Grab@Pizza™

Increase the Performance of your Business through the creation of a high performing IT department.

Your team runs the IT department of one of the World's largest Pizza companies. Your task is to support the business with excellent IT products and services. The market is highly competitive which forces your Business to design new products, develop powerful marketing and sales initiatives and develop a high level of operating excellence with a fast, low cost, high quality order and delivery process. IT plays an important role in enabling the business to achieve its strategic aims.

Your challenge is to align yourself with business demands and organize your IT capabilities in such a way that the Business can achieve its targets for lowering operational costs, increasing revenue and market share, and increasing customer satisfaction and loyalty.

During this one day interactive workshop you will play 6 rounds. Each round represents one month in the lifecycle of Grab@Pizza. In each round you will need to:

- analyze the current performance of your IT Infrastructure and organization;
- identify the Business requirements and demands for IT solutions;
- make decisions about resources, workload and priorities;
- calculate the IT costs for this round and make investment decisions;
- plan Application Development activities and plan the Change Calendar;
- propose and implement improvements to align IT performance to business needs.

At the end of each round the team will be confronted with the actual performance of the Business in terms of:

- business Sales figures;
- business Operating costs;
- customer satisfaction.

Learning Experience

This Business Simulation will teach the participants how to become a High Performance IT department. The team(s) will be faced with the need to align their IT capabilities to changing business needs, reflecting the challenges facing many IT organizations.

1. How to deliver agreed IT Services with limited resources. Limited in terms of budget and employees.
2. How to minimize your IT costs by optimizing ITSM people, processes and supporting technology.
3. How to use your Supplier effectively.
4. How to prioritize IT investments and workload, in terms of Maintenance & Support and Innovation & Development.
5. How to translate Business Requirements into the required IT Services.
6. How to plan application development activities, prioritize the projects/changes planned on the Change Calendar.
7. How to minimize potential business risks threats to continuity caused by poor availability, capacity and security of the IT services.
8. How to realize and demonstrate business value.

This Business Simulation will teach the group how to deploy the People, Process, Product and Partner capabilities to create a High Performing IT department.

Target Groups

This Business Simulation is developed for the following target groups:

- Business Management
- Business Employees
- IT Management
- ITSM Process Managers
- ITSM Service Level Managers
- ITSM Service Managers

Grab@Pizza™ can be played by participants who have responsibility for running IT or Business departments, those who need to effectively align IT and business decision making, and those who need to ensure IT demands are translated into ITSM capabilities. Grab@Pizza is an ideal next step for those having experienced the Apollo 13 – an ITSM case experience™. This Business simulation will help develop increased Business awareness and Business skills for IT staff and will help create IT awareness and the need to effectively manage demand by Business staff. During the Simulation Business and IT staff will need to engage and take decisions aimed at realizing business value at the same time managing business risks associated with the deployment and use of IT.

The team consists of 6-10 participants.

The participants will play one or more of the following roles:

- Business Manager Sales
- Service Level Manager
- IT Manager
- IT Support Team
- IT Operations Team
- Change Manager
- IT Finance Manager
- Service Manager
- Business Manager Logistics

The game leader will play the roles of Supplier and the CEO.

Service Level Manager: The Business Manager Sales has made a 6-month business plan containing 5 important business initiatives. The Service Level Manager will analyze the requirements and translate them to IT service requirements. IT must implement the IT solutions to ensure the business can achieve their objectives.

Change Manager: The Change Manager will plan the changes on the change calendar and will manage the change. The change requests will come from business demands, problem manager, supplier or IT operations.

IT Support. IT Support will support the users. They will receive calls, requests or incidents in each round that need to be solved by Service Desk or Incident Management. Problem Management will analyze the incidents and define change requests to avoid new incidents.

IT Operations. IT Operations will monitor the capacity and availability of the IT Infrastructure. To avoid any downtime or incidents they will create change requests to upgrade or improve the infrastructure.

IT Manager: The IT manager will lead his IT team.

IT Finance. IT Finance will manage the IT Budget.

Service Manager: This role will be responsible for the (agreed) performance of the IT Services.

During the reflection moments between the rounds, we will discuss Jerry Luftman's principles for effective Business and IT Alignment.

- Communication
- Competency and IT Value Measurement
- Governance
- Partnership
- Scope and Architecture
- Skills

START SITUATION

The teams will start with the current organizational situation of Grab@ Pizza. They will receive the fictitious historical results of months 1 through to month 6. They will have a number of existing IT roles which must now process the existing workload demands for month 7. They will receive an amount of incidents, business demands and business complaints. They will analyze existing infrastructure performance and plan and implement change requests and application development projects. When this workload has been processed the team will produce their IT financial results and the game leader will produce the business performance results.

ANALYSIS The team will now reflect on the results of this existing organization and will discuss and agree improvements.

STEP 1 The team will decide which ITSM roles are needed and the number of resources for each role they need to allocate for the coming month. The allocation of roles and resources will determine the amount of work that can be processed. The calls Service Desk can handle the amount of incidents that can be resolved, the number of changes and development projects that can be planned and implemented. Business projects and investments are proposed.

STEP 2 Based upon the choices and investments made by the team, the facilitator will confront the team with a new situation in terms of incidents, workload, business demands .The new workload is introduced and the team processes this demand. The team will prepare the reporting of the IT department. The facilitator will show the Business Performance for this round. The Business Performance will show the profit, the costs (Operating + IT) and customer loyalty. These reports will reflect how well the team managed the demand for IT services.

STEP 3 The team reflects on their performance and the impact of decisions and investments made. They will discuss and agree improvements.

The team will now repeat steps 1 to 3 for the remaining months.

Additional information
- The Business Simulation takes 6-8 hours to play
- The teams consists of 6-10 employees

About the developers
This Business Simulation was developed by GamingWorks. GamingWorks also developed the Apollo 13 – an ITSM case experience™, The Challenge of Egypt™ and the Greatest Move™, The ABC-of-ICT card set. If you would like to have more information about any of our products and services please visit our website www. gamingworks.nl or contact office@ gamingworks.nl