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# 1 Harnessing the power of ITIL in small and medium-sized businesses

IT service management (ITSM) industry analysts predict that over the next five years, small and medium-sized businesses (SMBs) will be the largest growth sector in the world. This entrepreneurial segment of business is capitalizing on its strengths – agility, speed to market, flexible business models and the control that major enterprises often cannot match.

The risks to longevity are high in the SMB market and only those who are prepared for dynamic and rapid change in market conditions will survive. The positioning of ITSM within these organizations is a key success factor in their survival. A crucial ingredient in this strategy is the adoption and use of the ITIL service management practices. ITSM vendors have responded with product and service strategies targeted directly at this market space.

Most IT organizations share some level of commonality. SMBs, for example, have constraints and requirements just as large organizations do. They are accountable to their business customers to provide value. But in many SMBs, there are unique opportunities and constraints which set them apart from large organizations.

This publication is for the SMB. It is intended to help small or medium-sized organizations reap the power and benefits of ITIL while removing the constraints of a large-scale implementation.

It is equally important to note that this publication is **not** about ways to shortcut ITIL by adopting selected lifecycle stages or elements and eliminating others. Part of ITIL's strength is the integrated, holistic service lifecycle. For some organizations, scaling these practices will make their use efficient, cost-effective and enable the adoption of best practice within an SMB context.

This publication is based upon a simple truth: ITIL can offer guidance that will help every size and type of company improve their IT service management performance. The scalability of implementation is the key to success. Within the following chapters we offer some explanation of why and how smaller organizations are different, and offer some ideas and techniques that might help smaller ITSM organizations to improve the quality of the service they deliver to their customers and users.

This publication considers how the circumstances of delivering effective IT service management are affected by the situations and constraints that typically occur within a small organization, and how to get good results quickly by adapting the ITIL advice to circumstance.