Defining IT Services
Workshop Purpose and Focus

• Objectives:
  – Understand the concept of IT Services
  – Learn how these relate to Business processes
  – Learn how to map these and connect them to the underlying technology, applications and IT processes
Speaker Background

- Dwight Kayto, PMP, FISM
- 37 years IT and Business experience
- 20 years experience IT Service Management
- ITIL V2 Service Manager
- ITIL V3 Foundation, Expert and all Intermediate certifications
- Fellow, Institute of Service Management
- Have managed and implemented all processes (over 50 projects)
Corporate Info

- Art of Change [www.artofchange.ca](http://www.artofchange.ca)
- Canada: Regina, Edmonton, Victoria
- Mission: Simply to make improvement possible
- Goal: help business achieve improved performance
- Services:
  - Consulting and training
  - IT Service Management
  - Strategic planning, lifecycle planning
  - Process Management (develop, implement, improve)
Defining IT Services

• One of the most challenging aspects of Service Management
  – Achieve clear and concise definition of IT services
  – Definitions must be in business language and be agreeable to both parties
  – An IT Service is what the customer perceives it to be
  – It is not a system or component

We should make sure we understand why we are doing this. Which is???????
What is a Service?

How would you define this?

**Service:** a means of delivering value to customers by facilitating outcomes customers want to achieve

Layman Terms: A service is something that a customer receives from a provider, like a haircut, a meal or a PC that is set up and ready to go
Defining IT Services

The steps to defining a list of IT services are:
1. Define Major Business Processes
2. Identify enabling IT Services
3. Map IT Systems to IT Services
4. Map IT Components to IT Systems (This step is done by Configuration Management)
Waterline concept

The services you provide

How you do it
Step 1 Defining the Business Processes

The most appropriate way to define IT services is from a business or customer perspective.

Where might we look for evidence of what the business processes are?

- Website
- Corporate literature, annual report
- News releases
- IT Service Desk
- Others???????
Exercise 1 – Identifying Business Processes

• Break out group discussions
• Identify major Business Processes
Many IT services will be named after the business process the IT service facilitates. (this can cause confusion when the same names seem to be repeating in the service map or service catalog)

A benefit of aligning the names is that improves understanding for both the customer and IT staff on how technology is aligned to meet business objectives.
Categorizing Services

• It is important to group services together into logical categories
• This allows us to create Service Catalogues that are usable and user friendly
• It also allows us to create Service Level Agreements
• Where in the Sears catalogue would you look for tires?
Category Examples

• Business Services – used by select user groups
• Enterprise Services – used by everyone
• Managed Desktop
• Printing and Imaging
• Communications, collaboration, connectivity
• Professional Services – consulting, advice, project mgt, etc.
Exercise 2 – Identifying and grouping Key IT Services

• Break out group discussions
• Create a list of key IT Services
• Identify logical groupings
Service Catalogue or Service Map?

• Each has its place
• The catalogue is more formal and is used by the business customers. The map is only an IT internal tool
• The map serves many purposes:
  – Align our processes
  – Connect things above as well as below the waterline
  – Can be the forerunner to a catalogue and to the design of a CMDB. Most people don’t realize that designing the catalogue and the CMDB are the same.
Step 3 Map IT Systems to IT Services

The next step in this process comes more naturally to technical people since it involves identifying the IT systems and mapping them to the IT service definitions.

- An IT system is a collection of components required to deliver a technology solution to a customer.
- Often the IT system inherits the name of the primary application it is delivering.
### Step 3 Map IT Systems to IT Services

<table>
<thead>
<tr>
<th>IT Service</th>
<th>IT System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>MS Exchange</td>
</tr>
<tr>
<td></td>
<td>Lotus Notes</td>
</tr>
<tr>
<td>Insurance</td>
<td>Claims processing</td>
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<tr>
<td></td>
<td>Claims payment</td>
</tr>
<tr>
<td>HR Management</td>
<td>Peoplesoft</td>
</tr>
<tr>
<td>Financial</td>
<td>Oracle Financials</td>
</tr>
</tbody>
</table>
Step 4 Map IT Components to IT Systems

The final step is to map IT components to IT systems. This is the responsibility of the Configuration Management process which includes the design of the Configuration Management Database.

In this step you identify:

- Applications, program suites, program modules or elements
- Hardware – servers, networks
- Middleware, databases
- Etc.
<table>
<thead>
<tr>
<th>Service</th>
<th>Service description</th>
<th>IT Application</th>
<th>IT Hardware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absence Mgt</td>
<td></td>
<td>PeopleSoft 8.9, Empower 7, ABSENCE</td>
<td>Windows, HP, MS SQL</td>
</tr>
<tr>
<td>Benefits Co-Sourcing</td>
<td>Benefits Admin; Annual Enrollment</td>
<td>Tier (ADP/Workscape?)</td>
<td></td>
</tr>
<tr>
<td>Candidate Tracking</td>
<td>Recruiting</td>
<td>Taleo</td>
<td></td>
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<tr>
<td>Employee Conduct</td>
<td>Compliance training (video)</td>
<td>LRN</td>
<td></td>
</tr>
<tr>
<td>Online Store</td>
<td>Consumer Products (branded)</td>
<td>ESWAG</td>
<td></td>
</tr>
<tr>
<td>Org Charts</td>
<td>Generates org charts</td>
<td>Org Publisher; MS Office (ppt)</td>
<td></td>
</tr>
<tr>
<td>Payroll</td>
<td></td>
<td>PeopleSoft 8.9; Third Party (Xotis)</td>
<td></td>
</tr>
<tr>
<td>Professional Development</td>
<td>Automated learning delivery</td>
<td>Train Up</td>
<td></td>
</tr>
<tr>
<td>Recruitment</td>
<td>Employees, contractors</td>
<td>Igrasp</td>
<td></td>
</tr>
<tr>
<td>Reporting</td>
<td>Regional tracking of bonus, salaries</td>
<td>Microsoft Reporting Services</td>
<td></td>
</tr>
<tr>
<td>Talent Acquisition Mgt</td>
<td></td>
<td>PeopleSoft 8.9</td>
<td></td>
</tr>
<tr>
<td>Time Tracking</td>
<td>Hourly employees swipe in/out</td>
<td>Kaba</td>
<td></td>
</tr>
</tbody>
</table>
Logical Model

Service

System

Application

Components

Email

Exchange

Lotus Notes

Platform (HW) (Exchange)

Software (Exchange)

Databases (Exchange)

Documents (Exchange)

Server 1

Exchange SW

SQL DB

Policy Size Limit

Server 2

Server 3

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Summary

• We learned:
  – Identify business services so that we can identify the IT services
  – Group IT services into categories to facilitate creating a catalogue
  – Identify IT systems that ‘drive’ IT services
  – Decompose IT systems into components

• We are now ready to create a Service Map which can facilitate the Service Catalogue and CMDB – **CONGRATULATIONS!**
Thank You!

• Thank you for your valuable time today
• We appreciate the opportunity to work with you and hope it was a valuable experience
• If there was anything that did not meet your expectations, please tell us

www.artofchange.ca

PS – watch our site for some exciting new training offerings!