

Building a Service Catalog:

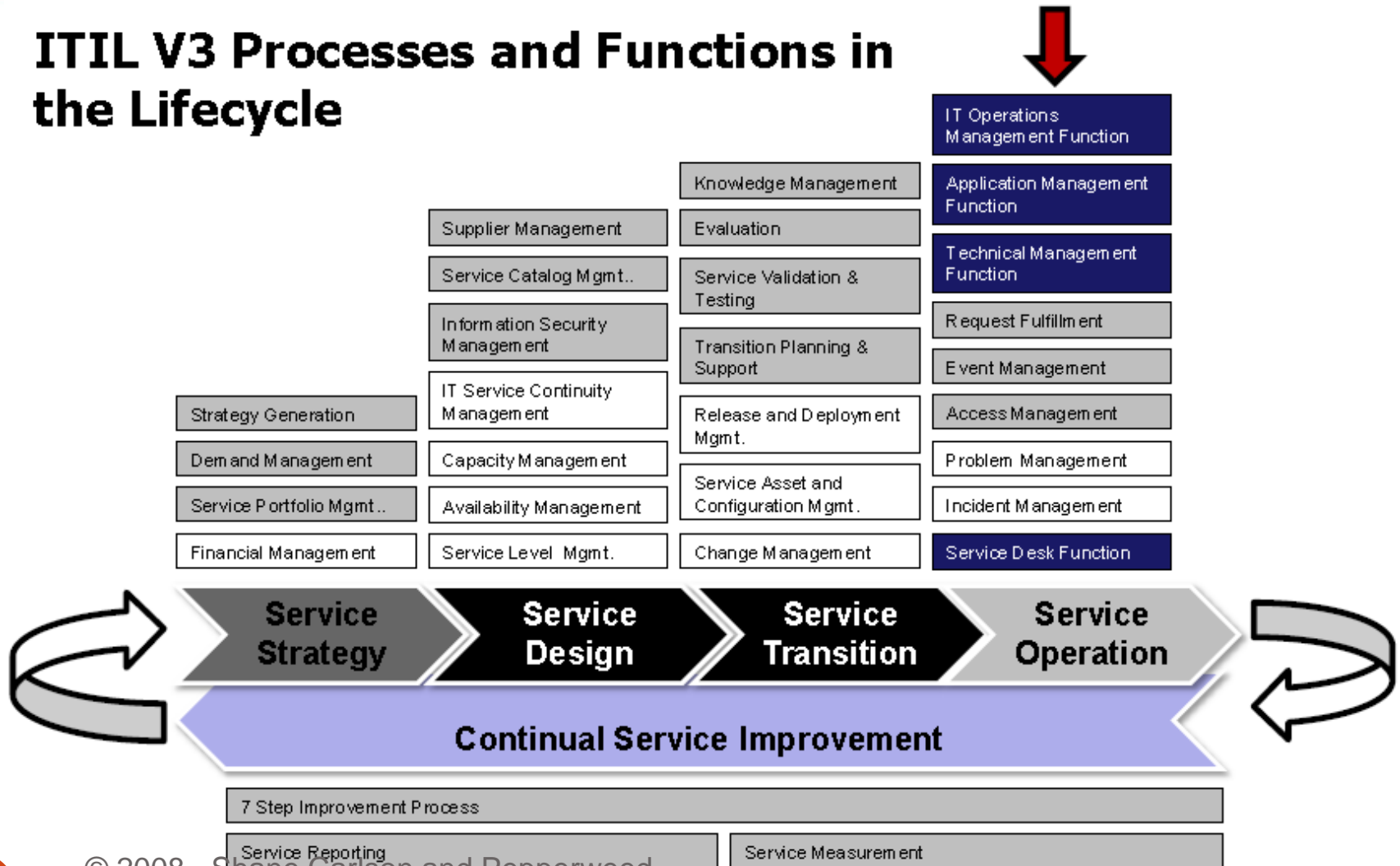
A Practical Approach to get to an Actionable State with your Service Catalog - Part 2

16 October 2008

Agenda

- 9:30 – 9:45 Introductions and Overview
- 9:45 – 10:15 Service Catalog Overview
- 10:15– 11:00 Service Catalog Management Process
- 11:00 – 12:00 Exercise: Defining Services and Requests
- 12:00 – 12:30 Review and Q&A

ITIL V3 Processes and Functions in the Lifecycle



What is a Service?

A described set of facilities, IT and non-IT, sustained by the IT Service provider that:

- Fulfills one or more needs of the customer
- Supports the customer's business objectives
- Is perceived by the customer as an coherent whole

Source: Pink Elephant

What is a Service Catalog?

“Service Level Management will document the services provided to the Customers, detailing the key features of those services, preferably within the CMDB (configuration management data base). This catalog will form the basis for an understanding of all the services offered, their components, features, charges, etc.”

Source: IT Service Management Pocket Guide Version 2, iTSMF, © 2001

Services Defined

- IT Service —
 - *“A service provided to one or more Customers by an IT Service Provider. An IT Service is based on the use of Information Technology and supports the Customer’s Business Processes. An IT Service is made up from a combination of People, Process and Technology and should be defined in a Service Level Agreement”*
- Business Service —
 - *“An IT Service that directly supports a Business Process, as opposed to an Infrastructure Service, which is used internally by the IT Service Provider and is not usually visible to the Business”*
- Infrastructure Service —
 - *“An IT Service that is not directly used by the Business, but is required by the IT Service Provider so they can provide other IT Services. For example directory services, naming services, or communication services.”*

All definitions from: ITIL *“Service Design”* book © Crown Copyright 2007 (OCG)

Service Catalog Defined

“The Service Catalogue provides a central source of information on the IT services delivered by the service provider organization. This ensures that all areas of the business can view an accurate, consistent picture of the IT Services, their details and their status. It contains a customer-facing view of the IT services in use, how they are intended to be used, the business process they enable, and the levels and quality of service the customer can expect from each service”

From the ITIL “Service Design” book © Crown Copyright 2007 (OCG)

Key Highlights of the Service Catalog

- Well defined Service Catalog Management process
- Role of the Service Catalog in relation to other key processes better defined
- High level KPIs and CSFs defined
- Delineation between Business Services and Technical Services

Service Catalog Management Process

- According to ITIL:
 - The goal of the Service Catalog Management process is to ensure that a Service Catalog is produced and maintained, containing accurate information on all operational services and those being prepared to be run operationally.

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Service Request Management (Request Fulfillment) in ITIL V3

- Service Request –
 - *“A request from a User for information or advice, or for a Standard Change or for Access to an IT Service. For example to reset a password, or to provide standard IT Services for a new users. Service Requests are usually handled by a Service Desk, and do not require an RFC to be submitted.”*
- Request Fulfillment
 - *“The Process responsible for managing the Lifecycle of all Service Requests.”*

Definitions from: ITIL “Service Operations” book © Crown Copyright 2007 (OCG)



IT Service Catalog and Your Customers

- The IT Service Catalog is where your end-users interact with the IT Services you offer:
 - Service Request oriented
 - Targeted to the end-users of IT services
 - Transactional in nature
 - Must be actionable



Service Request Management (Request Fulfillment) in ITIL V3 (cont)

- Requests are initiated by customers via the Service Desk (or preferably it's automated proxy)
- Should be linked to associated Incidents, Problems or Changes as appropriate.
- Process should be aligned to Release, Asset, and Configuration Management where appropriate.

Service Requests and the Service Catalog

- Each service will have at least one standard Service Request associated with it.
- Some Services will have many different types of Service Requests.
- (Example) Phone Service
 - Add New Phone
 - Modify Existing Phone
 - Remove Phone
 - Etc.



Service Request Management

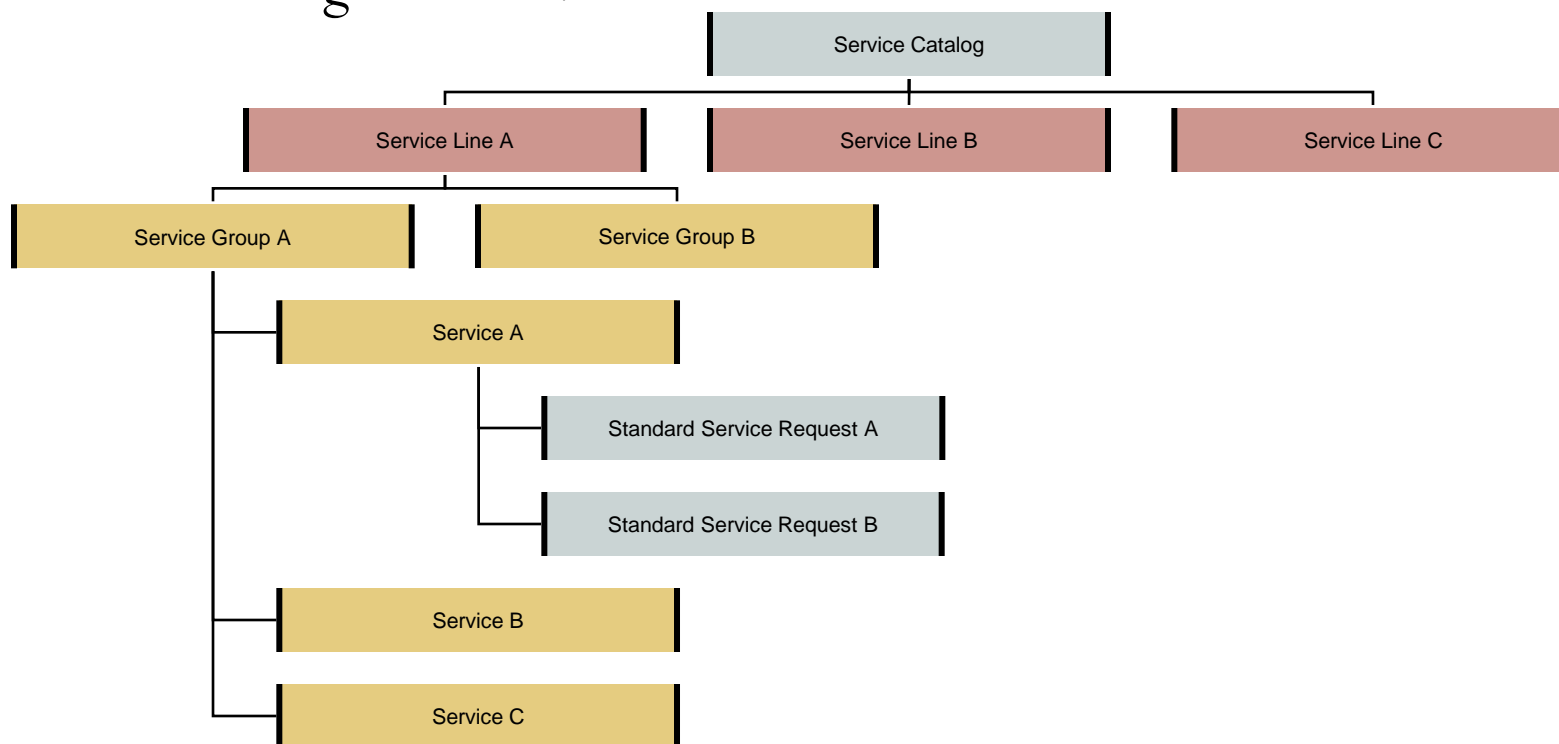
- Requests for services must be handled in an efficient and repeatable manner that allows the IT organization to effectively scale as demand for IT services increases.
- An actionable IT Service Catalog allows you to provide your Customers with a customer friendly web interface that integrates with your backend workflow management systems and reduces the need for human intervention by automating repeatable processes.
- Effective service request management frees resources that are currently utilized to route and follow up on requests, to focus on higher priority incident management issues.
- It also increases end user productivity by reducing the amount of time spent trying to request services and following up on those requests.

Service Request Attributes (Service Catalog)

- Service Attributes:
 - Customer View:
 - Service Name
 - Customer Friendly Description
 - Entitlement
 - Authorization
 - Engagement
 - Service Delivery Timeframe
 - Cost Per Unit
 - Technical View (optional)
 - Technical Description
 - Service Owner
 - Service Provider
 - Dependencies on other Services

Service Catalog Framework

- Service Categorization:





Review

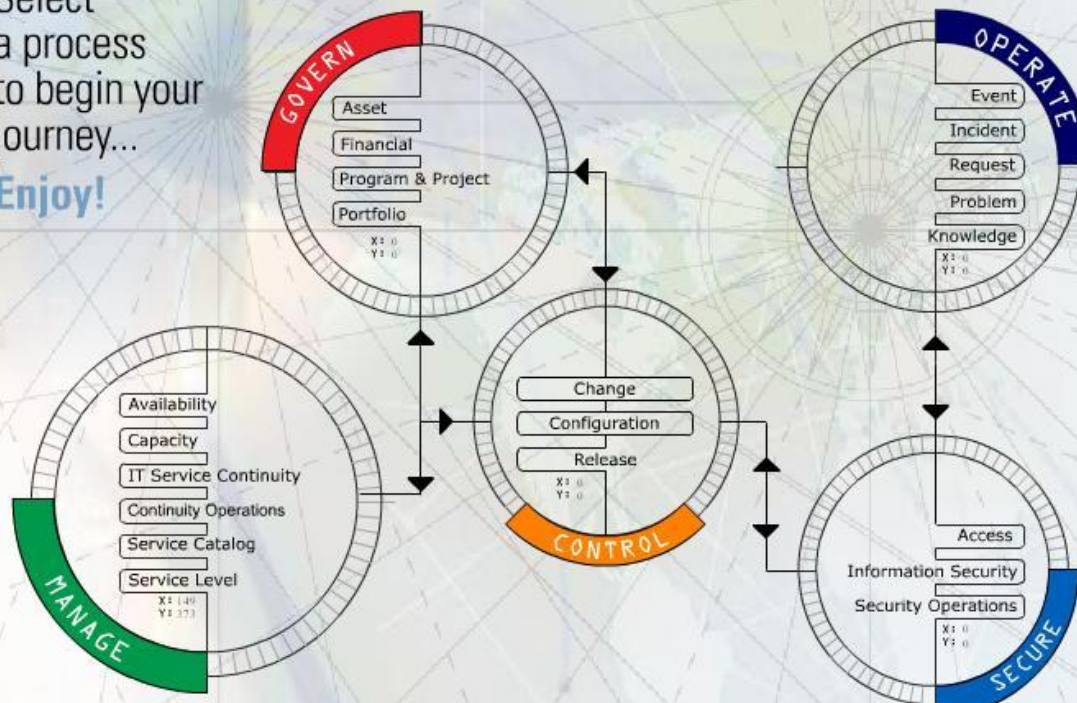
- Service Catalog must be actionable to be effective
- Catalog must be created from your customers POV.
- Must demonstrate how the services enable critical business functions
- Must be easy to navigate, search, and order from
- Should be integrated with your Service Management System
- Start simple and add complexity as adoption increases

Pepperweed Process Model



Home PathFinder Help About

Select a process to begin your journey...
Enjoy!

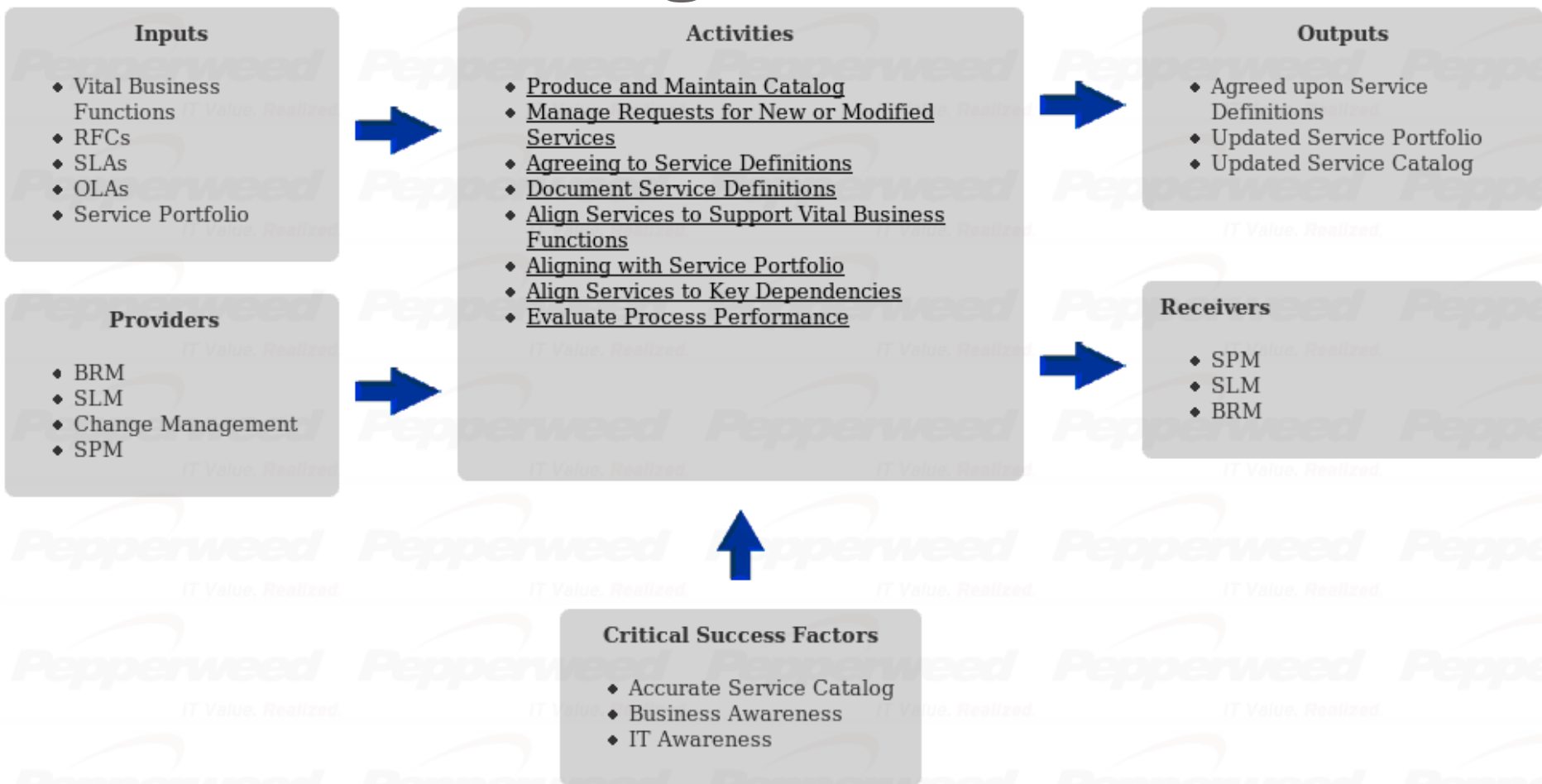


>> MANAGE

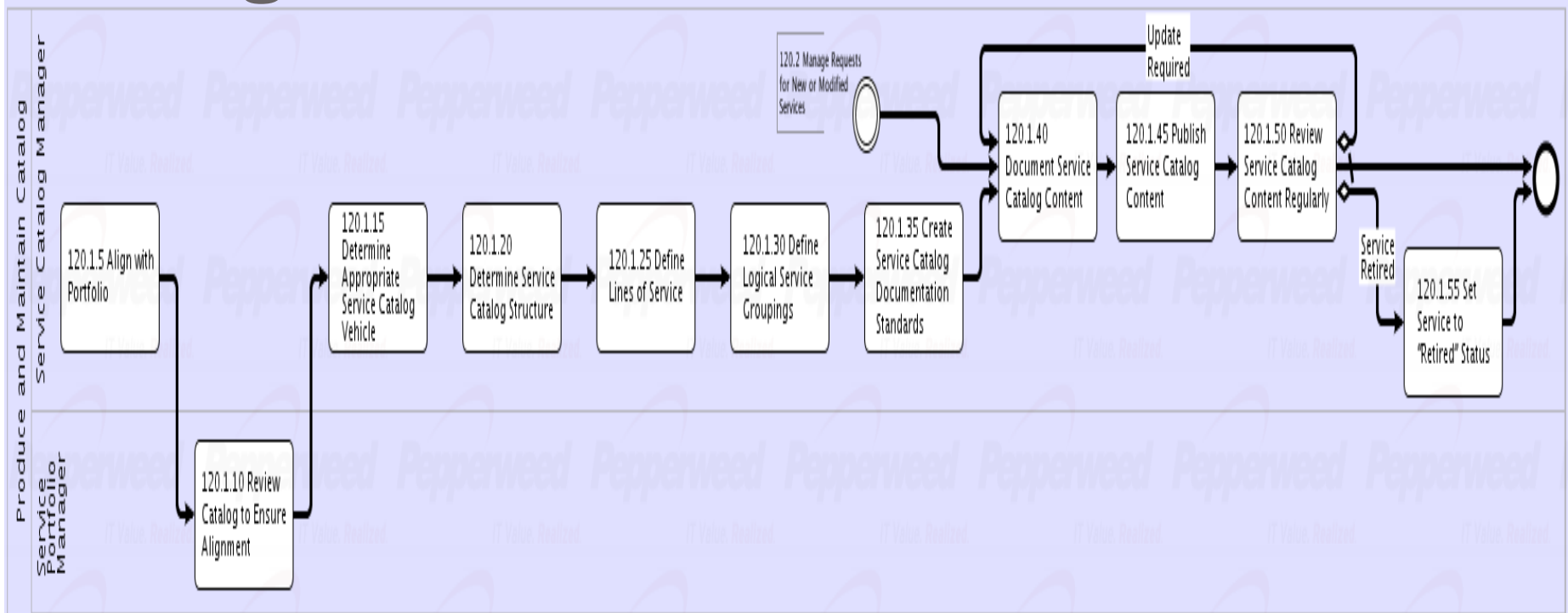
Service Catalog

To provide a database or structured document with information about all live IT Services including those available for deployment.

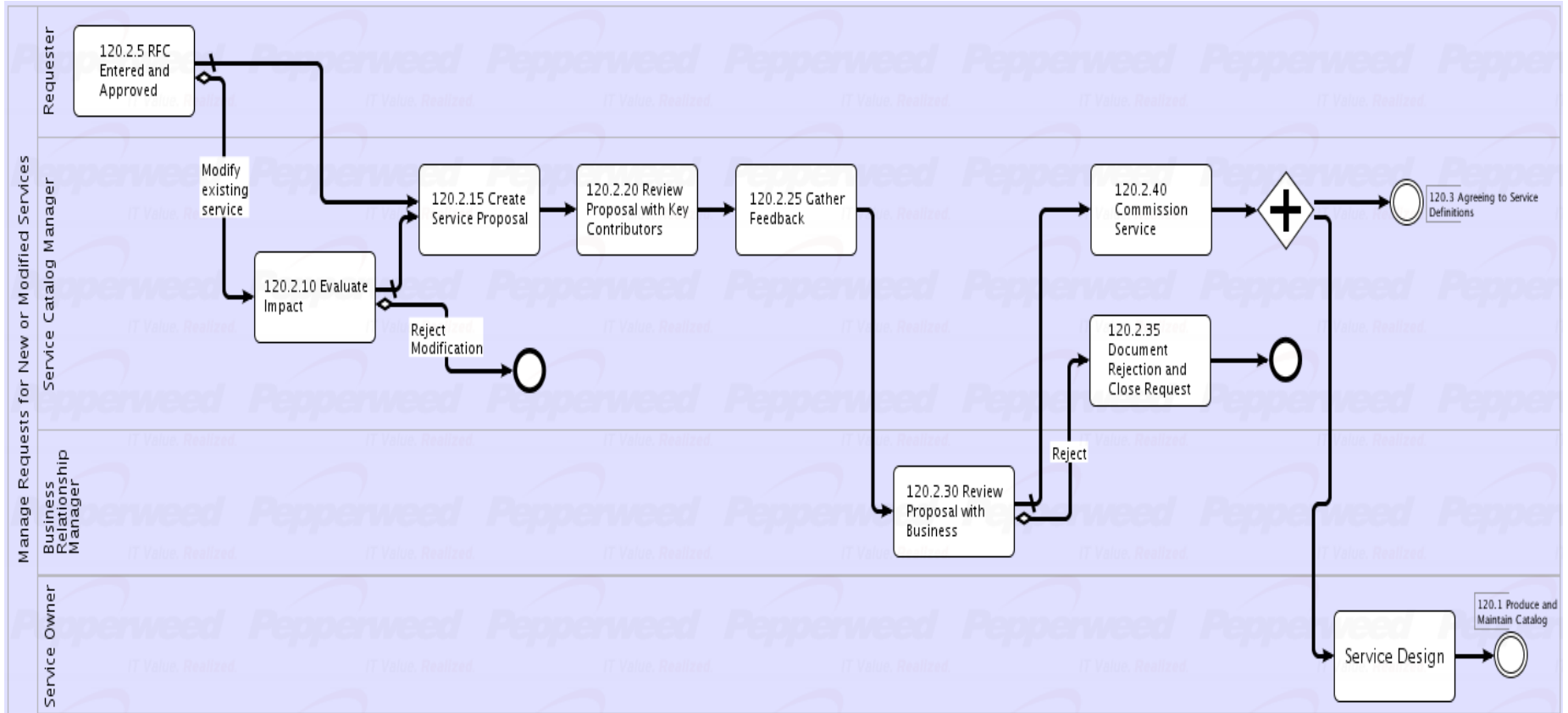
SCM Process Diagram



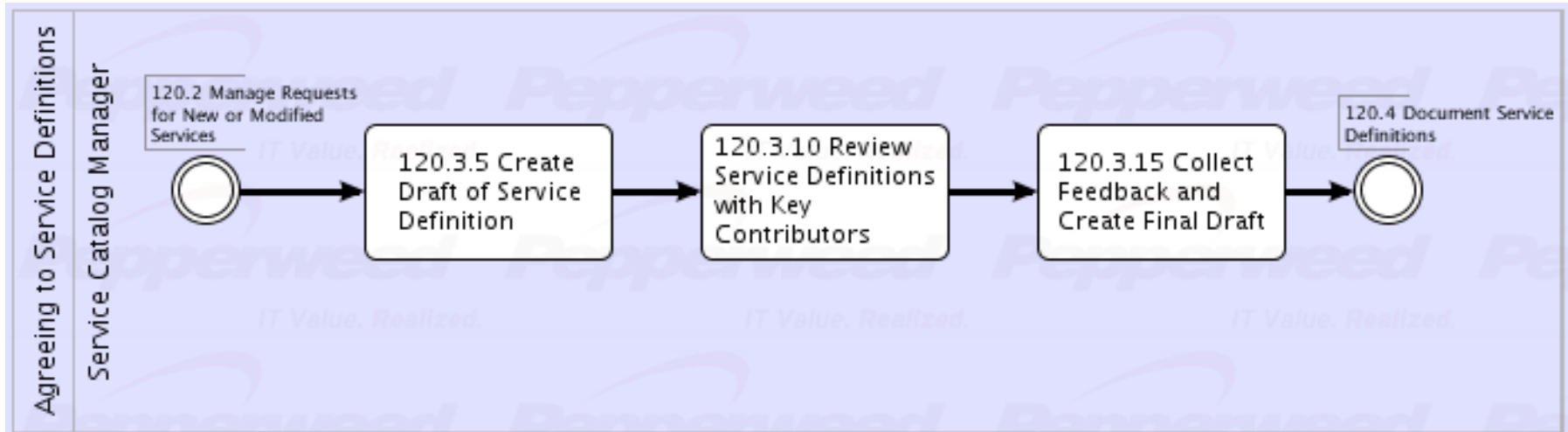
Activity 1: Produce and Maintain Catalog



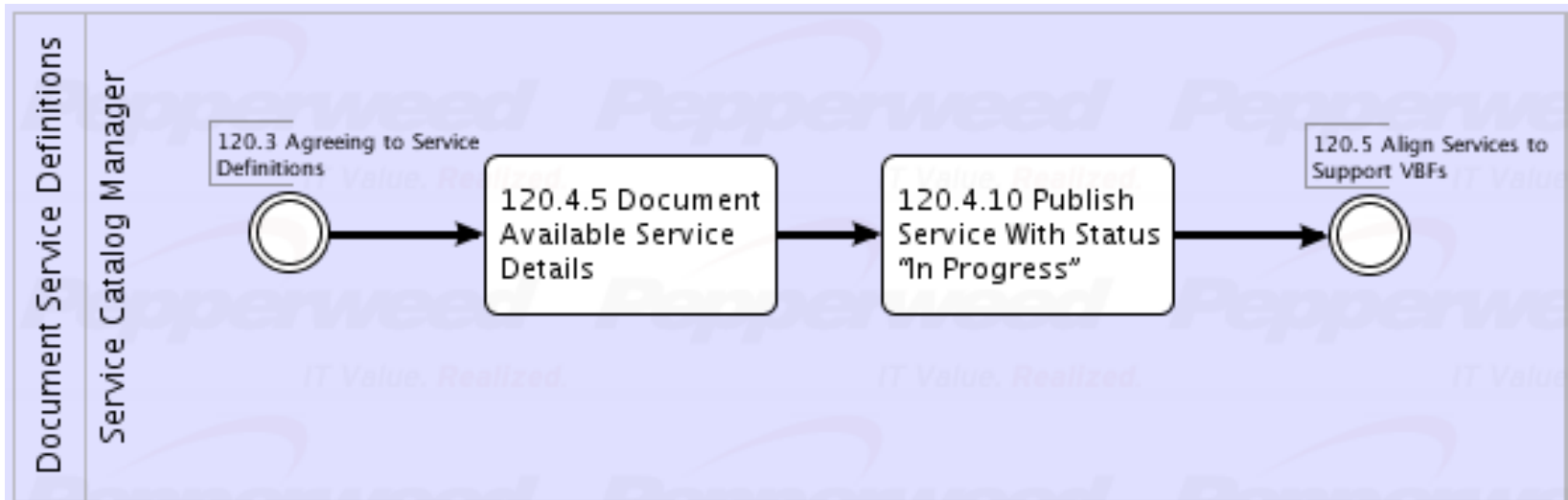
Activity 2: Manage Requests for new or Modified Services



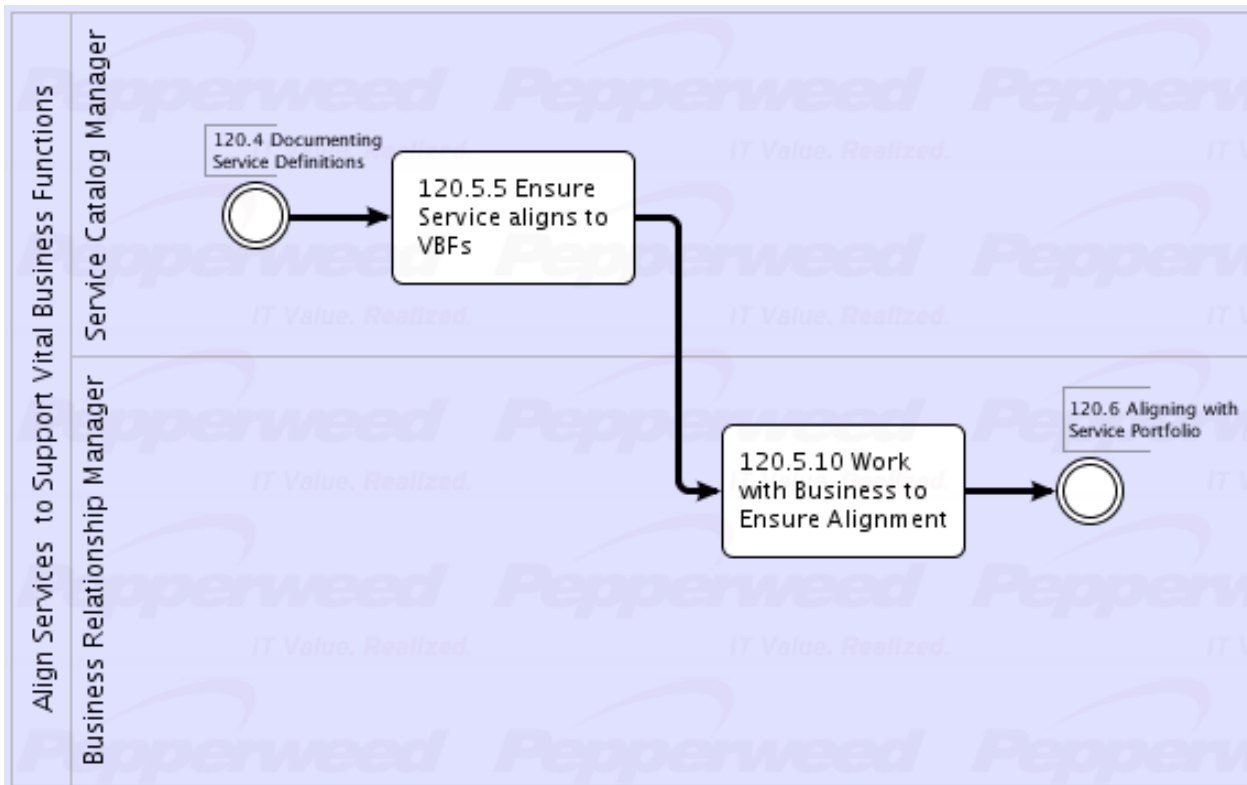
Activity 3: Agreeing to Service Definitions



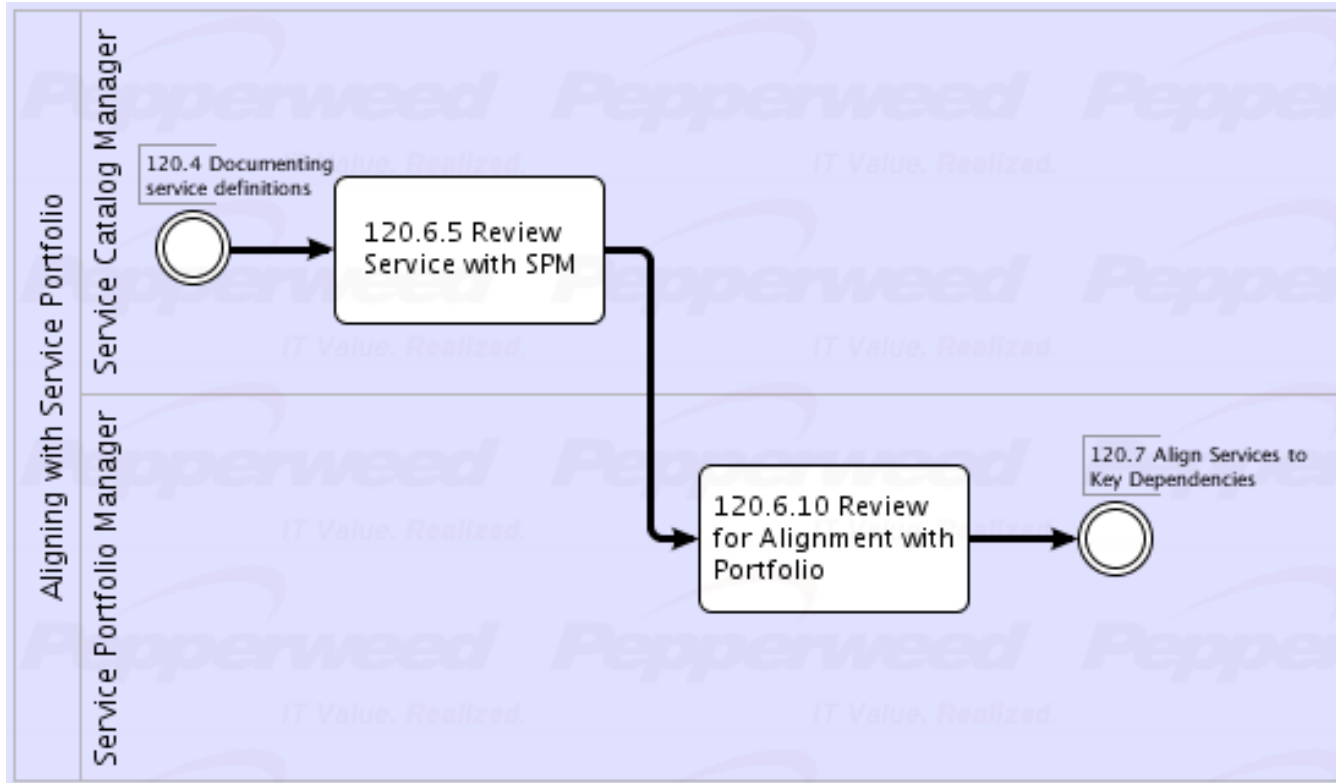
Activity 4: Documenting Service Definitions



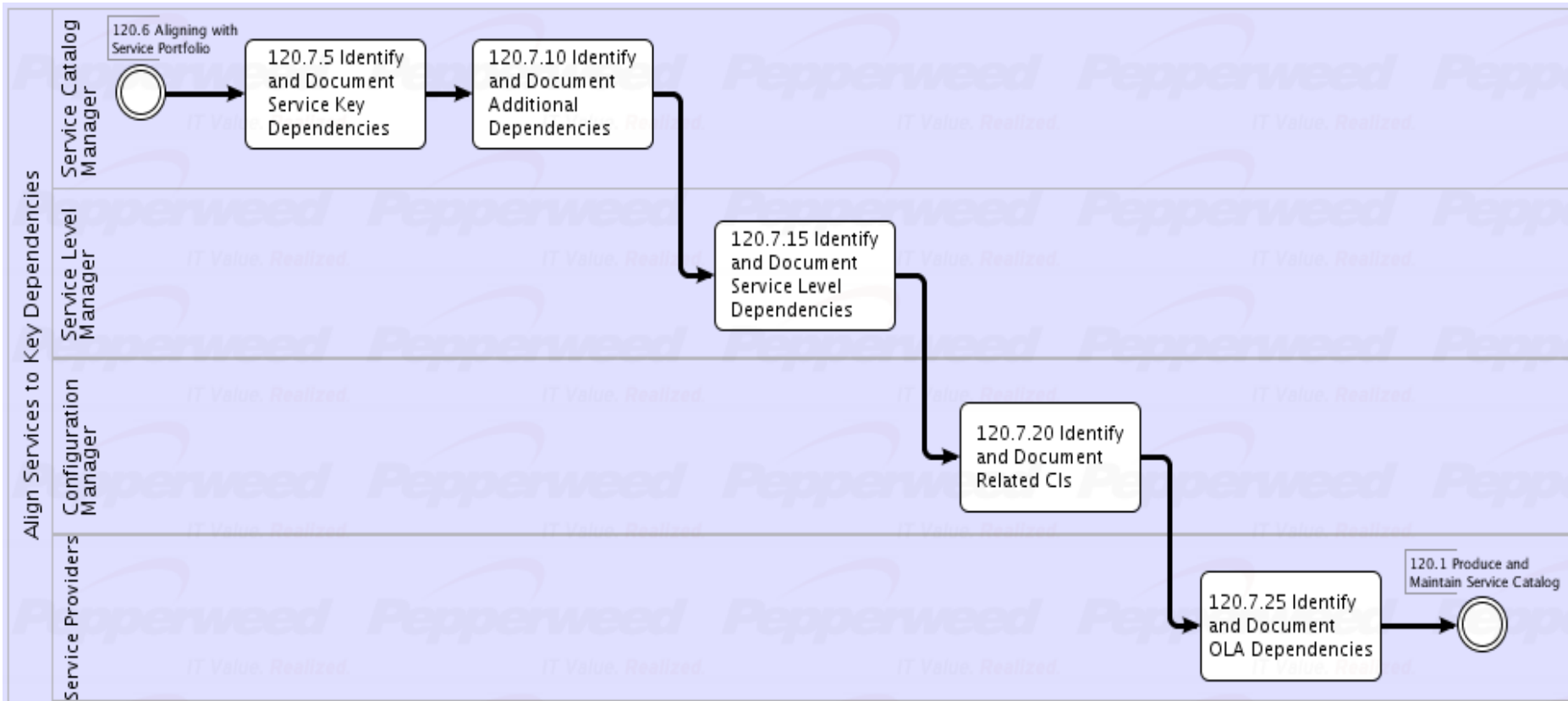
Activity 5: Aligning Services to support VBFs



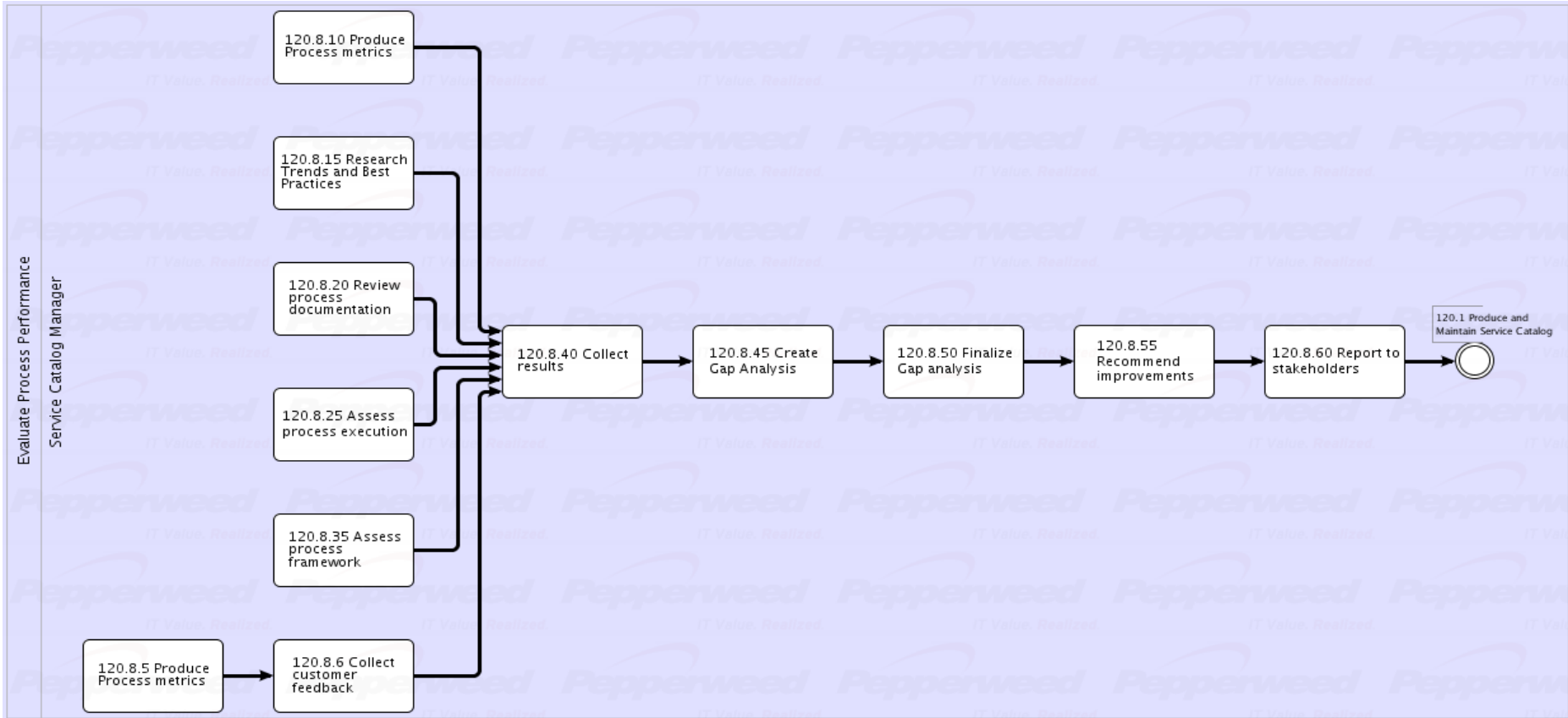
Activity 6: Aligning with Service Portfolio



Activity 7: Align Services to Key Dependencies



Activity 8: Evaluate Process Performance





Exercise: Defining Services and Requests

- Broken out into Groups:
 - Each group to define:
 - 2 Detailed Services
 - Name
 - Description
 - 2 Related Requests per (Service)
 - Service Name
 - Customer Friendly Description
 - Entitlement
 - Authorization
 - Engagement
 - Service Delivery Timeframe
 - Cost Per Unit

Q&A

- Any questions?
- Comments?
- Areas of additional discussion?

Resources

- <http://www.pepperweedprocessmodel.com>
- www.servicecatalogs.com – “Open Source” Service Catalog Community with lots of good info.
- ITIL V3 and the Service Catalog Resources:
 - **PDF:** “*The official introduction to the ITIL Service Lifecycle*” OCG
 - **Book:** “*Defining IT Success Through the Service Catalog*”

Thank you very much for attending this session.
Please fill out an evaluation form.