

THE **BREAKTHROUGH** SERIES

from  
**Thought  
Rock**

**The Presentation Will Begin At 12PM EST**



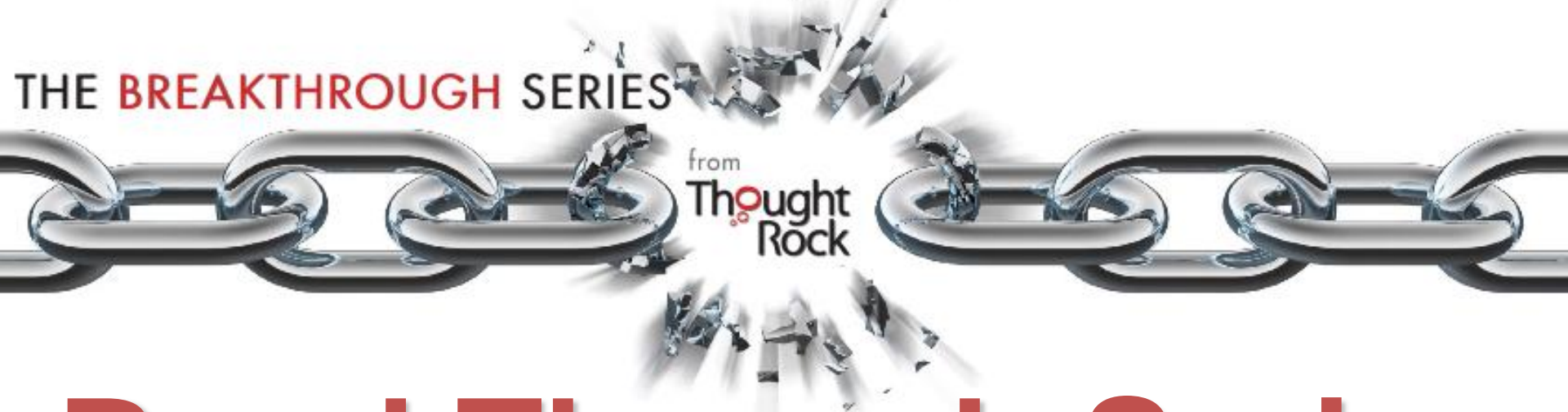
**Graham Furnis**  
Senior Consultant,  
B Wyze Solutions

### **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



# BreakThrough Series

Helping you to achieve breakthroughs in your organization!

- Templates
- Live Webinars
- Roundtables
- Workshops

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock



# Top Of The Pyramid: Defining IT Services

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

**Thought  
Rock**

# 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

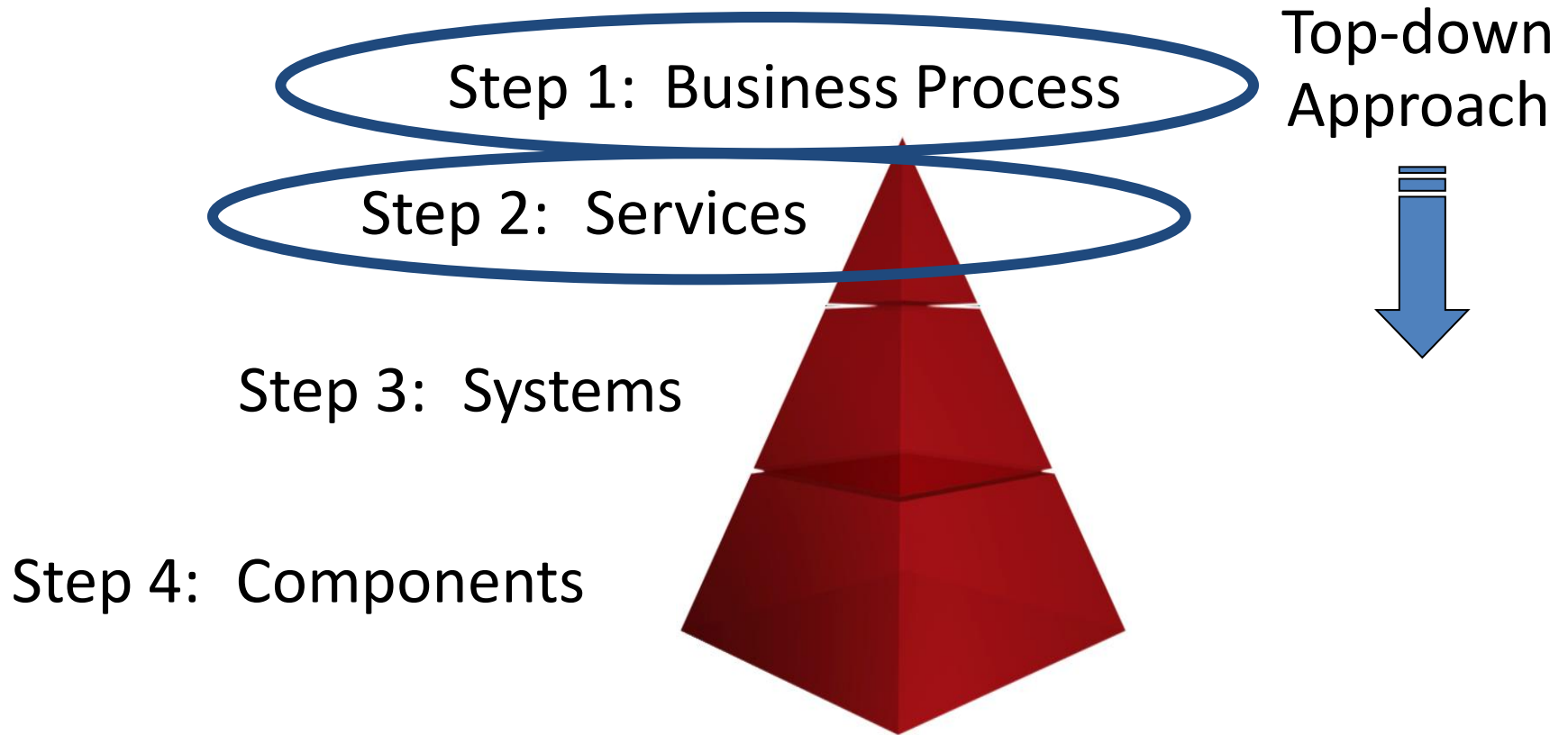
- provide the differentiation itself – the ‘excitement factor’



Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock

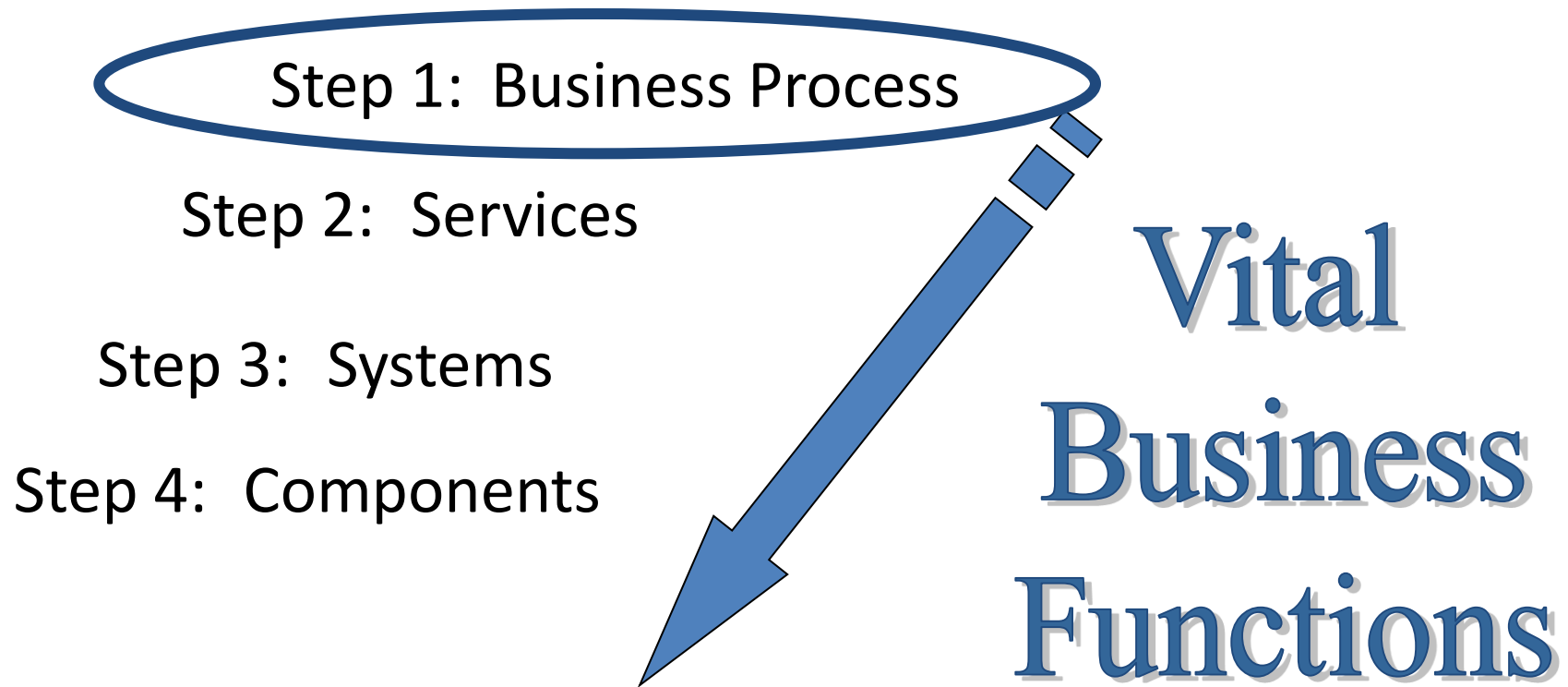
# Top of the Pyramid



Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock

# Top-Down Approach



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

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock



# Top Down Example – Part 1



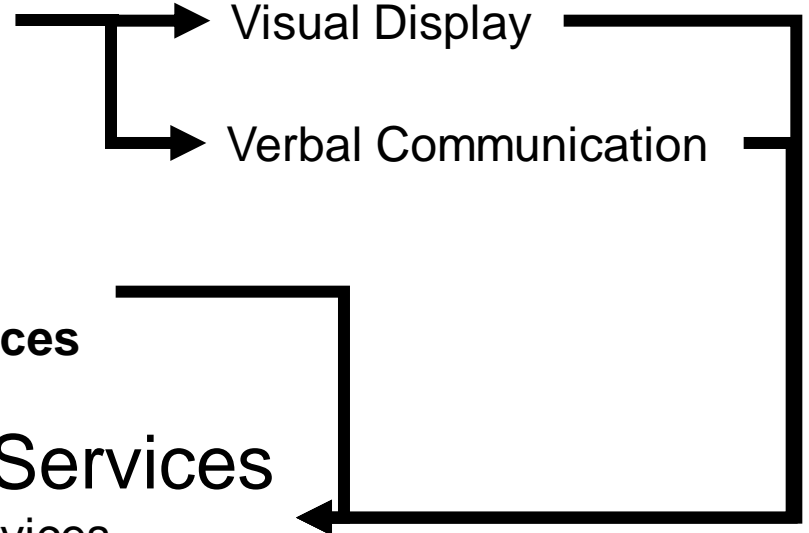
## Business Process

- Virtual Presentations



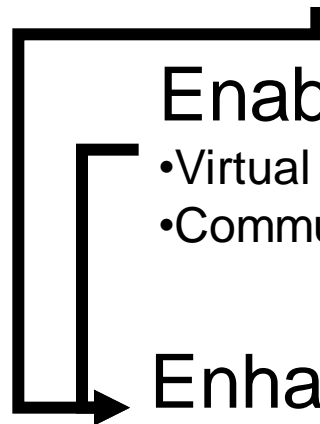
## Core IT Service

- Virtual Presentation Services



## Enabling IT Services

- Virtual Display Services
- Communication Services



## Enhancing Services

- Virtual Boardroom Services

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

**Thought  
Rock**

# 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

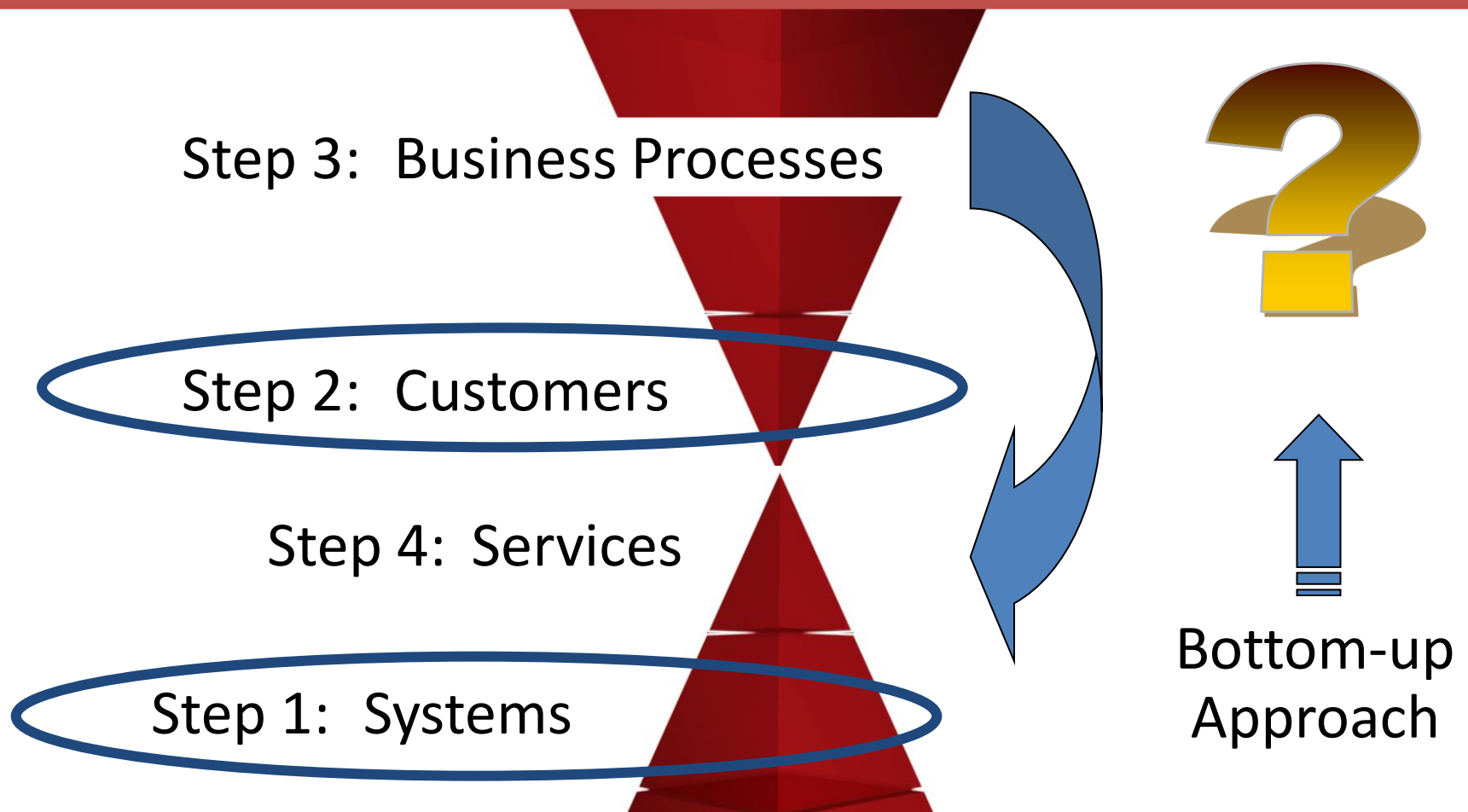
### IT Systems

- ThoughtRock Live

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

**Thought  
Rock**

# Bottom-Up Approach



Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock

# 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

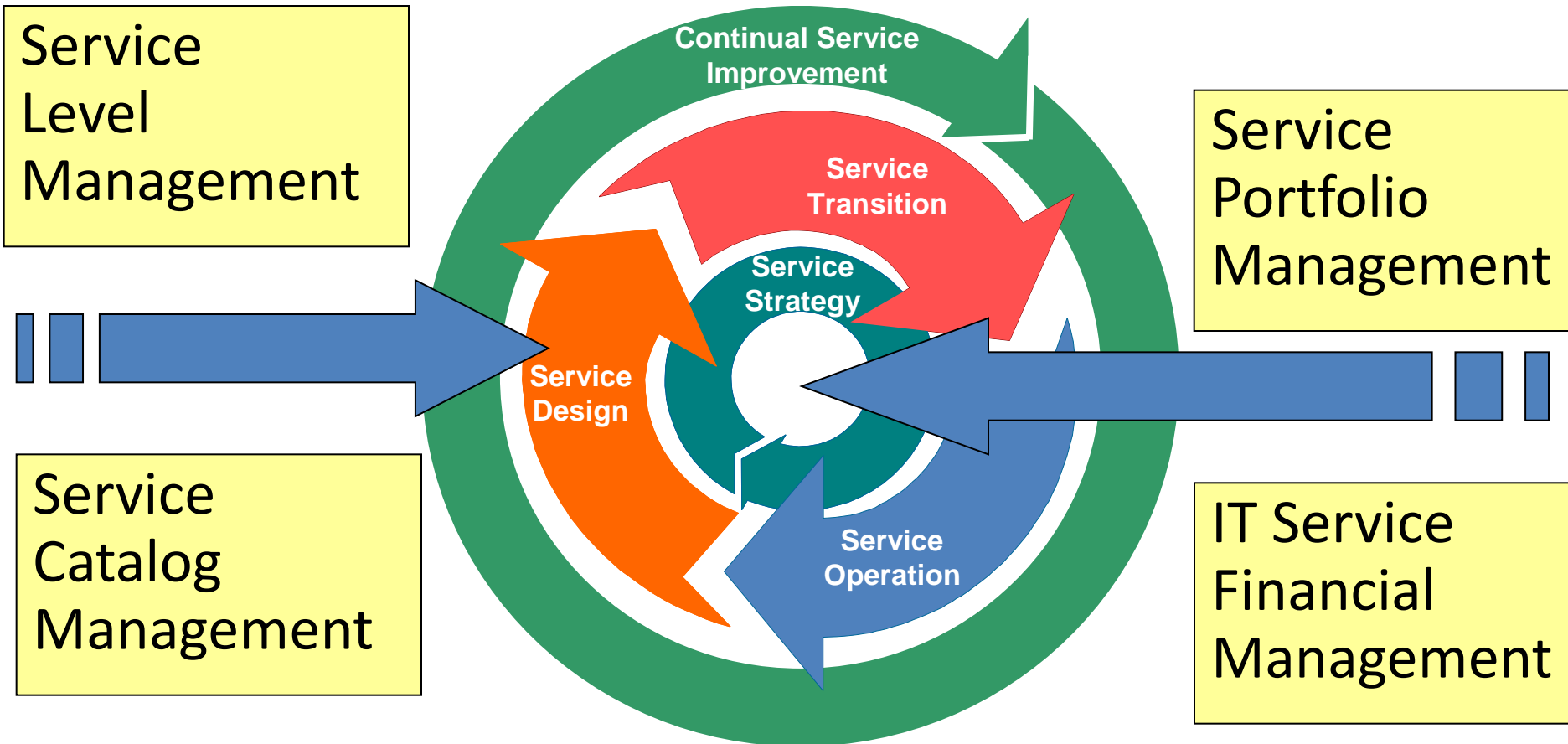
- Ms Word

- Ms Excel
- Ms Explorer
- Etc...

- Ms Office



# Where do we Define Services?



Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

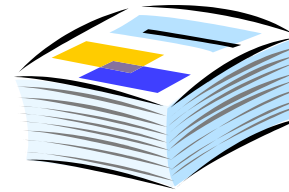
**Thought  
Rock**

# How do we Manage Services?

Service  
Level  
Management



Agreements



Business  
Case

Service  
Portfolio  
Management



Service  
Owners

Service  
Catalog  
Management



Catalog

Costs  
Budgets  
Valuation



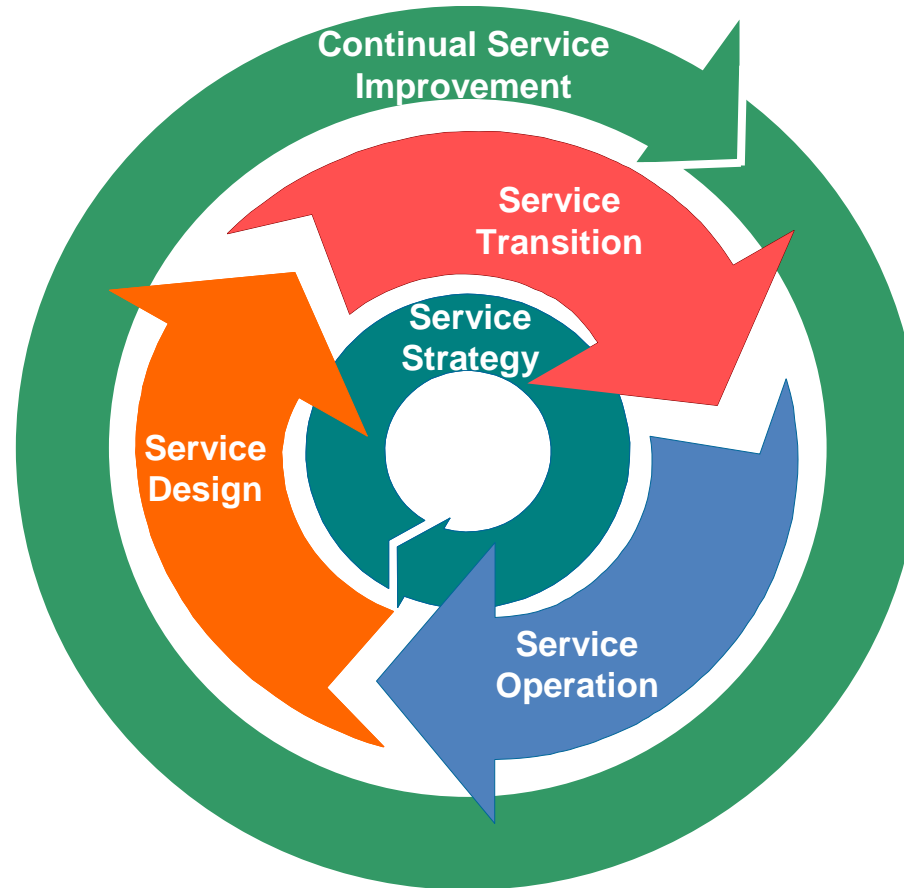
IT Service  
Financial  
Management

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock



# How Else do we Manage Services?



Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock

# 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

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.

Thought  
Rock

# Next Presentation...



## eWorkshop



### Workshop Summarized:

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

Would you like the Thought Rock team to create a **breakthrough** in your organization?  
Contact [info@thoughtrock.net](mailto:info@thoughtrock.net) or 1-877-581-3942 now.



# Continued Reading...



## Blog

ITIL® v3 Foundation  
Online Course and Exam  
**Only \$150**   
[Learn more](#)

## Recent blog posts



### 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

[contentadmin's blog](#) | [Add new comment](#) | [Read more](#)  
[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.

[contentadmin's blog](#) | [Add new comment](#) | [Read more](#)  
[Graham Furnis](#), [itil](#), [itsm](#), [service catalog](#)

Would you like the Thou  
Contact [info@thoughtrock.com](mailto:info@thoughtrock.com)



THE **BREAKTHROUGH** SERIES

from  
**Th**ought  
Rock

**Join Us For Lunch Every Tuesday At 12PM!**

Phone: 1.877.581.3942

Email: Info@ThoughtRock.net

Twitter: @ThoughtRockers



**[www.ThoughtRock.net](http://www.ThoughtRock.net)**