

Service Level Agreements

A step-by-step guide for developing and implementing effective SLA's

13-14 September 2010 ~ Moscow, 5 Star Location to be advised

Every delegate will receive a free "SLA Framework" CD-ROM Valued at EUR 395 including:

- SLA Handbook
- SLA & OLA Examples
- SLA Checklists...and much more



Best selling course 2006-2009, fully updated in 2010 to reflect current challenges

Seminar Focus

- Appreciate the strategic value of Service Level Agreements (SLAs) in business mission achievement
- Understand the role of SLAs in managing the internal and external supply chain
- Get to know different SLA formats and design a winning SLA format for use in your organization
- Implement a successful SLA project
- Set effective service performance measurements and Key Performance Indicators
- Ensure vendors supply services that exactly match your needs.



Overview

Computing is being seen increasingly as a utility service – especially now with Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) and cloud computing added to more traditional outsourcing contracts. Like utility services, in-house technology services are increasingly expected to be self-sufficient, at least recovering costs from customers, rather than being provided as a corporate service as part of the overhead costs.

Over half of all outsourcing contracts involve dispute. SLAs can be used to inspire trust and to hold service providers to their word when they fail to meet goals.

As the ICT activities that are being contracted out have become more extensive and more complex, it has been necessary to develop more sophisticated methodologies and tools to assist organizations that wish to contract out provision of services. The Service Level Agreement (SLA) is a key tool for vendor management and for management of external and internal services. Internal SLAs are frequently implemented in association with Balanced Scorecard or other strategic initiatives. They help to provide harmony between service providers (both internal and external) and their customers.

The Service Level Agreement is a commitment entered into between a service provider and a customer that define the scope, timeframes and quality of the services. The Service Level Agreement is a powerful tool to manage any service provision, internal or external.

One of the mistakes that many outsourcing organizations make is assuming that they know how to draw up the documentation which describes the services to be provided. It is often extremely difficult to carry out such task and there are many pitfalls: we show you how to avoid them.

The Service & Supplier Challenges

- What a customer has to charge for their products or services is largely decided by what they pay their suppliers. In an economic downturn, value for money provides a key competitive edge. How can a customer drive value for money (V4\$) in an economic downturn?
- How can a customer get exactly what they want – and not pay for unexpected or unwanted extras?
- How can you win new customers and keep – and grow - existing customers by providing excellent service at a price you – and they – can afford? How can you limit service and exposure – while at the same time increasing customer satisfaction?
- How can you align both internal and external customers to business mission achievement?
- How can a supplier, - whether internal or external – Improve their customers' Earnings per Share (EPS), Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA) and Return on Investment (ROI)
- How can you ensure your suppliers comply with your Corporate Governance requirements and your standards?
- More suppliers are going bankrupt now than ever before. How do you pick a supplier who won't?
- As a supplier, how can you develop a Unique Selling Proposition that will blow your competition out of the water?

The answer to all these questions is: through Service Level Agreements (SLAs). Attend this vital, practical workshop and learn how to make your organization recession-resistant and first in line to take advantage of the upswing

Benefits of Attendance

Covering all aspects of IT Service Level Agreements, this essential two-day course is a step-by-step guide helping you develop and implement effective SLAs into your organization.

This seminar reviews advantages and disadvantages of using SLA's, gives clear guidance on what types are appropriate, how to set them up and how to control them.

At the conclusion of the course, you will receive the CD-ROM "SLA-Framework" (retail value EUR 395) including SLA best-practice models, checklists, templates, examples, presentations and an MS Word® SLA handbook – around 40 documents for IT and communications services plus 30 for other supply and support services. With the documents developed in class and the SLA Framework, you will be armed with the necessary tools. to develop and implement successful service level agreements for your organization.

Effective implementation of Service Level Agreements will help you:

- Align IT architecture and infrastructure to meet business needs.
- Justify IT investment – and ensure it follows business decisions
- Support business mission achievement
- Prioritize IT services
- Improve customer satisfaction and customer retention
- Manage suppliers more effectively.

Every delegate will receive a free "SLA Framework" CD-ROM worth EUR 395!

“Very good and useful, great material and presentation. Suitable for a wide audience with a different experience.”

Customer Service Manager - British American Tobacco, Russia



Who Should Attend

This session is a must for Business and IT strategists and managers involved in negotiation and outsourcing IT contracts.

Especially for:

- CIOs
- Computing Centre Managers
- Systems Managers
- Contact Centre and Help Desk Managers
- Network Managers
- Operations Managers
- Sales and Services Managers
- Information Centre Managers
- Users Support Staff
- Auditors
- IT Managers
- Data Centre Managers
- Computer Services Managers
- Operations Managers
- User Support Managers
- Applications and Development Managers
- MIS Managers
- Business Consultants
- Contract Managers
- Quality Managers

The workshop will use cumulative exercises and videos to emphasize learning points.

Course Agenda

DAY ONE

Registration

Session 1 ~ Overview of Service Level Agreements

- The role of SLAs in service management
- What SLAs and OLAs are
- The objectives of SLAs
- How to speak the language of the Boardroom
- The Rol of SLAs
- SLAs in Procurement: AQSCIR
- Contracts, SLAs and OLAs – How they work together
- Aligning ICT with the business
- How to prove service quality
- How SLAs help the business, the user the supplier

Session 2 ~ SLAs Defined

- SLAs and the Balanced Scorecard
- SLAs and CobiT (Control Objectives for IT and Related Technology)
- SLAs and ITIL v3 (IT Infrastructure Library)
- ITIL Service Management
- ISO/IEC 20000 Standard for IT Service Management

Session 3 ~ Implementing SLAs: The SLA Project

- Politics of service
- SLA Project activities
- SLA Project phases
- Developing a Service Catalogue
- Why poor service can be inevitable – and how to change it
- Cost / benefit issues
- Organizing for service
- 'Selling' SLAs
- Obstacles to success – and how to overcome them

Delegate Exercise 1

Delegates will receive a scenario of a service provider and its customers. In syndicates, they will put into practice the topics presented.

Session 4 ~ Measuring The Service: What, Where and How to Measure

- Service availability
- Output requirements
- Service reliability
- Support needs
- Response
- Problem management
- Service hours
- Change management
- Computer services
- Security aspects
- Downtime and Availability Issues
- Response time issues

Delegate Exercise 2

Using the results of earlier Delegate Exercises, syndicates will identify the service products, boundaries and limits of a Service Level Agreement. They will briefly present their findings to other syndicates and compare notes.

End of Day One

Course Agenda

DAY TWO

Session 5 ~ Key Measurements and Activity-Based SLAs

- SLAs for telecommunications services & e-business
- SLAs for mainframe, mid-range and client/server services
- SLAs for Development
- SLAs for desktop management services
- SLAs for contact centres, service desks, help desks and support
- Creating key performance and service level indicators
- Is a SLA always the right solution?
- How SLAs can help you win more in negotiations and contracts

Delegate Exercise 3

Delegates will identify key performance indicators (KPIs), measurement parameters and methods and apply Service Level and Service Measurement metrics to the SLA project they have developed in Exercise # 1 and # 2.

Session 6 ~ Creating a Service Level Agreement

- Organization for service level management
- Negotiating with the customer
- Usage forecasts
- Infinite capacity?
- Managing demand & realistic limits to service
- Developing effective Customer Satisfaction Surveys
- Charging for services
- Monitoring delivery: service level reporting
- SLA Maturity Levels
- What to include and limitations in SLA's
- Customer representatives
- Service review meetings

Session 7 ~ Format and Structure of the SLA

- Types of SLA
- SLA models
- The one-page SLA
- Supplier or customer driven?
- The Tiered SLA – the ultimate answer?
- The role of the SLA in invitations to tender, proposals and contracts
- SLAs in market testing, facilities management and outsourcing
- The pilot SLA

Delegate Exercise 4

Building on the previous exercises, delegates will develop a structure and outline format for the SLA document. Delegates will discuss their formats and compare them with a model SLA.

Session 8 ~ An Overview of the Regional Practices on SLA

- Examining the similarities and differences of the Central and Eastern Europe with international markets
- Considering the business issues and cultural differences

Session 9 ~ SLA Surgery

- Delegates may raise their own issues for discussion and advice

Seminar Timetable

| | |
|-----------------------------|---------------|
| Registration: | 08.00 - 08.30 |
| Coffee & Networking Breaks: | 10.30 - 11.00 |
| | 15.00 - 15.30 |
| Lunch: | 12.30 - 13.30 |
| Course expected to finish: | 17.30 |

Meet Your Expert Seminar Leader



Andrew Hiles has over 25 years business experience including administration, systems analysis and design, operations, project management, business process re-engineering, business analysis and consultancy to business continuity management.

Andrew is a Director of Kingswell consultants, who specialise in Enterprise Risk Management. Activities include Risk and Impact Assessment, Business Continuity Planning and IT disaster recovery planning. Clients include major blue chip companies and smaller, dynamic organisations both in the private and public sectors around the world. He designed BIA SmartPlan™, BS SmatBIA™ and BC Framework™, low-cost high value tools for risk and impact assessment and Business Continuity Plan development (used by leading international organisations).

Andrew is a published writer and international speaker on business continuity and contingency planning.

His works include:

- The Definitive Handbook of Business Continuity Management (Wiley & Sons)
- Author of Best Practice and Enterprise Risk Assessment (Rothstein Inc)
- Author of Business Impact Analysis – Best Practices (Rothstein Inc)
- Author of Guide to Risk Management (Institute of Chartered Accountants of England & Wales)
- Author of IBM GUIDE UK Disaster Recovery Manual

Andrew also contributed to the Confederation of British Industry's Business Guide to Business Continuity Management and the Institute of Directors / Department of Trade and Industry Business Continuity Handbook.

What Delegates Say

“ Overall reaction was that the programme offered the right depth of information, varied approaches and real life situations. Speaker very knowledgeable in a practical way, excellent delivery. Very useful information and practical guidance.

Sonia Tello

Quality & BCM Analyst - One 2 One

It was a very good opportunity to learn a subject in a short timeframe.

Pavel Krysin

IT Manager - BMW

A good one, both for beginners and advanced ones. Great mix of theory with examples from real life success / low point stories, good practice for group work during training.

Michael Fedokov

Contract Manager - Fujitsu-Siemens Computers

Key measurements, useful details for real business.

Victoria Artukhova

Service Account Manager - Sun Microsystems

All the exercises were most useful. The exercises gave me opportunity of exchanging opinions with the colleagues, I was able to try different points of view.

Roman Limberger

Technical Manager - CROC

We set an overview of what we should do in the nearest future and in which way.

Pavel Ivanov

Head of Group of Administration - Raiffeisen Bank ”

Service Level Agreements

Please complete the form and fax to (36) 1 999 7481

Moscow

13-14 September, 2010



If you are a member of the European Union please indicate your EU Community VAT Identification Number

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For our events organized in the Russian Federation, a 5% discount is available in case of credit card payment within 2 business days of registration.

Hotel Accommodation & Airport Transfer

Accommodation and Airport Transfer are not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our **Stamford Corporate Rate**. Room reservation and airport transfer should be arranged directly with the hotel.

Confirmation Details

After receiving payment, a receipt will be issued. If you do not receive a letter outlining joining details 2 (two) weeks prior to the event, please contact The Executor at operations@stamfordglobal.com

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THE FINE PRINT:

Please read carefully before registration

Client means the registering organization

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This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and negotiated in good faith.

1. Fees: Registration fees are inclusive of program materials, luncheons and refreshments, but exclude accommodation and travel expenses.

2. Payment terms: Following completion and return of registration form, full payment is required within 5 (five) working days. Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

3. Cancellation/Substitution: Substitution is allowed by providing a written notice is given to the Executor, not later than **2 working days before the event**. Otherwise all registrations carry a **50% cancellation liability** of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason The Executor decides to postpone or cancel the event, The Executor is not responsible for covering airfare, hotel or any other cost incurred by the clients. Any cancellation by the client given to the executor in less than 10 working days before the event carries 100% payment liability. No refund, partial refund or any alternative offer shall be made.

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5. Copyright: All intellectual property rights in all materials produced and distributed by the Executor is expressly reserved and any unauthorized duplication, publication or distribution is prohibited without written permission of the Executor.

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