Session 205:
ITSM Deep Dive: Classification, Prioritization, Escalation & Alerting

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Session Agenda

1. Integrated Frameworks
2. Classification Structures
3. Prioritization Models
4. Escalation & Alerting

Gaining Velocity Through Alignment Of Purpose!

Classification – ITIL V3 Glossary
“The act of assigning a Category to something. Classification is used to ensure consistent management and reporting. CIs, Incidents, Problems, Changes etc. are usually classified”
The Five W’s Leading To How

Prioritization Scheme
- Impact Indicators
- Urgency Indicators

Categorization System

Resolution Categories

Assignment and Support Model

Escalation and Notification Models

Configuration Data Model

Change Authorization Model

Knowledge Qualification and Approval model

Etc.

Automating Critical Policy Documents
• **Hardware**
  - Desktop
    - Monitor

• **Office Automation**
  - Desktop Services
    - Mobile User

- Describes environment and services
- Not departmental/role based
- Multiple process requirements
- Grouping for management information
- Supports trending and analysis
- Drives automation
- Process for management of the categorization system (e.g. Other Category)

Priorities should be defined based on:
- Customer or business need
- Financial Impact
- Service criticality
- Business Risk
- Component failure impact analysis
- Legal Requirements
- Etc.

Service classifications can be documented in Service Catalog for IT and Business use.
ITIL Prioritization

Priority = Impact + Urgency

- **Impact**
  The degree to which the provision of services are disrupted within the organization, and the effect the interruption has on other areas of the infrastructure

- **Urgency**
  The speed with which the incident must be resolved

- **Expected Effort**
  The anticipated amount of energy, time and cost required to be able to begin restoring services after the occurrence of an incident

Impact Analysis

Based upon:

- **Degree or Scope of the service outage**
  - Geographic
  - Business Unit
  - Internal / External impact

- **Qualitative and quantitative study into the effects upon other areas of the business.**

- **Degree of the consequence**

- **Data sensitivity**

- **Etc...**
What makes you jump into action?
Define proactively instead of reactionary
Business driven decision

Considerations:
- VIPs
- Business Criticality (Mission)
- Service Level
- Sensitive Customers
- Brand / Reputation
- Legal / Compliance
- Security / Data Protection
- Partnership / Collaboration (Joint Ventures)
- Safety / Health

Urgency Analysis

Priority Model Example

<table>
<thead>
<tr>
<th>Impact</th>
<th>Core Business Services (High)</th>
<th>Support Services (Medium)</th>
<th>Non-Urgent Services (Low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIPs</td>
<td>Critical</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Small Group of Users or VIP</td>
<td>Critical</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Single User</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
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</tbody>
</table>
### Urgency – Examples Based On Revenue

<table>
<thead>
<tr>
<th>Urgency</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical</td>
<td>Directly impacts revenue generation, product development and product shipment</td>
</tr>
<tr>
<td>High</td>
<td>Indirectly supports critical business services</td>
</tr>
<tr>
<td>Medium</td>
<td>Intercompany transfer, collaboration, and operational efficiencies</td>
</tr>
<tr>
<td>Low</td>
<td>Personal productivity tools which are not directly related to business risks.</td>
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</tbody>
</table>

### Impact – Examples Based On Revenue

<table>
<thead>
<tr>
<th>Impact</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical</td>
<td>A disruption in service or system affecting critical business processes for multiple users, locations, or companies.</td>
</tr>
<tr>
<td>High</td>
<td>A disruption in service significantly impacting a VIP or direct revenue producing role’s ability to perform assigned job duties or impacts a customer</td>
</tr>
<tr>
<td>Medium</td>
<td>Non-critical component down or degraded. Job or procedure is unusable or difficult to use or a workaround is available. Single user impacted. Not critical to schedules or process requirements.</td>
</tr>
<tr>
<td>Low</td>
<td>Minimal impact, component or procedure is usable but performance is degraded.</td>
</tr>
</tbody>
</table>

### Escalation & Alerting Model

<table>
<thead>
<tr>
<th>Priority</th>
<th>0%</th>
<th>50%</th>
<th>75%</th>
<th>100% SLA</th>
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<tbody>
<tr>
<td>1</td>
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</tbody>
</table>

**Tools:**
- Email
- Text
- Alerts

**Alerts:**
- Alert SR Business Stakeholders
- Escalate to Assignment Mgr.
- Alert SR IT Mgmt.
Summary

- Classification and Categorization policies and models are shared across multiple ITSM practices.
- A shared business / risk focuses prioritization model is a critical success factor to support service agreements.
- Notification and Escalating policies can not be successfully automated unless agreed and practiced consistently.
Questions?

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Thank you for attending this session.

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