



# Welcome!

# About ITSM Academy



- **Accredited Education**
  - ✓ Certified Process Design Engineer (CPDE)®
  - ✓ ITIL® Foundation
  - ✓ ITIL Capability (OSA | PPO | RCV | SOA)
  - ✓ ITIL Lifecycle (SS | SD | ST | SO | CSI)
  - ✓ ITIL Managing Across the Lifecycle (MALC)
  - ✓ ISO/IEC 20000 Foundation & Bridge
  - ✓ MOF Foundation
- **Practical, Value-Add Workshops**
  - ✓ ITSM Leadership, Roles, Service Catalog
  - ✓ ITIL, MOF, ISO 20K Overviews
  - ✓ Apollo 13, Visible Ops: The Class
  - ✓ And more!
- *Since 2003 - Tens of Thousands Trained and Certified*
- **ITSM Professional Diplomas**
  - ✓ Change/Support/SLM
- **Public Classes throughout U.S.**
- **Corporate On-Site Classes**
- **Virtual Classes**
- **Courseware Licensing**
  - ✓ Corporate & Partner (GEM)
- **Alumni Program**
- **PMI Global Education Provider**
- **Certified Woman-Owned**

**Welcome!**

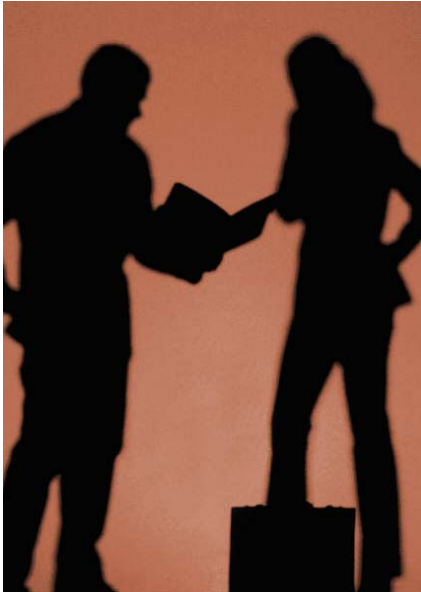
# Agenda



- The need for and challenges of building a Service Catalog
- Creating a Business Service Catalog and Technical Service Catalog
- Leveraging ITIL processes in support of your Service Catalog
- First or next steps
- What to avoid

Thanks for joining us today.  
Please use the chat feature to send in your questions.

# Why Do We Need a Service Catalog?



***How can you manage services if you have not yet defined those services?***

- Describes the products and services available to your customers including
  - Cost
  - Availability
  - Eligibility
  - Capacity
- Provides a mechanism for customers to order or request services
- Provides an internal and external reminder of what the provider does and doesn't do and for whom

# Why are Service Catalogs So Hard to Build?

*A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.*



- Organizations often struggle with agreement on the scope and definition of their services
- Many service definitions
  - ✓ Are either too technical or too business centric
  - ✓ Fail to describe how the service directly or indirectly facilitates outcomes or delivers value
  - ✓ Fail to address who owns the specific costs and risks
  - ✓ Are unique to a specific business process or aspect of the infrastructure

***Service definition exercises can also be very territorial!***

# Which of These Would You Define as IT Services?

- 
- Logistics/shipping
  - Finance
  - Payroll
  - Customer Relationship Management
  - Inventory control
  - Telecom
  - Point of Sale
  - Email/Messaging
  - Network
  - Data center - infrastructure
  - Service Desk
  - Application Development
  - Hosting
  - Desktop provisioning

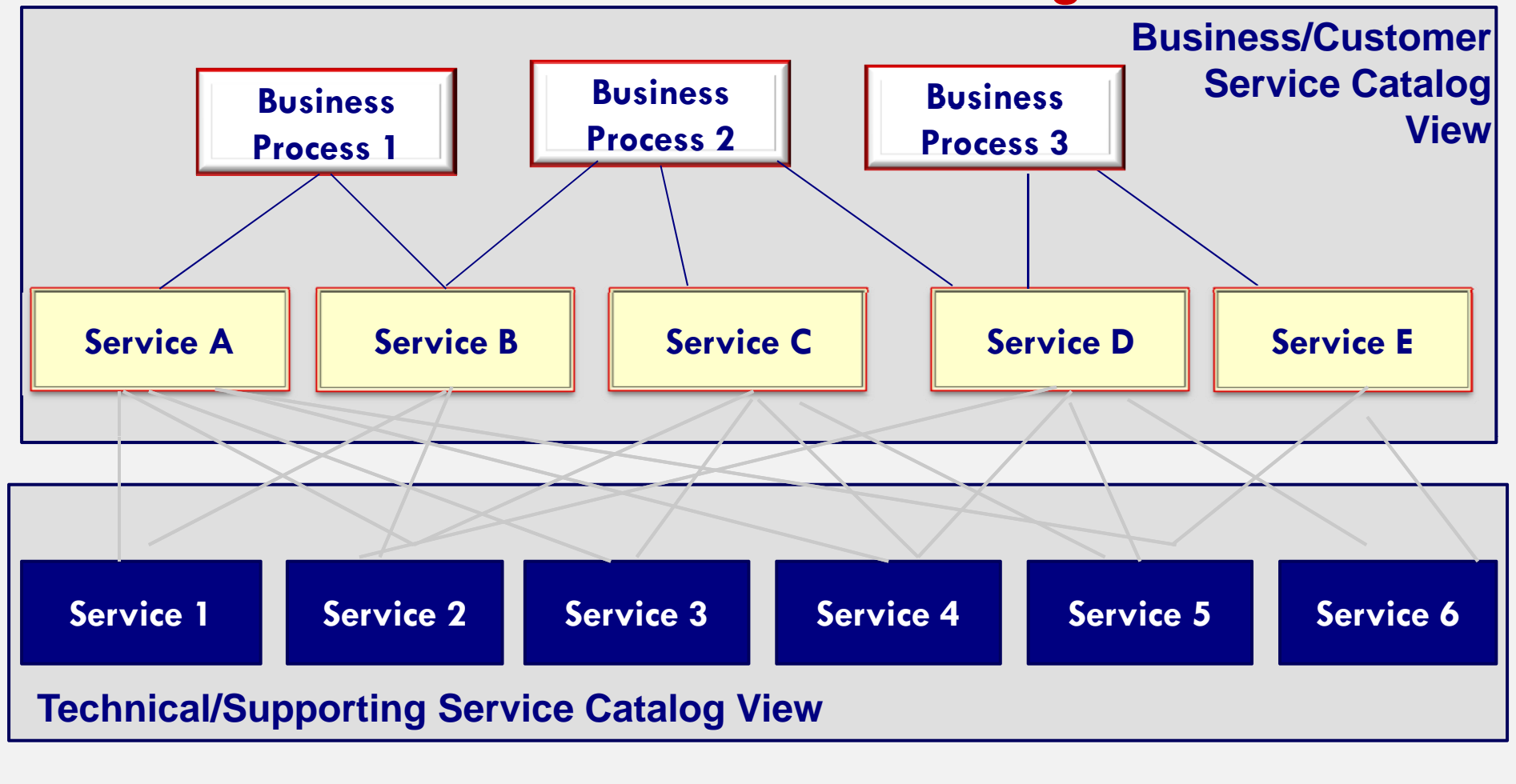
***Why choose? All of these are IT services.  
They are just relevant to different audiences.***

# The Best of Both Worlds

***ITIL recommends that you build two service catalogs – a Business Service Catalog for customers and a Technical Service Catalog for service providers.***

Finance	Payroll	Human Resources		Marketing
Facilities	Business Services			Logistics
Contracts	Network	Storage	Hosting	Website
Business Continuity	IT Continuity	Technical Services	Service Desk	Customer Relations
R&D	App Dev	Security	Backup	Telecom
Claims				Mobility
Inventory	Point of Sale		Procurement	Email

# Two-view Service Catalog

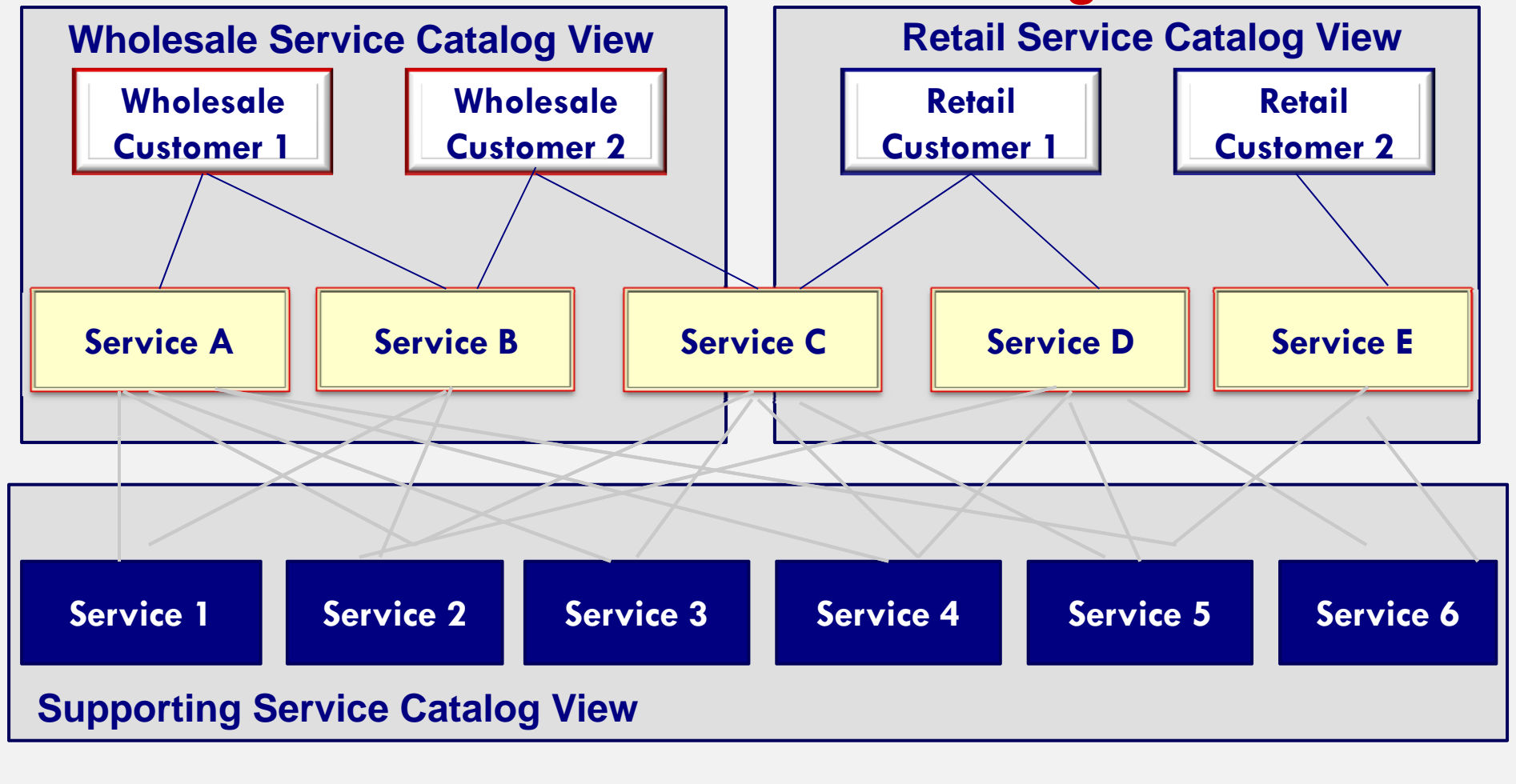


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Key  = Customer-facing services  = Supporting services



# Three-view Service Catalog



Links to related  
information

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Service assets/configuration records

Key



= Customer-facing services



= Supporting services

# The Business Service Catalog



- Lists all services available to customers including how to request, eligibility, authorities and costs
- Describes how each service facilitates business outcomes and delivers direct customer value
- Details stakeholders, related services and support
- Is written using customer vocabulary and context
- Could be offered via a web portal
- Commits to generic service levels
- Puts boundaries around what IT does (and does not) do

***A Business Service Catalog can serve as a preliminary or generic Service Level Agreement.***

# Defining Business Services

- Every business really only does five things
  - ✓ Create/design/develop/acquire products and services
  - ✓ Market and sell those products and services
  - ✓ Deliver those products and services
  - ✓ Support those products and services
  - ✓ Manage a corporate infrastructure (finance, IT, HR, facilities, etc.)

***Which IT services facilitate your outcomes for these high level areas? Those services belong in the Business Service Catalog.***

# The Technical Service Catalog



- Is not visible to customers but is invaluable to IT
- Describes how technical services *fulfill* business services and deliver indirect customer value
- Captures services a customer would not usually “buy”
- Details stakeholders, related services and support
- Commits to generic service levels
- Serves as the basis for service specifications, OLAs and contracts

# Defining Technical Services



- Map a chain of outcomes that are necessary to a successful business service
- Identify which of those services are customer facing and which underpin others
- Capture “service in a service” relationships
- Don’t confuse applications, systems, infrastructure with services – there is a difference!

***Even though customers do not see the Technical Service Catalog, the ITIL definition of a service still applies to technical services.***

# Which Should You Build First?

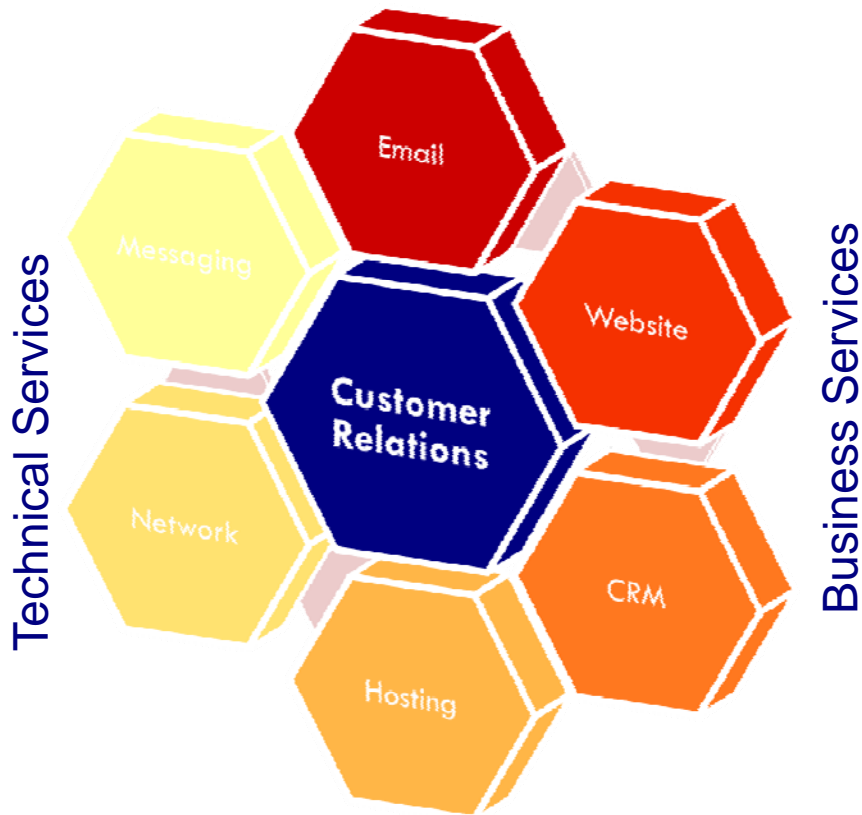
## ■ The Business Service Catalog because it

- ✓ Gets IT thinking about business outcomes
- ✓ Makes it easier to decompose the service into a supply chain of technical services and systems
- ✓ Creates a forum for debating whether a particular service directly or indirectly delivers business value
- ✓ Identifies “leftover” services that are likely technical services



***Communicating that you will also create a Technical Service Catalog provides assurance to technical staff that their services are important and deliver value.***

# Leverage Configuration Data



***Services in the Service Catalog(s) could be the first entries into your CMS.***

- The Service Catalog(s) can be an output of the Configuration Management System (CMS)
- A “service CI” is not an actual product but joins all CI elements of a business or technical service
- Capturing the data in the CMS avoids redundancies and possible discrepancies
- Different views allow for customizable catalogs without duplicated work effort

# Relationship with the Service Portfolio

- The Service Portfolio provides the details and status of *all* services
- The Service Pipeline, Service Catalog and Retired Services are subsets and represent where IT is investing its resources
- The Service Catalog(s) represent live or transitioning services (Business or Technical)
- The Business Service Catalog is the only view of the Portfolio available to customers and users

## Service Portfolio

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### Status Options

- ✓ Requirements
- ✓ Defined
- ✓ Analyzed
- ✓ Approved
- ✓ **Chartered**
- ✓ **Designed**
- ✓ **Developed**
- ✓ **Built**
- ✓ **Tested**
- ✓ **Released**
- ✓ **Operational**
- ✓ **Retired**

Service Pipeline    Service Catalog    Retired



# Dependency on Other ITIL Processes



- Service Catalog Management
- Service Portfolio Management
- Service Level Management
- Business Relationship Management
- Change Management
- Configuration Management

***Make sure to designate a Service Catalog Manager.***

# To Get Started (or Keep Going)

- Agree on a scope of service that is meaningful and manageable
- Collect a list of possible “service candidates” from everyone (IT staff, customers, suppliers)
- For each candidate ask, “What outcome does this service facilitate?”
- Remove any candidate that is not outcome based
- Segment remaining services into business and technical services
- Document each in the CMS using service CIs
- Publish Service Catalog(s) from CMS views and reports



# What to Avoid

- Overcomplicating the definition of a “service”
  - ✓ Defining too many services
  - ✓ Failing to relate the service to the outcome
  - ✓ Putting the wrong service in the wrong catalog
  - ✓ Allowing politics to influence the definition
- Overcomplicating the format of the catalogs
  - ✓ Creating inconsistent service definition structures and fields
  - ✓ Making it difficult to identify “my” services
  - ✓ Failing to make the catalog actionable

***The biggest mistake is failing to recognize the Service Catalog(s) as living documents that need to be managed and fulfilled.***

# Conclusion

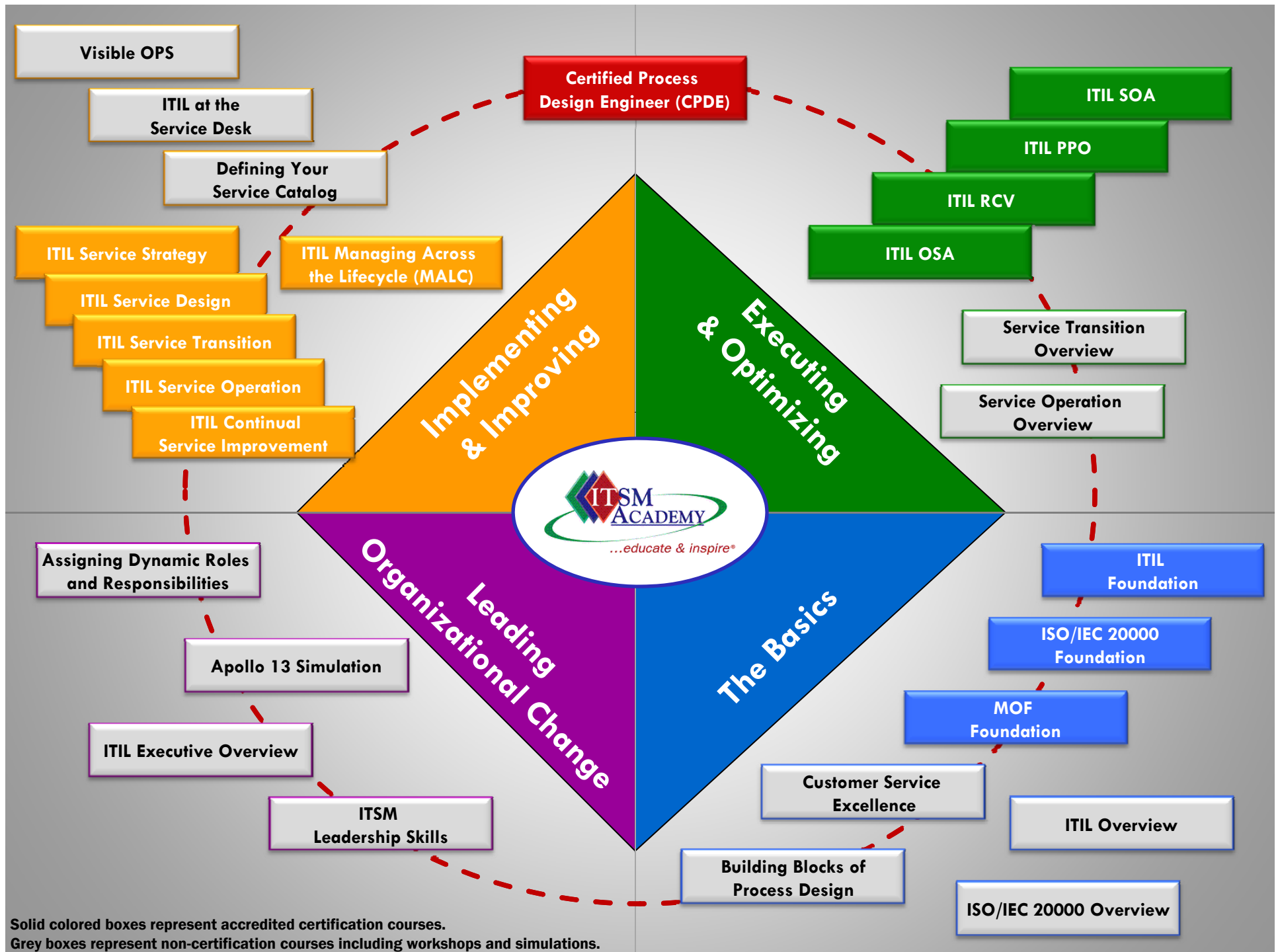


- Hopefully, I've dispelled some ITSM myths such as
  - ✓ There should be only one Service Catalog
  - ✓ Technologies are not “services”
  - ✓ The Service Catalog lives outside the CMS

***Remember, Service Catalogs should be your first and most critical Service Management asset(s). They hold the key to success for virtually every process and are referenced by everyone.***

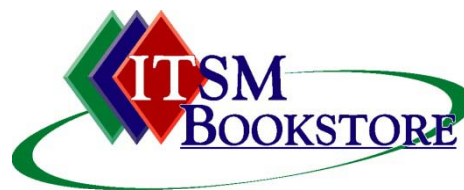
# Questions?







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# IT Service Management Professional (ITSMP)<sup>®</sup> Diplomas

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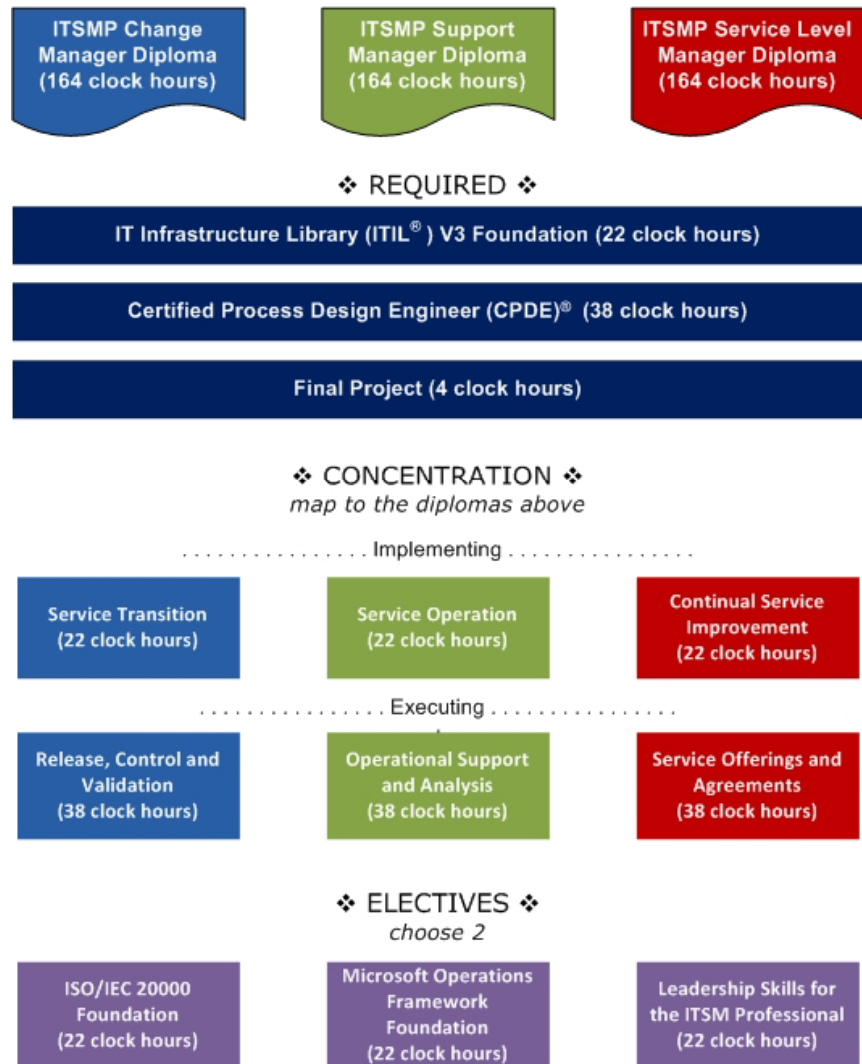
On our website, this symbol



indicates courses which accrue clock hours toward a Diploma as:

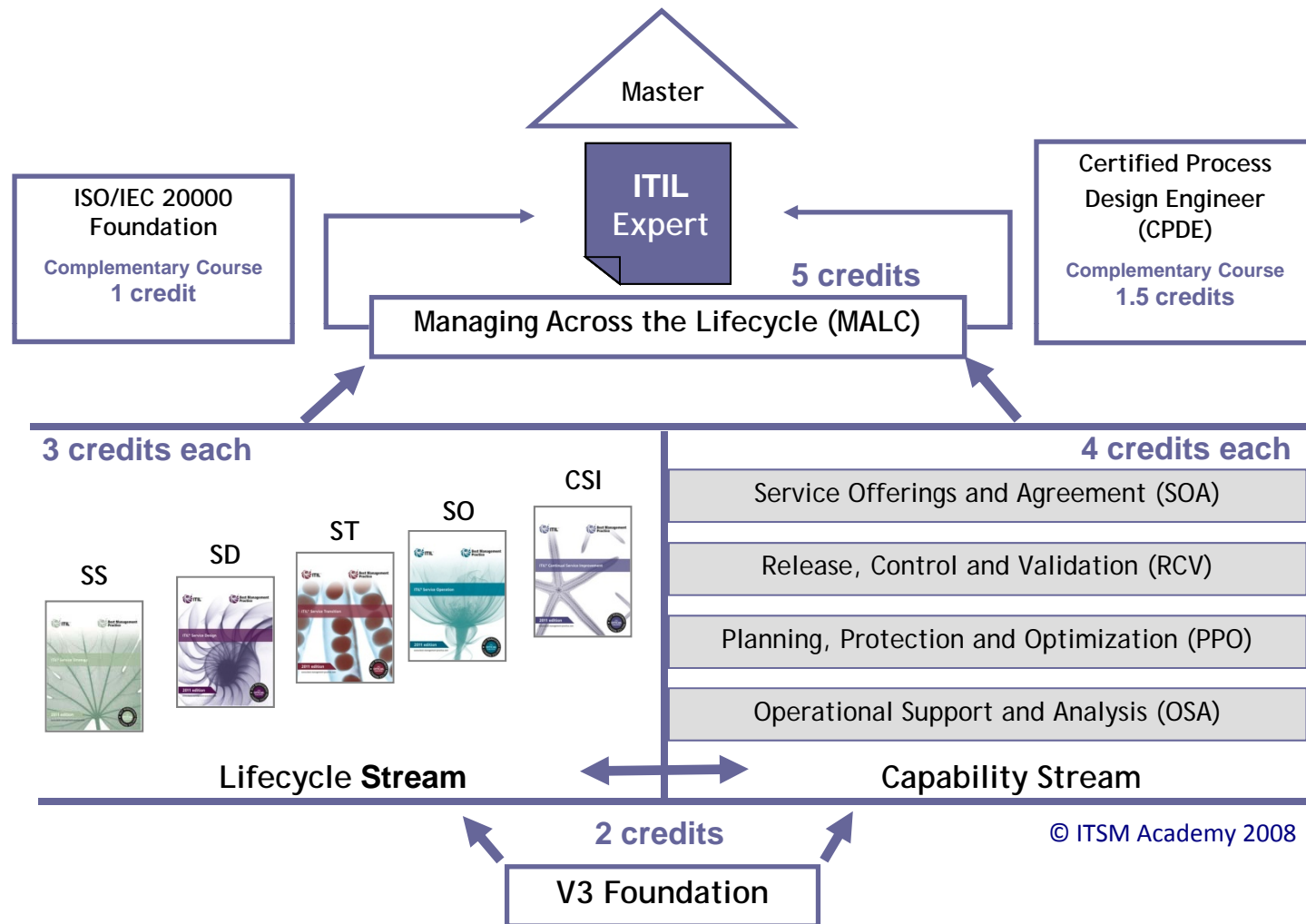
- **Change Manager** •
- **Support Manager** •
- **Service Level Manager** •

Achieved by earning 168 or more clock hours by completing  
2 Required Courses, 2 Concentration Courses, 2 Electives and 1 Final Project



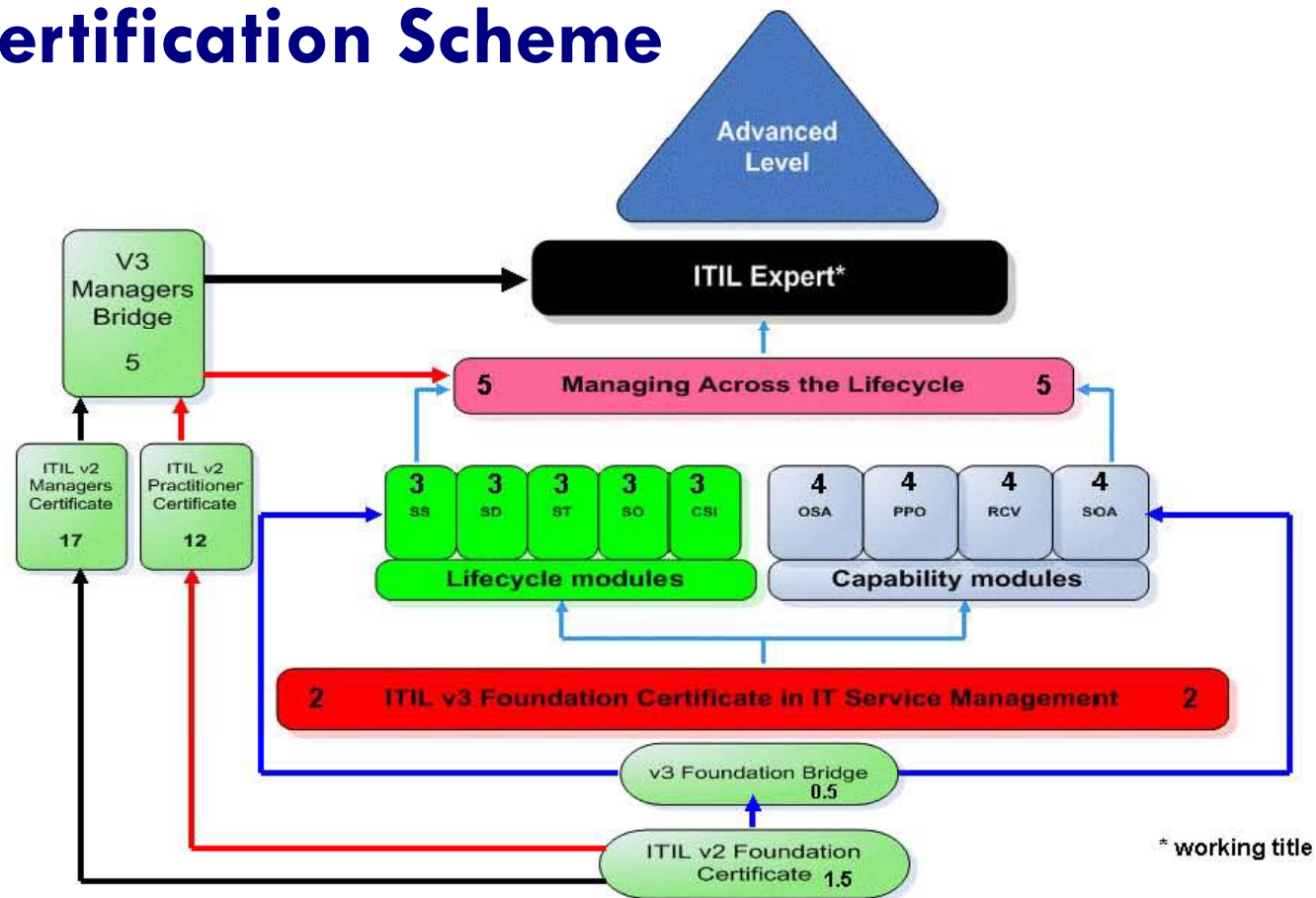


# Want to Learn More?



# Want to Learn More?

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