Service Portfolio and Service Catalog Management

Foundation for making IT services transparent and linking IT outcomes to business outcomes
What is a service? (Try now)

A means to deliver value
  - To users (or customers)
  - By facilitating outcomes they want
  - Without specific ownership of
    - Costs
    - Risks
IT Service

• A service delivered by an IT service provider
• Delivered by a combination of
  – People
  – Process
  – Technology (automation)
Service Processes

- **Service Portfolio Management**
  - Full Lifecycle View of Services

- **Service Catalog Management**
  - Describe Services
  - Publish Services
  - Ensure Service Catalog is Accessible and Relevant
Levels of Services

- Service Portfolio
  - Service Pipeline
  - Service Catalog
  - Retired Services

- Service Catalog
  - Services currently In Production
  - Published and made available to relevant parties
  - Identifies feasible Service Requests

- Service Request Catalog
  - Channel to request standard services
  - Request Fulfillment
  - Access Management
Super Sub’s Service Catalog

Production
  - Ordering
  - Food
    - Food Prep
    - Storage
    - Fulfillment

HR
  - Functions
    - Recruiting
    - Payrol
    - Benefits

Operations
  - Finance
    - Procurement
    - Payables
    - Receivables
  - Facilities
  - Compliance
    - Cleaning
    - Safety
Super Sub
Service Request Catalog

Sandwich
- Bread
  - White
  - Wheat
- Meats
  - Ham
  - Beef
  - Turkey
  - Chicken
- Toppings
  - Lettuce
  - Tomatoes
  - Onions

Sides
- Cookies
- Chips

Drinks
- Sodas
- Tea
- Coffee
Service Portfolio Management

• Service enters Service Catalog only after:
  – Analysis of Costs
  – Acceptance of Risks

• Solutions from one or more services

• Defines and communicates
  – Policies, Guidelines, Accountability
  – Mapping to assets, processes, and outcomes
Service Portfolio Management Process

- Define
  - Services
  - Business cases

- Analyze
  - Value proposition
  - Prioritization

- Charter
  - Communication
  - Resource Allocation

- Approve
  - Change proposal
  - Authorization
Service Catalog Management

• Define services
• Describe services and service packages
• Produce and maintain an accurate catalog
  – Consistent with portfolio
• Map interfaces and dependencies
  – Other services
  – Configuration Items (in the CMS)
Request Management

• Provides a channel to request and receive
  – Standard services
  – Predefined authorizations and qualifications

• Defined Request Models
  – Menu selection (Service Request Catalog)
  – Financial approval
  – Prioritization and escalation
  – Status tracking
Request Management Process

1. Receive Request
2. Logging and validation
3. Categorization
4. Prioritization
   - Urgency
   - Impact
5. Authorization
6. Review / Assignment
7. Execution
8. Closure
Access Management

- Service Operations
- Granting authorized access
  - Deny access to unauthorized
- Manage access based on security policy
- Logging and tracking
- Handle security events

- Request access
- Verification
  - Identify
  - Authorization
- Provisioning
- Check and monitor
- Log and track
- Remove or restrict
Types of Services

- Non-standard naming throughout industry
  - Call them what you want
- Business services provide value to cash-paying customers
- Supported by IT Services
- Supported by Internal or Supporting Services
Configuration Management

• Customer Portfolio
• Application Portfolio
• Supplier and Contract Management Information System
• Customer Agreement Portfolio
• Project Portfolio
Common Fields

**Service Catalog**
- Name
- Short Description
- Detailed Description
- Service Levels
- Prerequisites
- Costs
- Approvals
- Request Types

**Service Request Catalog**
- Name
- Short Description
- Detailed Description
- Service Levels
- Costs
- Approvals
- Information Required
FootPrints Service Catalog

• Consolidated view
  – Portfolio
  – Service Catalog
  – Service Request Catalog
  – Configuration Items

• Customer Interface
  – Hierarchical selection
  – Request services
  – Multiple workspaces
FootPrints Service Catalog

- Navigate Categories
- Review Service
- Request Service
  - From template
  - Submits a traditional Request in the appropriate workspace

<table>
<thead>
<tr>
<th>Name</th>
<th>Short Description</th>
<th>Approvals</th>
</tr>
</thead>
<tbody>
<tr>
<td>US IT Helpdesk Request</td>
<td>A. Use this for most IT Requests in the US</td>
<td>None;</td>
</tr>
<tr>
<td>(most common)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Roaming</td>
<td>B. Use this to request an international roaming mobile phone plan</td>
<td>Manager/Owner;</td>
</tr>
<tr>
<td>Request for Project Ticket</td>
<td>Use this to inform Global IT of a project that requires attention</td>
<td></td>
</tr>
<tr>
<td>Request for Break/Fix Ticket</td>
<td>Use this to report an issue with hardware or application that is affecting you or the workspace.</td>
<td></td>
</tr>
<tr>
<td>Request for Access Ticket</td>
<td>Use this to request access to applications or data managed by Global IT.</td>
<td></td>
</tr>
<tr>
<td>Request for DB Ticket</td>
<td>Use this to request information, modifications, or services from the DBA teams.</td>
<td></td>
</tr>
<tr>
<td>Request for Equipment/Software Ticket</td>
<td>Use this to request IT equipment and supplies, such as a personal computer or laptop or printer or phone.</td>
<td></td>
</tr>
<tr>
<td>Request for Engineering Resource Ticket</td>
<td>Use this to request modifications to Prod. Dev. Test, or Stage environments</td>
<td></td>
</tr>
<tr>
<td>Request for Information</td>
<td>Use this to Request more information about Global IT services, applications, or data.</td>
<td></td>
</tr>
<tr>
<td>Request for Backup/Restore Ticket</td>
<td>Use this to request the modification to a backup job for applications or data, or to request a data restore.</td>
<td></td>
</tr>
</tbody>
</table>
FootPrints Service Catalog

• Built on CMDB
• Categories are CI Types
  – Hierarchical
  – But no inheritance
• Categories of Services
  – Unique Attributes (fields)
  – Unique Statuses
  – Relationship Types

• Services are CIs
• Services can be linked
  – To CIs
  – To other Services
  – To Contacts
    • Not common
  – To Issues
IT-related Goals

Service Portfolio

• Alignment of IT and business strategy
• Realize benefits from IT-related investments
• Delivery of programs delivering benefits
  – On time
  – On budget
  – Meeting requirements and
  – Quality Standards

Service Catalog

• Delivery of services in line with business requirements
• Availability of reliable and useful information in decision-making
• Transparency of IT costs, benefits, and risks
Contact Us

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