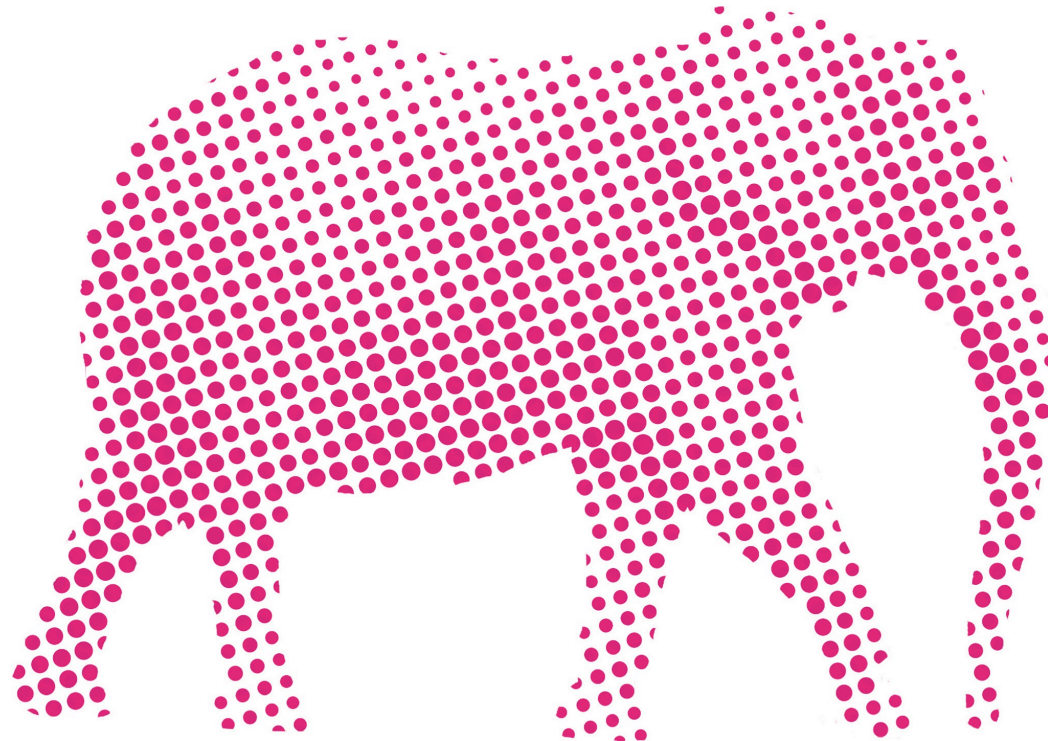# The Service Catalogue.

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

Peter Hubbard

Senior ITSM Consultant

Pink Elephant

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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

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

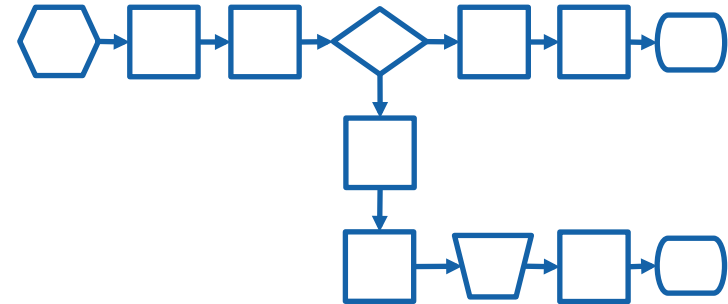- A service catalogue does not **DO** anything!
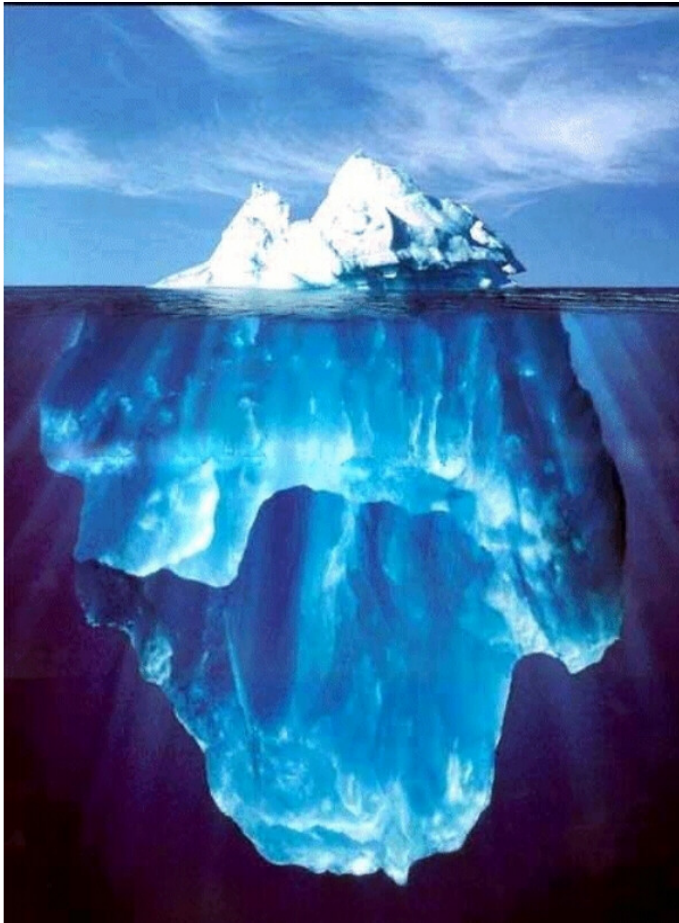
A service catalogue provides a simple way to understand and view what **OTHER PEOPLE** are doing.
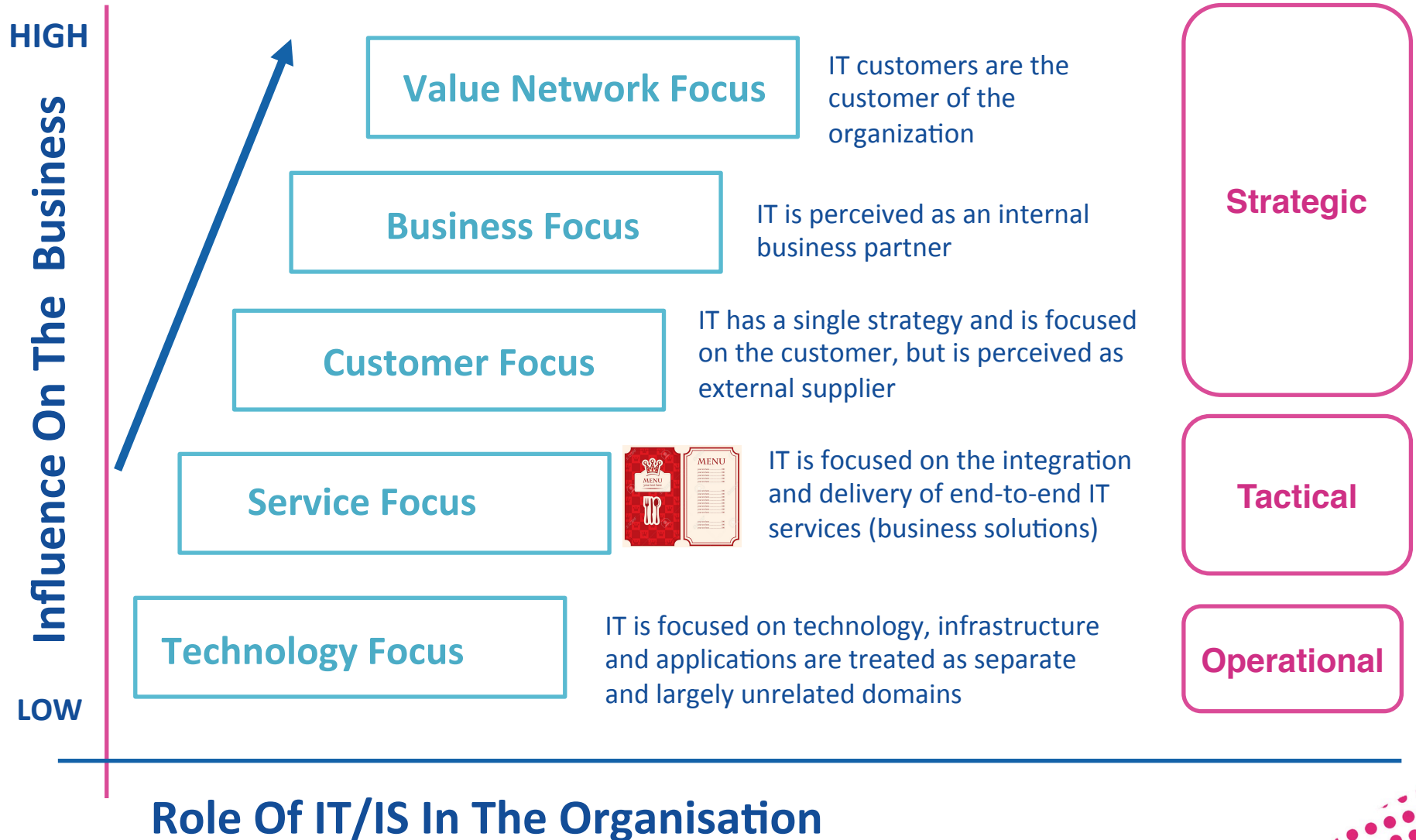
The more information you want contained, the more uses you want it to be put to, the more work required behind the scenes
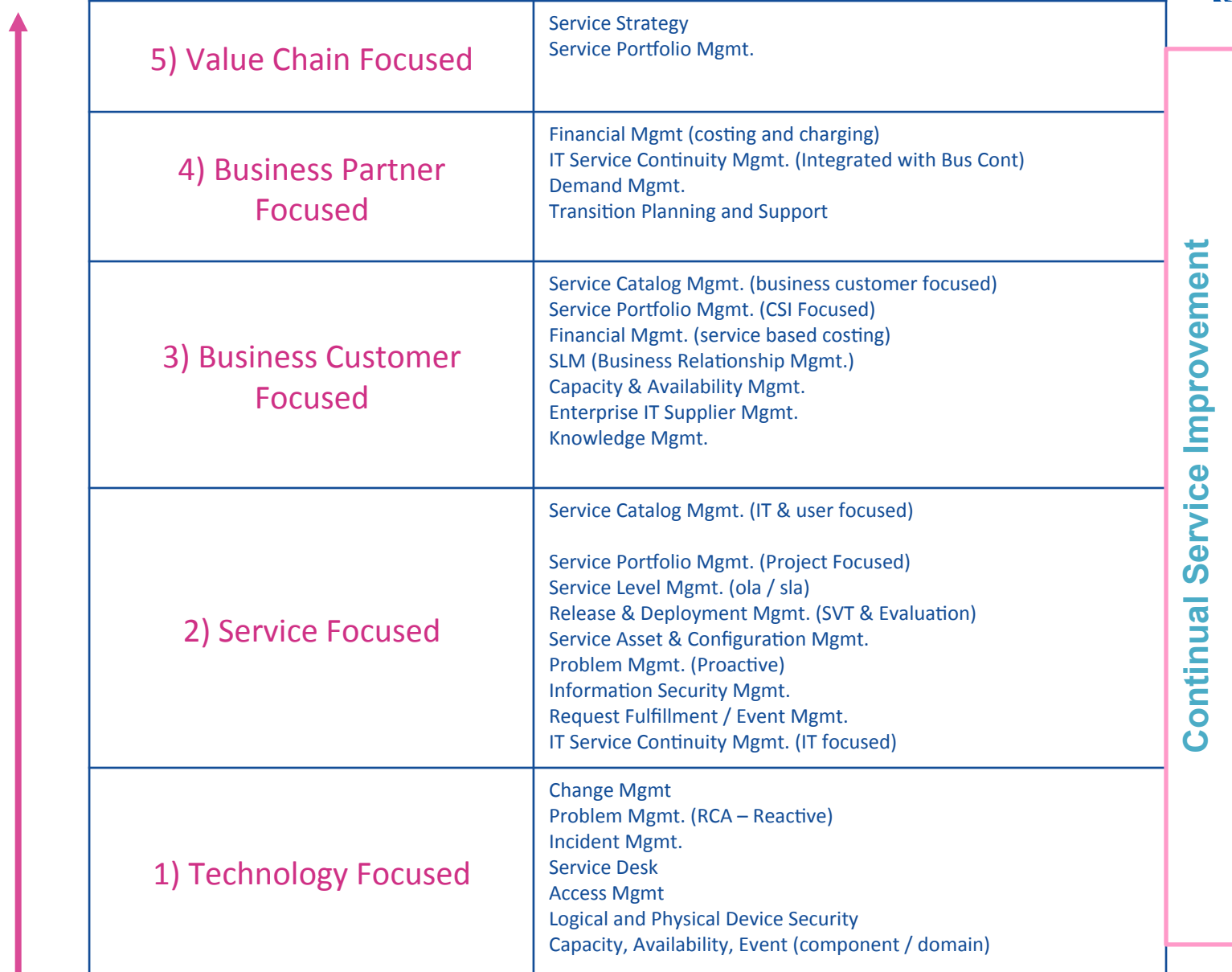
Service Request vs Service Catalogue

- 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

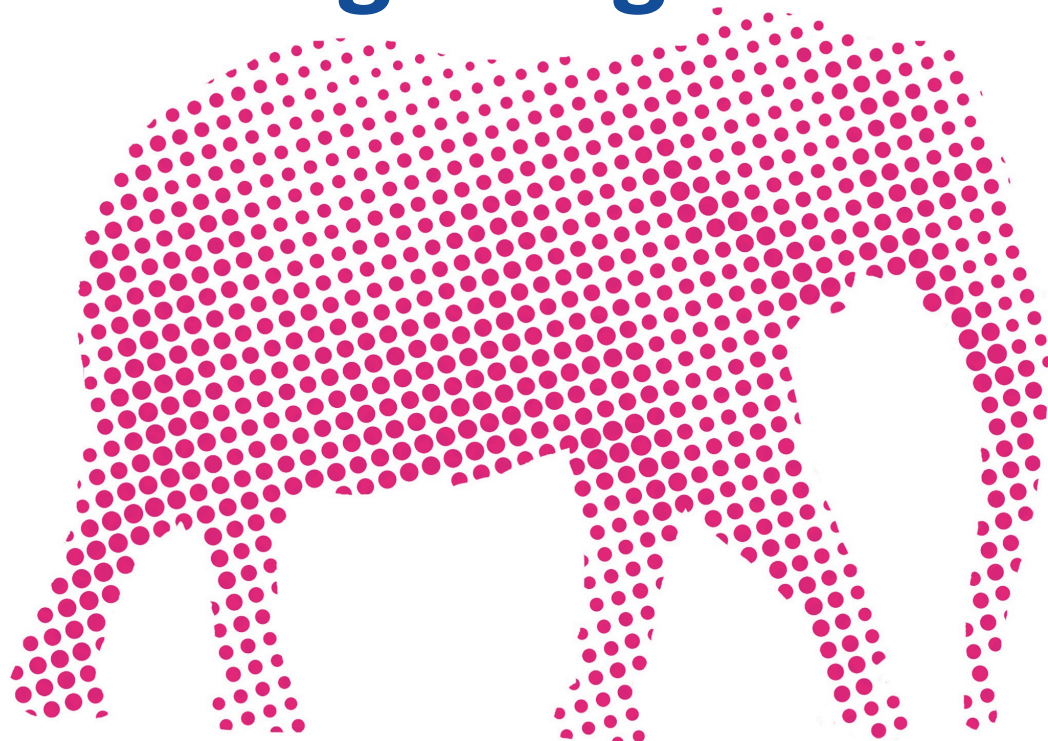- Make sure that each request does not have to 'reinvent the wheel!'
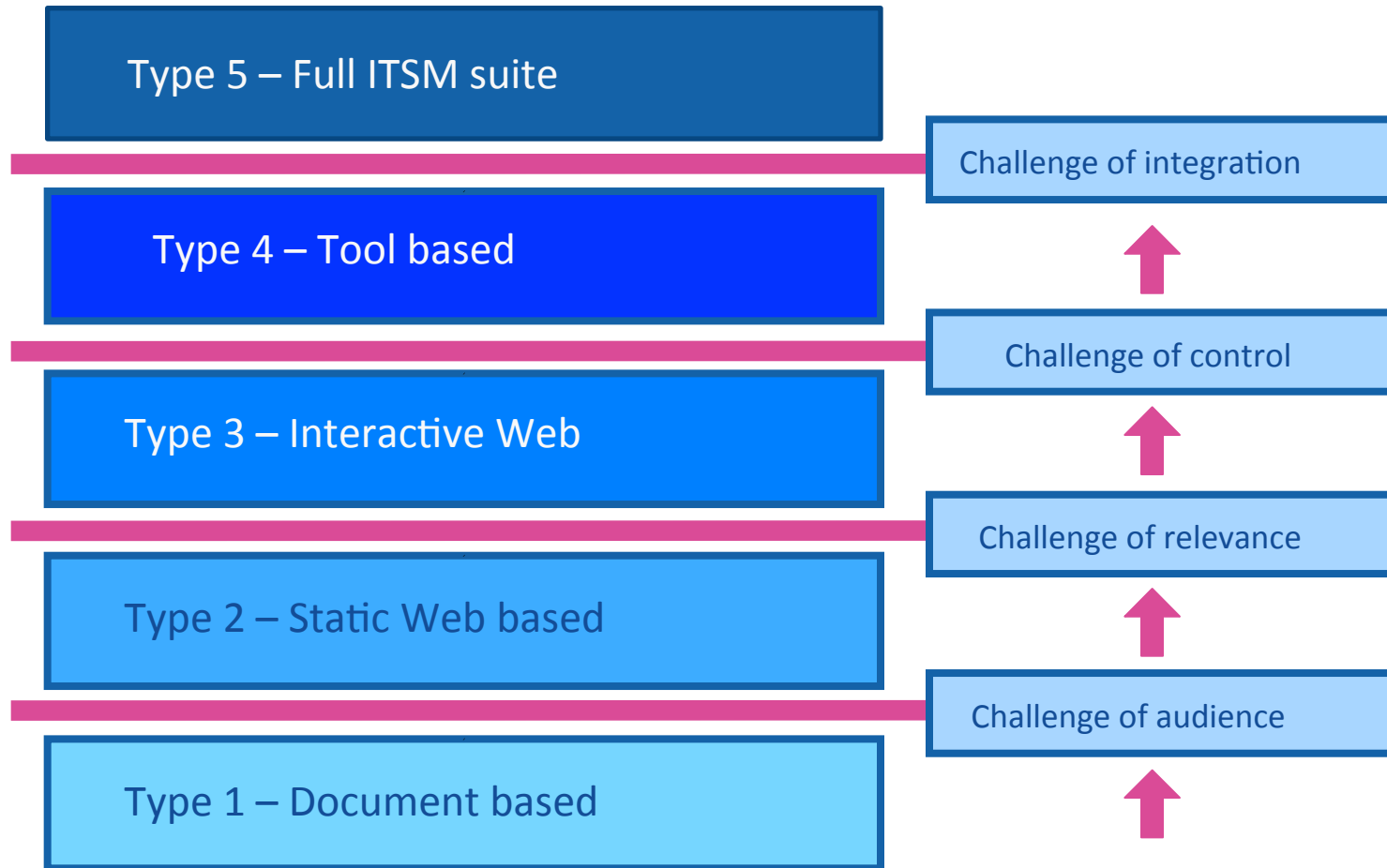
The Changing Roles for IT

Influence On The Business

HIGH

LOW

Value Network Focus
IT customers are the customer of the organization

Business Focus
IT is perceived as an internal business partner

Customer Focus
IT has a single strategy and is focused on the customer, but is perceived as external supplier

Service Focus
IT is focused on the integration and delivery of end-to-end IT services (business solutions)

Technology Focus
IT is focused on technology, infrastructure and applications are treated as separate and largely unrelated domains

Strategic

Tactical

Operational

Role Of IT/IS In The Organisation

Maturity Level Mapping

Level	Processes
5) Value Chain Focused	Service Strategy Service Portfolio Mgmt.
4) Business Partner Focused	Financial Mgmt (costing and charging) IT Service Continuity Mgmt. (Integrated with Bus Cont) Demand Mgmt. Transition Planning and Support
3) Business Customer Focused	Service Catalog Mgmt. (business customer focused) Service Portfolio Mgmt. (CSI Focused) Financial Mgmt. (service based costing) SLM (Business Relationship Mgmt.) Capacity & Availability Mgmt. Enterprise IT Supplier Mgmt. Knowledge Mgmt.
2) Service Focused	Service Catalog Mgmt. (IT & user focused) Service Portfolio Mgmt. (Project Focused) Service Level Mgmt. (ola / sla) Release & Deployment Mgmt. (SVT & Evaluation) Service Asset & Configuration Mgmt. Problem Mgmt. (Proactive) Information Security Mgmt. Request Fulfillment / Event Mgmt. IT Service Continuity Mgmt. (IT focused)
1) Technology Focused	Change Mgmt Problem Mgmt. (RCA – Reactive) Incident Mgmt. Service Desk Access Mgmt Logical and Physical Device Security Capacity, Availability, Event (component / domain)

Continual Service Improvement

A Catalogue is a Catalogue right?

Types of Service Catalogue

Type 5 – Full ITSM suite

Challenge of integration

Type 4 – Tool based

Challenge of control

Type 3 – Interactive Web

Challenge of relevance

Type 2 – Static Web based

Challenge of audience

Type 1 – Document based

Type 1 – Document Based

Service Name:	*ARC Management Reporting*
Period covered / Peak vs Normal	*Normal 15th Jan – 15th October 2009*
Service Description:	*This is the production and distribution via email to regional managers, heads of department and directors of daily standard management reports covering* • *Store operational detail* • *Store profit & loss* • *Logistics summary* • *Financial performance* *These standard reports and additional optional reports in the same areas are also available online to authorised users.*
Service Hours:	*Reports are available for distribution and viewing by 06:30 UK time each day Monday to Saturday.* *Reports are available for distribution and viewing by 14:30 UK time on Sunday* *Exclusion: Reports are produced by 17:30 on Sundays on scheduled maintenance weekends*
Supported Hours:	*Support is available for this service from 08:00 to 18:00 UK time Monday to Friday* *Excluding: All UK bank holidays*
Support Contact Details:	*Service Desk can be reached on Ext: 4600*
Service Request:	• *Ad hoc non standard reports can be requested* • *Changes to distribution groups* • *Changes to standard reports*
Customer Responsibilities	*Users contacting the Service Desk about this service should be prepared to provide:* • *Their name* • *Their contact information* • *Their department* • *Their location* • *Full details of any issue / request*
IT Service Owner	

Types of Service Catalogue

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Types of Service Catalogue

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Type 1 – Document based

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

- 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.
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- Tends to require manual underpinning processes to support

home >> service catalog

Common Payment 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 elimina...
community ...
gateway rela...
transactions...
agencies, u...

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

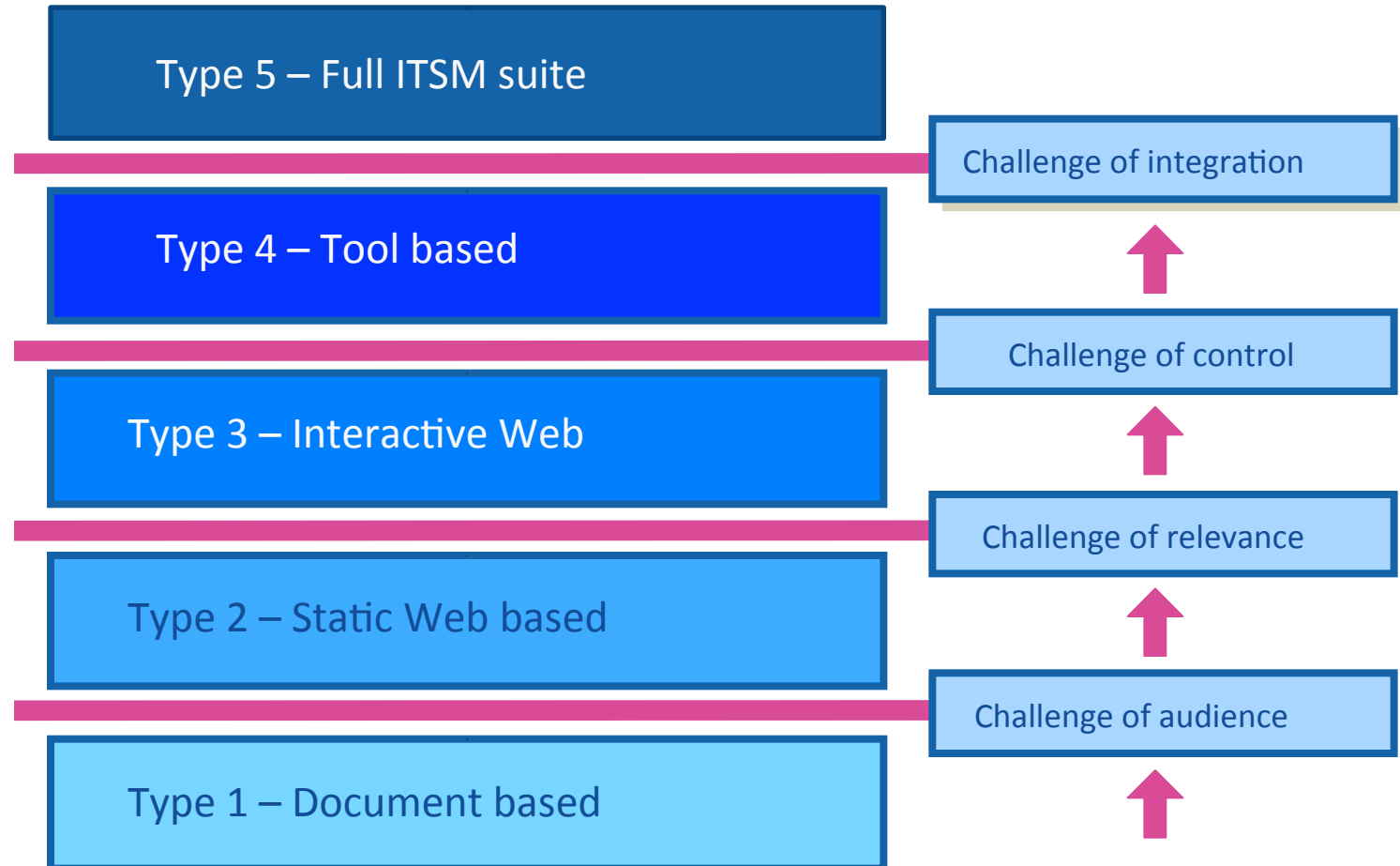**Service Interruptions & Notifications**

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

Monday 31st October - IT Self Service (CASD)

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

Types of Service Catalogue

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Challenge of audience

Type 1 – Document based

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

Business Services Catalogue

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

- **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

Business Representative

Partner / Supplier

Business Manager

Technical Management

Business Executive

Service Catalogue

Service Desk Analyst

Business Team Lead

IT Manager

Service Level Manager

End User

Multiple 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?*

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?*

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?*

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 1.1

IT Service Catalogue

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

PINK

- 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

SkyHigh Service Catalogue

- 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**

Information Distribution Point

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

Service Reporting

Core Service Availability 2011 to Date

Legend: NPP, Protector, Genesys, Telephony, NICE, LAN/WAN, Internet, Email, Web Servicing, Scanning, Collections, Loss Reporting

Service Catalogue 1.1

FAQ Point
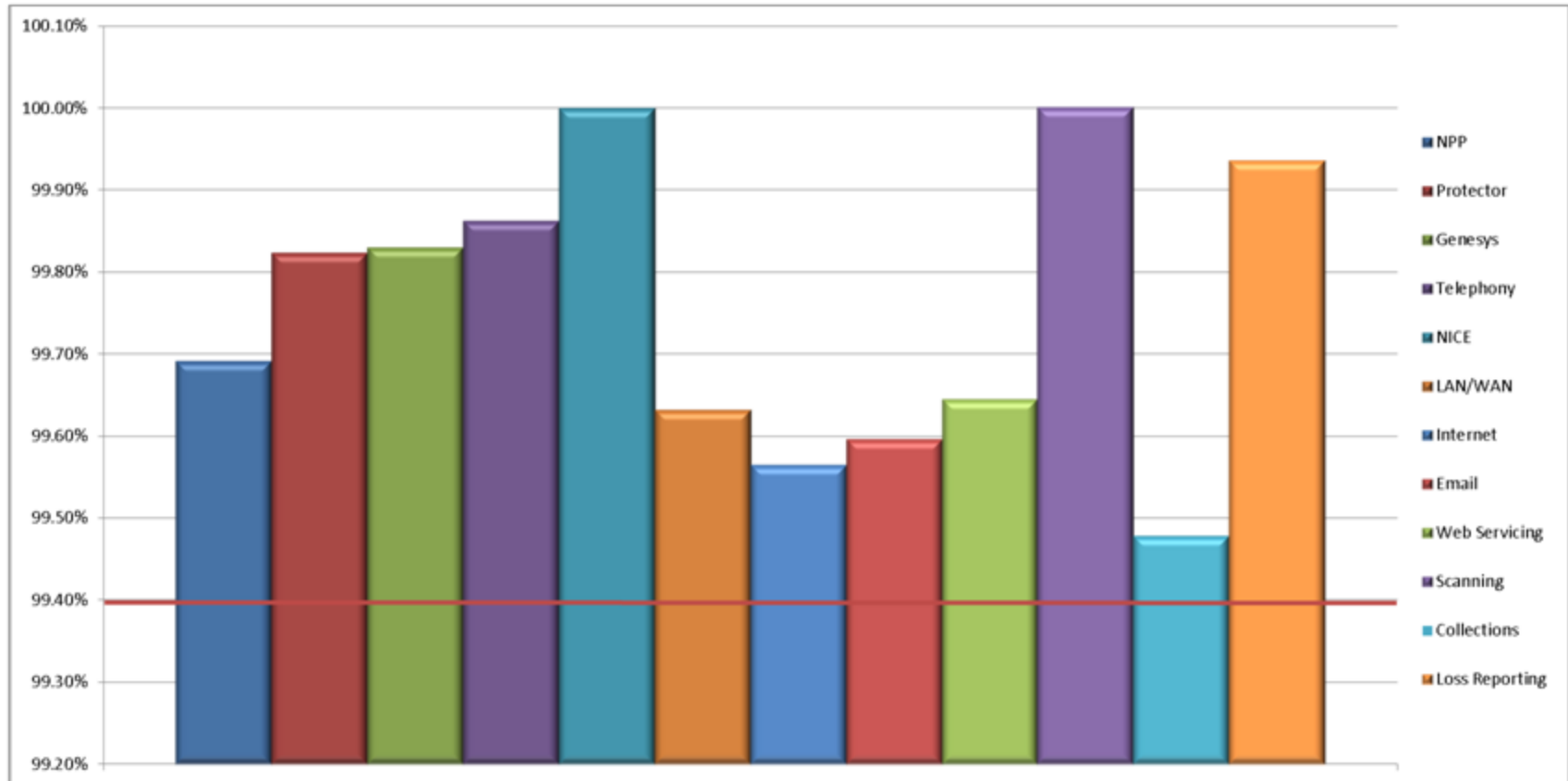
IT Service Desk — Factsheet 05

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
• Making and receiving telephone calls	• Transmitting obscene, profane or offensive messages
• Receiving and sending e-mail	• Transmitting messages that violate CPP policies or create an intimidating or hostile work environment
• Send and receive text messages	
• Organising Calendars	
• Accessing Contacts	
• Accessing Tasks	
• Compose memos and attachments	
• Retrieving Voicemail	
• Web browsing (business use only)	

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.‡

Open all

Q What does Card Protection cover me for? — Open

Q Why should I register my cards after I take out CPP Card Protection? — Open

Q What are the benefits of paying by Direct Debit? — Open

Q What if I'm abroad and my handbag and/or wallet go missing? — Open

Q How easy is it to make a claim? — Open

Service Catalogue Final Thoughts

Service Catalogue Value: No Use, No Value
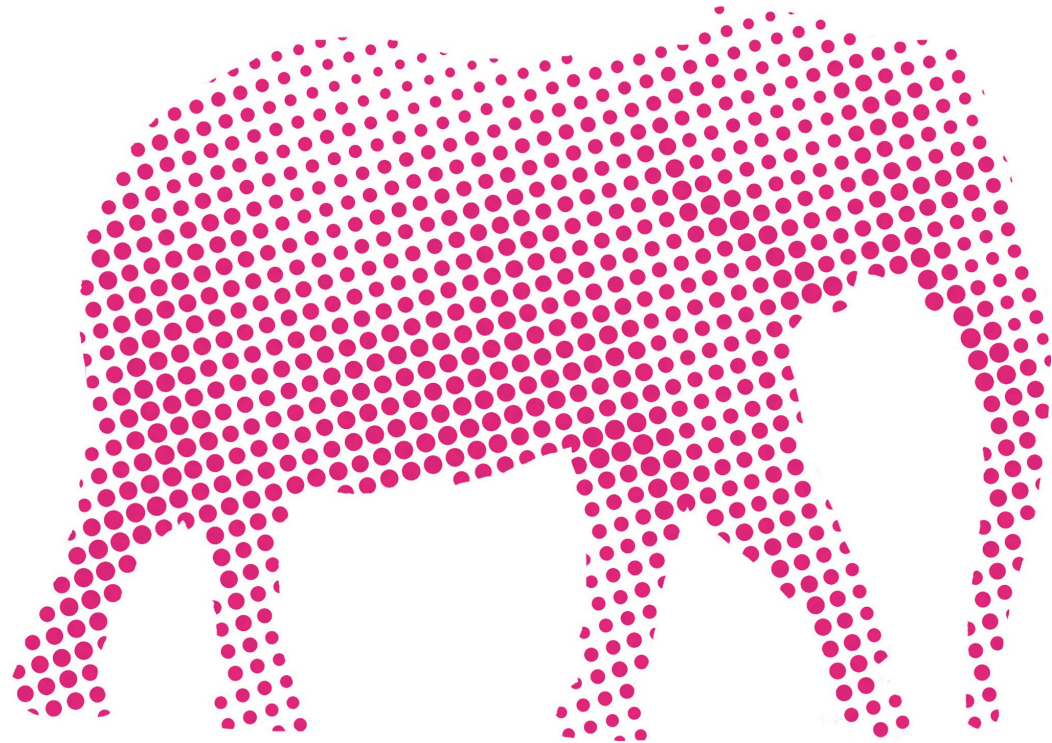
- Measure and reward Service Catalogue use
- Discourage Service Catalogue by-pass
- Most important for the Service Catalogue owner/manager:
  - The Service Catalogue must be **the most credible source of service information**. Any errors found by users or testing must be corrected quickly
  - The Service 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 1st 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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