



Implementing ITSM at Lubrizol

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itsMF[®] Serbia
The IT Service Management Forum

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Agenda

- **Company Overview**
- **IS Division**
- **Driving Factors and Noveon Acquisition**
- **ITSM Implementation**
- **Accomplishments**
- **Lessons Learned/Things to Consider**



Company Overview

- **The Lubrizol Corporation (NYSE: LZ) is an innovative specialty chemical company that produces and supplies technologies that improve the quality and performance of our customers' products in the global transportation, industrial and consumer markets.**
- **Headquarters: Cleveland, OH**
- **80th anniversary; 7,000 EE**
- **Products include:**
 - **lubricant additives for engine oils, other transportation-related fluids and industrial lubricants**
 - **fuel additives for gasoline and diesel fuel**
 - **ingredients and additives for personal care products and pharmaceuticals; specialty materials, including plastics technology and performance coatings in the form of specialty resins and additives.**



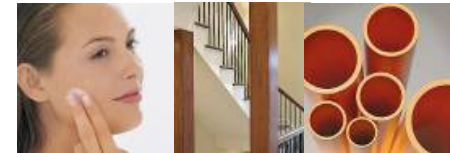
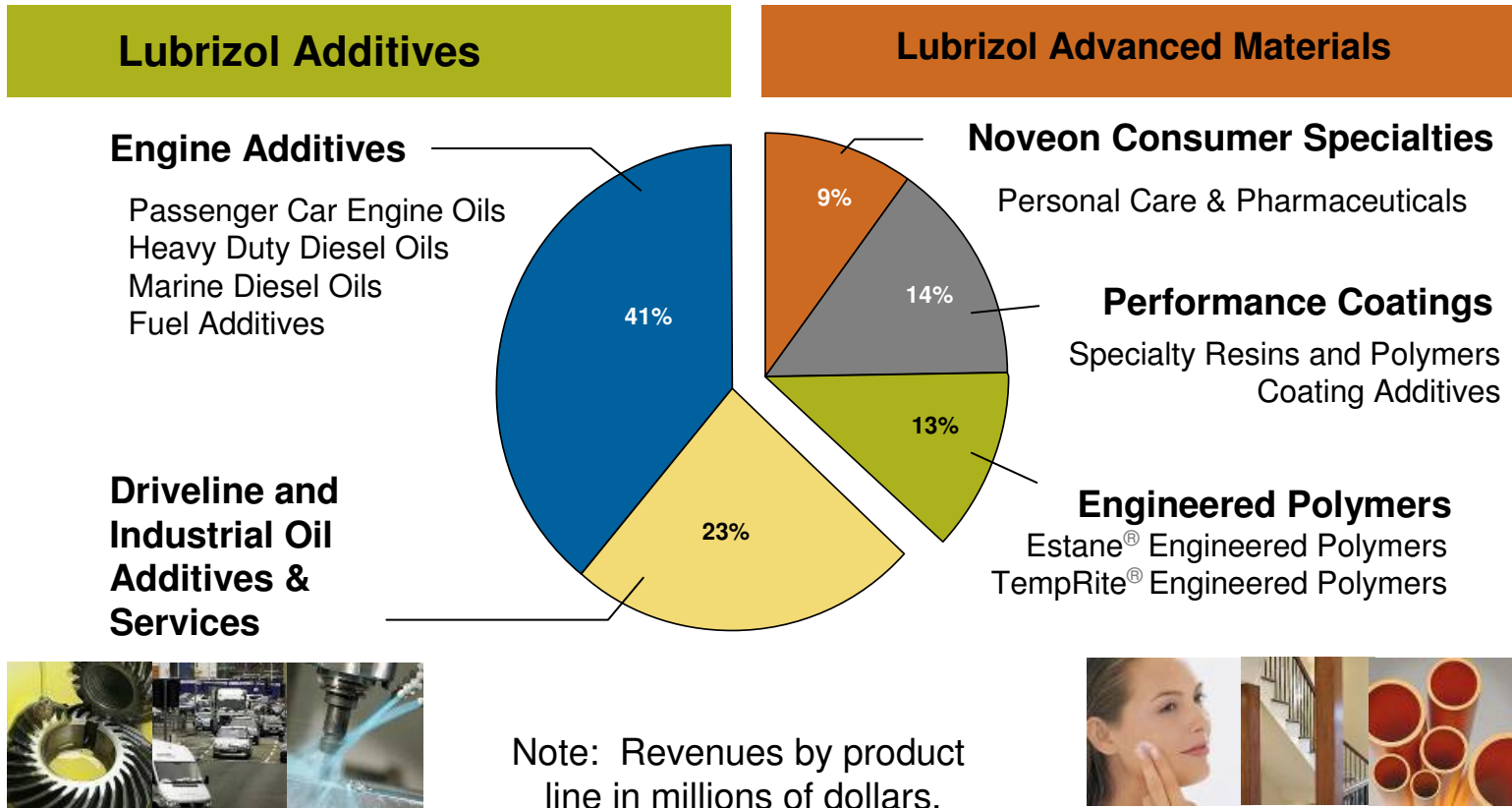
The Lubrizol Corporation: Delivering Solutions to The Specialty Chemicals Marketplace

Building on our “special chemistry,” a unique blend of people, processes, technology and products, we:

- Provides innovative technology to global transportation, industrial and consumer markets
- Pursues our growth vision to become one of the largest and most profitable specialty chemical companies in the world

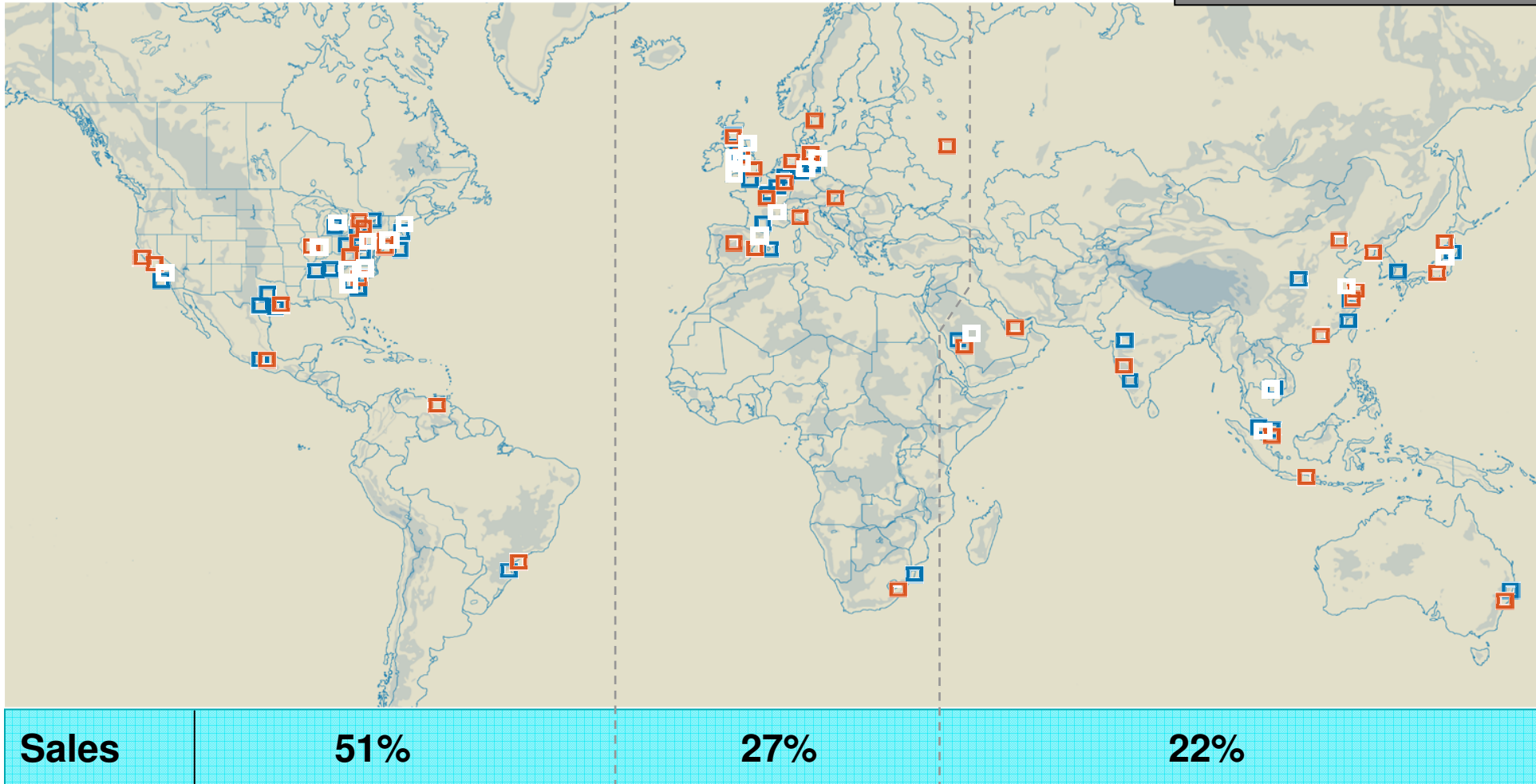


2008 Revenues from Continuing Operations: \$4.5 Billion



Manufacturing	
Sales Offices	
Technical Facilities	

Global Infrastructure

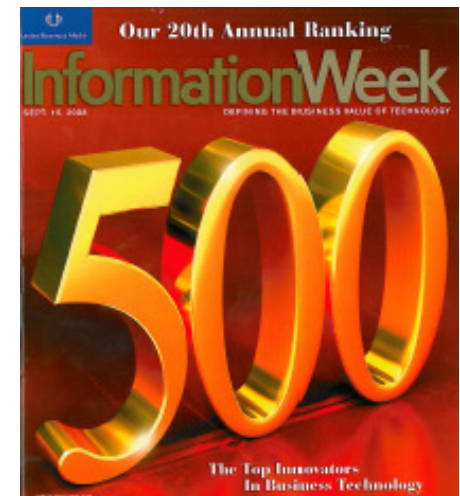


19 global manufacturing facilities - 28 countries - 100 locations

Information Solution

- IT employees: 250
- Information Week: Top Innovators in Business Technology – 40/500
- Internally developed application – competitive advantage
- Business Critical Applications
- IT Saves Money/Cost Avoidance
- Back Bone for the Business

- 6,400 desktops and laptops around the world
- 650+ virtual and physical servers
- Over 60 TeraBytes of raw disc storage on our SAN
- 900 discrete databases – SAP the largest 1.6 TeraBytes
- ERP Systems: SAP (ERP, CI, CRM) and PeopleSoft (HR)
- Planview – PPM – July 07
- Help Desk Tool – Magic > HPSC June 07
- Microsoft Standard shop



Impact of Noveon Acquisition

- **Company size doubled**
- **The corporate culture has been transformed as a result of the growth**
- **Broader range of products, markets, geography, business needs, and service requirements**

To support this new culture, IS has had to:

- **Merge two IS organizations**
- **Standardize across numerous IS hardware, software, networking, and ERP platforms**
- **Build an integrated, global infrastructure**
- **Manage a larger more complex global portfolio of projects and services**



Driving Force behind ITSM Implementation

- Enhance the existing customer-focused environment while promoting a service-based approach that balances quality and cost across all IS capabilities
- Demonstrate value to the stakeholders by providing the solutions, services and business intelligence which enable the company to make timely and accurate decisions
- Evolve the service-oriented culture through change management practices as well as the adoption of a continual improvement program
- Growth/Acquisition
- Doing more with less and taking advantage of Economies of Scale
- Measure, Track and Improve our Performance
- Deliver better Service, Technology and Product Innovation
- Knowledge Management/ Aging Demographics of our Workforce



ITSM at Lubrizol

- ITSM Program launched in October 06
- Infrastructure Initiative
- HP Implementation Partner
- Strategy / Steering Committee / Governance Structure
- Pure ITIL - HP – Lubrizol
- Tool: Magic > HPSC 6.2.4 - BP4SC 1.1.5
- Limit customization and leverage Best Practice
- ITIL Training (HP)
 - ITIL Foundation level – 60+ ... 1/2 v3
 - ITIL Practitioner IM/PM – 10+
 - ITIL Master – 1
 - Process Owners and key design participants are ITIL Practitioner trained
 - ITSM 101 CBT developed internally
 - Project Tool consultants trained internal Tool team



Accomplishments

Implemented:

- Incident Management**
- Problem Management**
- Service Request Management – Service Catalog**

In Progress:

- Change Management - CMDB**
- Release Management - Planview**
- Configuration Management**

Instituted Policies, Procedures and Roles

Trained global IS staff on the tool and Incident and Problem Management processes

Help Desk can escalate Incident tickets to ALL IS staff

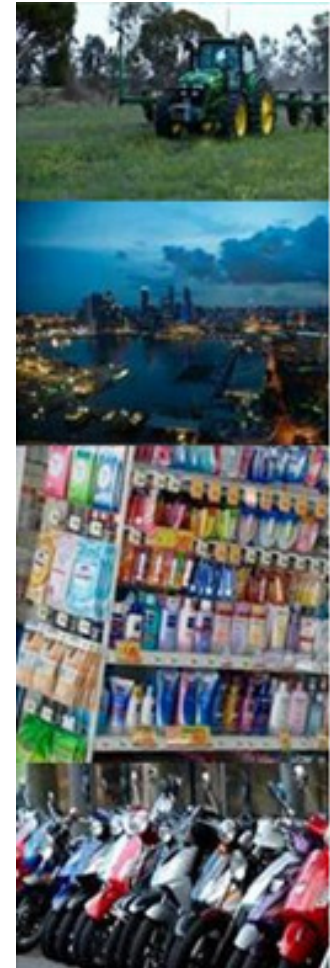
Started a Service Catalog (for Help Desk use only)

Hardware assets migrated from original database to BP4SC database



Accomplishments

- Created CI's for R&D and Testing and the HPSC Tool
- Change Management policies, procedures and roles piloted in the R&D and Testing, Server Hosting, HPSC tool areas
- Recognition of importance of what we were doing
- Good enthusiastic teams from Lubrizonol and HP that worked well together
- One Language/all using same terminology
- Apps and Infrastructure on the same page
- Common platform
- Process teams formed and functioning with the tool.
- Knowledge Transfer for Process Managers and Technical Tool Team



Lessons Learned/Things to Consider

- Customization vs. Vanilla approach ...
- Impact of Fast-Pace Implementation
- Resource requirement to manage HPSC
- Blue Print – Best Practice Concept
- Asset Management System
- ITIL v3 KMS concept to existing Technical Environment
- Even with guidance you have to go through your own growing pains
- Solution Manager/Planview/HPSC



Lessons Learned/Things to Consider

- **Vision into the future can be blurry. Have to make decisions with information available at the time ...**
- **There is no perfect time to begin your ITSM program...you have to make the jump at some point in time**
- **In many cases, you might be performing IT Service Management processes already perhaps not within an ITIL context**
- **The appeal of ITSM... Business Value**

