

“Service”

*the most inconsistent &
misunderstood term in
Service Management!?!*

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Definitions

- Old ITIL glossary
 - **Service** - “One or more IT systems which enable a business process”
 - **Services** - “The deliverables of the IT services organisation as perceived by the customers; the services do not consist merely of making computer resources available for customers to use”
- New baseline ITIL glossary (current refresh)
 - **Service** - “Providing something of value to a customer that is not goods (physical things with material value). Examples of services include banking and legal support. Service is also used as a Synonym for IT Service. See Business Service, Service Request.”
 - **Business Service** - “A Service that is delivered to Business Customers by Business Units. For example delivery of financial services to Customers of a bank, or goods to the Customers of a retail store. Successful delivery of Business Services often depends on one or more IT Services.”
 - **IT Service** - “A Service provided to one or more Customers by an IT Service Provider. An IT Service is based on the use of Information Technology and supports the Customer's Business Processes. An IT Service is made up from a combination of people, Processes and technology and should be defined in a Service Level Agreement.”

Definitions

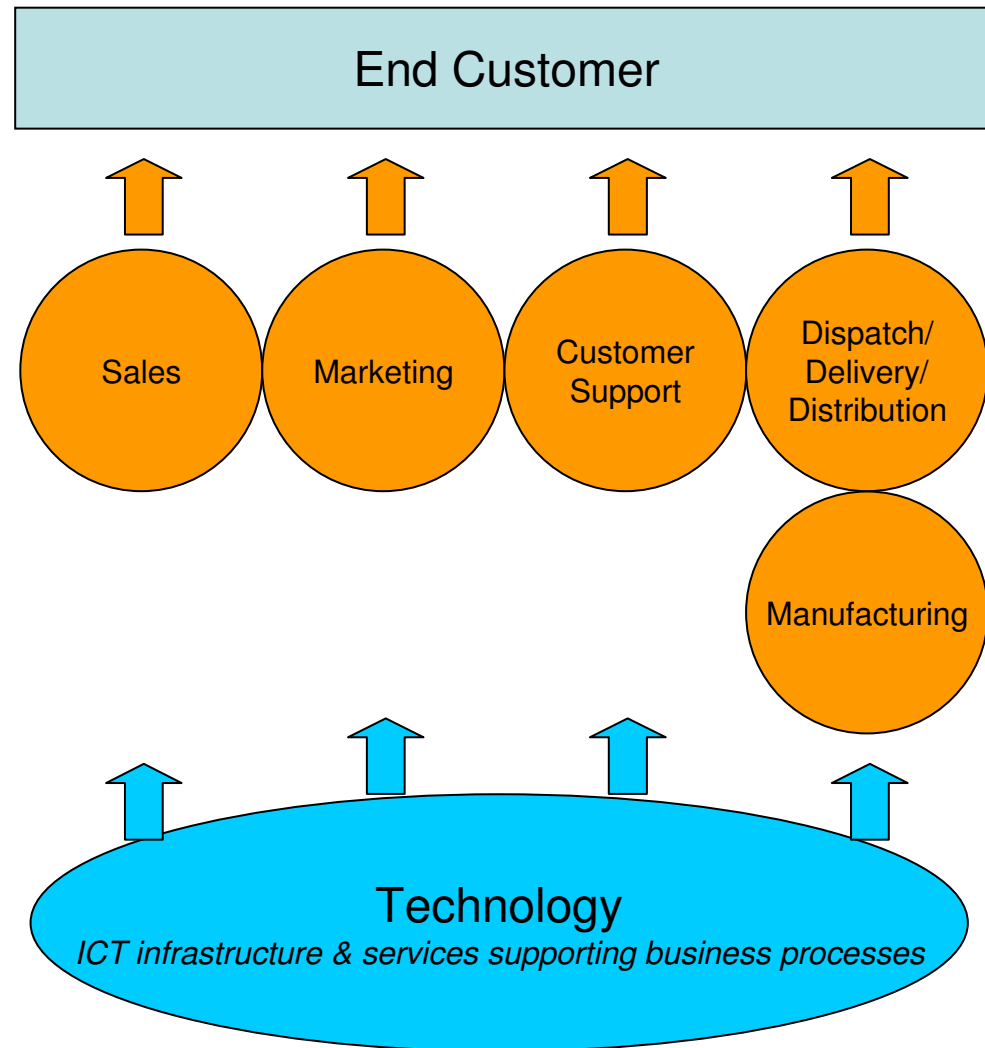
- New baseline ITIL glossary (current refresh)
 - **Service Catalogue** - “A Document listing all IT Services, with summary information about their SLAs and Customers. The Service Catalogue is created and maintained by the IT Service Provider and is used by all IT Service Management Processes. See Portfolio of Services.”
 - **Portfolio of Services** - “(Business Relationship Management) A published description of all IT services. The Portfolio is maintained by the Service Provider and includes all IT Services whether they are Live, in Development, or proposed new Services. See Service Catalogue, Application Portfolio.”
- Matthew’s glossary suggestions
 - **Service Catalogue** - “Written statement of services, default levels and options produced by a Service Provider for the benefit of its customers and users. The Service Catalogue is created and maintained by the Service Provider and is used by all Service Management Processes.”
 - **Service Contract** - “Agreement defining the content, scope and cost of the Services taken by the Customer/Business in support of their Products/Services and Business Processes. It is built through consultation to select appropriate Business Services, options and Service Levels that match the Customer requirements. The Service Contract also defines the relationship, responsibilities, meetings, reporting and terms & conditions under which those services are delivered. Typically, a Service Levels Agreement would be a schedule within the Service Contract detailing the agreed levels to which the Services will be delivered.”

Traditional role

Traditional role of technology is to support the business units in delivering the business services e.g. systems to support sales, marketing, manufacturing etc.

Industry example: Gas or Electricity Supplier

The business units manage the manufacturing and delivery functions

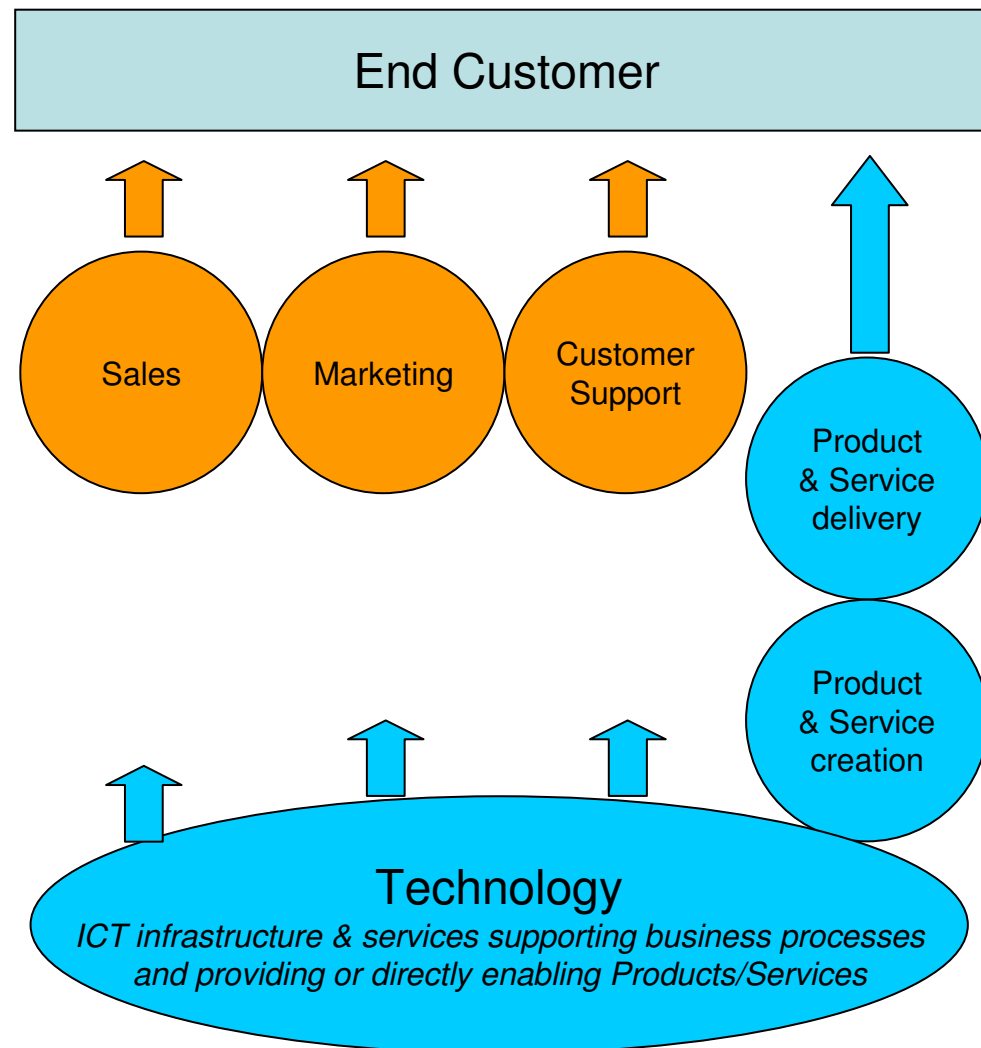


New role in many companies

Within many companies the end product or service is technology based, and are actually much closer to the customer

Industry example:
Mobile Telecoms

e.g. GSM/GPRS/3G networks provided by Technology is the equivalent of a manufacturing function



Multiple role of Technology

1. Design, build, supply, deploy and support the Product or Service to the end customers, or the IT and network infrastructure directly supporting the Product or Service
 2. Design, build, supply, deploy and support the IT and network infrastructure required to support the business processes
 3. The execution of various areas of business process
- ITIL refresh baseline glossary (*Business Service & IT Service*) misses where the service that IT deliver is, or is indistinguishable from, the end product or service

Matthew's suggested definitions

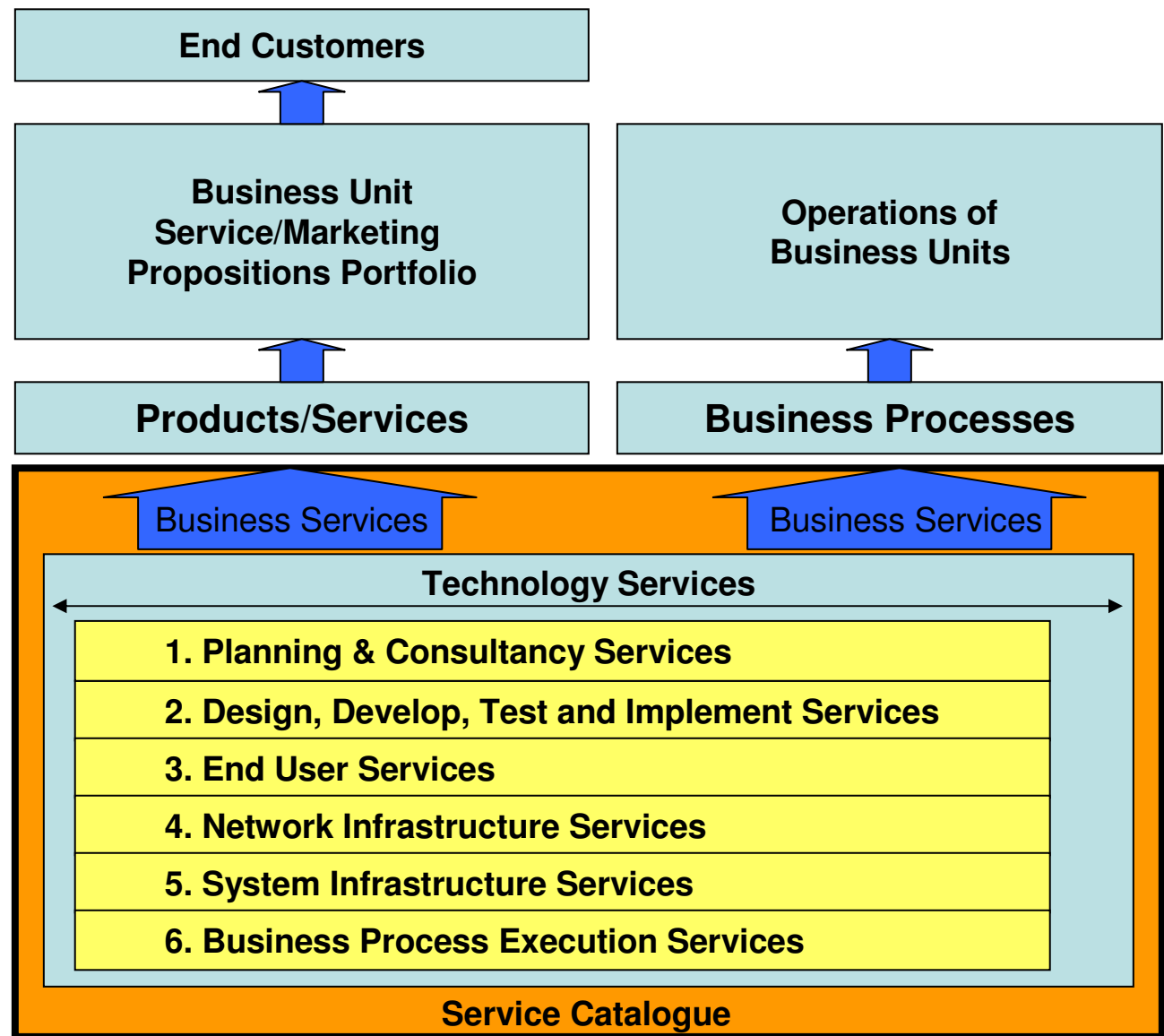
- **Business Services**

- Definition: **“The deliverables and activity of the Service Provider in support of a Product/Service or Business Process, as perceived by the Customers.”**
 - Note: The Business Services may be perceived by the Customers (Business) as a single, self-contained entity, but in fact are comprised of a number of supporting Technology Services, Systems & Configuration Items.
- Examples: SMS, Broadband, Billing, Email, Voicemail, Finance Accounts Payable, HR

- **Technology Services**

- Definition: **“Industry standard and bespoke Network, IT and Business Process Execution development and support activities that support the delivery of Business Services”**
- Examples: Data Centre Hosting; End User Support; Network Management; Platform Management; Data Protection; Database Administration; Application Maintenance

- Recognises 2 types of Business Services (some support business processes, others directly support end products/services)
- Shows different aspects (horizontal Technology Services, and vertical Business Services)



Matching Technology Service to Products/Services & Business Processes

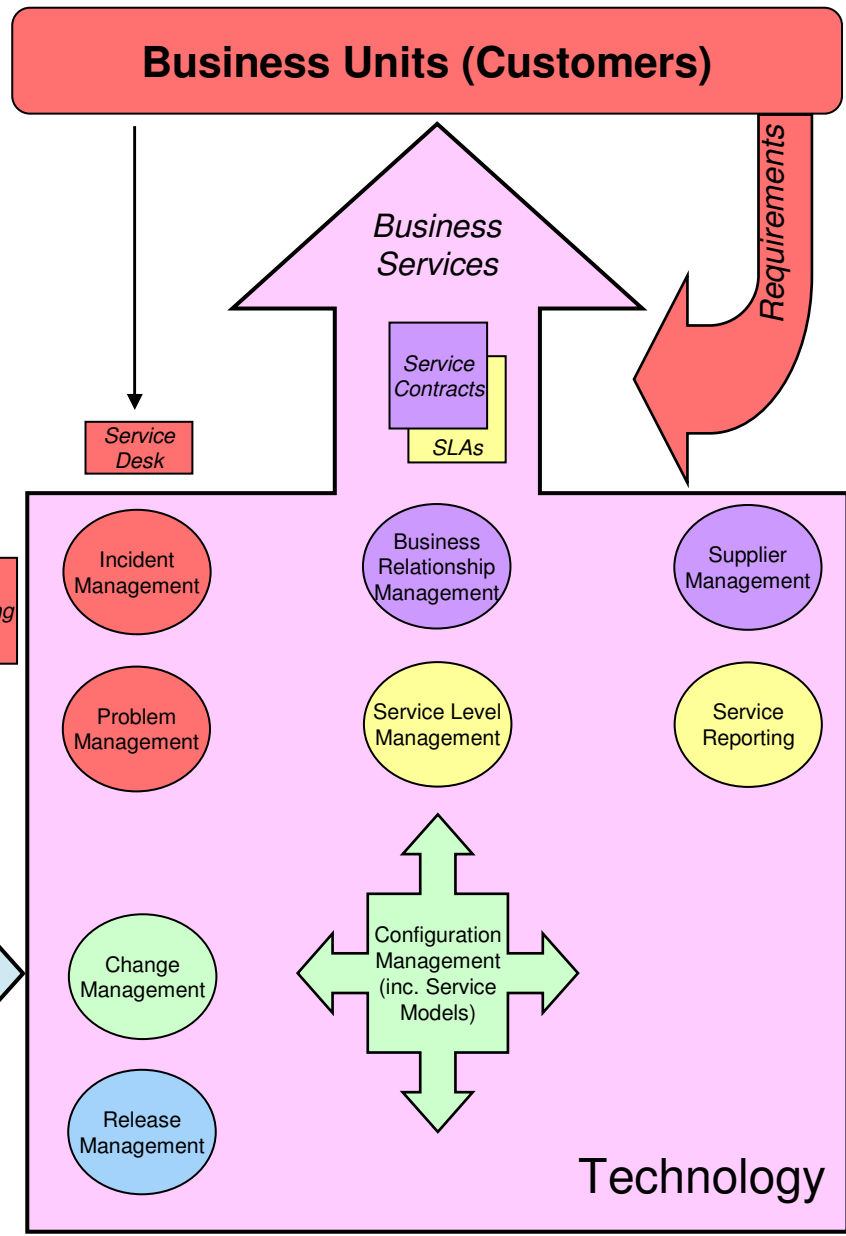
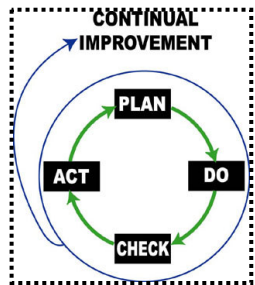
Business Services are created by selecting and configuring Technology Services to support Products/Services or Business Processes

	Products/Services				Business Process			
	Voice	SMS	MMS	Paging	Contact Centre	Payroll	Billing	Accounts Payable
Technology Services (examples) (Industry aligned)	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e	B u s i n e s s S e r v i c e
Bearer Management Support Service								
Internal Network Service								
Design, Develop, Test and Implement Service								
Base Station Management Service								
Application Management Service								
End User Services								
Platform Management Support Service								
Database Management Service								
Number Allocation Administration Service								



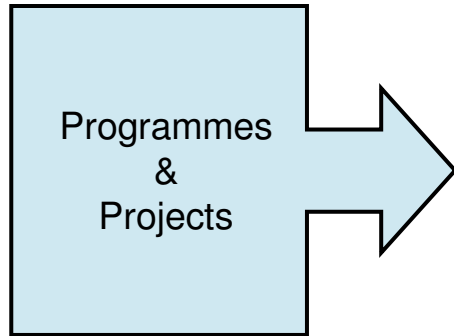
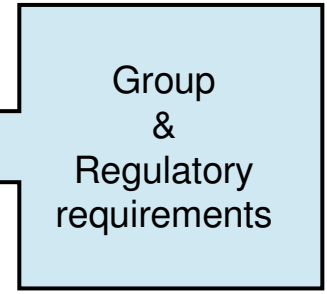
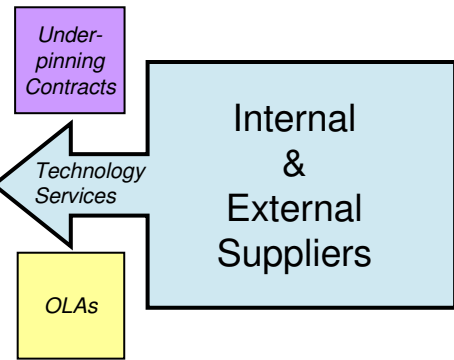
The role of Service Management in technology departments is about end-to-end delivery of services to meet agreed customer/business requirements. To do this, technology have to be able to explain how they support or enable the products/services and business processes. They have to manage performance of internal & external suppliers. This requires understanding the "twist" between Business Services and Technology Services.

- Relationship
- Service Delivery
- Resolution
- Control
- Release



Monitoring

Requirements



Suggestions & Pointers

- Customers perception
- ISO/IEC 20000 requirements - e.g. services meet business requirements etc.
- Acknowledge that some services delivered by IT are to support business processes, and others are integral to, or indistinguishable from, the Products & Services that the organisation delivers to its end customers
- Distinguish between services delivered to your direct customer (i.e. the business units) and the ones you buy from suppliers (technology industry aligned)
- Describe both and understand how they interact (skill of SM is in translating between these to manage end-to-end delivery of Business Services)

Questions?

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