

THE **BREAKTHROUGH** SERIES

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The Presentation Will Begin At 12PM EST



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Top Of The Pyramid: Defining IT Services

This presentation discusses the scope and definition of IT Services, and where it belongs within the ITSM framework.

Key Learning Nuggets:

1. Define an IT Service
2. Understand the structure of an IT Service
3. Understand the relationships of an IT Service
4. Understand how to manage an IT Service

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Top Of The Pyramid: Defining IT Services

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Agenda

- Clarify what is a service
- Structure of an IT Service
- Defining IT Services – Top Down
- Defining IT Services – Bottom Up

- Where are IT Services defined?
- How do we manage IT Services?
- Summary and questions

Definitions and Context



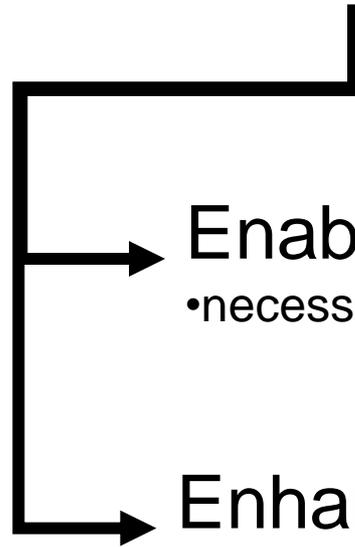
- IT Service (ITIL)
 - A combination of information technology, people and processes
- Service (generic)
 - A means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
 - Outcomes are results of following a process or activity. **In ITIL these are business focused.**

Structure of IT Services



Core IT Service

- the primary business outcome(s)



Enabling IT Services

- necessary to use the core services satisfactorily

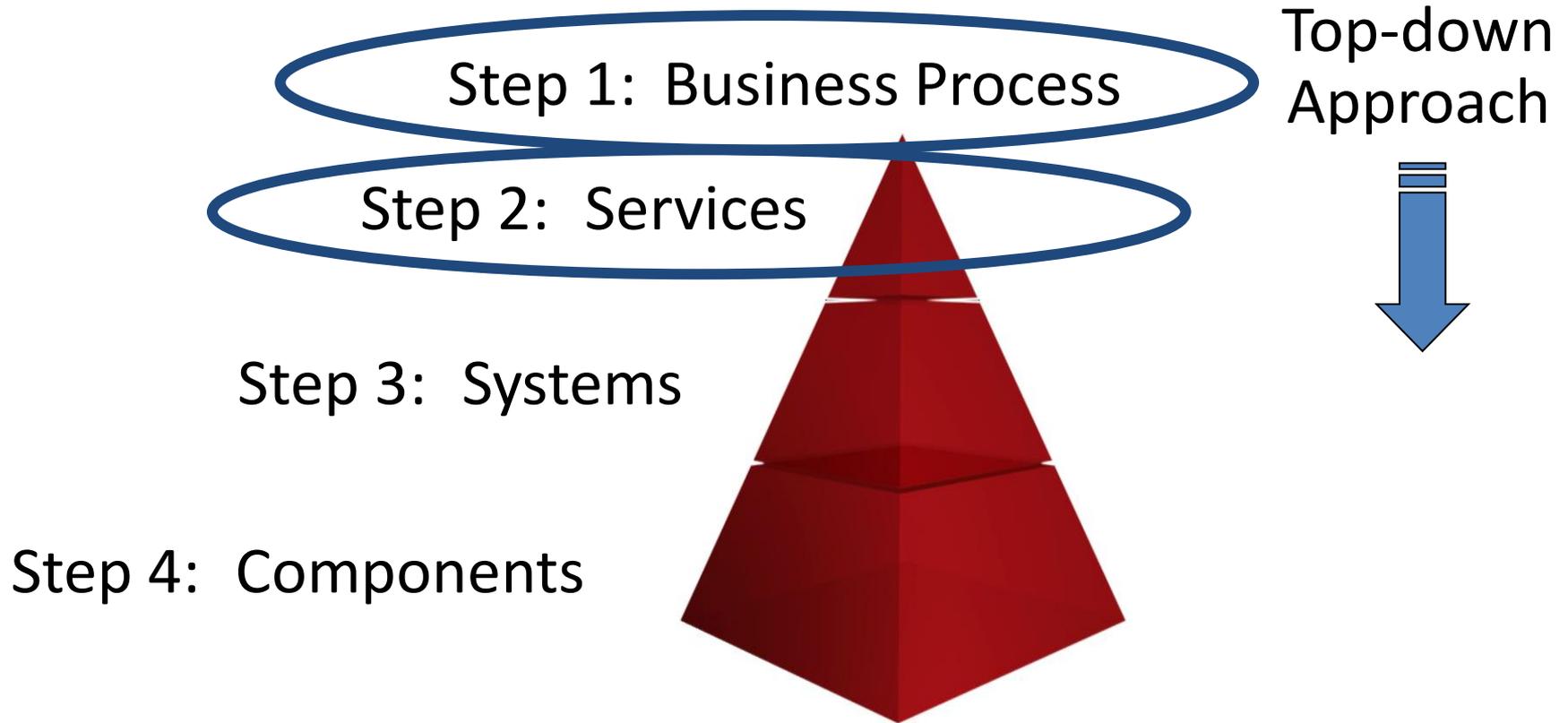
Enhancing Services

- provide the differentiation itself – the ‘excitement factor’

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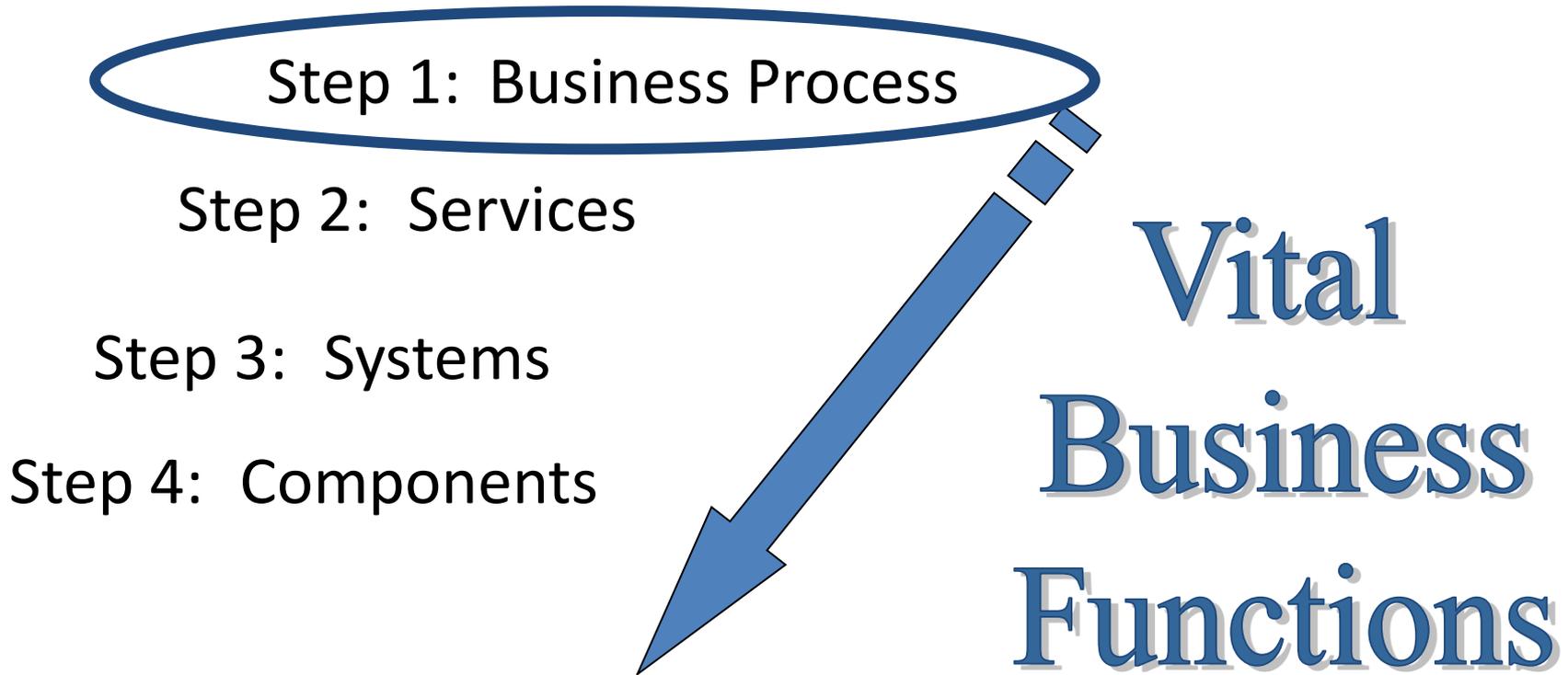
Top of the Pyramid



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Top-Down Approach



VBF is a the **part** of a business process that is critical to the success of the business

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Top Down Example – Part 1



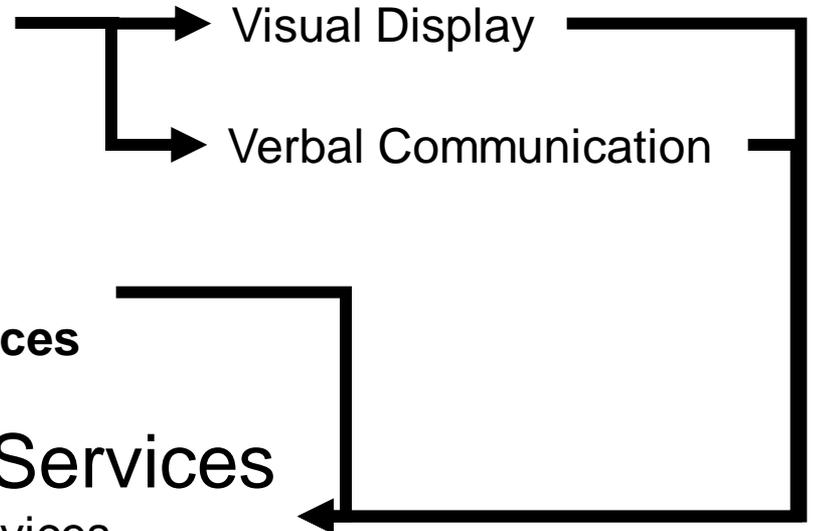
Business Process

- Virtual Presentations



Core IT Service

- Virtual Presentation Services



Enabling IT Services

- Virtual Display Services
- Communication Services

Enhancing Services

- Virtual Boardroom Services

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Top Down Example – Part 2



Core IT Service

- Virtual Presentation Services , **ThoughtRock**

Enabling IT Services

- Virtual Display Services
- Communication Services

IT Systems

- GoTo Meeting

IT Systems

- GoTo Conference
- Line Phone

Enhancing Services

- Virtual Boardroom Services

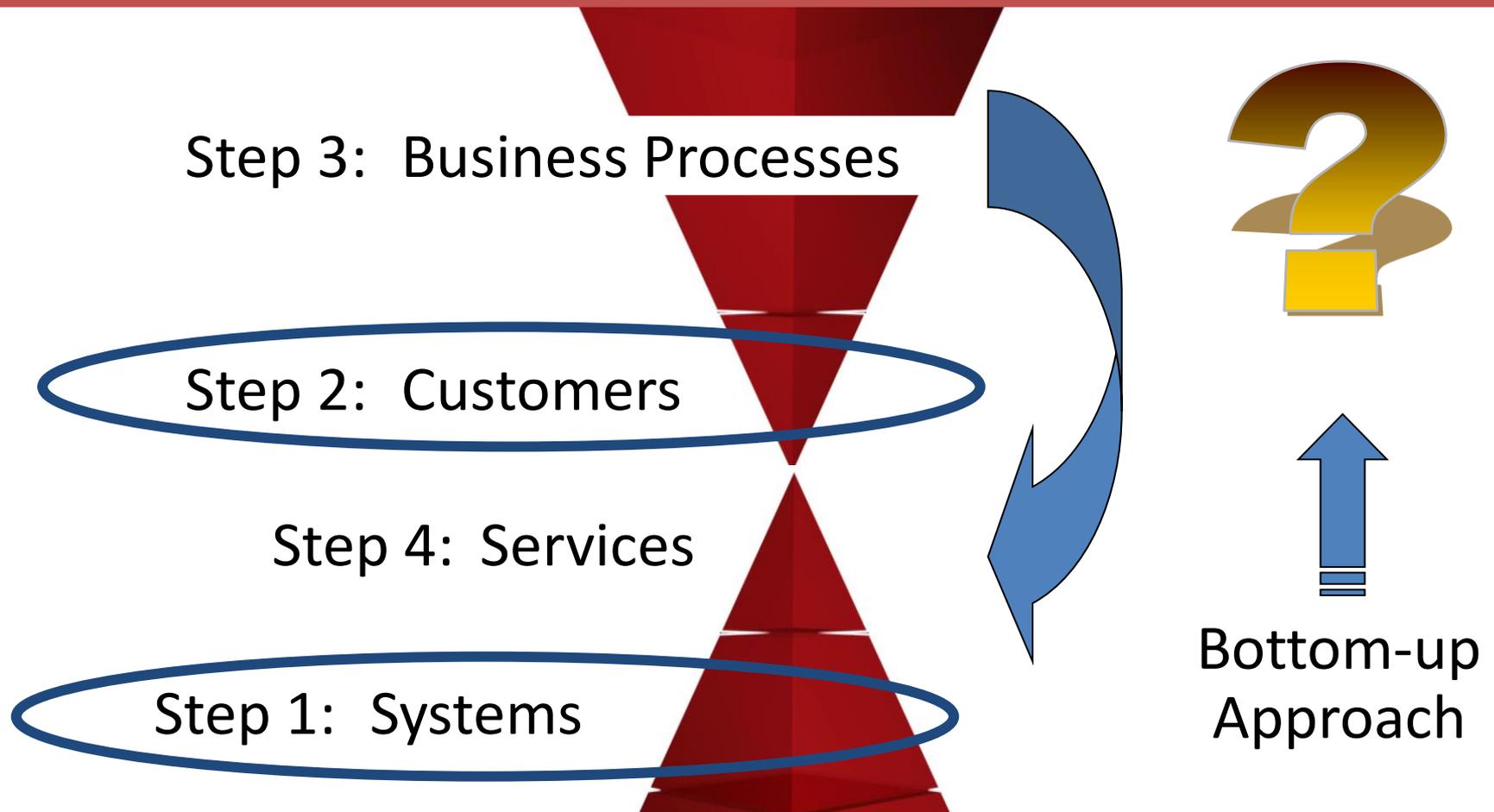
IT Systems

- ThoughtRock Live

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Bottom-Up Approach



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Bottom-Up Example



Business Processes

- Publishing, Report Writing, Financials, Etc...

Core IT Service

- Desktop Productivity Services

Enabling IT Services

- Word Processing Services
- Spreadsheet Processing Services
- Document Storage Services

Enhancing Services

- Integrated Desktop Services

IT Systems

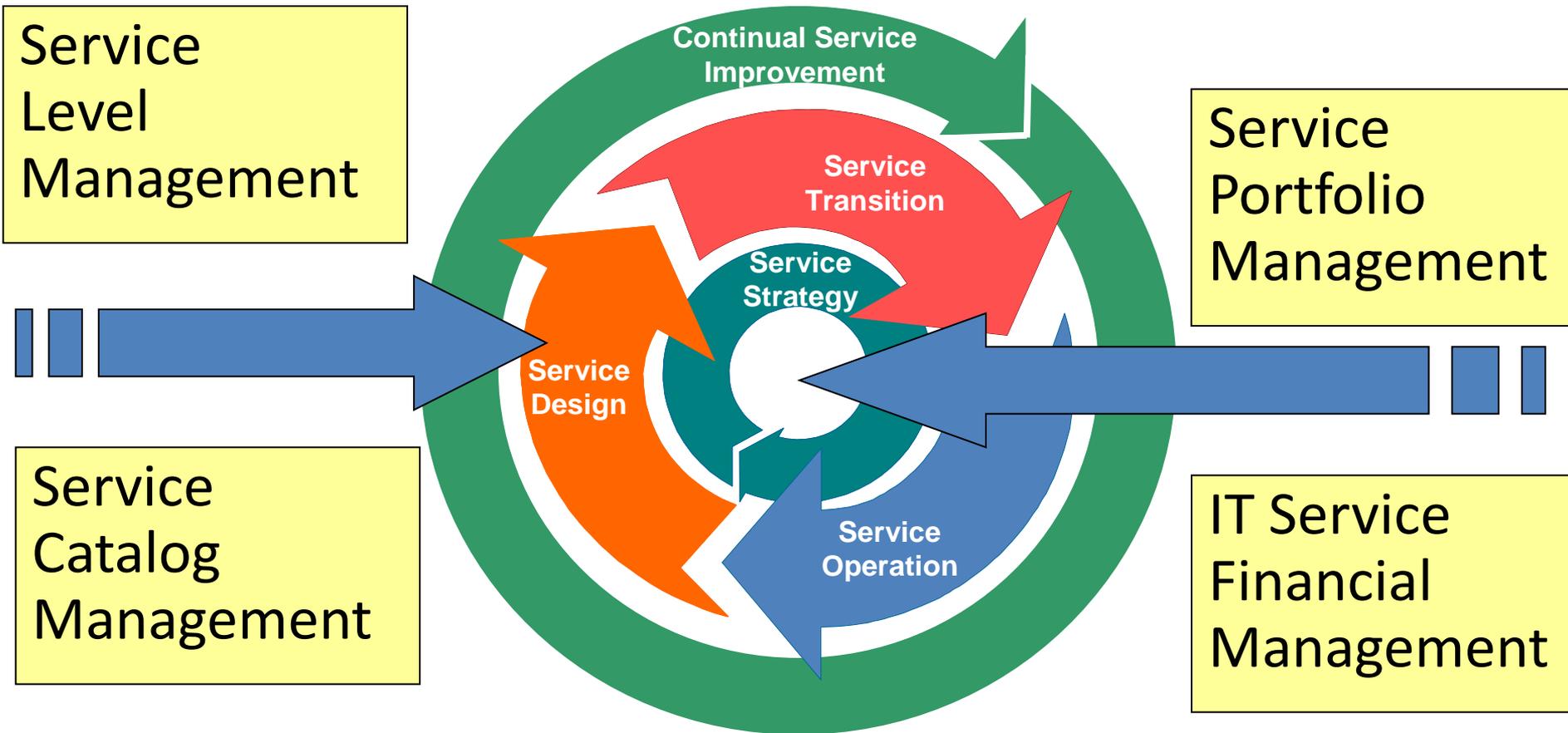
- Ms Word

- Ms Excel
- Ms Explorer
- Etc...

- Ms Office

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Where do we Define Services?



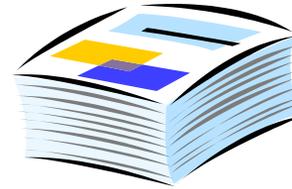
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How do we Manage Services?

Service Level Management



Agreements



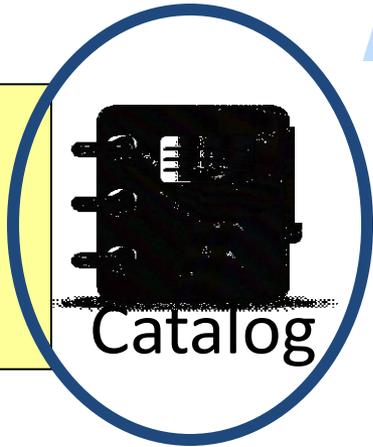
Business Case

Service Portfolio Management



Service Owners

Service Catalog Management



Catalog

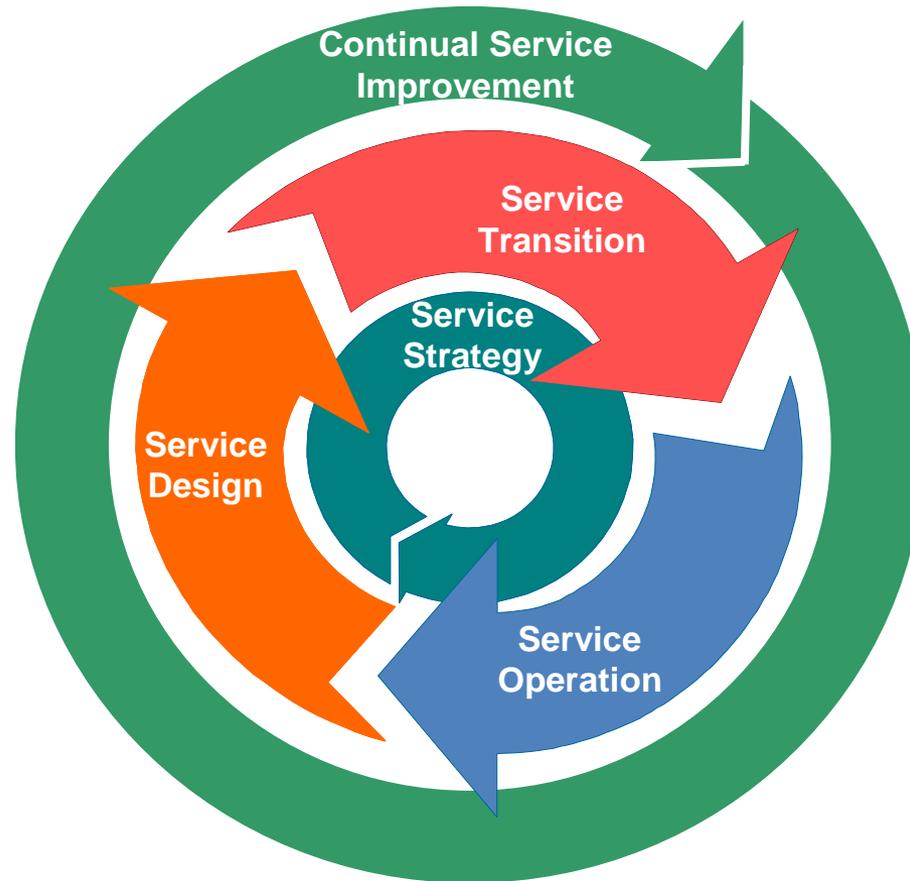
Costs Budgets Valuation



IT Service Financial Management

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How Else do we Manage Services?



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Summary



- Define IT Services from business processes
 - A top-down approach for vital business functions
 - A bottom-up approach for most systems
 - All approaches discuss Business Processes
- Manage IT Services with Service Owners and Processes, developing Agreements, Business Case and Cost-Budgets linked to defined services in the Service Catalog
- Expand managing IT Services with the entire ITIL Service framework

Next Presentation...



eWorkshop



Workshop Summarized:

**Continual Service Improvement:
Identifying Pain Points and Finding Quick Wins**

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Defining IT Services: An Overview

Thu, 2011-08-18 09:55 — [contentadmin](#)

Written by [Graham Furnis](#)

Defining IT Services is central to any IT Service Management (ITSM) approach to managing IT. I always find a lot of interest in this subject when I discuss it, and I also find that organizations are constantly challenged in this area.

There are many approaches to defining IT Services, but all seem to align with the ITSM concept that IT Services enable and/or improve business processes. This leads us naturally to the following basic steps:

1. Identify Business Processes

[contentadmin's blog](#) | [Read more](#)
[Graham Furnis](#), [it](#), [it service](#), [itil](#), [itsm](#)



Making Your Service Catalog Actionable

Mon, 2011-08-08 15:01 — [contentadmin](#)

Written by [Graham Furnis](#)

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[Graham Furnis](#), [itil](#), [request fulfilment](#), [service catalog](#)



Now on Centre Stage: The Service Catalog

Thu, 2011-07-28 10:30 — [contentadmin](#)

Written by [Graham Furnis](#)

IT operations of many local and global organizations face continual cost pressures in combination with demands for new services and improved service levels. Sounds daunting! This challenge has led more and more executives to adopt new approaches, such as ITIL, in order to achieve the required greater efficiencies and quality.

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