

Service Catalogue

Practical, Real-World Guidance
For Embarking On The
Service Catalogue Journey



Agenda

- Objectives and Vision
- What Is A Service?
- What Is A Service Catalogue?
- Service Catalogue Road Map
- Sample IT Service Models
- Typical Deliverables
- Service Owner Role



About Me

Derek Gillard

- Co-owner of Integritas Solutions
- ITSM Practice Principal and service delivery consultant
- 22 years of business and IT experience
- ITSM consultant for 13 years
- Experience in public sector, transportation, financial services, telecom, health care



About My Company

Integritas Solutions

- Professional Consulting Services
 - Enterprise Architecture
 - IT Service Management
 - Project Leadership
 - Quality Management
- Training
 - ITIL, 'Day In The Life', TOGAF



Today's Objectives

- Share tried, tested and proven approaches and strategies to building a Service Catalogue that work
- Based on many years of designing and implementing Service Catalogues, share real-life examples of:
 - Road Map
 - Service Models
 - Sample Services
 - Catalogue Outline
- Strategic importance of Service Owner role and how to prepare and train them to ensure ongoing success



Objectives – Service Catalogue

- Structure IT as a Service Provider through a services-based model
- Define IT Services in terms the business understands
- IT staff delivering services in business terms
- Establish ownership and full accountability for business and IT services
- Define service metrics to allow IT and technology partners to fully understand service offerings
- Create a solid foundation and supporting Road Map for other strategic IT initiatives



Vision – Service Catalogue

- Services Based Organization
 - Support future direction of holistic IT Services Catalogue for business partners
 - Identifies opportunities for infra consolidation, app rationalization, shared services
 - Contribute to business growth while maintaining operational costs
 - Increase responsiveness to business needs
 - E2E service view for costing and reporting
 - Supports process improvement and integration



What Is A Service?



Language of
Business



Language of
Information
Technology

The process of delivering IT Services to the business user under predefined, contracted Service Level Agreements.



What Is A Service?

The Principles

What Do These Mean?

➤ **Client-Oriented, Service-Based Value**

- Meet business needs
- Clearly articulated in business terms
- Holistically-managed
- Predictable costs

➤ **Behaviour Motivation**

- Holistically-built offerings
- Consumption-based charges
- Shared infrastructure

➤ **Quality**

- Service levels
- Business-relevant metrics and reporting

In Detail, our Services will....

- enable our Partners to manage their businesses
- be clearly described, with options and control levers, in business terms
- have end-to-end accountability (i.e. financial, strategic, performance)
- be built/managed to instill a focus on them as holistic offerings vs. specific technologies
- be charged out on a consumption basis to the users or project sponsors
- have a mandatory base level of quality/performance to reduce business risk

What Is A Service Catalogue?

A listing of value-add IT service offerings defined in business terms, that enable IT clients to successfully run their businesses. A service includes:

- Description and Benefits
- Pricing (aligned with business metrics)
- Components and Features
- Service Hours
- Who to contact for support and requests
- Performance levels (SLAs) and reporting
- Service ownership



What Is A Service Catalogue?

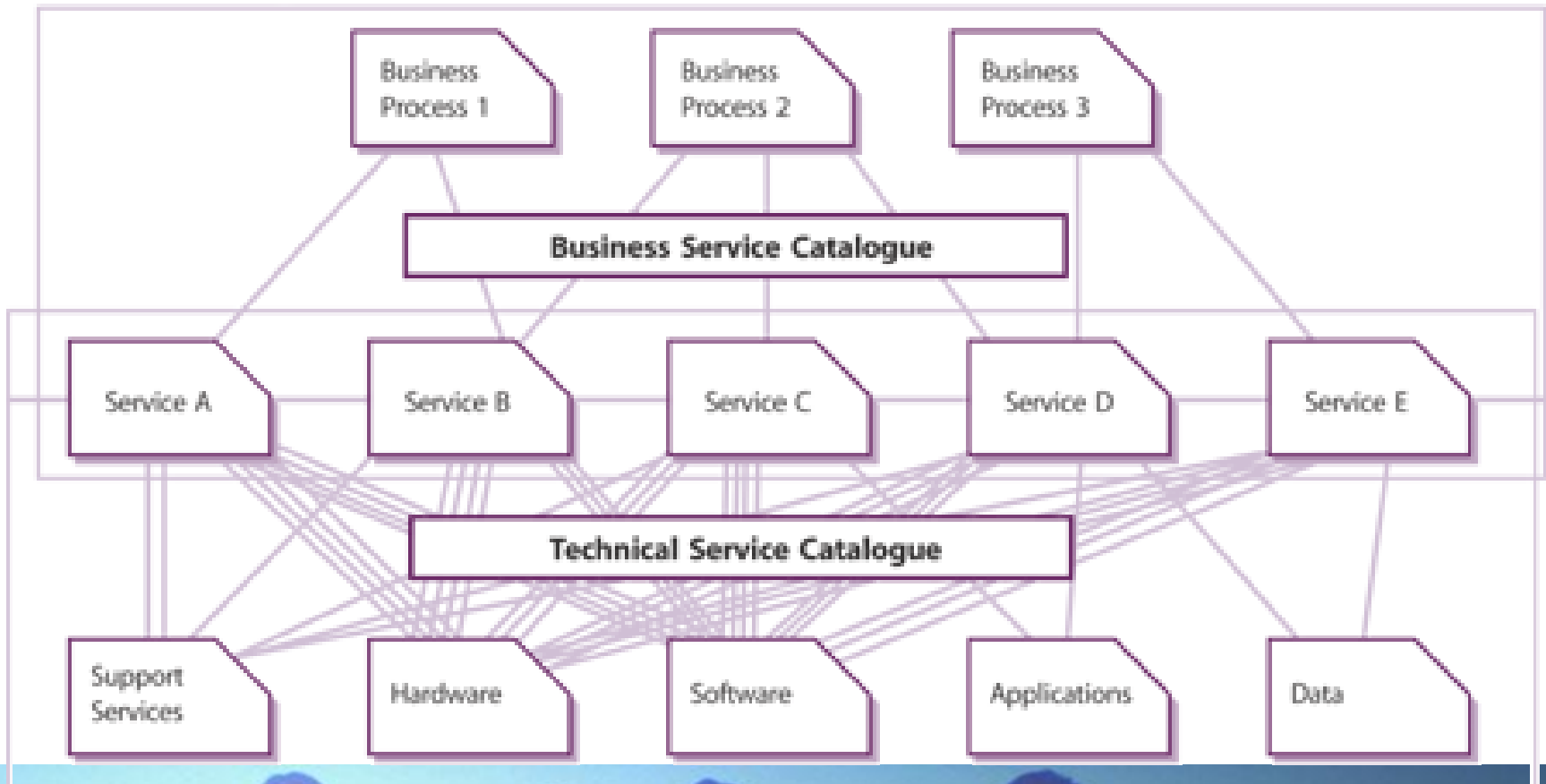
Service Catalogue has two aspects:

- Business Service Catalogue
 - Contains details of all the IT services delivered to the customer, together with relationships to the business units and the business process that rely on the IT services
 - This is the Customer View of the Service Catalogue
- Technical Service Catalogue
 - Contains details of all the IT services delivered to the customer, together with relationships to the supporting services, shared services, components and CIs necessary to support the provision of the service to the business
 - This should underpin the Business Service Catalogue and not form part of the Customer view



What Is A Service Catalogue?

The Service Catalogue

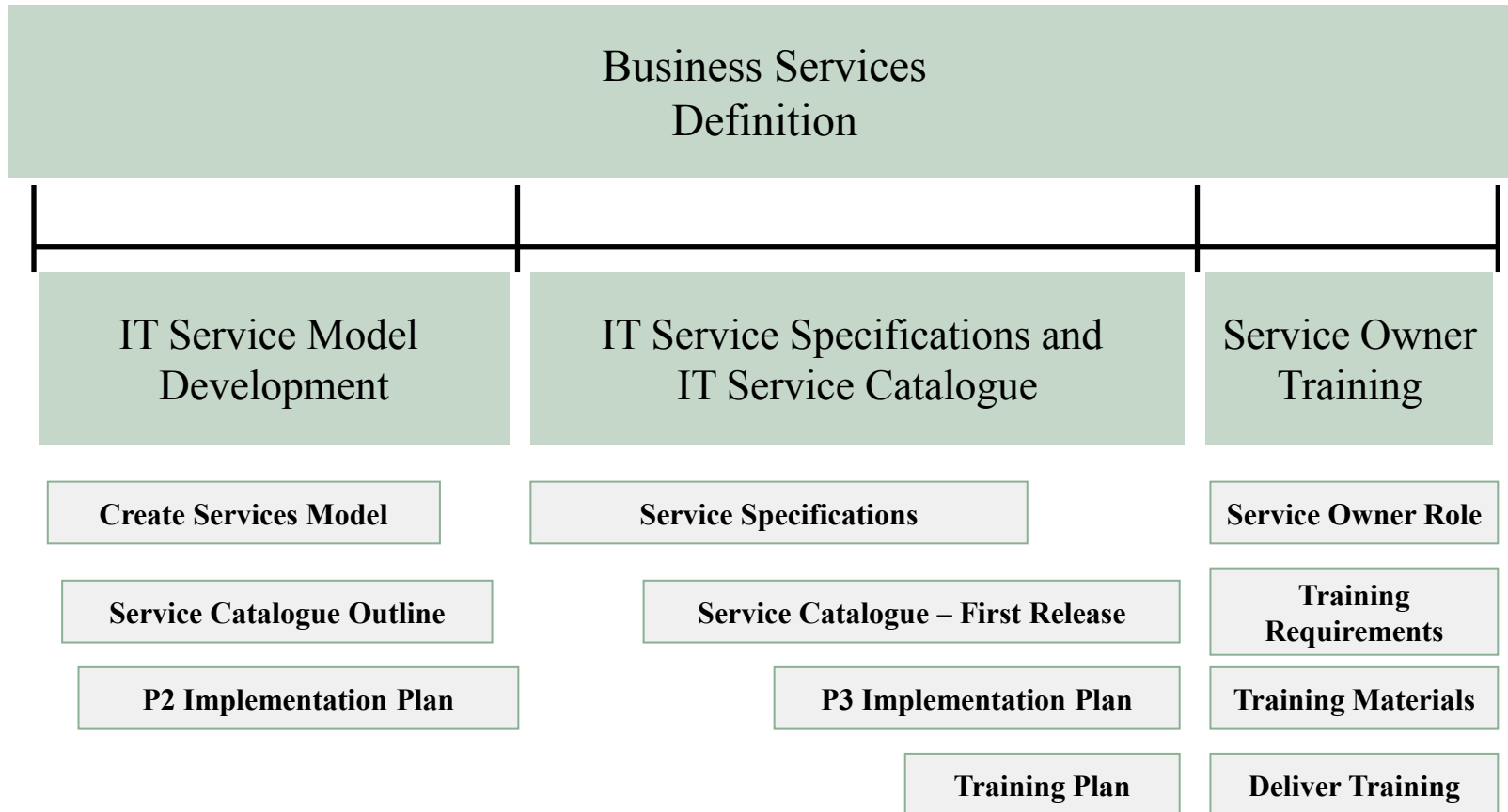


What Is A Service Catalogue?

- Some organizations only maintain either a Business Service Catalogue or a Technical Service Catalogue
- Preferred situation adopted by more mature organizations maintains both aspects within a single Service Catalogue, which is part of a totally integrated Service Management activity and Service Portfolio
- Combination of a Business Service Catalogue and a Technical Service Catalogue is invaluable for quickly assessing the impact of incidents and changes on the business



Service Catalogue Journey



What Is A Service Model?

- A list of all services currently being provided and those being prepared for transition to the live environment
- Services will be logically grouped into Service Families or Service Portfolios
- Service Model will be the framework for which the Service Catalogue and subsequent documented Service Specifications will be based upon



IT Service Model Sample *itSMF*

Workplace Services

- Desktop Services
- Messaging
- Remote Access
- Personal Voice
 - Cell
 - Voicemail
 - Phone

Application Hosting Services

- **Dedicated Business Applications**
 - Examples (Mortgages, Laser, Visa)
- **Enterprise / Shared Applications**
 - Examples (Customer Link, Lotus Notes Databases)

Voice, Data & Network Services

- Call Centre Voice Services**
 - Telephony Services (IVR, ACD, IMACs)
 - Voice Recording
 - Video Conferencing
- Network Services**
 - Network
- Data Services**
 - File Transfer

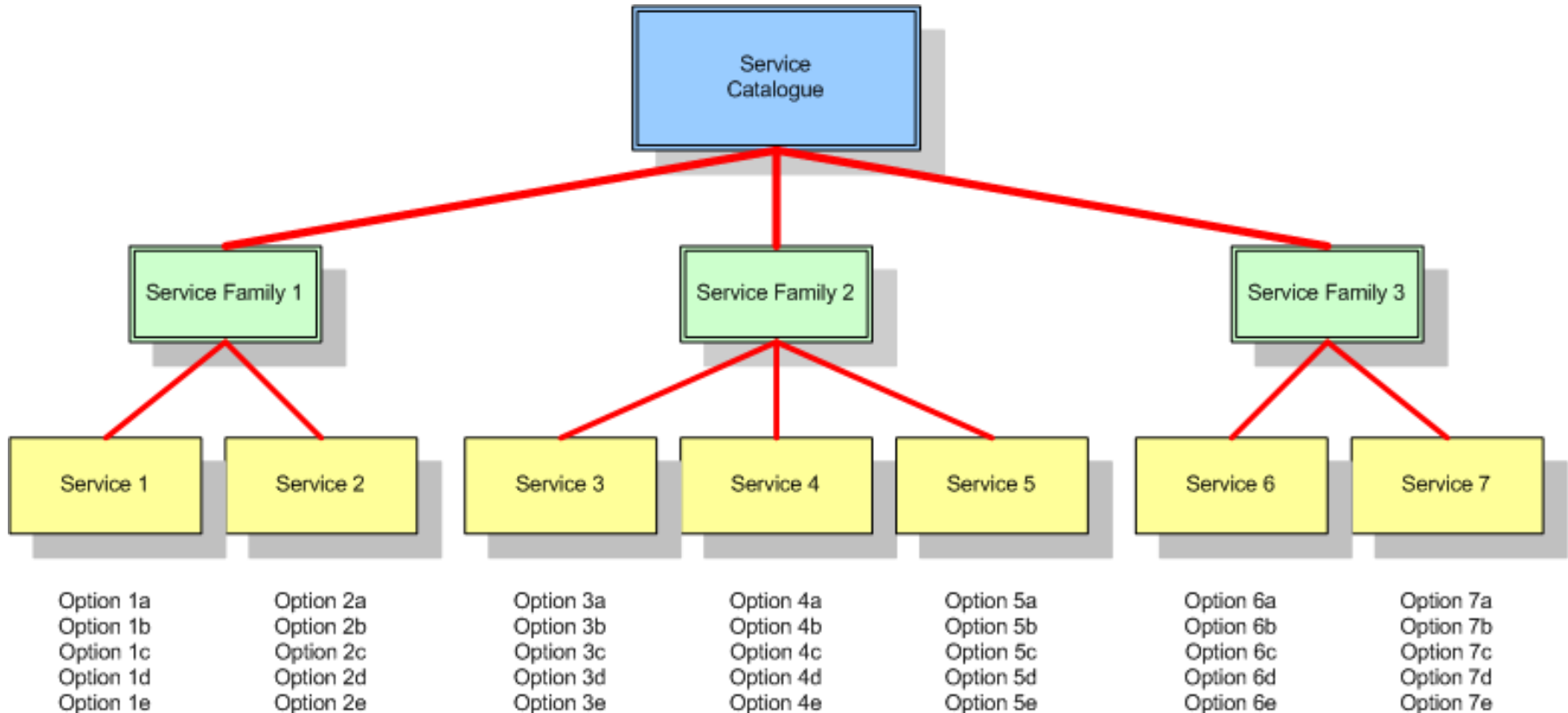
Professional Services

- Technical Consulting**
 - Architecture (Solution & Cost Planning)
 - Project Management
- Advisory Consulting**
 - IT Security
 - DRP

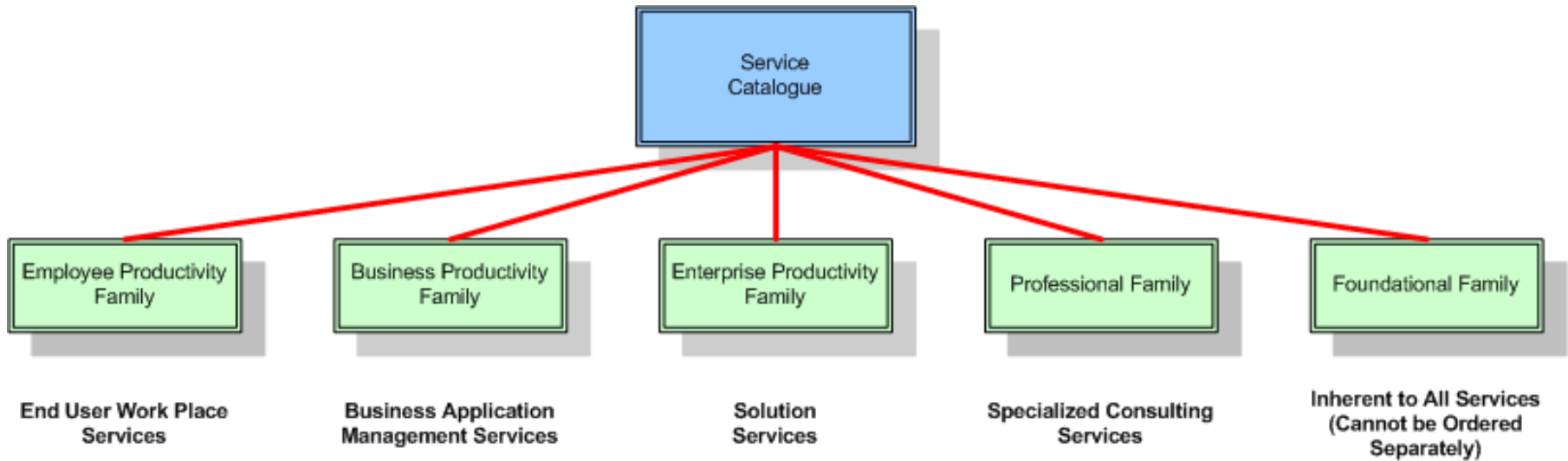
Foundation Services

- Processes (Incident, Problem, Change, Configuration, Release, Capacity, Availability, etc.)
- Authentication / Authorization Services
- Security
- Standards

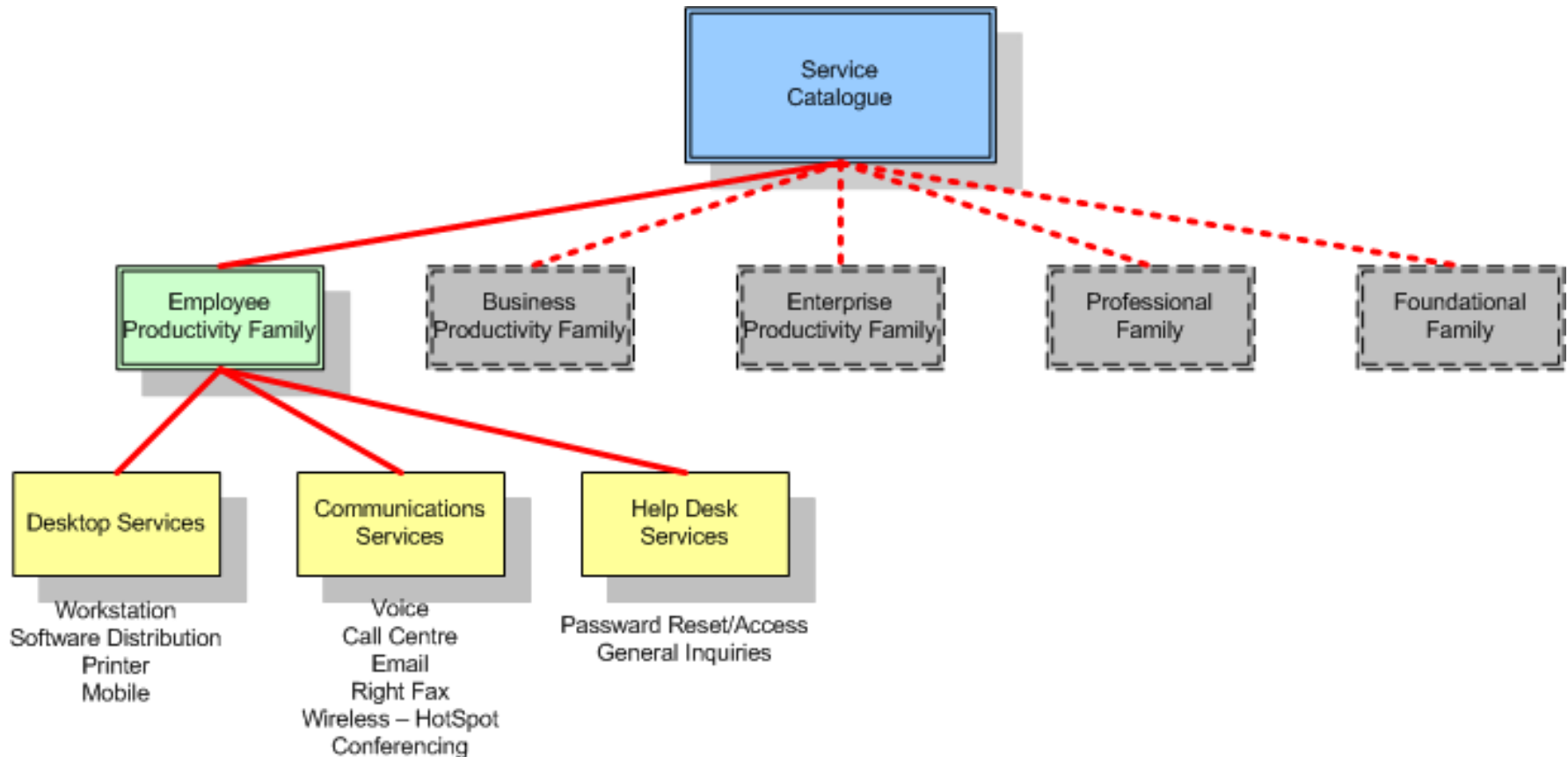
IT Service Model Sample



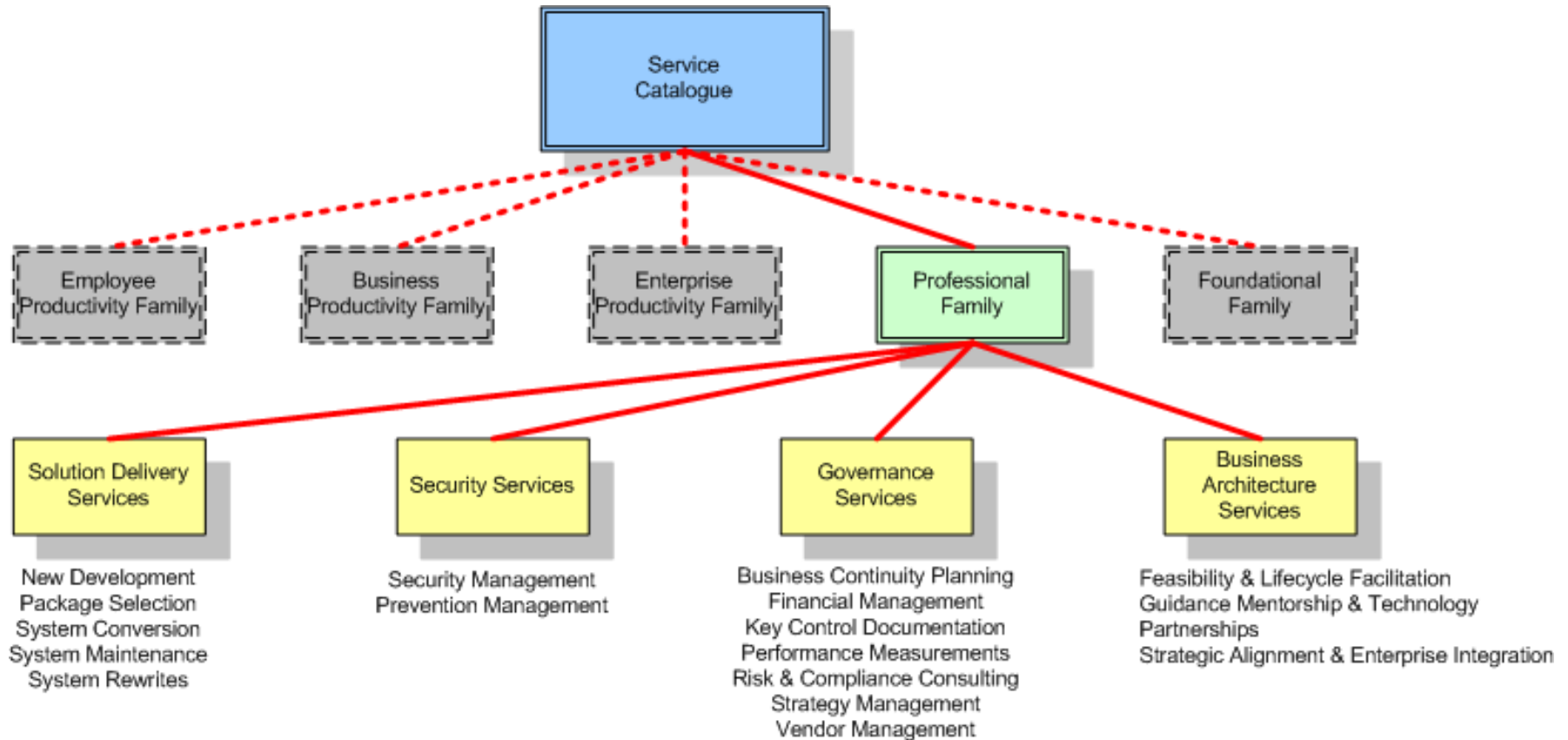
IT Service Model Sample



IT Service Model Sample



IT Service Model Sample



Critical Success Factors

- Strong executive sponsorship and commitment
- Buy in and support throughout the organization
- Service Catalogue must have a customer focus
- Availability of Service Catalogue owner, key stakeholders and resources to work on project
- Readiness of organization for a Service Catalogue
- Initiative must be clearly understood and communicated across the organization
- Roles and responsibilities must be clearly defined
- Identification of Service Owners



Typical Deliverables

- Stakeholder Interviews
- Service Catalogue Outline
- Service Specification Template
- Service Definition Template
- IT Service Model
- Enabling Technology Requirements
- Pilot Plan
 - Populate a subset of services into Service Catalogue
- Implementation Plan



Benefits

- Better understanding of IT Services
- Improved communication between the business and IT
- Implementation of Service Owners role will instill a culture of service ownership and accountability
- Better alignment of Service Portfolio and costing model
- Moving from silo-based to services-centric organization



Service Owner

What is a Service Owner?

- High Level Responsibilities
 - Accountable for availability, reliability and performance of owned services
 - Manage future direction of service offerings
 - Assess maturity of services they own and have end-to-end accountability for
 - Work with various areas of the IT organization to create the end-to-end processes necessary to deliver and support the service
 - Understand service-related costs



Service Owner

A Service Owner does NOT...

- Get involved in day-to-day operations, service delivery
- Develop IT strategy
- Define or dictate architectural or operational management standards (e.g. Capacity, Availability)
- Get involved in Problem Management (e.g. Root Cause Analysis)
- Act as the primary Relationship Manager for services (e.g. will not prioritize client requests)
 - Instead, will engage and work with client servicing teams to manage client issues



Service Owner

Key Document Resources

- Service Specifications
- Service Catalogue
- Service Level Agreements (SLAs)
- Operational Level Agreements (OLAs)
- Underpinning Contracts (UCs)



Service Owner

Best Practices

- Identify and implement end-to-end service metrics
- Measure, report on service performance and continuously improve
- Utilize industry analyst reports to identify best practices and future trends
- Benchmark service offerings against similar service offerings available in the marketplace



Contact Information

Derek Gillard

ITSM Practice Principal

Integritas Solutions Inc.

(905) 424-8162

derek.gillard@integritas.ca

