

# The Service Catalogue.

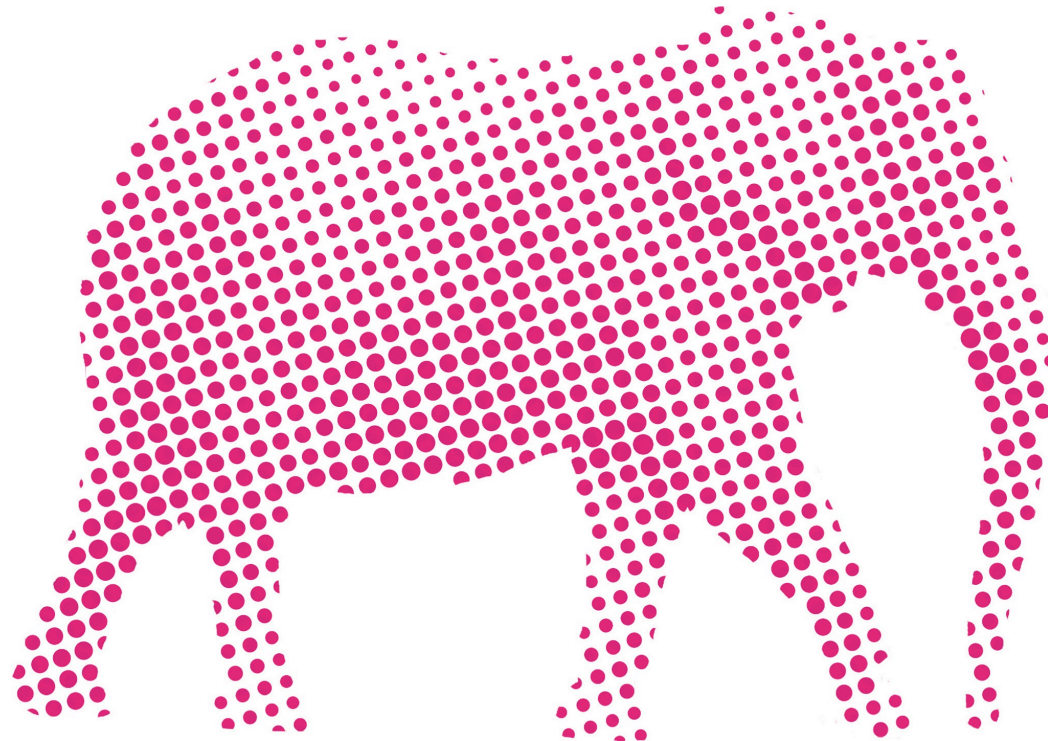
*Multiple Uses...Multiple Pitfalls... Easy Solutions!*

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# Introduction – Peter Hubbard



- Principal ITSM Consultant
- Worked in ITSM for almost 20 years
- Regular speaker at industry events
- Worked in all sorts of organisations, large and small
- Once pelted a co-worker with plastic balls in the name of Release Management



City of London



Rolls-Royce



HOUSES OF PARLIAMENT  
INFORMATION & COMMUNICATIONS TECHNOLOGY

# Common Service Level Assumptions



- Who do you support? *...Everyone!*
- When do you provide support? *...Always!*
- How do you provide support? *...The customer's way!*
- What do you support? *...Everything!*

*Until you have a **Service Catalogue** your not doing **Service Management**. Just a bunch of processes that might help, as and when, your prepared to share with the business what services your actually trying to manage!*

# Service Catalogue – Key Truths

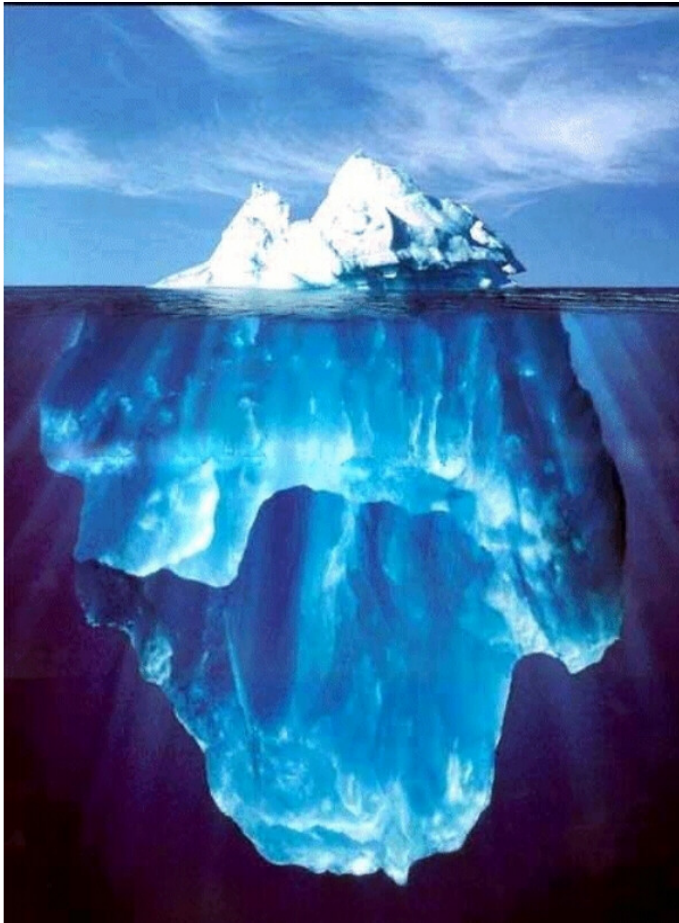


- A service catalogue is simply a way to show **relevant** information to **relevant** people.
- *(The key is to work out what's relevant)*
- To make sure that a Service Catalogue project actually delivers something of value the KISS principle is key
  - **K**eep
  - **I**t
  - **S**imple
  - **S**tupid!
- The Service Catalogue is a summary of relevant information. Not the detailed repository. (Although it can link to it)

# Service Catalogue – Key Truths



- A service catalogue does not DO anything!



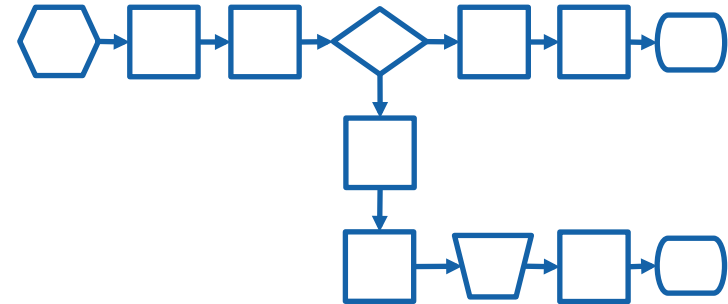
A service catalogue provides a simple way to understand and view what **OTHER PEOPLE** are doing.

The more information you want contained, the more uses you want it to be put to, the more work required behind the scenes

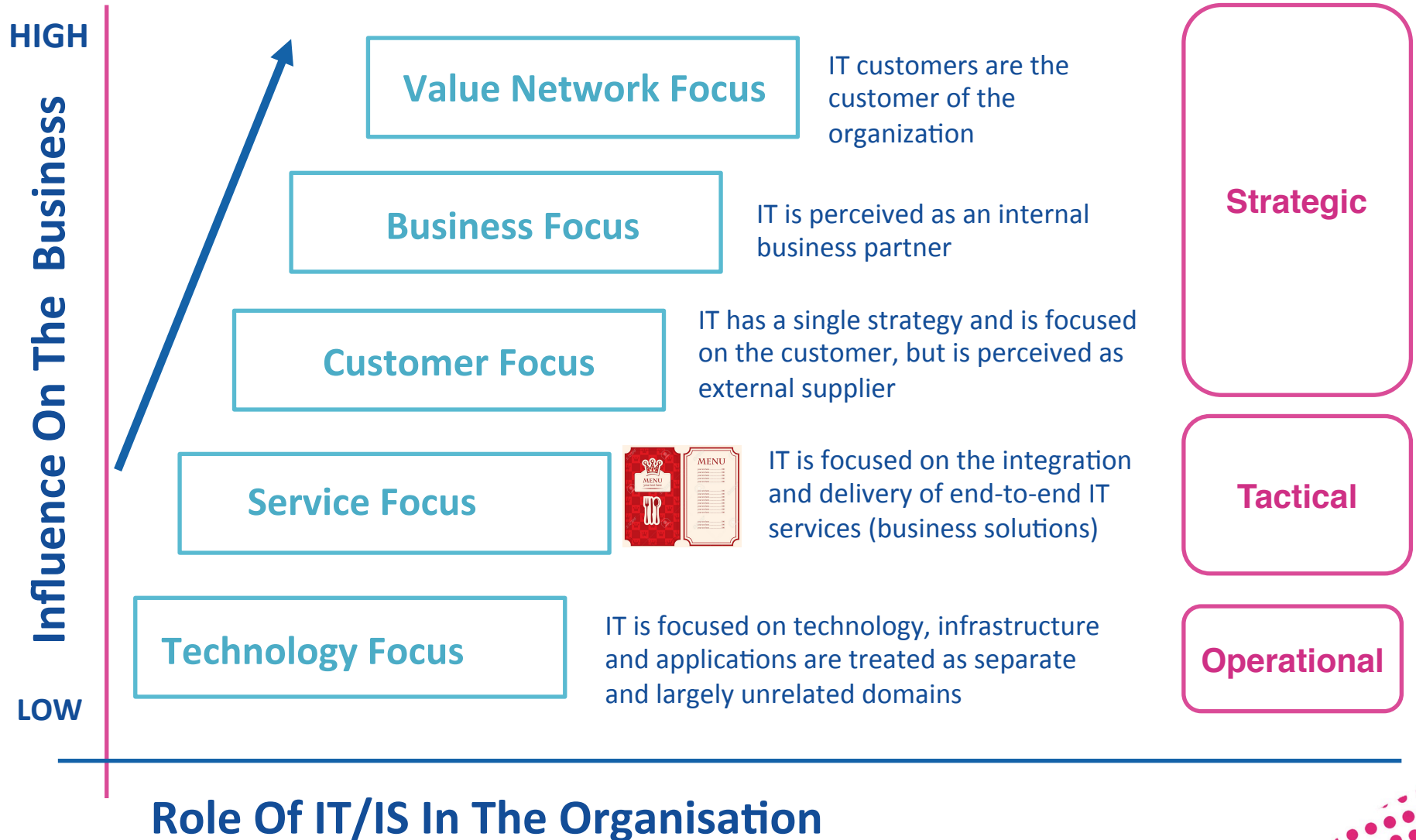


# Service Request vs Service Catalogue

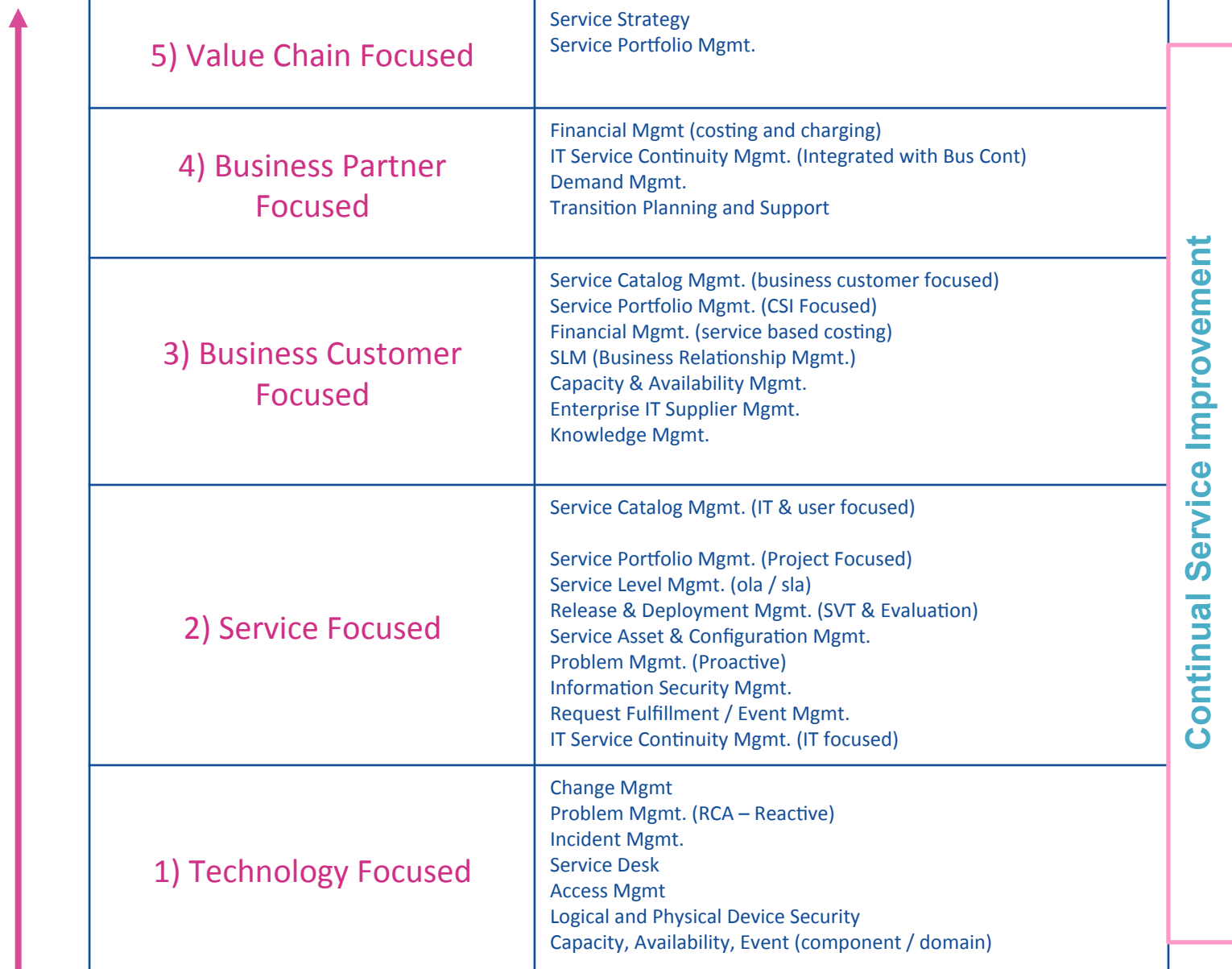
- To provide a channel for users to request and receive standard services for which a predefined approval and qualification process exists
- Support tools can then be used to manage the required process. This will ensure that 'standard' requests are handled in a **pre-defined path** and within **pre-defined timescales**
- Make sure that each request does not have to 'reinvent the wheel!'



# The Changing Roles for IT

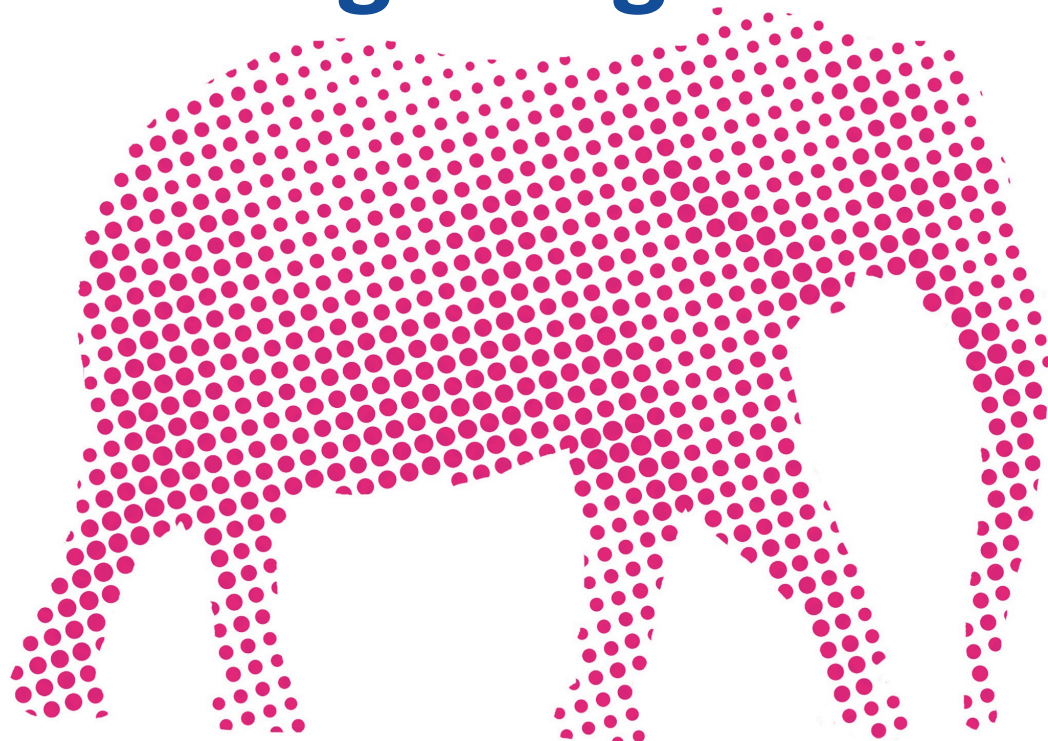


# Maturity Level Mapping

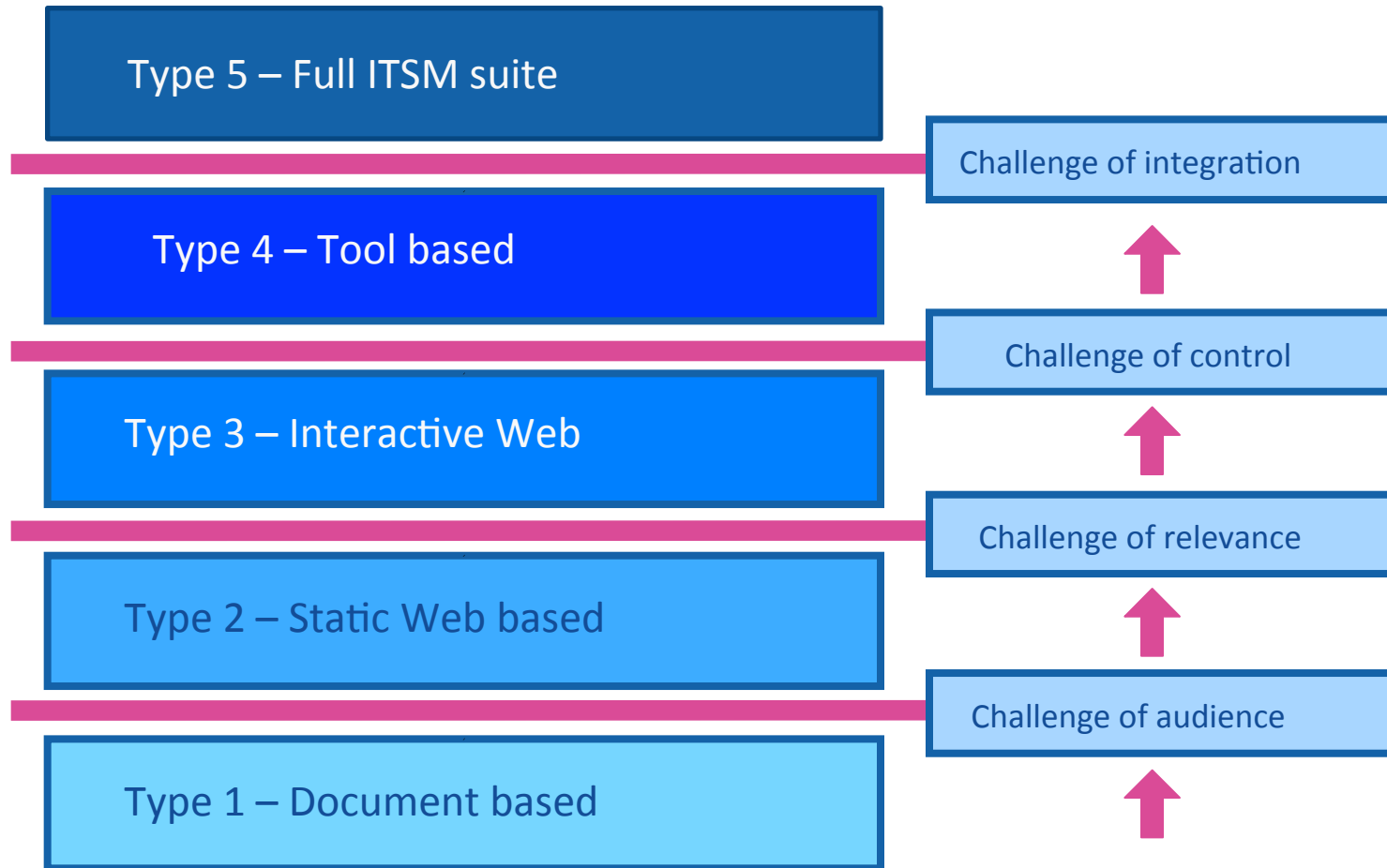




# A Catalogue is a Catalogue right?



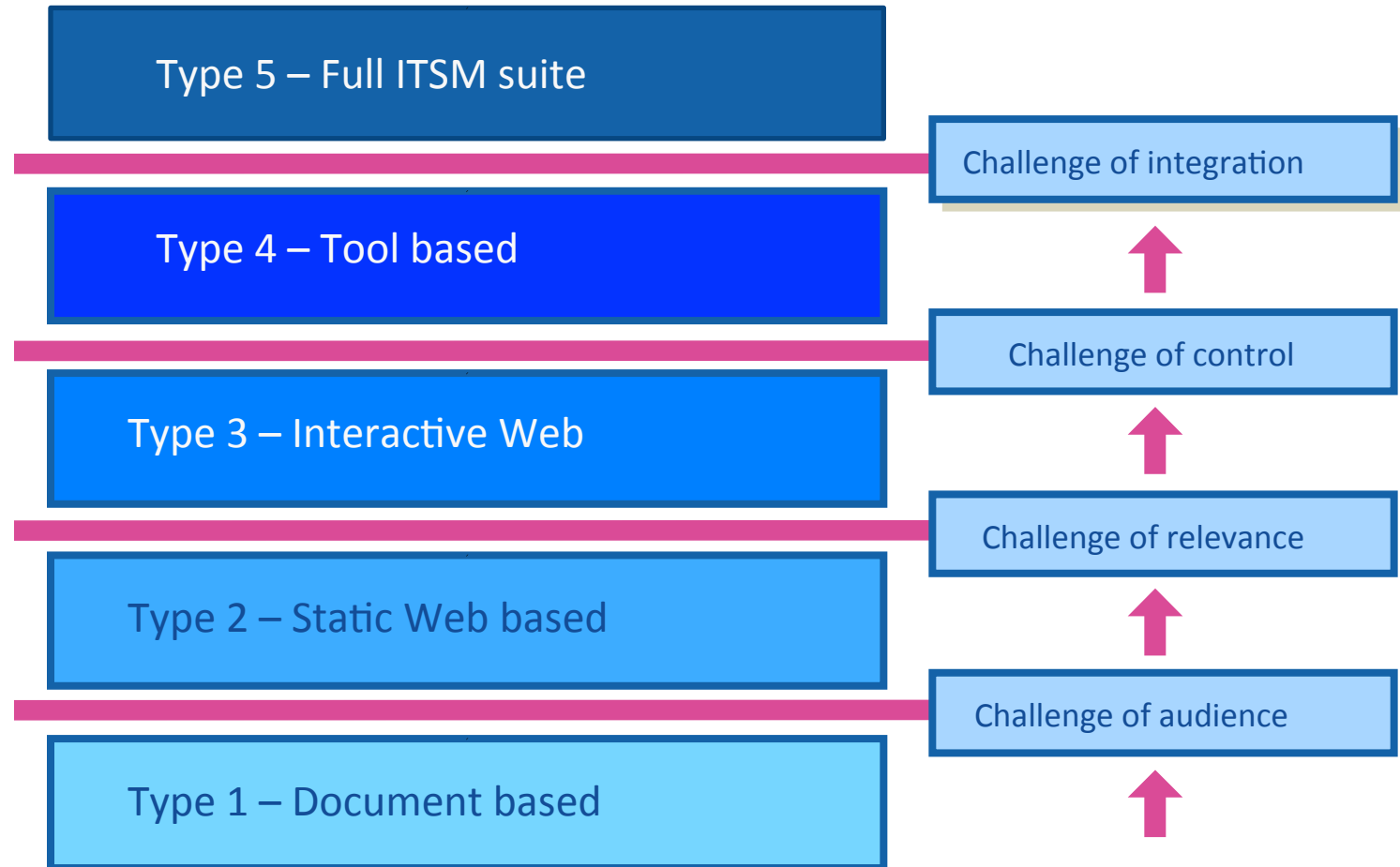
# Types of Service Catalogue



# Type 1 – Document Based

<b>Service Name:</b>	<b><i>ARC Management Reporting</i></b>
<b>Period covered / Peak vs Normal</b>	<i>Normal 15<sup>th</sup> Jan – 15<sup>th</sup> October 2009</i>
<b>Service Description:</b>	<p><i>This is the production and distribution via email to regional managers, heads of department and directors of daily standard management reports covering</i></p> <ul style="list-style-type: none"> <li><i>• Store operational detail</i></li> <li><i>• Store profit &amp; loss</i></li> <li><i>• Logistics summary</i></li> <li><i>• Financial performance</i></li> </ul> <p><i>These standard reports and additional optional reports in the same areas are also available online to authorised users.</i></p>
<b>Service Hours:</b>	<p><i>Reports are available for distribution and viewing by 06:30 UK time each day Monday to Saturday.</i></p> <p><i>Reports are available for distribution and viewing by 14:30 UK time on Sunday</i></p> <p><i>Exclusion: Reports are produced by 17:30 on Sundays on scheduled maintenance weekends</i></p>
<b>Supported Hours:</b>	<p><i>Support is available for this service from 08:00 to 18:00 UK time Monday to Friday</i></p> <p><i>Excluding: All UK bank holidays</i></p>
<b>Support Contact Details:</b>	<i>Service Desk can be reached on Ext: 4600</i>
<b>Service Request:</b>	<ul style="list-style-type: none"> <li><i>• Ad hoc non standard reports can be requested</i></li> <li><i>• Changes to distribution groups</i></li> <li><i>• Changes to standard reports</i></li> </ul>
<b>Customer Responsibilities</b>	<p><i>Users contacting the Service Desk about this service should be prepared to provide:</i></p> <ul style="list-style-type: none"> <li><i>• Their name</i></li> <li><i>• Their contact information</i></li> <li><i>• Their department</i></li> <li><i>• Their location</i></li> <li><i>• Full details of any issue / request</i></li> </ul>
<b>IT Service Owner</b>	

# Types of Service Catalogue



# Type 2 – Static web based



[Categories](#) [Alphabetical Listing](#)

## Project Management

**Service Description:**

Using a standard methodology, this service defines, schedules and manages projects for large, complex efforts involving multiple departments.

This service might also assist in providing advice and quality assurance for best practices of project management as they relate to the Project Management Body of Knowledge (PMBOK).

Efforts must be fully funded and have departmental resources made available to them.

**Eligibility:**

University departments and programs are eligible for this service.

**To request service:**

Email a completed [request-for-service form](#).

**For problems or issues contact:**

For problems of availability, monitoring or mai

The logo for The Ohio State University, featuring the words "THE OHIO STATE UNIVERSITY" in white on a red square background.

Office of the  
**Chief Information Officer**

## OCIO Service Catalog

[View by Category](#) | [View Alphabetically](#) | [View by Affiliation](#) | [Search](#) | [Print Page](#)

[Home](#)  
[Help & Support](#)  
**[Services](#)**  
[IT Security](#)  
[Policies & Standards](#)  
[Software](#)  
[eLearning](#)

**+ Account & ID Management Services**

[Account and Identity Management](#) | [Web Single Sign On](#)

**+ Application Services**

[Data Warehouse](#) | [Financial Applications](#) | [Human Resource Applications](#) | [Operational Data Store](#) | [Student Information Applications](#) | [Time and Attendance \(Workforce\)](#)

**+ Media Services**

[Media Production](#) | [Online Media Delivery](#) | [Streaming Music \(Campus Buildings\)](#)

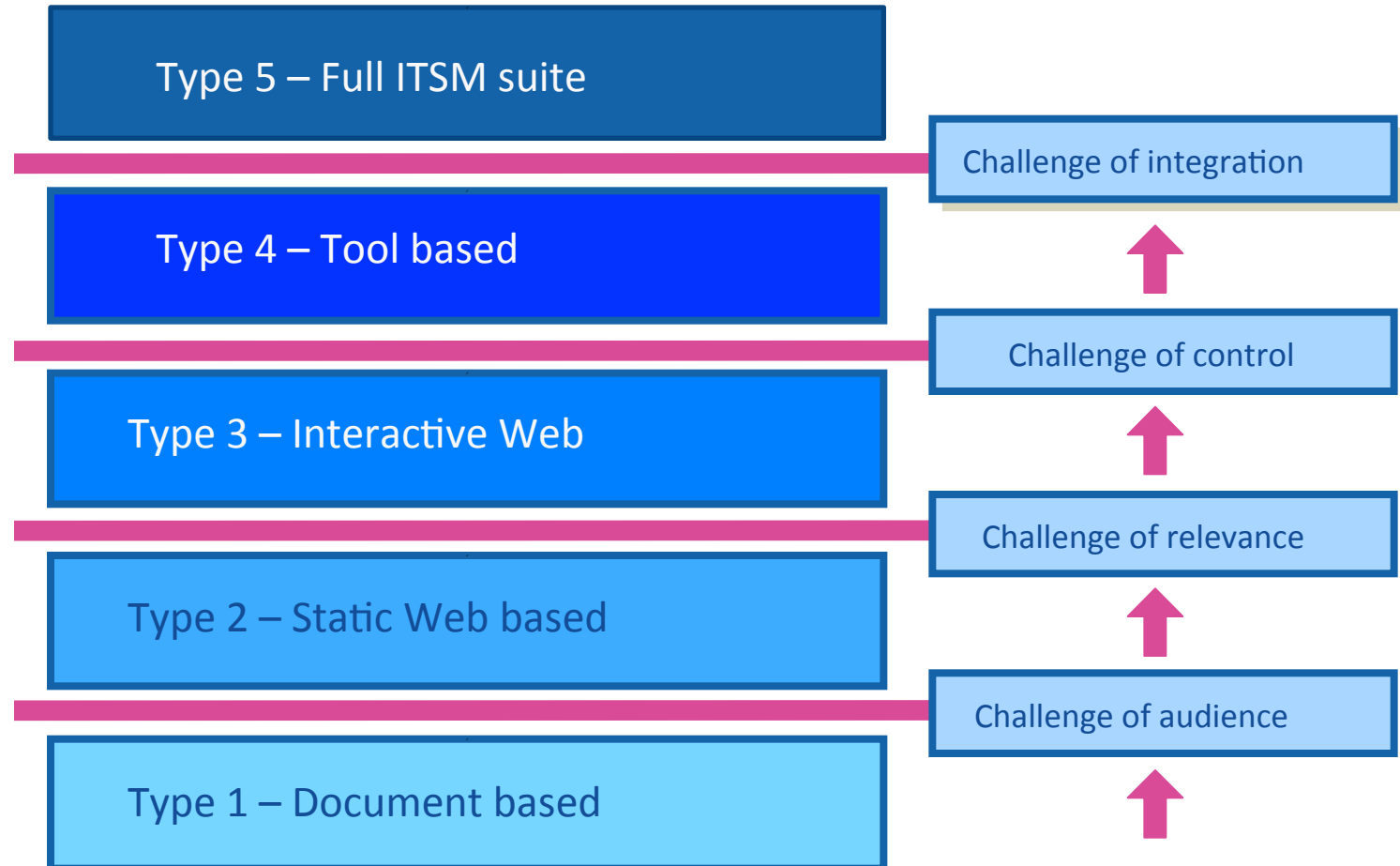
**+ Messaging & Collaboration Services**

[E-mail](#) | [Mailing Lists](#)

**+ Network Services**

[Networking \(Wired, Wireless, Remote Access, Consulting\)](#)

# Types of Service Catalogue





# Type 3 – Interactive Web



- Living Information held in online pages acting as a front end portal to other areas.
- Easy to upgrade type 2 to type 3
- Basic interactions supported.
- Information distribution point.
- Tends to require manual underpinning processes to support

- Assumes that other processes are providing the feed points
- Becomes the front face of IT
- Can 'short stop' calls to the service desk asking about service status
- Professional level design recommended, involve marketing dept if possible

[home >> service catalog](#)

## Common Payment Service

**Service Description**  
Learn business benefits

**Technical Details**  
View service specifications

**Service Level Agreement**  
Our commitment to you (pdf)

**Service Website**  
Learn more about this service

### Service Description

The Common Payment Service (CPS) is the statewide electronic payment gateway solution operated in partnership with the Office of the State Controller. The service allows a state agency, university, community college or municipality to accept credit card payments through the entity's website by using the secure CPS Application Programming Interface (API). Additionally, CPS can process Automated Clearing House (ACH) debit and credit transactions using the same API. CPS also accepts National ACH Association (NACHA) formatted files for state agencies, universities, community colleges, and municipalities that do not need to use the API.

### Benefits

CPS eliminates community gateway related transactions agencies, un

### Service Interruptions & Notifications

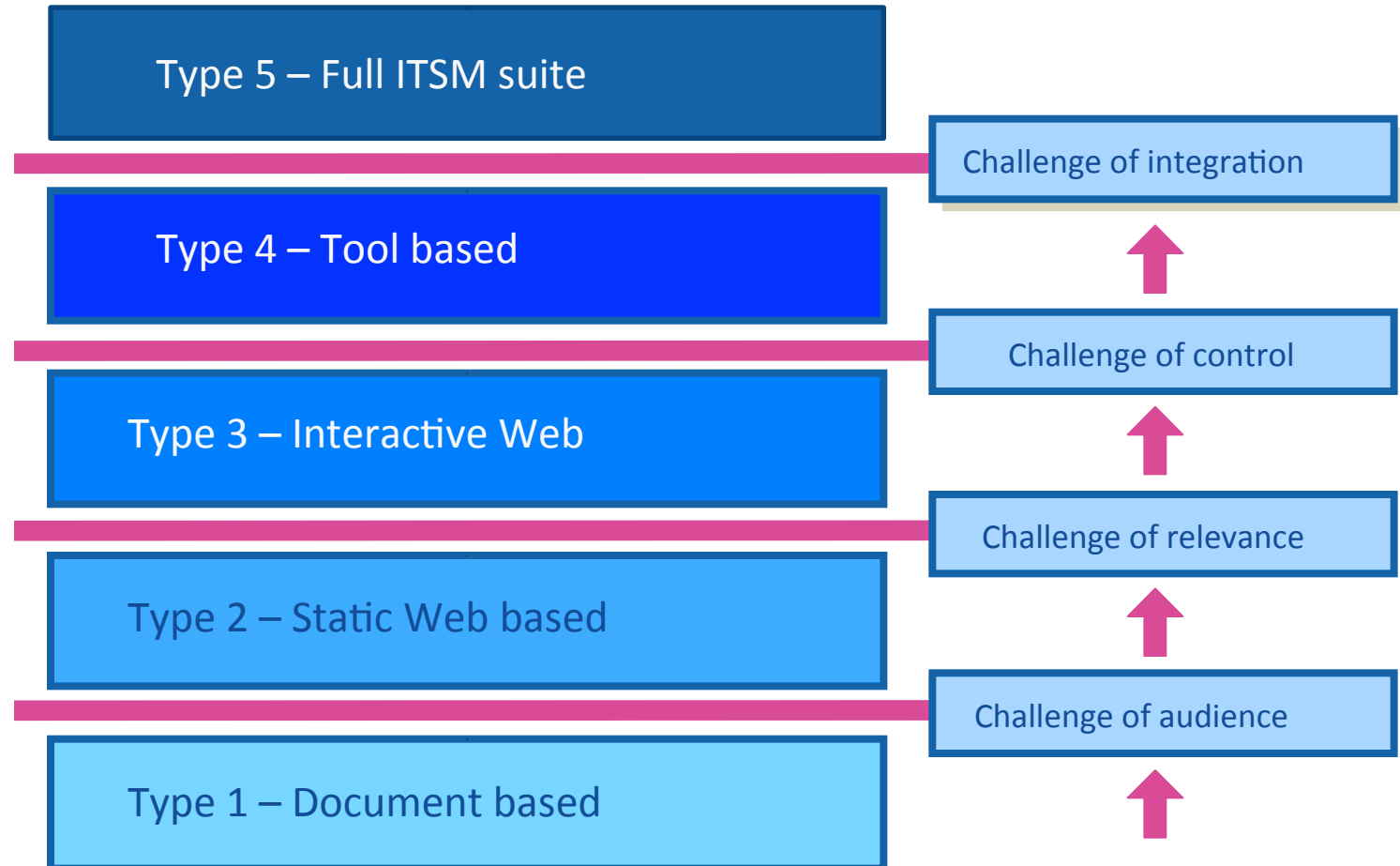
A Service Interruption is where a service is temporarily unavailable due to a system or hardware fault.

**Monday 31st October - IT Self Service (CASD)**

<b>Duration</b>	Reported: Monday 31st October 11:30am - Restored: Monday 31st October 1:00pm
<b>Service/s</b>	IT Self Service (CASD)
<b>Impact</b>	The attachment function was unavailable in CASD.
<b>Resolution</b>	Service restored.
<b>Notice Updated</b>	31/10/11 1:45pm

- Living Information held in online pages acting as a front end portal to other areas.
- Easy to upgrade type 2 to type 3
- Basic interactions supported.
- Information distribution point.
- Tends to require manual underpinning processes to support

# Types of Service Catalogue



# Types of Service Catalogue



- **Level 4 – Tool based**

- Living Information held in specialist tool available to all.
- Acts as an integrator for other support based process areas.
- Interface for business into request fulfilment (Amazon.com)
- Supports self service abilities

- **Level 5 – ITSM Suite**

Senior Executive tool. Linking Services to business objectives and gives ability to ask 'What if?' questions

**Warning!** These levels require **significant costs** and resources to design, implement and maintain. It acts as the front end for all other process areas.

# Three Critical Questions

**1) Why does the organisation want a Catalogue?**

**2) Who is the target audience for the Catalogue?**

**3) What are they going to use the Catalogue for?**

# Why?: Organisation Drivers

- Ensure IT's strategy, processes, services and systems is aligned with the Organisation's strategy, processes, services and products
- Legislation and Regulatory requirements
- Ability to account for and reduce cost while maintaining service levels required by the organisation
- Managing business risk through IT Governance principles supporting Enterprise Governance

## Market Services & Set Expectations

- Publishing with Professional marketing look and feel
- Identify, inventory and componentise the services IT provides to the business
  - Enable re-usability, decomposition for reusability
- Articulate the cost drivers of the service portfolio in business terms
  - Cost per Invoice
  - Per employee

•

## Align Services with Business Priorities

- Analysis of existing portfolio
- Optimisation
- Demonstrate how each IT service offering supports key business drivers
  - Tie service definitions to business process, benchmarks, and KPI
- Provide lenses or views that answer questions the business will ask
  - I need to reduce cost 10%, I'm willing to accept reduced service levels but not more risk



# Why?: IT Drivers

- Comprehensive view of all services provided by IT
- Accountability for technology solution delivery, availability and support to meet customer requirements
- Cost management of IT services
- Integration and automation of other processes

# SLM Or IT Catalogue: Control



- Create Service Level Agreements
- Forecast, Monitor and Adjust Demand
- Manage Budgets, Cost Allocations and Suppliers
  - Find \$10M
- Support Views and Actions of Key Roles
  - Relationship Manager, Service Owner, Financial Manager, Customer
- Integrate with the request Catalogue for one integrated service model
- Supports
  - Estimates, Quotes, What if, Comparison

# Why?: Customer Drivers

- Demonstration of cost benefits and value of in-house IT services
- Adoption of standards and controls to ensure a stable, reliable and flexible technology infrastructure
- Automation of IT product and service provisioning
- Understanding of the cost of IT services

# End User / Service Request Catalogue



**itSMF UK**  
*The IT Service Management Forum*

- **Self Service**
  - Entitlement-based view
  - Browse, search, order services
  - Check real-time status online
  - Order-on-behalf, email approvals
- **One Point of Contact**
  - Service requests, requests for change, incidents, information requests – IT and beyond IT
  - Application enhancements, project requests, non-standard services, business services
- **Pre-defined Content**
- **Componentisation and reusability**
- **Provisioning Connection**
  - **Servers**
  - **Desktop**
  - **Access**

# Three Critical Questions

**1) Why does the organisation want a Catalogue?**

**2) Who is the target audience for the Catalogue?**

**3) What are they going to use the Catalogue for?**

# Who?: Sample Service Catalogue Views





## IT at UNSW Service Catalogue

IT at UNSW is responsible for the provision and management of University-wide strategic information and communication technology services. The IT at UNSW Service Catalogue provides an overview of our primary service offerings by describing each service, its inclusions, availability and levels of support.

[➤ View the Entire Service Catalogue](#)

To initiate any of the services listed in the Service Catalogue, your first point of contact is the [IT Service Centre](#).

Click on the links below to view these commonly used services.

### For Students & Alumni

- [Student & Alumni email](#) - zMail
- [IT Procurement](#) (Software and Hardware)
- IT Policies and Guidelines
- Service Centre
- [Wireless Networking](#) (UniWide)
- Usernames and Passwords
- [Managed Print Service](#)

### For Staff

- [Email](#) (Exchange)
- Enterprise Applications
- [Desktop Services](#)
- Forms
- [IT Procurement](#)
- IT Policies/IT Security
- Mobility Devices
- [Network Services](#)

# Who?: Views Into The Service Catalogue



## Business Customer

- *What services am I using?*
- *What levels am I receiving?*
- *What is my IT spend?*
- *What does IT actually do for me?*



## End User

- *What can I buy?*
- *What does this include?*
- *When will I get it?*
- *Can I work this weekend?*
- *What major issues are occurring?*

## Service Level Manager / IT View

- *What services do I offer?*
- *What levels are available?*
- *What are my key metrics?*
- *When are important times for the business?*
- *What does 'normal service' look like?*



# Three Critical Questions

1) Why does the organisation want a Catalogue?

2) Who is the target audience for the Catalogue?

3) What are they going to use the Catalogue for?

## Service Catalogue

- Supported services
- Pricing and chargeback
- Ordering and request procedures
- Service-level agreements, metrics and reporting
- Service and support
- Escalations and exception handling process

### Service Catalogue Informs Internal Clients of:

- Service options at various price points
- What to expect in terms of service performance
- How to request a service
- How to escalate satisfaction issues
- How long a service will be supported

### Service Catalogue Enables IT Management to:

- Manage versions and infrastructure standards
- Articulate price
- Control service request points of entry
- Manage demand and resources more effectively
- Connect service requests to back-office fulfillment processes

# Request Fulfillment View

Based on the user's profile



- Asking for assistance
- Ordering software
- Requesting access
- Accessing service reports
- Accessing “how-to”
- Downloading latest security patches
- Ordering a new service or changes to services
- Accessing documentation

- Asking for assistance
- Ordering software
- Requesting password reset
- Accessing service reports
- Accessing “how-to”
- Downloading latest security patches
- Ordering a new or changes to services
- Accessing documentation



Users will be able to access certain components of the Catalogue relevant to their function or role.

Business Manager

End user

## Check your service status



### Service status: cable customers

To check for outages & scheduled maintenance that may affect your service click [here](#).










### Service status: National customers

To check for outages & scheduled maintenance that may affect your service click [here](#).

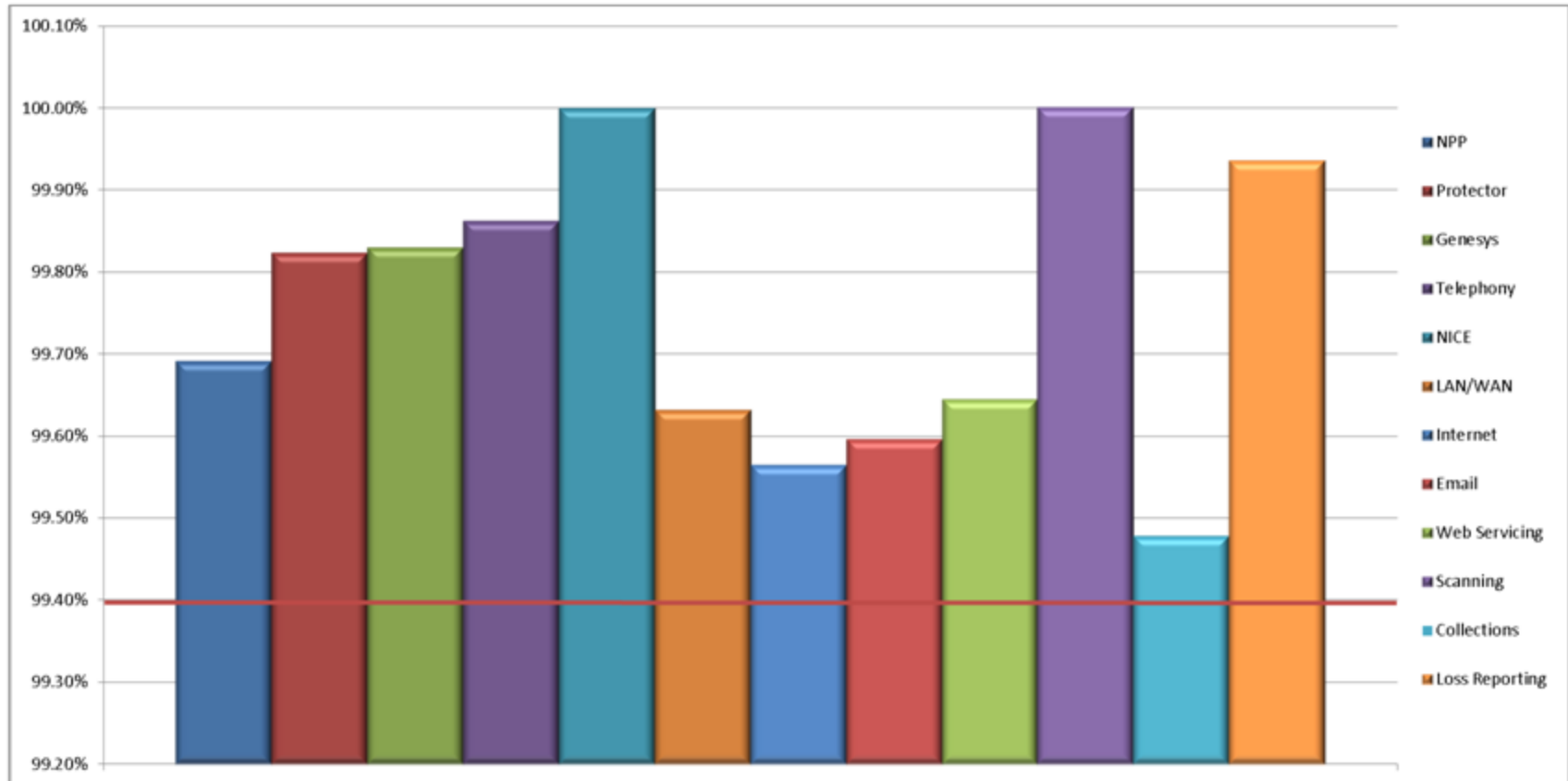
## Service status

We aim at keeping our customers informed of any performance issues that may be affecting the services we offer.

Service	Status	Last Updated
24seven Dial-up		N/A
PAYG Dial-up		N/A
Broadband (ADSL)		N/A
Email		N/A
Webmail		N/A
Personal Homepages		N/A
Telephony		N/A



## Core Service Availability 2011 to Date



## IT Service Desk

Factsheet 05

### 05 Your Blackberry












#### Information for all staff

The purpose of this guide is to provide an outline of acceptable use and best practice in relation to your BlackBerry

Acceptable Use	Unacceptable Use
<ul style="list-style-type: none"> <li>• Making and receiving telephone calls</li> <li>• Receiving and sending e-mail</li> <li>• Send and receive text messages</li> <li>• Organising Calendars</li> <li>• Accessing Contacts</li> <li>• Accessing Tasks</li> <li>• Compose memos and attachments</li> <li>• Retrieving Voicemail</li> <li>• Web browsing (business use only)</li> </ul>	<ul style="list-style-type: none"> <li>• Transmitting obscene, profane or offensive messages</li> <li>• Transmitting messages that violate CPP policies or create an intimidating or hostile work environment</li> </ul>

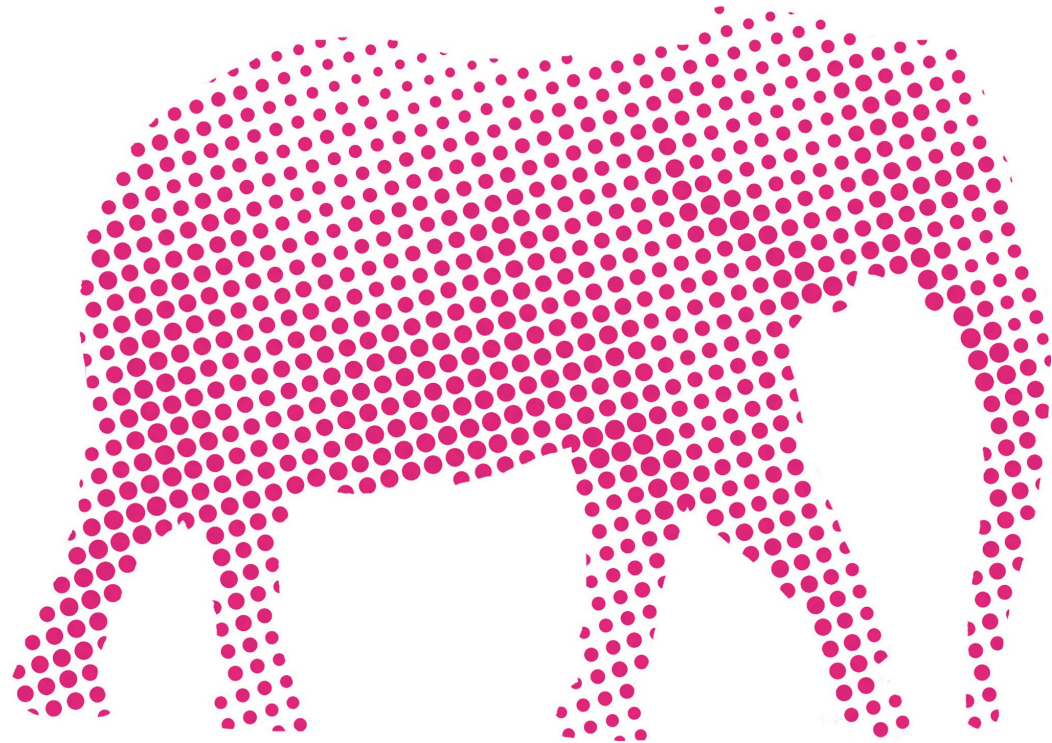
### Questions often asked about our market leading Card Protection

If you've got a question that we haven't answered, please give us a call on 0844 848 1517.†

	<a href="#">Open all</a> 
 What does Card Protection cover me for?	<a href="#">Open</a> 
 Why should I register my cards after I take out CPP Card Protection?	<a href="#">Open</a> 
 What are the benefits of paying by Direct Debit?	<a href="#">Open</a> 
 What if I'm abroad and my handbag and/or wallet go missing?	<a href="#">Open</a> 
 How easy is it to make a claim?	<a href="#">Open</a> 

# Service Catalogue

## Final Thoughts



- Measure and reward Service Catalogue use
- Discourage Service Catalogue by-pass
- Most important for the Service Catalogue owner/manager:
  - The Service Catalogue must be the most credible source of service information. Any errors found by users or testing must be corrected quickly
  - The Service Catalogue must present what Customers and Users need and in their terminology
  - The Service Catalogue must be simple and easy to use
  - The Service Catalogue must include the most sought after information

# Approach to Catalogue Creation



- **Planning & Scope**
  - Why do you want a Catalogue?
  - Who will use it?
  - What will they use it for?
- **Design Activities**
  - Agree list of services to be included in 1<sup>st</sup> wave
  - Create service template to capture relevant information
- **Build Activities**
  - Populate service template for each service
  - Utilise gathered information to create Service Catalogue in chosen medium / tool.
  - Ensure Catalogue is kept up to date and accurate.

# Questions?



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[www.pinkelephant.co.uk](http://www.pinkelephant.co.uk)