

# Overview

## Service Management, Agile & DevOps

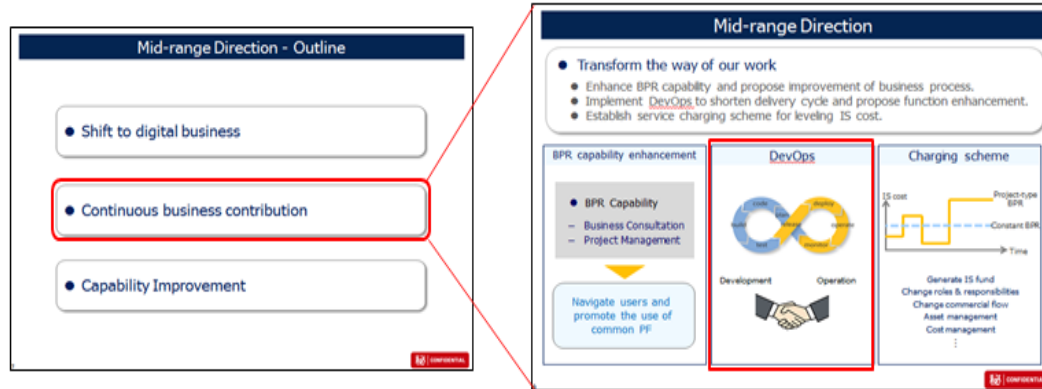
Global IS Shared Services

1. Background and Definition
2. Overview to Service Management Framework
3. Overview to GCM Agile Methodology
4. Overview to Sony DevOps
5. Wrap-Up and Expectation to Next Sessions

## Background and Definition

## Background

### Mid-range Direction



Implement DevOps to shorten delivery cycle and propose function enhancement.

## Background

### Mid-range Direction



Implement DevOps to shorten delivery cycle and

## Different Approaches

### Bimodal IT Mindset

	Mode 1		Mode 2	
	Reliability	Goal	Agility	
Think Marathon Runner	Price for performance	Value	Revenue, brand, customer experience	Think Sprinter
	Waterfall, V-Model, high ceremony IID	Pj	Agile, Kanban, low-ceremony IID	Svs
	Plan-driven, approval-based	Pj RP	Empirical, continuous process-based	Svs MP
	Enterprise suppliers, long-term deals	Out-sourcing	Small, new vendors, short-term deals	In-sourcing
	Good at conventional process, projects	GCM	Good at new and uncertain projects	Dev Ops
	IT-centric, removed from customer	IT-Driven	Business-centric, close to customer	Bus-Driven
	Long (months)	Cycle Times	Short (days, weeks)	

source: Gartner

SONY 8 | 18.04.01 GSSS Service Management

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## Background

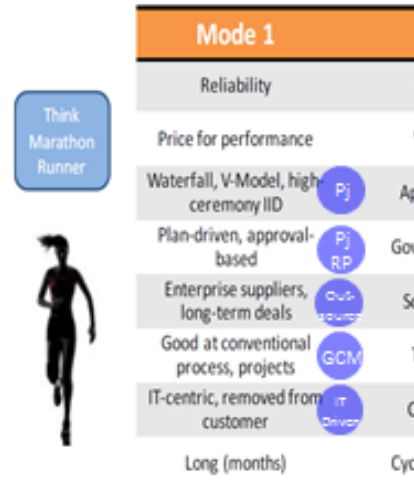
### Mid-range Direction



Implement DevOps to shorten delivery cycle and

## Different Approaches

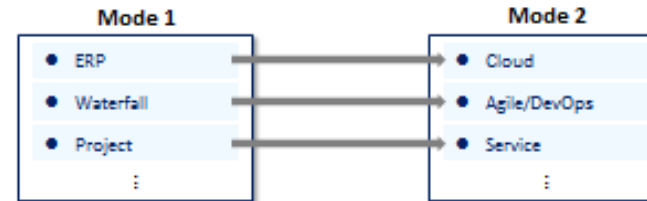
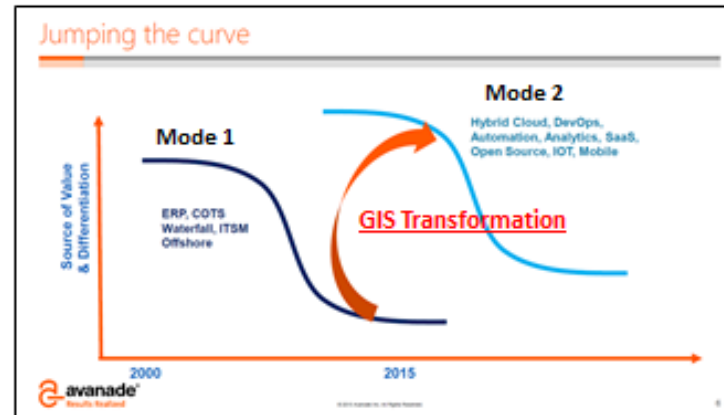
### Bimodal IT Mindset



Source: Gartner

SONY | 18.04.01 | GSS: Service Management

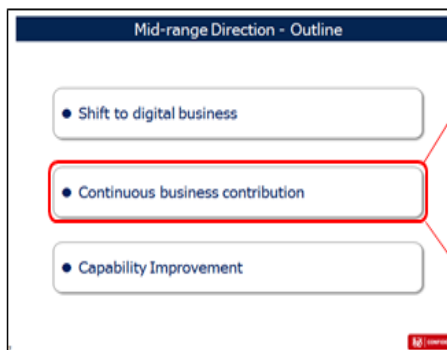
## How to shift and prepare for digital IT



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## Background

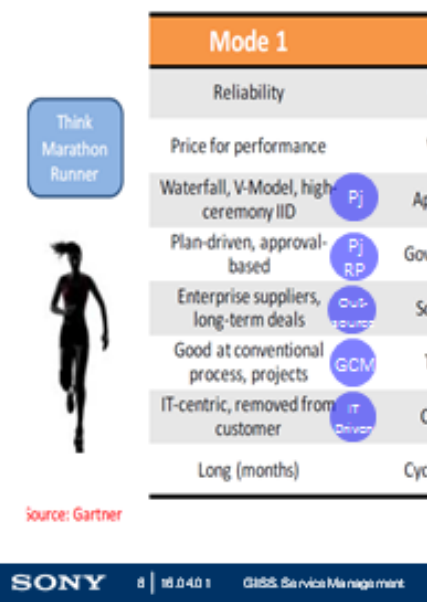
### Mid-range Direction



Implement DevOps to shorten delivery cycle and

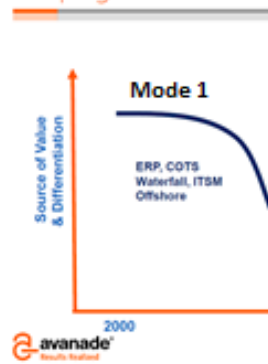
## Different Approaches

### Bimodal IT Mindset



## How to shift and prepare for digital IT

### Jumping the curve



### Mode 1

- ERP
- Waterfall
- Project

Cost > Agility

Cloud Shift/Serviceization

Cost >= Agility  
Biz Contribution in Digital Era

As-Is

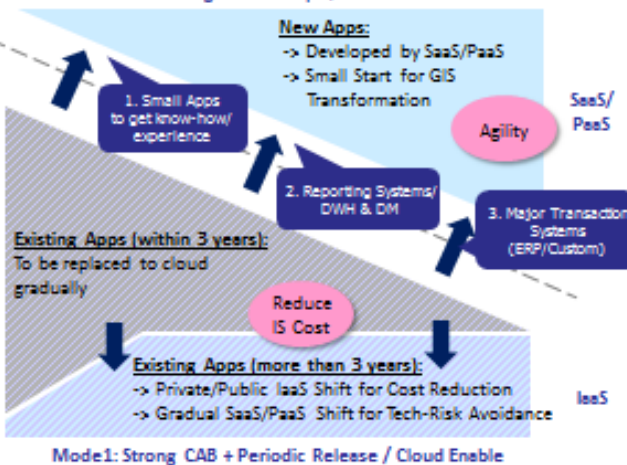
FY16

FY18

Mode2: Agile & DevOps / Cloud Native

Option1:  
Pursue Agility for New Apps  
(Continual Enhancement: Less than 1 month)

Option2:  
Gradual Improvement for Existing Apps  
(PJ Period: 3-6 months)



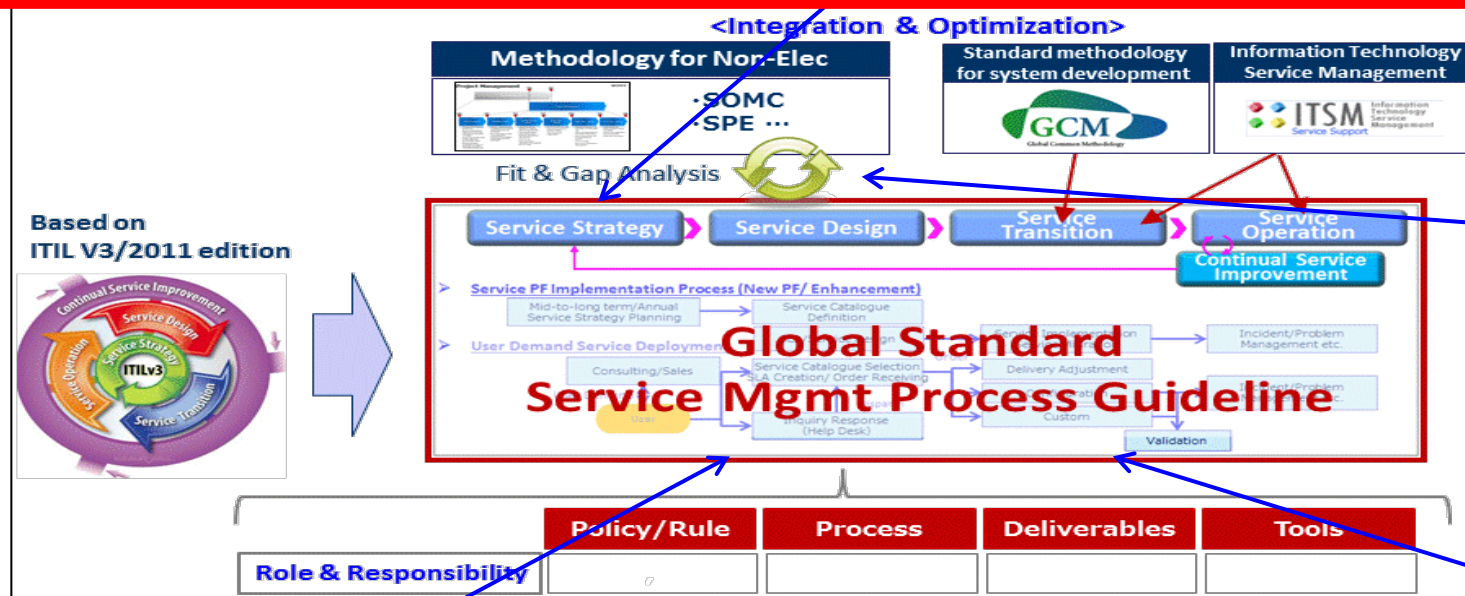
## (Current Issues)

- Different methodology between project mgmt and system mgmt
  - ➡ Not ready for the transformation to service mgmt & DevOps
- Different methodology & process between GIS and non-elec. IS
  - ➡ Opportunity to pursue further optimization by process standardization

## (Midrange Approach)

### [Approach 1]

To formulate and introduce “Global Service Mgmt Process Guideline” for Sony IS groups



### [Approach 4]

To pursue IS process standardization between GIS and non-elec. IS for the efficiency

### [Approach 2]

To introduce “IS Service Mgmt Process Monitoring Scheme”

### [Approach 3]

To introduce “IS Service Mgmt Process Improvement Scheme”



**Service Management** is defined as a set of specialized organizational capabilities for providing value to customers in the form of services.

*Source: Foundation of IT Service Management (Orand/Villareal)*



**Agile Development** is a software development method that enable quick implementation and release of small increments of working software for customers who have urgent requirements to meet changing needs of market and end users.



**DevOps** (Abbreviation of “Development and Operations” ) is an approach to provide software continuously under the collaboration between business owners and development, operation and QA teams based on the principle of “Lean” and “Agile”. With this approach, an enterprise will be able to capture market opportunities faster and receive customer feedback in shorter time.

*Source: DevOps for DUMMIES (Compliments of IBM)*



*Source :wikipedia*

## Vision

GIS is an organization capable of fulfilling its vision of becoming a **service oriented** and **agile** organization that rapidly adopts to business change and cost limitations through the support of the GIS Process team.



TODAY

GIS is a reactive delivery organization that is driven by customer demand

SERVICE  
MANAGEMENT

AGILE

DEVOPS

WANTED  
POSITION

GIS is a service oriented and agile organization that rapidly adopts to business change and cost limitations

## Mission

Support GIS to optimize the IT capabilities by...

- Establishing and implementing **common processes, roles** and **terminology**
- Ensuring that GIS has **agile** and **simplified processes** that are aligned with and support to fulfill the Strategy and MRP
- **Coaching** people and organizations **through change** and **transition**
- **Facilitating cross functional collaboration** within GIS and with all Sony interfaces

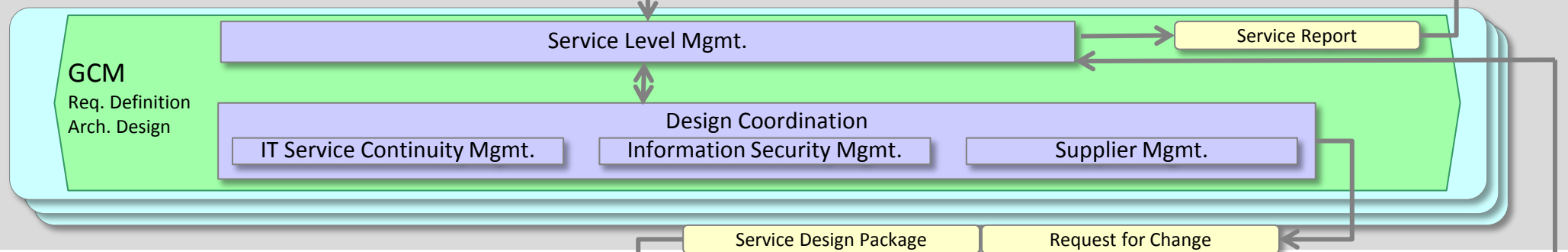
# Overview to Service Management Framework

# Service Management Framework

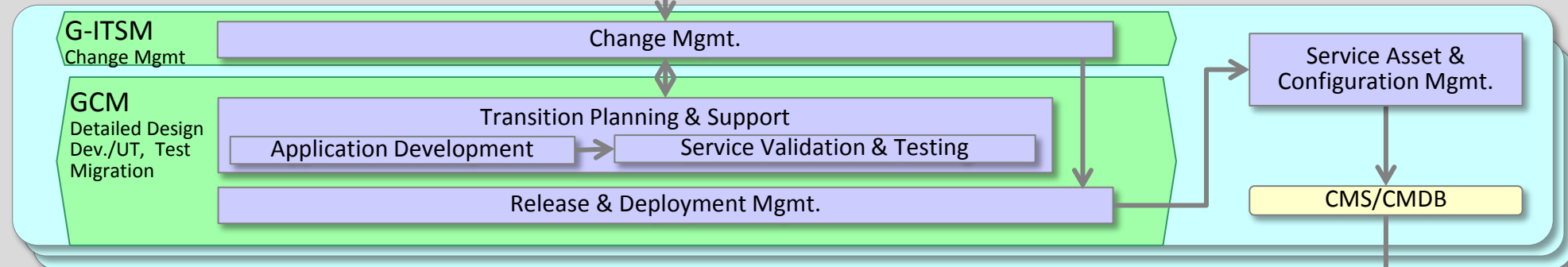
## Service Strategy



## Service Design

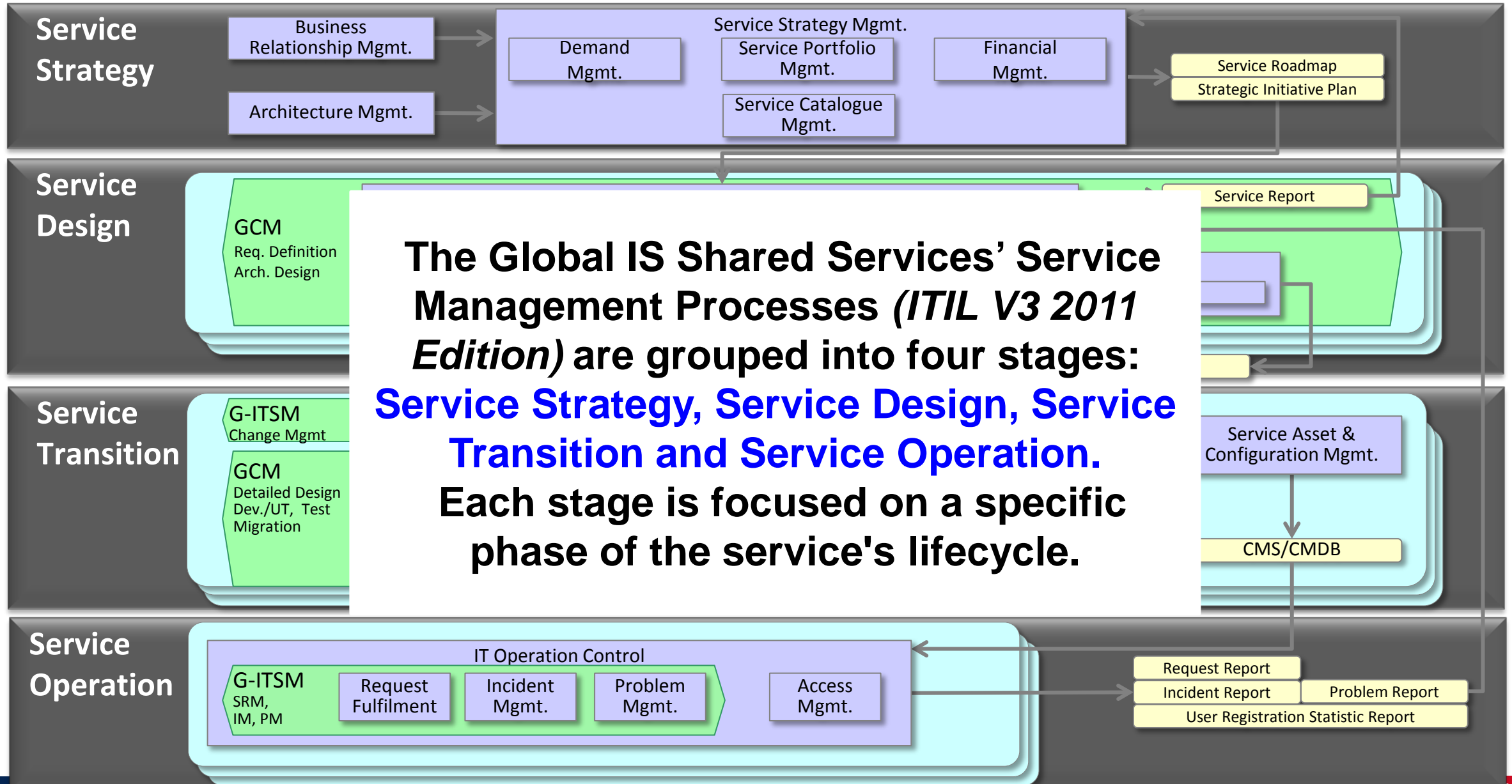


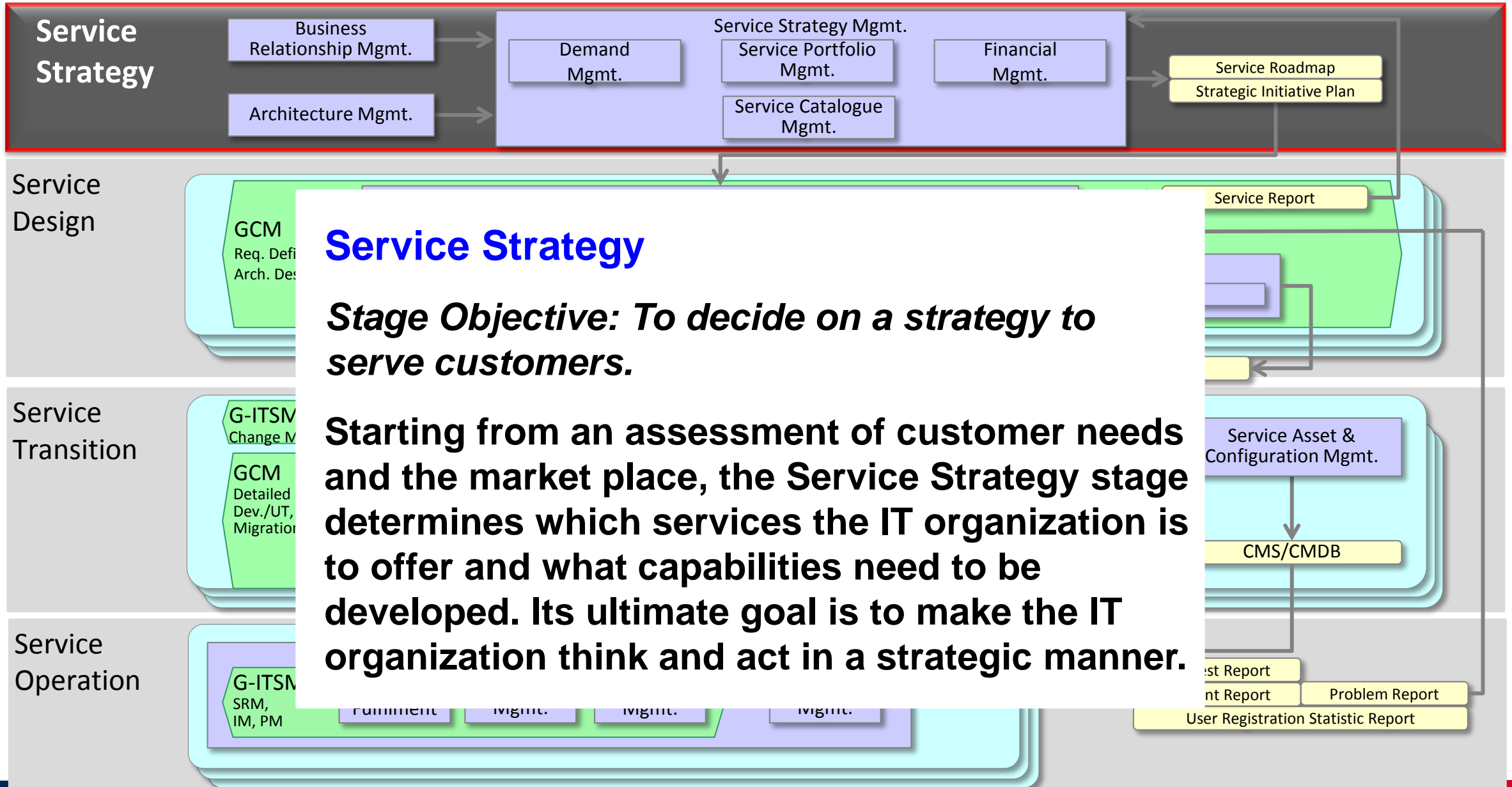
## Service Transition



## Service Operation







# Service Management Stage

Service  
Strategy



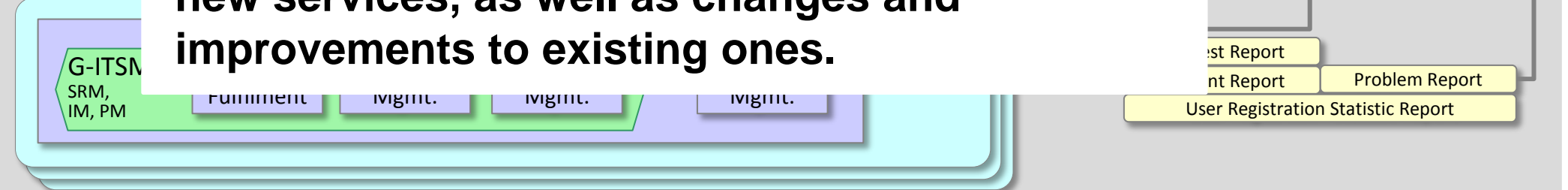
Service  
Design



Service  
Transition



Service  
Operation



## Service Design

**Stage Objective: To design new IT services.**

**The scope of this stage includes the design of new services, as well as changes and improvements to existing ones.**

Service Strategy

B  
Relatio

Archite

## Service Transition

**Stage Objective: To build and deploy IT services.**

**Service Transition also makes sure that changes to services and Service Management processes are carried out in a coordinated way.**

Service Roadmap  
Strategic Initiative Plan

Service Report

Service Design

GCM  
Req. Defin  
Arch. Design

## Service Transition

G-ITSM  
Change Mgmt

Change Mgmt.

GCM  
Detailed Design  
Dev./UT, Test  
Migration

Transition Planning & Support

Application Development

Service Validation & Testing

Release & Deployment Mgmt.

Service Asset &  
Configuration Mgmt.

CMS/CMDB

Service Operation

G-ITSM  
SRM,  
IM, PM

IT Operation Control

Request  
Fulfilment

Incident  
Mgmt.

Problem  
Mgmt.

Access  
Mgmt.

Request Report

Incident Report

Problem Report

User Registration Statistic Report

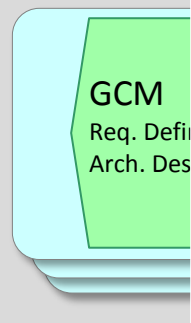


# Service Management Stage

## Service Strategy



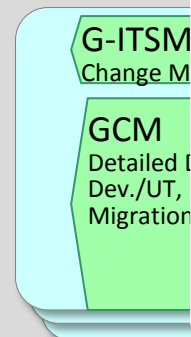
## Service Design



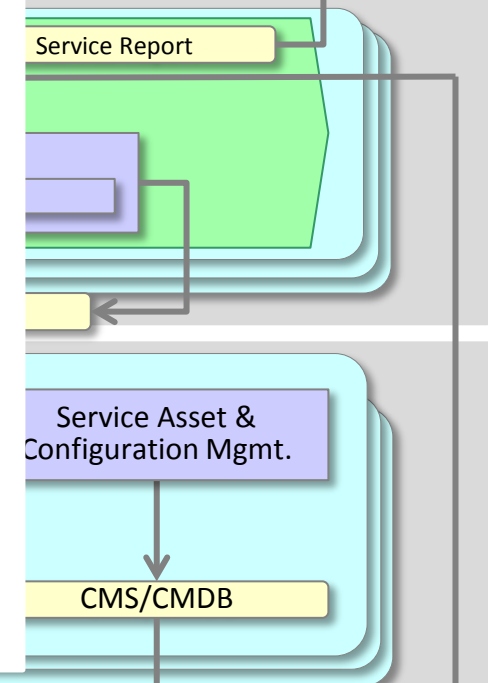
## Service Operation

**Stage Objective:** *To make sure that IT services are delivered effectively and efficiently.*

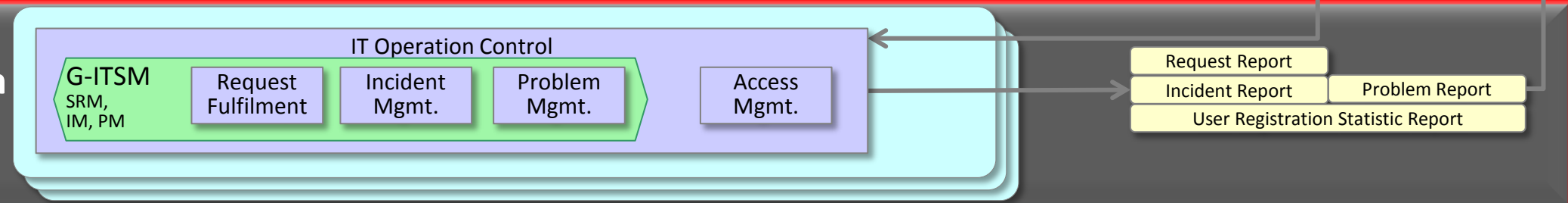
## Service Transition



**The Service Operation stage includes fulfilling user requests, resolving service failures, fixing problems, as well as carrying out routine operational tasks.**



## Service Operation

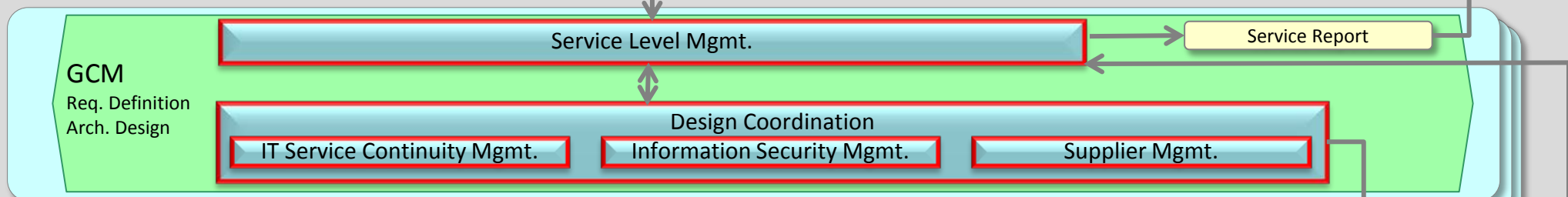


# Service Management Process

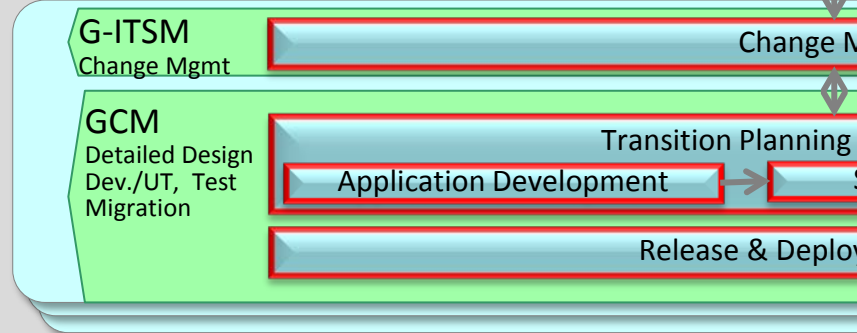
## Service Strategy



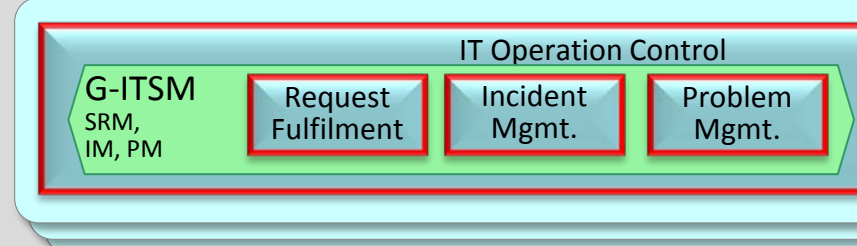
## Service Design



## Service Transition



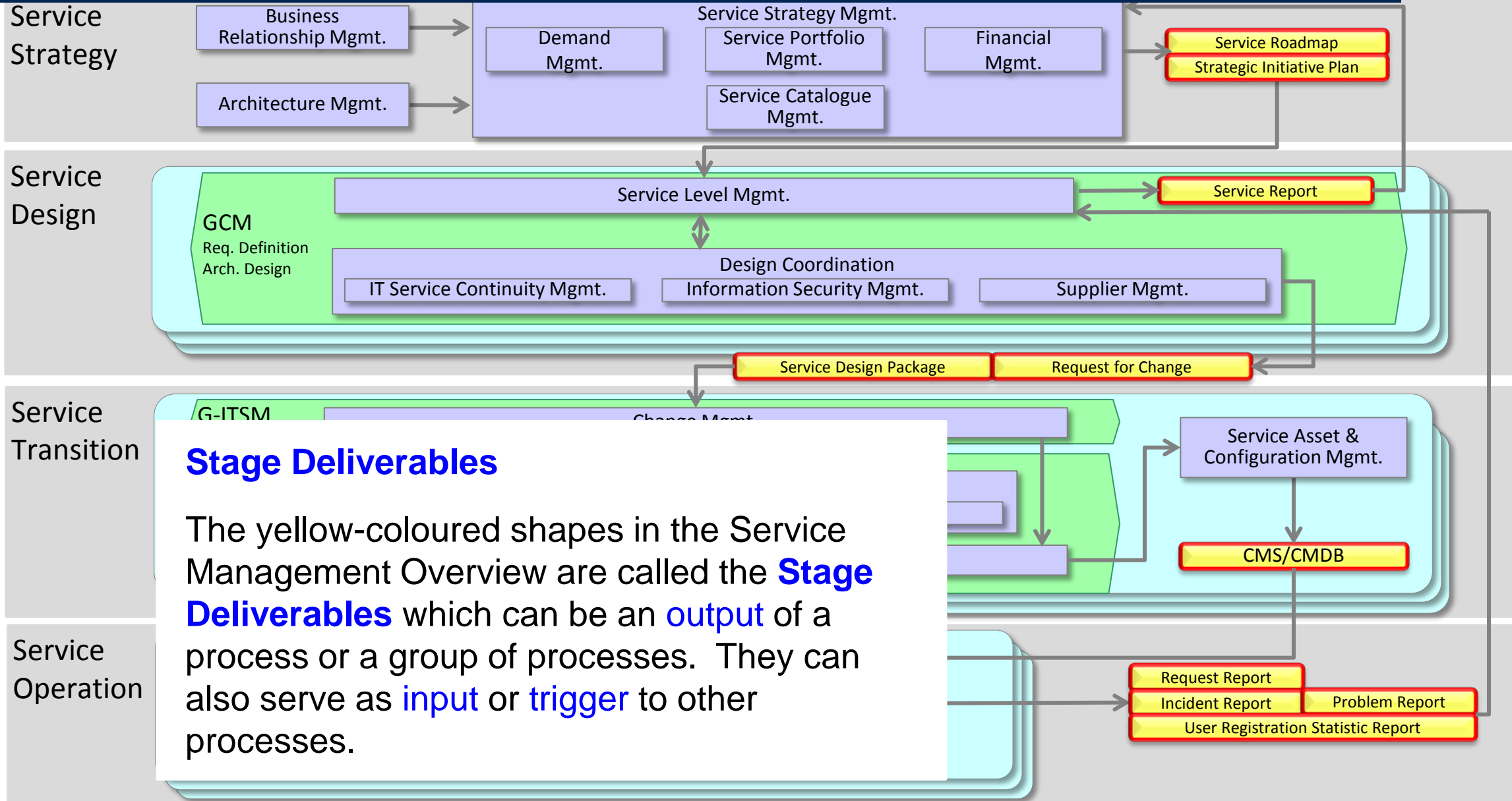
## Service Operation



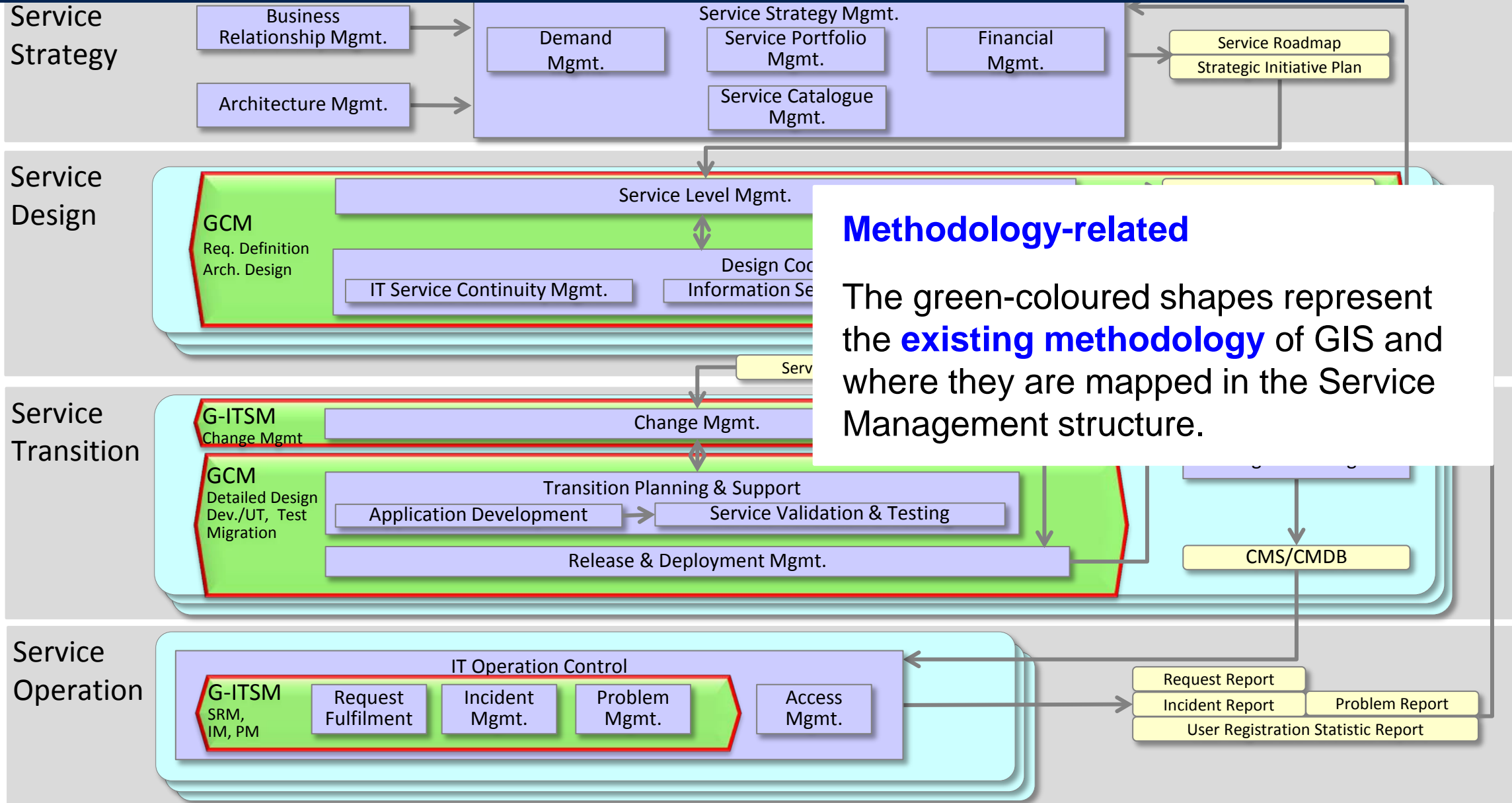
## Processes

Each stage is consist of several **processes**. The blue boxes represent the processes that are inherent within each stage of Service Management. Each process has its own process deliverables.

# Service Management Deliverables



# Service Management Structure



# Service Management Structure

SONY

Service Strategy



Service Design

GCM-Agile Design Phase

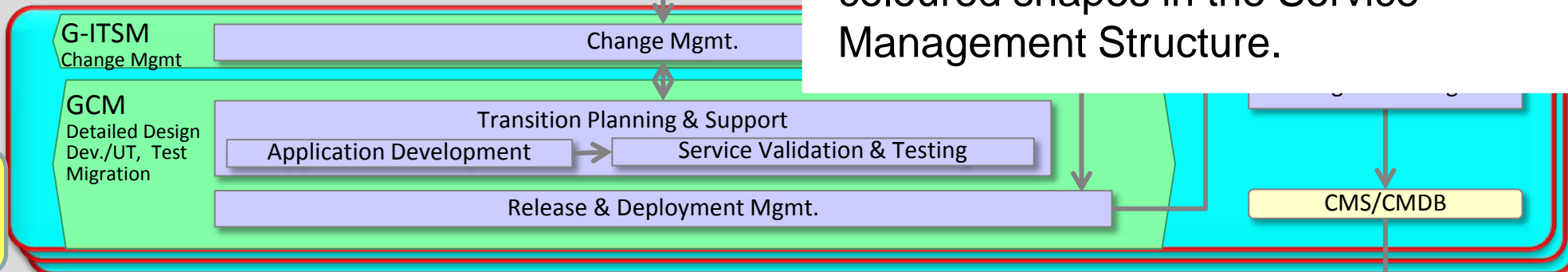


## Service-wise Processes

The **iterative service-wise processes (Agile)** are represented as light blue-coloured shapes in the Service Management Structure.

Service Transition

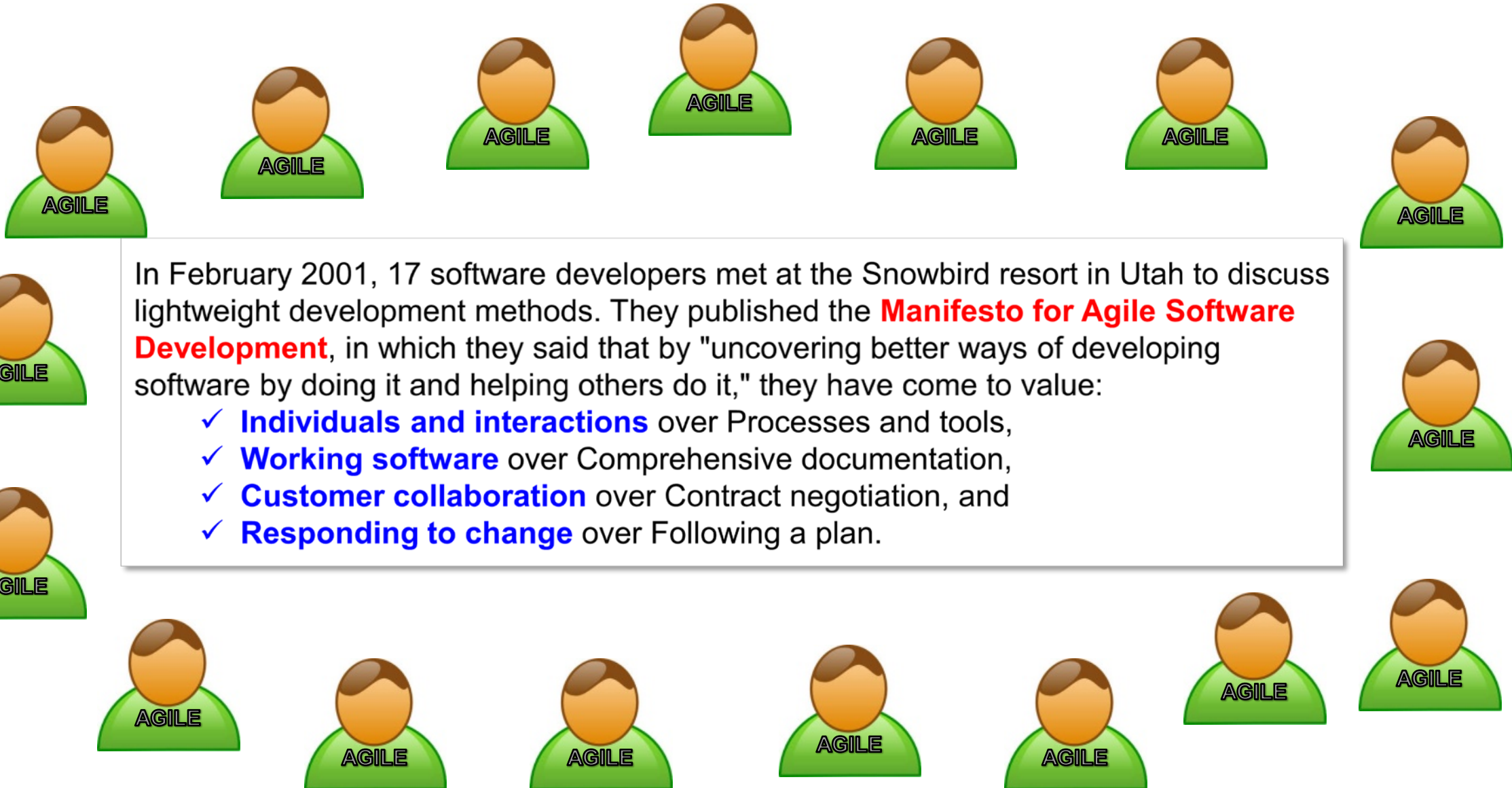
GCM-Agile Implementation Phase



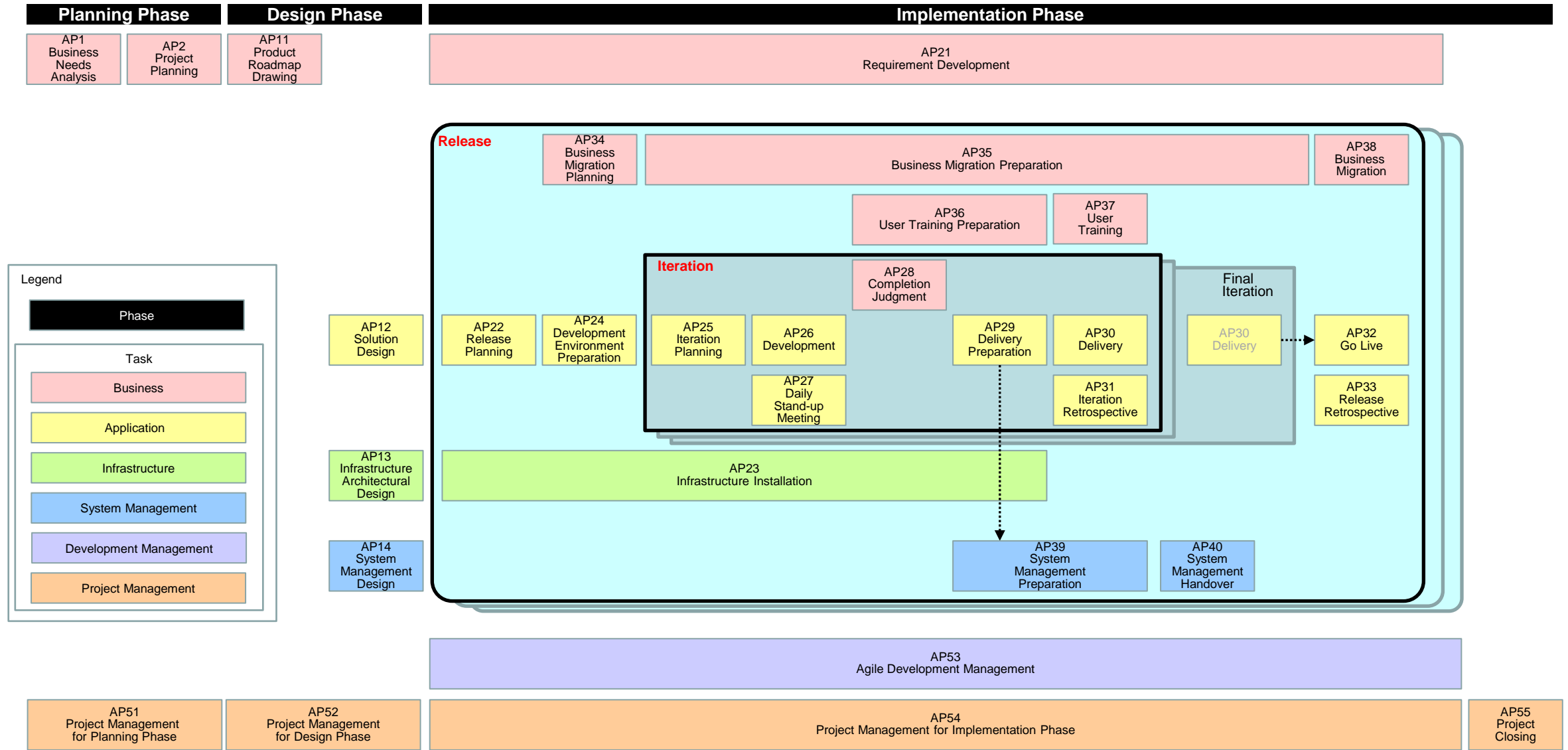
Service Operation



# Overview to GCM Agile Methodology

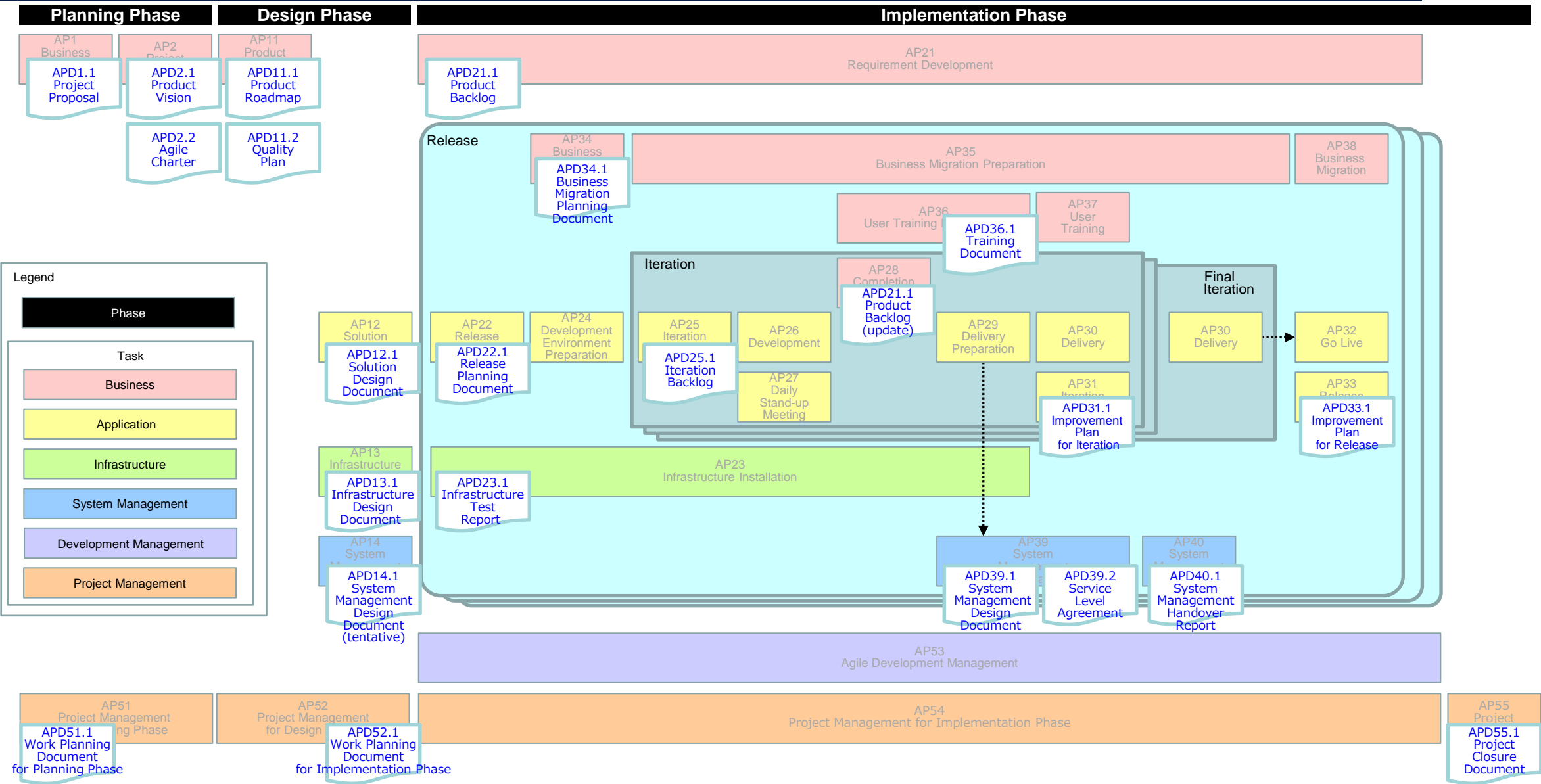


# GCM-Agile Map View – Common Task





# Map View – Deliverable



# Overview to Sony DevOps

## DevOps (Manifesto for achieving the business goal)

### Agile Software Development method (Methodology)

Customer & Engineer  
Collaboration Team

Small Team

Joint work space

**Joint team of  
service development & system  
operation**

Agile Software Development method:  
[SCRUM] [Iterative Development]

Immediate reflection of  
customer requirements

### Deployment Pipeline Standardization/ Automation

Continuous Integration  
(CI)

CI Tool

Continuous  
Test

Test Automation

Continuous  
Delivery

Version management

Release Automation

Infrastructure  
Configuration  
Automation

### Feedback Loops

Continuous  
Quality Feedback

Monitoring  
Tool

Communication  
Tool

PJ Management Tool

*Culture*

*Process*

*Tool*

## “DevOps”

### *Culture*

- United team of service development and system operation (Service Provider Team).
- Capability for utilizing Process/Tools.

### *Process*

- Apply Agile software development method (Persistent development, Continual testing, Continual quality feedback)

### *Tool*

- Develop Cloud-based infrastructure
- Utilize automation tools (testing, release etc.)
- Utilize management tools for efficient development, laborsaving and shortened delivery time.

Increase speed to respond to changes

Level out IS resources/cost

## Wrap-Up and Expectation from Next Sessions

# SONY

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# Revision History

Rev. date	Version	Revision	Description
2017/01	1.00		Newly released.