

# MarsLander®

**A next generation ITSM simulation  
by GamingWorks**

## DO YOU RECOGNIZE THESE CHALLENGES?



How to apply the new ITIL®4 approach in your own teams?



A need to align ITSM practices with other end-to-end approaches



A need to demonstrate Value with ITSM



A growing demand to make ITSM more Agile

## Where are we now?

We have used ITSM practices such as ITIL® (ITIL® is a (registered) Trade Mark of AXELOS Limited. All rights reserved) to bring our Apollo 13 mission to the moon. Since then the world has changed. Technology has changed. Customer expectations have changed and there are more competitors able to provide space services. MarsLander is the next generation of space technology. Bringing a MarsLander to Mars requires a higher level of ITSM capabilities.

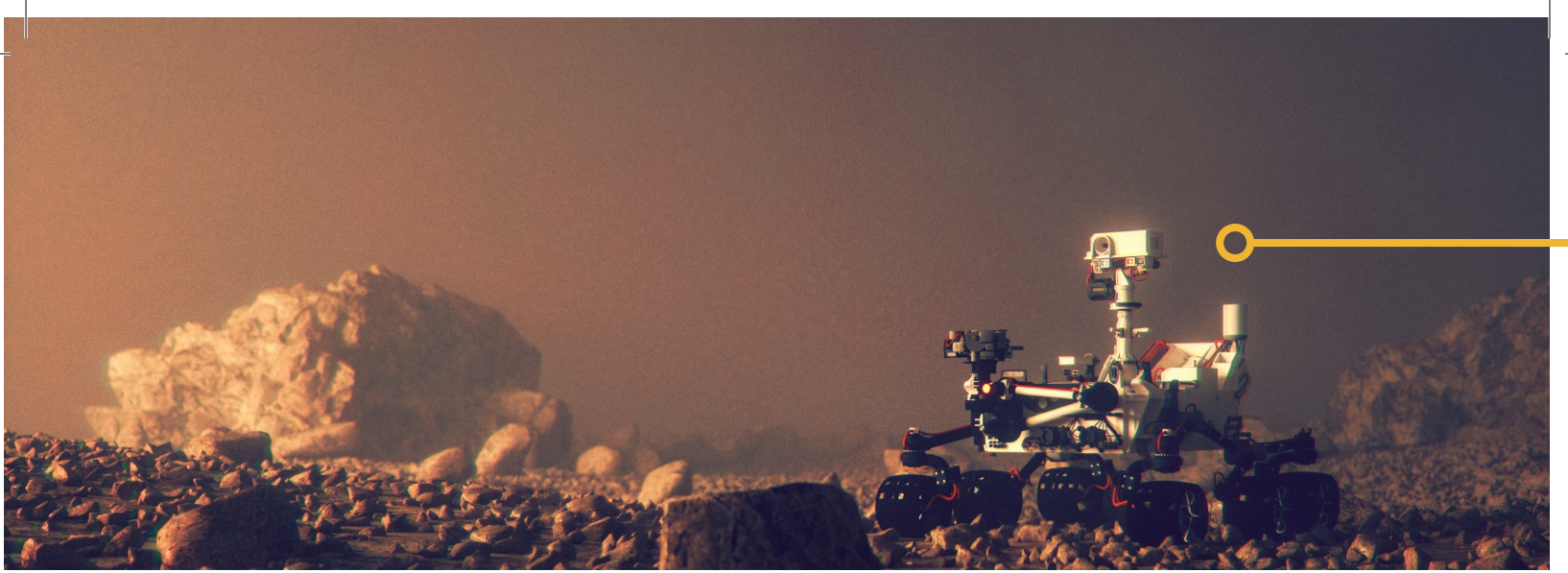
We need 'ITSM the next generation'.

There is a lot more software involved and more stakeholders and customers whose experiences we must take into account and manage. To effectively manage the service delivery in this 'digital age' we need to be more Agile and Lean and we have to work as end-to-end teams, ensuring software, hardware and services are in sync and able to respond rapidly to changes and new requests. ITSM capabilities such as ITIL® are still relevant but must be more responsive to a rapidly changing world – the words Agile and Lean enter the conversation. New approaches emerge such as VeriSM™ and ITIL®4. But what does ITSM Next generation mean? How do frameworks such as ITIL®4 fit into the end-to-end stream of 'practices'?

To fulfill all the demands of the business and customers, IT Teams must deliver fast, reliable, safe, error free solutions. The increasing demand for digital services means we must increase the flow of work. More and faster is the business demand. But an increase in demand and speed brings with it the risk of mistakes. An error in space cannot be readily fixed by sending an on-site engineer. Quality and manageability must be built in. New software can be deployed in real time, any time, as needed. The way we need to work on the MarsLander mission is new. We are learning as we go to deal with things we have never experienced before. We need to be flexible and continuously learn and improve our services and capabilities in small steps to ensure we are continually aligned with customer needs. At the same time we are increasingly dependent upon an eco-system of partners and suppliers who must also be aligned and flexible to changing needs.

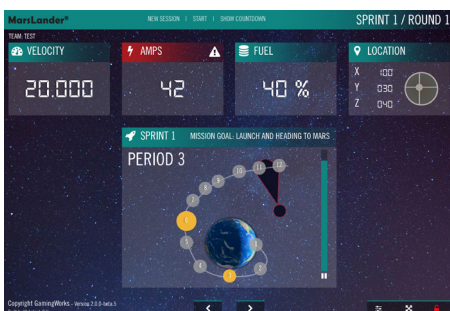
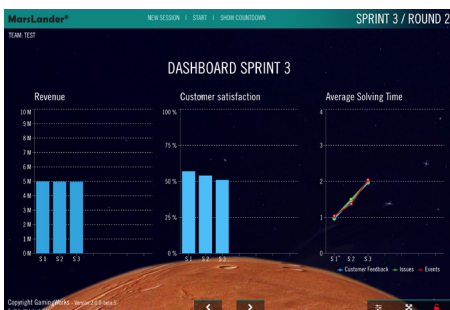
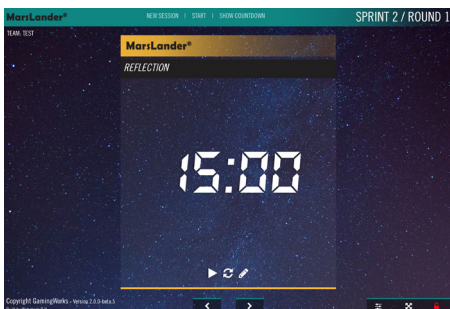
This new way of working has also brought about a demand for multifunctional teams, a need to share knowledge, reduce hand-offs, prevent miscommunication and ensure all are aligned to realizing customer needs.

# MarsLander®



## About the simulation

In this simulation you will be 'working' in the Digital-service team of SPACE-Y. A company that sells data collected from their space missions to customers, such as Universities and Research Centers. The mission of your team is clear: "Launch a rocket with MarsLander, deploy it on Mars and collect valuable data for Universities and Research Centers".



## Challenges of the simulation

Your challenge is to work on achieving all of the mission goals. The Sales Director has direct contact with the customers and will sign new contracts. The Product Owner – digital services will manage the backlog of work to ensure mission goals are achieved. The Customer Support team will support customer feedback and Flight Operations will manage the flight. The IT Team will make sure Issues and Events are solved according to the Service Agreement and new offerings are integrated into operations practices. Requests and Features must be built and released on time and Customer Feedback dealt with as fast as possible to guarantee high customer satisfaction scores. Application Development will build software to support new and changing business and customer demands, and at the same time will fix issues if they are related to software errors. This team will be supported by the Vendor who is delivering data storage and data support services.

The Service Manager will manage the continual improvement activities and will make sure that new and existing services deliver the required value.

Unfortunately, our capacity to work on creating value is partially blocked by 'waste' like supporting legacy systems, work arounds, lack of knowledge and manual test and release procedures. Your challenge is to balance between delivering value and continually improving your services in an Agile way.

## The Simulation

The simulation is made up of 3 rounds. Each round is a phase in the MarsLander mission to Mars.

## Round 1

### Launch and Hardy IV encounter

In this round, the flight plan will bring the spacecraft into an orbit around the Earth and on a flight path towards the tail of the comet Hardy IV. The mission must collect valuable data from Hardy IV and send it back to Earth so that Universities and Research Centers can study this data. The Customers may raise new demands, issues may occur and the flight course may have to be changed. After this round, the team will explore opportunities to improve and design the next 'release' of the service. In this round the team will execute 2 sprints in which the team can deploy new features or/and implement new services. Between the 2 sprints, the team will perform a Continual Improvement cycle.

## Round 2

### Heading to Mars

During this round the team will have made changes in the way of working, made updates to their services and have responded to the changing demands from customer. The team will now experience how they can increase flow, avoid rework and create better and faster responses to changing demands. In this round Emerging Technology and Continuous Deployment will be introduced. The flight will reach Mars and the Spacecraft will have to make two orbits around Mars to collect new data. But how do we respond if the customer suddenly wants new features such as 4K movies from the landscape of Mars and a different format of graphical output of the data? Did we integrate the vendors in our teams? Did we implement some service automation solutions to increase our performance? Did we ensure quality was built in and integrated testing performed?

Can the teams respond rapidly 'end-to-end' to deploy a manageable solution? If not, we may have to update and improve our services. If we don't we may lose to our competitors as customers have other choices.

“

*This kind of simulation is a perfect instrument to start changing the mindset of employees before starting the journey in your own company.*

CIO, Technology company

”

### Round 3

#### Exploring the landscape of Mars

After the final improvement cycle, we are fully prepared for this final round. The MarsLander has landed on Mars and starts its 2 exploration trips. Have all issues been solved to guarantee that data can be collected as agreed and on time? Did we align with the vendors to be sure we have enough capacity to send and store data? Did we deliver all requested features on time and are we able to support them? Did we improve the multifunctional teams by sharing knowledge and experience?

This round is the last opportunity to achieve our mission goals before we put MarsLander into sleeping mode. This is the moment to celebrate the success of the mission, and demonstrate that by applying ITSM next generation practices we can deliver business value.

This kind of Business simulation is an ideal instrument to start changing the mindset of employees before starting an ITSM Next Generation journey in your own company.

PERIOD	VELOCITY	AMP	FUEL (IN %)	ACTION
1	0	64	100.0	
2	10,000	55	60.0	Rocket Stage Release 1.
3	20,000	45	40.0	
4	30,000	25	25.0	Unfold solar cells.
5	40,000	30	15.0	Rocket Stage Release 2.
6	40,000	38	12.5	
7	40,000	44	11.0	Turn solar cells to 90.
8	40,000	50	10.5	Rocket Stage Release 3.
9	40,000	64	10.0	
10	40,000	64	9.5	
11	40,000	64	9.0	
12	40,000	64	8.5	Encounter the Hardy 10 bu. start to collect data.

WORK IN PROGRESS BOARD  
Service Desk

1 2 3 4



## What Learning outcomes will you experience during this simulation?

This simulation is about exploring and experiencing how you can transform your current IT organization into a more Agile and Lean organization based on ITSM Next Generation principles such as ITIL®4, VeriSM™, Agile Service Management to name but a few. The following aspects will be experienced and discussed:

- ☆ What is the essence of ITSM Next generation?
- ☆ How can we increase speed by improving flow of work?
- ☆ How can we integrate vendors into our services?
- ☆ How to work closer together with development?
- ☆ How to continuously improve our service by using the principle of 'Minimal Viable Services'?
- ☆ How to become a flexible service organization that responds rapidly to changing demands?
- ☆ How to become more customer focused, and develop this 'customer thinking' into our teams?
- ☆ How to effectively manage workload (end-to-end) and how to reduce unplanned work?
- ☆ How to increase customer and employee satisfaction?
- ☆ How to use ITSM Next Generation capabilities to deliver business Value?
- ☆ How to apply continual improvement as an end-to-end capability?
- ☆ How to use the principle of 'Co-creation' to design and transfer new services?

## Program

This is a one day workshop  
for 9-12 participants



*1 full day*

## Target Audience

This simulation is designed for roles inside and outside of IT. Since this simulation is aimed at exploring and experiencing a new way of working this simulation does not require any specific knowledge to participate. Our Accredited Training Partners will introduce any relevant ITSM Next Generation theory such as ITIL®, VeriSM™ or Agile Service Management between rounds as appropriate in line with the required learning objectives for your simulation.

- » Employees of IT (Operations) teams can explore how a more service oriented way of working can make their work more enjoyable and better.
- » IT managers and team leaders can learn how to coach and facilitate their teams towards high performing teams.
- » Development teams can experience how to work together with IT Operation teams.
- » Business roles can experience how their roles may change if the organization starts to work in a more Agile and Lean way of working.
- » ITSM specialists learn what can be the value of working in an Agile and Lean way; how to make ITSM practices such as ITIL® and VeriSM™ more responsive and fit for use in this new environment of rapid, unpredictable change in which solutions must be deployed rapidly, yet safely.

This simulation also helps IT Operations teams to take the next steps towards alignment with the DevOps philosophy and ITIL® Practitioner guiding principles.

## How can this simulation be used?

This simulation is a powerful way to stimulate a new way of thinking within the IT Organization. It also shows in one interactive day the essence of ITSM Next generation practices such as ITIL®4 or VeriSM™.

Your ATO will explain how this simulation can be used to support their Accredited ITIL® or VeriSM™ portfolio of training or consulting.

The simulation can help create a dialogue and help employees better understand how to improve their own way of working from where they are now (traditional Service Management) towards a Next Generation Service Management with a more Agile and Lean approach, not as a large implementation project but in small incremental steps and based on their own motivation.

This simulation is a GamingWorks product.  
Built by the developers of Apollo 13 and The Phoenix Project.

### Do you recognize these issues or would you like more information?

Please contact our partner:

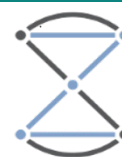
[www.gamingworks.nl](http://www.gamingworks.nl)

version 1b

### Do you recognize these issues or would you like more information?

Please contact GamingWorks or  
our local partner:

Számalk Zrt.  
Madarász Viktor u. 47-49,  
Bdg. II, floor 3  
1138 Budapest



**számalk**  
TRAINING