

Service Level Agreements

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

19-20 March ~ Warsaw, Poland

22-23 March ~ Budapest, Hungary

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 2006-2010, fully updated in 2011 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.

Quality & BCM Analyst - One 2 One

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

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.

Contract Manager - Fujitsu-Siemens Computers

Key measurements, useful details for real business.

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.

Technical Manager - CROC

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

Head of Group of Administration - Raiffeisen Bank



Service Level Agreements

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

Delegate Details

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Registering Company

Company Name
EU VAT Number
Street
City
Country Postcode
Telephone Fax

Event Details - Please select

Dates
Venue
City

Payment Details

*Credit Card Payment
Bank Transfer

Registration Fee

Regular Fee € 1,695
Register before 25th November 2011 € 995*

PAYMENT BY CREDIT CARD

*Your security is our priority. In case of paying by Credit Card our finance department will be in touch with you to handle your payment. Please do not send or disclose your credit card number under any circumstances. Credit Card payments are subject to 2% administration and handling fee.

Authorisation

I certify that the above information is correct.
I am aware of the prerequisites of the registration.

Name
Job Title
Signature
Date

Terms & Conditions. Please read carefully before registration

Hotel Accommodation & Airport Transfer

Accommodation is 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. Please arrange the room reservation and airport transfer 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 us at operations@stamfordglobal.com

SALES CONTRACT

Client means the registering organization

Executor means Stamford Global

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, event organizational expenses (venue, speakers et.), luncheons and refreshments, but exclude accommodation and travel expenses.

2. Payment terms: Following the receipt of the registration form, all payments are due within 5 (five) working days. All payments must be received before the commencement of the events. After registration all payments 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. Late payment: The client explicitly agrees the Executor entitled to charge a fix 20%/year late payment penalty for all payments received after the due date. Credit Card payments are subject to 4% handling and processing surcharge.

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 received in less than 10 working days before the event carries 100% payment liability. No refund, partial refund or any alternative offer shall be made.

4. Indemnity: The Executor reserves the right to change the event content, date, and venue should circumstances require. In such cases no penalty, partial refund or refund or alternative offer shall be made. In the event of the Executor permanently cancels the event for any reason whatsoever, and provided that the event is not postponed or merged with any other event at a later date, the Client shall receive full payment returned in 14 business days after the proposed initial date of the event. The client hereby indemnifies and holds the Executor harmless from and against any and all costs, damages, expenses including attorney fees, which are incurred by the Client.

5. Image Release: In registering for Stamford Global events and conferences, delegates grant permission to Stamford Global, its agents and others working under its authority, to take and to have full and free use of video/photographs containing their image/likeness. It is understood these images may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for Stamford Global. Delegates agree that they are not entitled to remuneration, residuals, royalties or any other payment from Stamford Global in respect of their image/likeness or its use. Delegates release, discharge, and hold harmless, Stamford Global and its agents from any and all claims, demands or causes of actions that they may hereafter have by reason of anything contained in the photographs or video. Should a delegate not agree to the above image release, they must advise Stamford Global by contacting inquire@stamfordglobal.com.

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.



+36 23 805 600



www.stamfordglobal.com

StamfordGlobal
never • stop • learning