



Using Basecamp for ITIL[®] initiatives: A Case Study

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Introduction

This Case Study represents an aggregation of experiences using 37 Signals' Basecamp project collaboration service for collaborating, tracking and managing ITIL[®]-based projects, including training, assessments and implementations.

The vision for MyServiceMonitor is to take advantage of the relentless push towards a service-oriented world by leveraging emerging web services to enhance the deliverables associated with our consulting and training services.

Most services offered by MyServiceMonitor can be obtained as part of engagement deliverables, as subscription services, or licensed for in-house use. This provides a win/win for MyServiceMonitor, our partners, and our clients.

For more information about Basecamp, go to MyServiceMonitor's Partner page and click on the Basecamp icon;



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Project management in ITIL® initiatives

The importance of applying project management discipline to ITIL® projects has been broadly documented. Additionally, as companies move their initiatives from training, to assessment, and on to implementation, the need for more formal management and governance increases.

Basecamp is a web-based project collaboration tool that is very easy to use, secure and included with all MyServiceMonitor engagements. MyServiceMonitor is also a Method123 Affiliate, and leverages this methodology and templates based on the project management standards PMBOK® and Prince2®.

Combined use of Basecamp and additional tools allows for immediate collaboration between MyServiceMonitor and client participants at a very early stage, in a way that e-mail simply cannot match.

For **training**, customers access Basecamp for all pre- and post-class questions, comments and feedback. In addition, MyServiceMonitor provides study aids and a forum for discussion moderated by an ITIL Service Manager. Participants can subscribe to an RSS feed to be notified of any new comments or replies, extending the training experience beyond the classroom as agreed by MyServiceMonitor and the client.

The RSS feed and message threading features has been used quite successfully to quickly establish an 'FAQ' list for both pre and post class questions, and improve learning and quality of experience for future class participants.

For **assessments**, MyServiceMonitor provides the customer's primary point of contact with observations from stakeholder interviews that can be incorporated into the final Report of Findings.

Stakeholders are free to add comments and observations after the interviews, which often provides increased clarity on existing processes and issues. For example, discussion between stakeholders after the interview process has led to an increased understanding of issues that were communicated to the assessor(s) via Basecamp.

For Self-Assessment Workshops, MyServiceMonitor supplements Basecamp with measureITIL® for detailed assessment input and reporting.

All deliverables for the project can be posted on Basecamp (based on customer preference).



For **implementations**, Basecamp provides the primary point of collaboration for the various cross-functional teams performing process improvement. All the benefits outlined above (FAQs, other collaborative input, etc.) apply, as well as some significant additional benefits:

- *To Do Lists* – MyServiceMonitor provides templates for use in process prototyping, design and implementation. This can ensure that project plans follow a proven approach that can be easily tailored to specific organizational requirements.
- *Milestones* – Basecamp can identify and remind team members of critical milestones as appropriate.
- *Writeboards* – Team members that need to collaborate on documentation related to the process improvement efforts can begin with a template provided by MyServiceMonitor, and tailor it online (via the Writeboard) or download it to Word (text) for in-house editing.

The customer can create multiple projects and teams if desired, focusing collaboration on key areas as needed. This can keep the number of participants smaller and tends to increase the amount of dialog. For example, steering or the ‘core team’ can have their own ‘space’ and not be concerned about visibility from other participants.

For large implementations, Basecamp is sometimes replaced with the client’s in-house collaboration services. All files are made available to the client for transfer to their site, including export of Basecamp messages if desired.

For more information, contact MyServiceMonitor.