K., & Damiano, F. (2007) further affirm that these best practices are documented in books so that the organizations can use them to manage their IT domains. The books are as mentioned below:

* Service Strategy
* Service Design
* Service Transition
* Service Operation
* Continual Service Improvement

Service Strategy is the source of guidance on how to design and develop service management as a strategic asset apart from being an organizational capability. As stated by Office of Government Commerce Großbritannien. (2007) that the guidance mentioned above is provided to develop service management guidelines and processes across the service lifecycle.

Service Design process is responsible for providing the base to design and develop the services and service management processes. It is also responsible for covering principles of design to fructify the strategic objectives into services portfolios and service assets. Not only for new services but service design plays a key role to increase and maintain the customer value for existing services. As suggested by Office of Government Commerce Großbritannien. (2007), Service Designs main objective is to provide guidance on developing design capabilities for IT service management.

Service Transition helps the organization to develop and improve the capabilities to transition new and altered services into operations. While keeping track of the various risks of failure and potential business disruptions, the service transition process helps realize the many service strategy requirements. As highlighted by Lacy, S., Macfarlane, I., Taylor, S., & Office of Government Commerce Großbritannien. (2007), the Service Transition process also fosters innovation while providing guidance to manage the complex changes to services and service management processes.

Service Operation is the key ITIL process for any organization to achieve efficiency and effectiveness in delivering and supporting IT services. This in turn ensures a good value for the service providers and the customers. This process offers guidance on maintaining stability in service operations through changes in design and service levels. Taylor, S., Cannon, D., & Wheeldon, D. (2007) suggest that it is through Service Operation process an organization handles the reactive and proactive control perspectives.

Last but not the least is the Continual Service Improvement process that is instrumental in helping the organization achieve high customer satisfaction standards. This is done by combining the various methods, principles and practices from Change Management and Quality Management. ITIL Continual Service Improvement helps in realizing the organizational goals of large improvements in business continuity and operational efficiency.

The ITIL framework was first introduced by the Office of Government Commerce in UK and due to its iterative and multidimensional nature it is one of the most widely accepted framework for IT organizations. Sahibudin, S., Sharifi, M., & Ayat, M. (2008) point out that although there are many frameworks and standards today in the IT management systems, on their own they are not enough to function as efficient IT management system and thus many authors have found the area of integrating ITIL with the other frameworks which are Control Objectives for Information and related Technology (COBIT) and ISO/IEC 27002 to build efficient systems to be of particular interest for further research. Implementation of ITIL best practices are not limited to only IT organizations as many government firms are also looking to ITIL for increasing service levels, reducing overhead costs and above all improve the security for their business. Meziani, R., & Saleh, I. (2010) suggest that in order to achieve pre-defined service levels for many services a systematic approach is required and ITIL is the one stop solution for this. People, Process and Technology issues are the constant occurrences in every IT organization and having a string Information Technology Service Management (ITSM) is very important. Transformation is the key to success and every organization has a plan to implement their transformation plans in phases, refer Fig 1

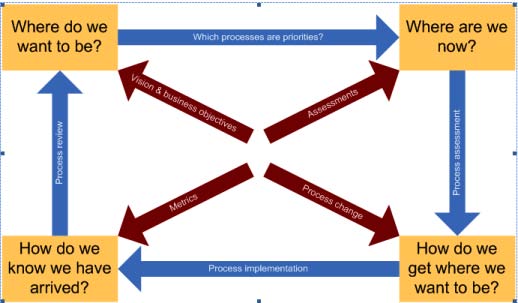


Figure 1 – Organization Transformation Phases

The first question “Where do you want to be?” is a part of the Vision and Business Objective team but the subsequent stages of transformation phases are driven by ITIL Process Assessment, ITIL Implementation and ITIL Process Review processes. Business is mainly driven by IT today and having highest availability of services along with profitability and high customer satisfaction is achieved through ITIL. There are many benefits if ITIL but the authors of this paper feel the following are some of the most important ones :

* High Availability and reliability of mission critical services.
* Clear communication and documentation of all the roles/responsibilities.
* Having an optimal infrastructure of IT systems to cater to future business requirements
* Reduce the Total Cost of Ownership (TCO) permanently.

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