Q: Why is there so little information out there related to Service Architecture Models in this space today?

A: It's out there, you just have to do a little bit of work to find it. ITIL has some things, perhaps people have not read as deeply into Service Strategy as they need to. I found a lot from other industries. Look at how non IT organizations define service. Look to manufacturing, retail, food service, etc – look at how they model.

Q: How do we have effective Services in today's agile/devops world and the right way to build SLA's / OLA's in this context and what to look for in the selection of tools and ensure compliance and KPI's that need to be monitored and reported against?

A: No tools before the rules! You have to follow these methodologies as ITIL and other frameworks layout.   Methods such as agile/devops are means to an end; they are another set of tools we use to enable the services we provide our customers and users. Remember too that SLA's and OLA's are agreements between two parties that indicated both will do the best they can to provide an environment for creating value and creation of the value. Look at your CSF's and KPI's as one of the aspects of the design of the service, not as an add on later.

Q: What happens if you DON'T define your services? Why not just leave that element of customer explanation/interaction up to the organizations that deal directly with internal customers (such as application teams, infrastructure/hosting teams, etc.)?

A: First off, customers don't deal directly with the technology kind of stuff, they interact with it. They don't understand or see what it takes to make that technology available without the ownership of costs or risks. We want them out of the kitchen. You don't want them to see it. We are all part of a value chain. We are all working toward the same goal.

Q: I find the transition from service process and service structure gets a bit grey - example customer transactions, both a process but very system related. Is the break point that critical or does it "flex" based on the project?

A: It does flex based on the project. I was trying to give a guide/approach, but you'll need to work within an organization to determine where that line is. The idea is to work from the top down; not the bottom up. If you work from the bottom up, you'll see customer transactions and relate that to technology, but your customers will see that in a very different light. You have to define services through the eyes of your customers, not from IT.

Q: Looking for other examples of how to use the verb/noun format for service.

A: When you're sitting down to understand the business processes, what is it you do every day? You go to the Accounting Dept, and they say we "manage Accounts Payable" – so they manage (verb) Accounts Payable (noun.) They want the ability to manage Accounts Payable. When you name the service, you don't necessarily have to keep that noun/verb format. Once you have that, you can give it an appropriate name. I would suggest when you write a definition, use that format "the ability to manage Accounts Payable" then you and accounting understand what everyone is talking about.

Q: Have you read the book "All Services All the Time: How Business Services Serve Your Business" by Doug McDavid and if so can you recommend it as a strong resource to put services into perspective for people who struggle with the term Services?

A: I have not, so that sounds very interesting and I will have to check that out.