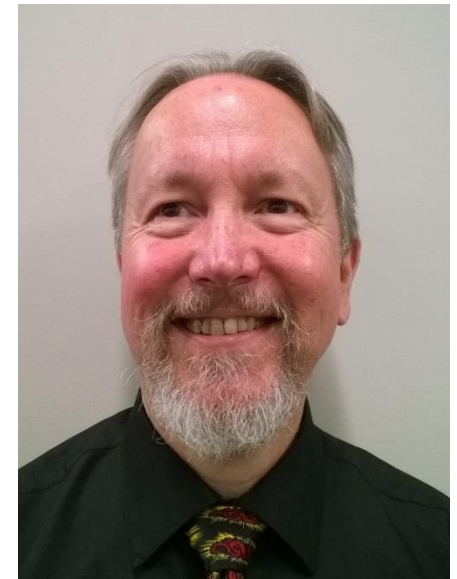


Service Management Overview

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Service Management



Overview

- What is Service Management
- Goals of Service Management
- Service Management Frameworks
- Costs of Service Management
- Planning for Implementation
- Tool Selection

What is Service Management? (and who cares?)

Service Management is an approach to doing our daily jobs with a strict focus on the Customer Experience.

From a Customer Perspective

SM provides an understanding of the Service being provided, the cost of providing the service, and how well the provider is doing

From a Business Relationship Manager Perspective

SM enables reporting to the customer on how we are managing the Service being provided, and the ability to demonstrate and plan for Service Improvements and Enhancements

From a Support Team Perspective

SM gives clear definition of what is expected and how well we are meeting the expectations.

What is a Service

EVERYTHING

Anything you do COULD be considered a Service.

Raising a Child is a Service

It is repeatable with defined goals and processes

- When I have completed the service:

- The child should not be familiar with the inside of a jail cell

- I will teach them about the rules of civilization so that they will not run afoul of the law

- They should be able to get a job so they can support themselves

- I will ensure that they get a good education

- I will teach them a good work ethic by ensuring that they understand that you only get what you earn

- They should look forward to taking care of me in my old age

- I will impress upon them how awesome I am and how lost they would be without me

- They should be capable of making good decisions

- I will teach them about cause and effect

- They should understand this service so that they can provide the same service to their children

The Helpdesk as a Service

- If your company's purpose is to provide Helpdesk services to other organizations, then your Helpdesk is the service provided to your customers
- If your company's purpose is to sell products and/or services, and your Helpdesk provides support to the customers that use, or the people that provide, those products and services, then the Helpdesk is an Internal Service, and becomes part of the end service that is provided
- In either case, it should be treated as a defined service itself

Example Service Definition

Service: **Sales Order Management**

Customer: Sales Team (internal)

Upstream Services:

- Helpdesk
- Sales Application(s)
- Application Support Team (Tier 2)
- Servers (or cloud provider)
- Devices to access the Sales Application(s)

Costs: 250.00 per Salesperson per month

SLA:

- Systems available 6:00 am to 6:00 pm Monday through Saturday
- 100% order throughput
- Helpdesk support available during business hours
- Spare devices for rapid replacement in the event of failures within 2 hours of any failure

Why Service Management

The reasons to look at implementing Service Management vary from organization to organization.

A senior executive hears about it in a meeting with his peers and decides that it sounds like a good idea (with absolutely no idea about what it means)

A customer contractually requires certain metrics and process improvements over the life of a service

A service provider (maybe YOU?) wants to be able to continually improve their service(s) to improve customer satisfaction and improve profitability

Goals of Service Management

Provide the Customer a quality service that is continually improving to the extent that the customer is willing to pay for

- Understanding everything that is required to provide, manage, maintain and enhance the service
- Demand Planning
- Supply Planning
- Continuous Improvement
- Incident Management

Service Management Frameworks

Probably the most commonly used and referenced framework is ITIL (Information Technology Infrastructure Library).

Other common frameworks include:

- COBIT (Control Objectives for Information and Related Technologies)
- ISO/IEC 20000 (International standard for ITSM)
- eTOM (Business Process framework for the telecom industry)

Costs of Service Management

- Service Management comes with an organizational cost that often causes ITSM projects to fail
- You have to define your services
 - This sounds simple, but good service definition is complex and requires a great deal of work to define:
 - What are the upstream services
 - What drives the demand
 - How is the service provided
 - How do I measure the service performance
- Your organizational culture has to change to stop thinking in terms of “what I do” to “what does the customer receive from me”
- You must implement processes to:
 - Provide the service
 - Measure your performance over time
 - Measure your costs per unit of service provided over time
 - Review your performance and costs
 - Determine how to improve

Planning for Implementation

GET OUTSIDE EXPERTISE

- If you do not have well defined processes and service definitions, you will need to start there
- Don't even think about buying a tool to help you implement Service Management until you know what your services are and how you plan, provide, support and improve them

Tool Selection

- We have several vendors here today who have tools that can support your Service Management journey
- Talk to other people in your industry or trade associations
- Check with Gartner, Forrester, EBC or other business support organizations

Questions