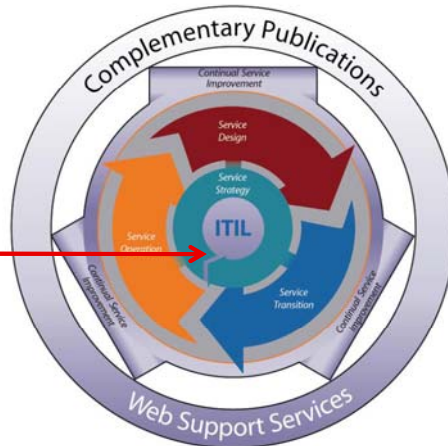


Service Strategy



You are here



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About ITSM Academy



- ◆ Accredited ITSM Education Provider
 - ✓ ITIL® Foundation (V2 and V3)
 - ✓ ITIL® Practitioner, Service Manager
 - ✓ ISO/IEC 20000 certifications
 - ✓ Practical workshops
 - ◆ PMI Global Registered Education Provider
 - ◆ Public Training Center in Fort Lauderdale, FL
 - ◆ Corporate on-site classes
 - ◆ Over 4000 learners trained since 2003
- 2007 - Awarded Federal Government Schedule Contract (GSA) allowing ITSM Academy to become a premier provider of ITSM education to the US Government**

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Service Strategy




Processes

- ◆ Service Portfolio Management
 - ◆ Financial Management
 - ◆ Demand Management
-
- ◆ Design, develop and implement service management
 - ◆ Define policies, strategies and processes across the service lifecycle


Strategic Questions



- ◆ What services should we offer and to whom?
- ◆ How do we differentiate ourselves from competing alternatives?
- ◆ How do we truly create value for our customers?
- ◆ How do we capture value for our stakeholders?
- ◆ How can we make a case for strategic investments?
- ◆ How can Financial Management provide visibility and control over value creation?
- ◆ How should we define service quality?
- ◆ How do we choose between different paths for improving service quality?
- ◆ How do we efficiently allocate resources across a service portfolio?
- ◆ How do we resolve conflicting demands for shared resources?



Service Strategy Basic Concepts




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Services

Services are a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks

What creates value?

- ◆ **Utility - fitness for purpose**
 - ◆ *What the customer gets*
- ◆ **Warranty - fitness for use**
 - ◆ *How it is delivered*
 - ◆ Availability, capacity, continuity and security



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Service Management

Service Management (SM) is a set of specialized organizational capabilities for providing value to customers in the form of services

◆ Capabilities

- ◆ Functions and processes that manage services
- ◆ Management, organization, processes, knowledge, people

◆ Resources

- ◆ Financial capital, infrastructure, applications, information, people
- ◆ Easier to acquire than capabilities

Service Assets and Strategic Assets

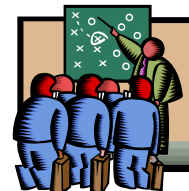
◆ Service assets

- ◆ A service provider's capabilities and resources
- ◆ People, processes, knowledge and infrastructure

◆ Strategic assets

- ◆ Service assets that support strategic objectives
- ◆ Service Management is a strategic asset

ITIL® transforms service management capabilities into strategic assets



Service Strategy Activities



Define the Market



Develop the Offerings



Develop Strategic Assets



Prepare for Execution

Service Portfolio

The Service Portfolio represents the commitments and investments made by a service provider across all customers and market spaces

Details all resources presently engaged or being released in all phases of the service lifecycle

The Service Portfolio is composed of two subsets

- **Service Pipeline**
(projects)
- **Service Catalog**
(live and transitioning services)

Service Strategy will manage the Service Portfolio but it will be designed by Service Design

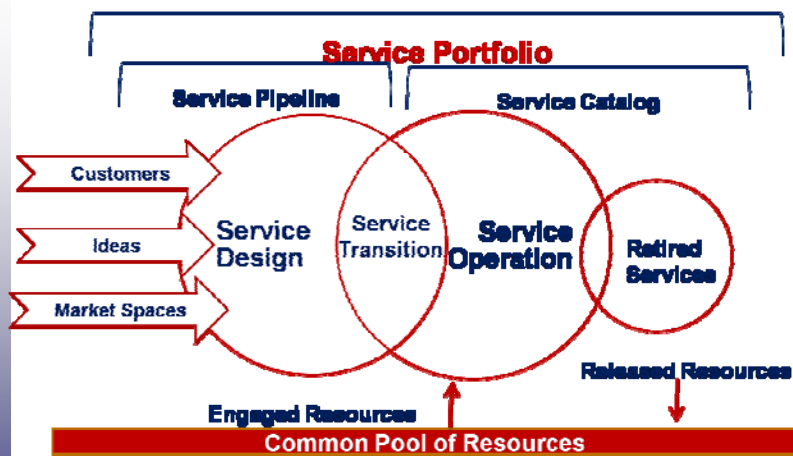


Service Strategy Processes



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Service Portfolio Management



Service Portfolio Management is a dynamic method for governing service management investments across the enterprise and managing them for value

Financial Management

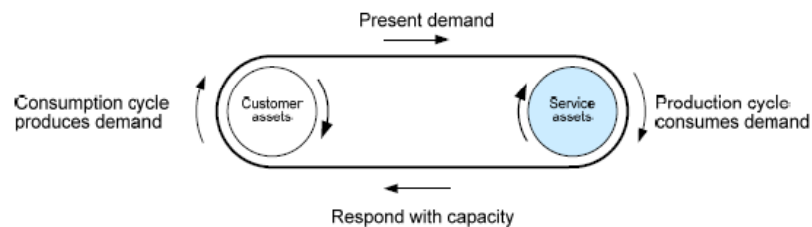
Financial Management, in financial terms, quantifies the value of IT services and their underlying assets, and qualifies operational forecasting



Financial Management responsibilities and activities do not exist solely within the IT finance and accounting domain

Demand Management

- ◆ Critical aspect of service management
- ◆ Poorly managed demand risks service quality
- ◆ Service Level Agreements (SLAs) and planning can reduce but not eliminate risks
- ◆ Excess capacity is costly



Managing demand requires strategic planning

Service Strategy is the Lifecycle Axis

- ◆ Service Strategy sets the direction, objectives and policies for the other lifecycle stages
- ◆ Service Design will next design the following based on strategic goals and objectives
 - ◆ Services
 - ◆ Service Portfolio
 - ◆ Processes
 - ◆ Technology
 - ◆ Metrics and Measurements

Coming next month: Exploring Service Design

Want to Learn More?

- ◆ Now available
 - ◆ ITIL® V3 core books (www.itsmbookstore.com)
 - ◆ ITIL® V3 Foundation course



- ◆ Coming soon
 - ◆ ITIL® Foundation Bridge Course (V2 to V3)
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 - ◆ Service Manager upgrade

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Questions and Answers



Thank you for attending



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