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# Service Catalog Implementation

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# Business often asks questions of IT...

- Why can't the IT organization provide a better level of Service?
- Why does it take the IT organization so long to deliver a change to an existing system?
- How long will it take and cost to implement and run this new System?
- Why do we spend so much time performing redundant tasks, like reprinting large reports that are not read?
- What am I paying for and why?
- Are we compliant with legal requirements?

# IT's Recommendation

## Implement a real Service Catalog

- Create clear service definitions
- Define service levels and costs
- Deliver usage and performance data in business terms
- Track user subscriptions and service requests
- Provide a fast, consistent, and more effective access to IT services
- Publish or review service reports

# Benefits

- **Foundation for IT Governance and Control**
  - Standardize services
  - Centralize service requests and control
  - Formalize relationship between IT and the business
- **Improve Quality of Service**
  - Assist capacity planning for infrastructure resources
  - Provide meaningful indicators of service quality
  - Enable IT self-assessment of service capability (with in-house OLA)
- **Reduce Cost of Delivering Service**
  - Centralize service offerings
  - Highlight business value of offerings with rate plans (cost) and SLAs
  - Manage demand on IT
- **Improve IT Productivity**
  - Service activation enabled by process automation
  - Establish repeatable & error-free best practice processes
  - Order management with automatic escalation

# Benefits of Service Catalog

- Understanding what you provide (or don't)
- Understanding what the users will pay for and how it is priced
- Understanding what the consumers “get” – capacity purchased
- Quantitative measure of “quality of delivery”

# What do you really need to do?

- Determine the drivers for the Service Catalog
- Define the service
- Validate all of the requirements
  - Technical
  - Business
  - End-users
- Leverage some of the ITIL v3 Processes
- Determine why is this all important to you?
- Implement properly
- Validate the Benefits

# 1st: SLM it's about „Services“

## But: What exactly is a Service ?

- A Service is a bundle of ***business oriented deliverables***, that are provided through ***activities by the service provider***, under usage of IT- and Non-IT equipment, which are ***used by the service-users (consumers)***, to support them with or ***execute their business tasks***.

**Example:**

“eMail”, “accounts receivable”, “invoicing” is a Service whereas a “Corporate standard Desktop” is not a Service.

If you want to find out details of what a service is: <http://en.wikipedia.org/wiki/Service>

# What do we know about Service Catalogs?

- Most of us provide Services to end-users
  - Leveraging Service Requests
  - Or minimal request fulfillment activities
- In > 70% of the implementations the help desk is abused for Service Requests status information
  - Frustrates incident management process
  - Inconsistent
  - Less automation
  - Not easy to use
- Many organizations do have some of the ITIL v2 processes implemented with less emphasis on Service Catalog
- Catalogs are everywhere on the web
- ITIL v3 is starting to gain traction

# Service Catalog Shopping list

- Happy customers 😊, or do we want more
  - Awareness of the benefits it brings to the business
- Role based access to Service Catalog
  - Departmental vs. Corporate
  - Branding
  - Show only what is there
- Simple
  - Easy to use interface
  - No complex navigation
  - A picture tells more than a thousand words
  - No technical alphabet soup for business users

# Service Catalog Shopping list

- Automated Workflows
  - Predefined paths for approvals and dependencies
  - Robust workflow engine that connects to other technology
  - Easy to follow status from the end-user perspective
- Accurate and Consistent
  - SCM Process needs to be implemented
  - Offerings need to be up to date and actionable
  - Same structure of all offerings catalog wide
  - CI relationships to meet the SLA's agreed upon
  - Single front-end single structure
- Tight connection with the CMS
  - For Services and supporting Services
  - CI's and Components

# The Service Catalog in perspective.

Topic :	Document Services	Order Services	Manage SLA + Contracts + Financials
What:	Describe Services in a way a user understand it.	Allow user to browse Services and order them.	Report on Service usage/consumption/ contracts and cost.
Buzz:	Service Design, Service Development, Service Modeling	Demand Mgmt., Request Mgmt., Order Mgmt., Web-Shop, Order Front-End	Service Level Mgmt., SLA Reporting, SLA Contract Mgmt. Service Costing  Provider Mgmt., Service Accounting
ITIL v.3:	Service Catalog Management	Service Catalog Management	Service Level Management

# Improve Quality of Service

- Key Technology Requirements:
  - Single point of contact for services
  - Actionable catalog items
  - Manage existing requests and view request history
  - Define IT services to be automatically provisioned and measured based on usage
  - Monitor service contracts, OLAs and SLAs in real time
  - Role-based views of Service Quality
  - SLA reporting for violations and warnings
  - Separate the management of demand from management of fulfillment

# Increase in IT Service Demand

- Key Technology Requirements:
  - Centralized library of available services
  - Catalog service builder and publisher
  - Simplified user interface for service requests
  - Self-service for service requests
  - Automate IT processes within service management life cycle
  - Identification of new service opportunities
  - Integration and process handoffs to supporting systems

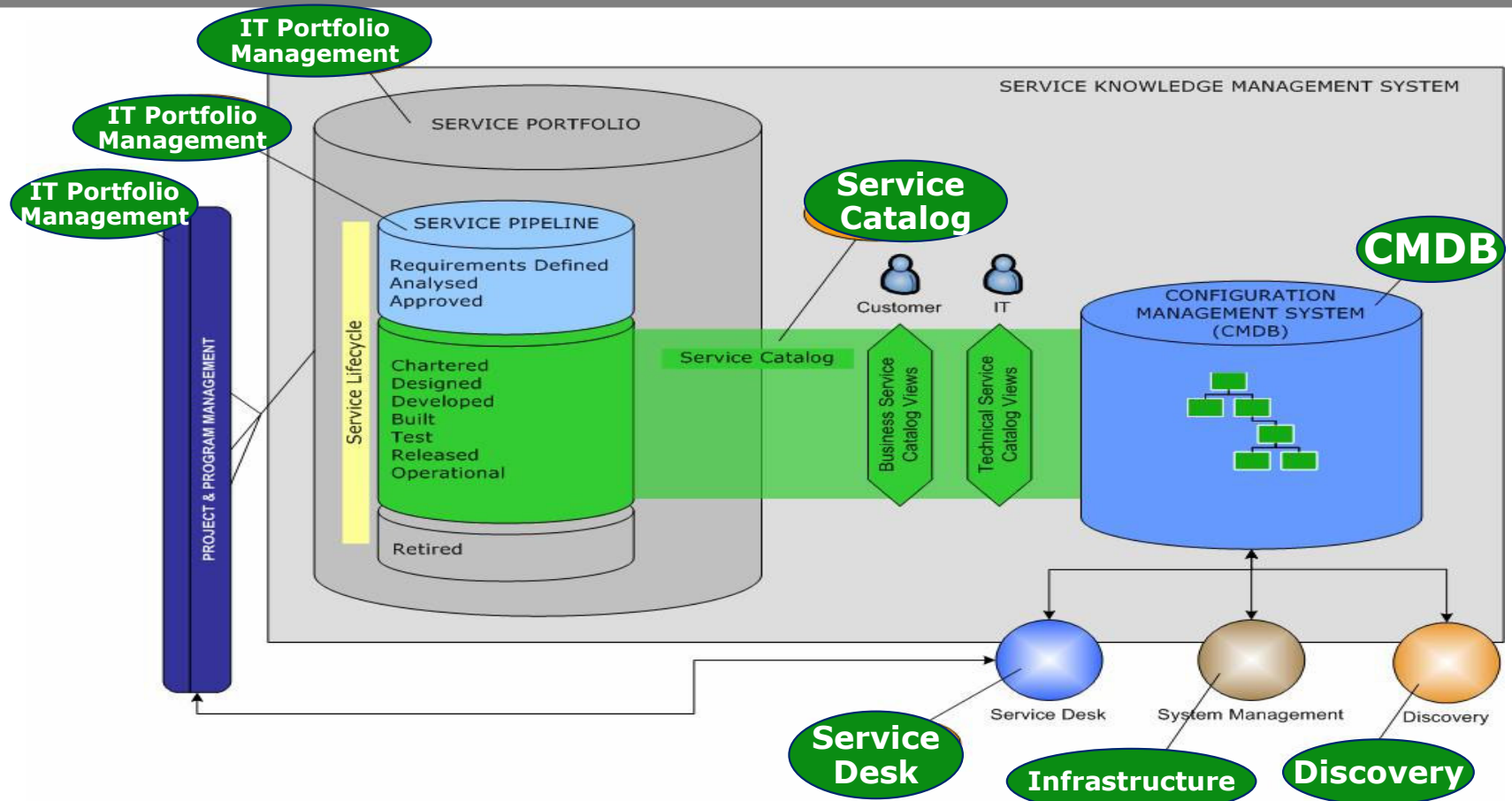
# Ensure Realized Value of IT Investments

- Key Technology Requirements:
  - Centralized library of available services
  - Resource instrumentation and agent data collection
  - Translate IT metrics captured for service contracts into business terms
  - Usage-based cost data
  - Linkage between service costs and service levels
  - Monitor service contracts, OLAs and SLAs in real time

# Service Catalog Management in ITILv3

- It is a real process now!
- Definition of services
- Production and maintenance of an up-to-date *Service Catalog*
- Linkage between the Service Catalog and *Service Portfolio Management*
- Interfaces and dependencies between all *services* and *supporting services* within the Service Catalog and the Configuration Management System
- Interfaces and dependencies between all services, and supporting *components* and *Configuration Items* (CIs) within the Service Catalog and the CMS.

# Perfect world? I think so!



# The road to success

- Review the current processes in the perspective of new developments like ITIL v3
- Bring business owners into the discussion to achieve wider acceptance
- Plan properly and use assessments to build the implementation plan
- Set and define requirements very clearly and put them under change control
- Don't build a Service catalog yourself, buy one and adjust to the needs.
- What are the next steps?

# Conclusions

- Service Catalog is more than just a nice place holder
- It is the “business card” for your IT department
- ITIL v3 has formalized the Service Catalog
- Complexity hidden from end-user improved awareness of IT
- Enabler for cost savings
- Improved Risk and Impact analysis capabilities
- Easy mapping from Business processes to Services
- It requires continuous attention to stay accurate
- **Definitely no hype but reality**

# Who We Are

## Austin Energy

- Publicly owned power company and a City department
- The nation's 9<sup>th</sup> largest community-owned electric utility
- Provide service within the City of Austin, Travis County, and a small portion of Williamson County
- **GREEN**
  - Created the top performing renewable energy program in the nation
  - Own the nation's first and largest green building program
  - Home to one of the nation's most comprehensive residential and commercial energy efficiency programs

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# *Who We Are*

## **Information Technology & Telecommunications**

- 140 ± employees
- 1463 internal customers, ≈1100 external customers
- 1850+ desktops & laptops, 300+ printing, audio-visual, and handheld devices
- Started ITIL implementation in 2005

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# ***Why a Service Catalog?***

- Created the Technology Control Center
- Implemented an Enterprise Management Software suite
- Customers - What have you done for me lately?

# *Information Sources*

- AE ITT management team
- Consultants
- List of supported applications
- Disaster Recovery database
- Service Desk categories

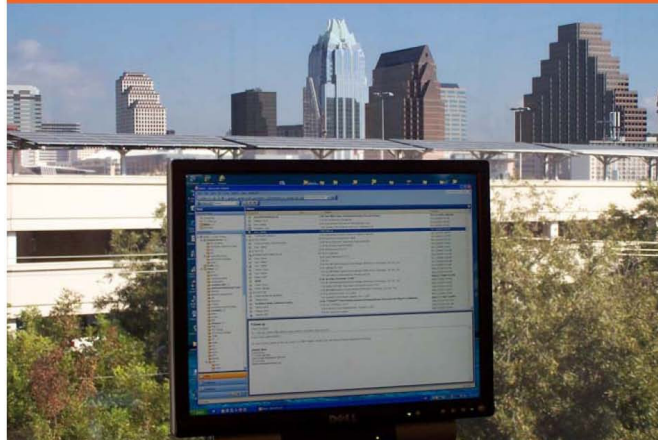
# ***Data Collected***

- Service Name
- Service Description
- Core/Optional Services Name
- Core/Optional Services Description
- Customers/Users
- Business Owner
- IT Owner
- Relationship Contact

# *Service Catalog v1*



Information Technology & Telecommunications  
Service Catalog  
2008



Last update: 05.06.08

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# ***Service Catalog Maintenance***

- Processes to add, modify, and retire services as needed
- Semi-annual review – February and August

# ***Service Catalog Maintenance***

## **Semi-annual review schedule**

- List of services distributed to managers and supervisors – 10 days
- Send updates, new services, or confirmation of no changes to Service Catalog Manager
- Service Catalog Manager updates documents and forwards to web services group – 10 days
- Final updates made and Service Catalog published – 10 days
- Customers notified of updates

# *Next Steps*

- Update format
- Collect additional data
  - Service Hours
  - Criticality
  - Maximum Availability
  - Associated SLAs, OLAs, Contracts
- Move from Technical Services Catalog to Business Services Catalog
- Integrate with Service Portfolio and Change Management processes

# *Questions*

## **Service Catalog Implementation**

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