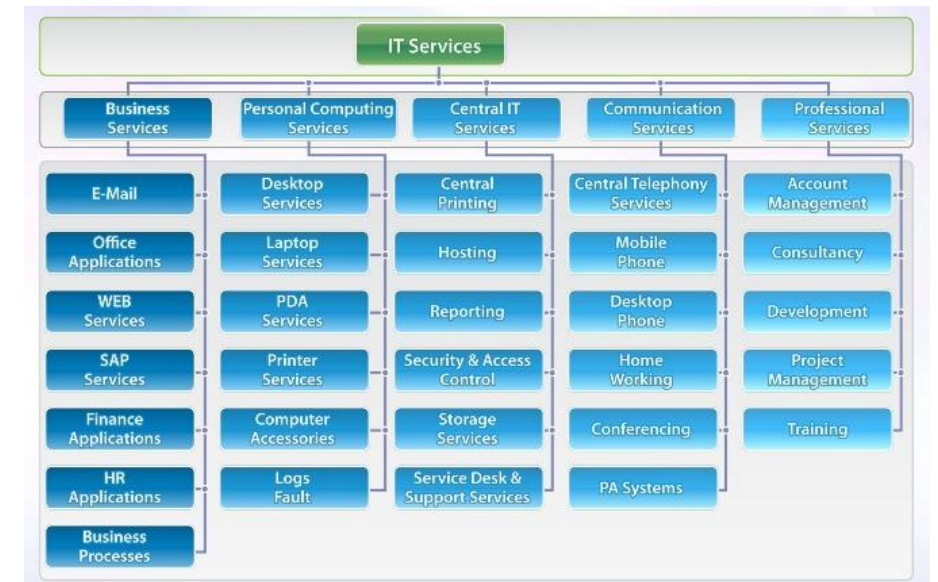


Why do we need a Service Catalogue?

By Rose Dyson



What is a Service?



- A means to give/do something **valuable** to/for stakeholders
- For example:
 - Students can participate in a lecture or live discussion, on or off campus
 - Staff can work remotely or from home
 - Community can access social services (medical, legal, etc)

What is a Service Catalogue?

- An **accessible** source of reliable, **complete** and **accurate information** about our **Services**
- Facilitate service:
 - Manage
 - Sell
 - Buy
 - Deliver
 - Support
 - Develop



What is a Service Catalogue?

- **Accessible :**

- By whom?
- Where?
- How?

- Current and Prospective Students
- Alumni and Guests
- Researchers
- Local Businesses
- Industries (Employers, Partners, Customers)
- Permanent and Casual Staff
- Members of the local and greater Community

- Government Agencies
- Suppliers
- Support staff
- Service Managers
- University Chancellors and Executives
- Anyone interested in innovation, development and knowledge



Facilitate service:

Manage
Sell
Buy
Deliver
Support
Develop

What is a Service Catalogue?

- **Complete and Accurate:**

- What?
- When?
- How?



- Gather
 - Interviews
 - Questionnaires
 - Workshops
 - Listen
 - Ask
 - Observe
 - Probe
 - Investigate (logs, etc)

- Maintain
 - Audit
 - Verification
 - Data Reconciliation
 - Surveys
 - Track, measure, report

Facilitate service:
Manage
Sell
Buy
Deliver
Support
Develop



What is a Service Catalogue?



- **Services :**

- By whom?
- Where?
- When?
- How?

HR

Teaching and student administration Finance

Marketing

Technology

Health and Safety

Library

Facilities/Property

Research

Facilitate service:

Manage

Sell

Buy

Deliver

Support

Develop

What is a Service Catalogue?



- **Services :**

- By whom?
- Where?
- How?

- Technology
 - Personal Computing
 - Business Applications
 - Datacentre, Hosting & Infrastructure
 - Communication
 - Collaboration
 - Data Warehousing



- Capabilities:

- Security and Privacy
- Program/Project Management
- Business Analysis
- Data Management
- Data Analysis
- Application Development
- Communication/Collaboration
- Mobility
- Content Management
- Asset Management
- Integration
- Support

Why do we need a Service Catalogue?



- Find ways to improve the way to:
 - Decide
 - Manage
 - Sell
 - Buy
 - Deliver
 - Support
 - Develop



Why do we need a Service Catalogue?

- Supports and encourages a **service focused culture**
- Supports perception and expectation clarity through **transparency**



Why do we need a Service Catalogue?

Enable **improvement** transparency

Is it working?

Services offered vs service de-cluttering

Service innovation

Eliminate duplication

Enable **impact** transparency

Business Impact

Risk Impact

Continuity Impact (Critical)

Enable **financial** transparency

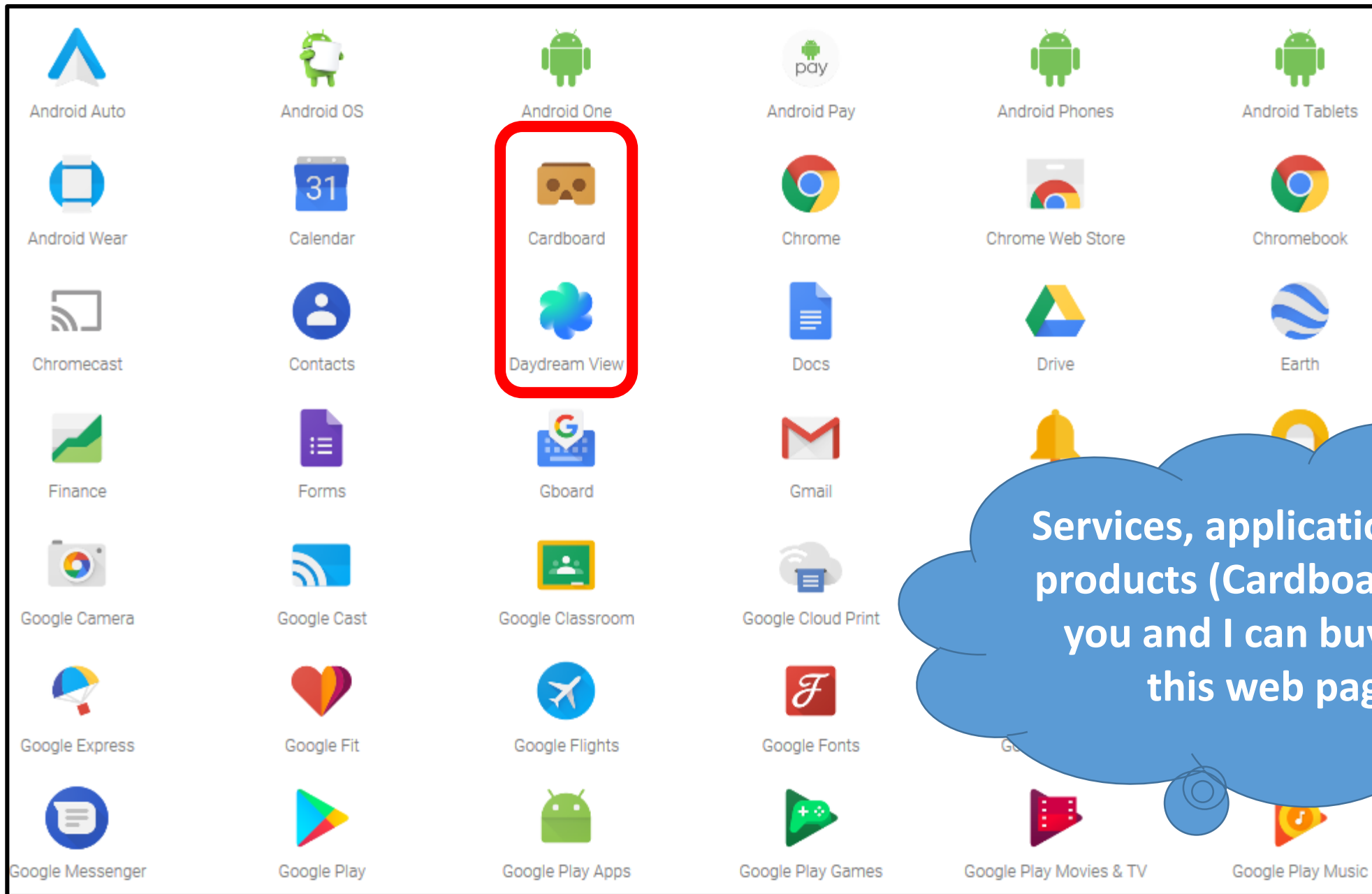
Cost modelling

Track Service Utilization and ROI

For example.....



**What 'services' can I get
from Google?**



Services, applications and products (Cardboard) that you and I can buy from this web page

How to order?

Solutions	Pricing	Resources
New Business	Choose an edition	Security
Small Business		Setup
Enterprise		Product Training
Teams		FAQs
Retail		
Manufacturing		
Professional Services		
Technology		
Healthcare		
Government		

More Information

Basic

Professional office suite with 30GB storage

\$5

per user per month

GET STARTED

- ✓ Business email through Gmail
- ✓ Video and voice conferencing
- ✓ Shared calendars
- ✓ Documents, spreadsheets, and presentations
- ✓ 24/7 support by phone, email, and online
- ✓ Security and administration controls
- ✓ 30GB cloud storage

Business

Enhanced office suite with unlimited storage and archiving

\$10

per user per month

GET STARTED

- ✓ Business email through Gmail
- ✓ Video and voice conferencing
- ✓ Shared calendars
- ✓ Documents, spreadsheets, and presentations
- ✓ 24/7 support by phone, email, and online
- ✓ Security and administration controls
- ✓ Unlimited cloud storage (or 1TB per user if fewer than 5 users)
- ✓ Smart search across G Suite with Cloud Search
- ✓ Archive and set retention policies for emails and chats
- ✓ eDiscovery for emails, chats, and files
- ✓ Audit reports to track user activity

Enterprise

Premium office suite with advanced controls and capabilities

\$25

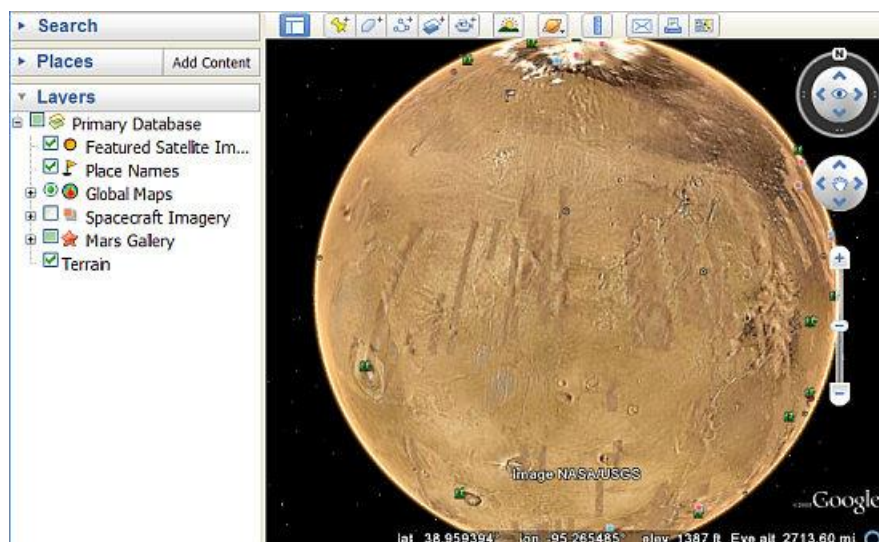
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GET STARTED

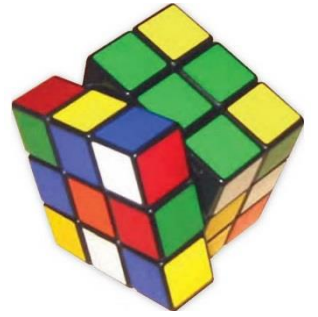
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- ✓ 24/7 support by phone, email, and online
- ✓ Security and administration controls
- ✓ Unlimited cloud storage (or 1TB per user if fewer than 5 users)

- ✓ Smart search across G Suite with Cloud Search
- ✓ Archive and set retention policies for emails and chats
- ✓ eDiscovery for emails, chats, and files
- ✓ Audit reports to track user activity
- ✓ Data loss prevention for Gmail
- ✓ Data loss prevention for Drive
- ✓ Hosted S/MIME for Gmail
- ✓ Integrate Gmail with compliant third-party archiving tools
- ✓ Enterprise-grade access control with security key enforcement
- ✓ Gmail log analysis in BigQuery

Other Catalogues



How do we create a Service Catalogue?



- Find out what you know
- Make 2 initial lists:
 - Which Services **you** and your teams think you deliver and how
 - Which Services **your customers** think you deliver and how

How do we create a Service Catalogue?



- Consolidate the lists
- Negotiate and agree on the differences
- **Release it!**
 - As long as key stakeholders agree

How do we create a Service Catalogue?



- Collect feedback
- Find out what needs to be Improved
 - What is missing (information or Service)
 - What needs to be removed
 - What needs to be changed

How do we create a Service Catalogue?



- Negotiate and agree on changes
 - Under the control of Change Management
- **Release it!**
 - As long as key stakeholders agree
- Go back to the previous slide...



Some Tips:

Tip #1: A Service Catalogue is **NOT just** an Online Self Service Portal



Remember that the Catalogue must be:
An **accessible** source of reliable,
complete and **accurate information**
about our **Services**

Some Tips:

Tip #1: A Service Catalogue is NOT just an Online Self Service Portal

Tip #2: Do as much as you need, when you need



Keep it practical:

Quick and incremental wins....

Some Tips:

Tip #1: A Service Catalogue is NOT just an Online Self Service Portal

Tip #2: Do as much as you need, when you need

Tip #3: Use the universal Golden Rule:
“We should treat others as **we would wish to be treated.**”



Keep it practical:

Consider the Stakeholders

Some Tips:

Tip #1: A Service Catalogue is NOT just an Online Self Service Portal

Tip #2: Do as much as you need, when you need

Tip #3: Use the universal Golden Rule:

“We should treat others as we would wish to be treated.”

Tip #4: If you **can't maintain it**, DON'T DO IT!



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Some Tips:



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What is Taxonomy?

- Makes it possible to group and manage Services to ensure we deliver what we agreed
- It includes:
 - Nomenclature
 - Identification
 - Description
 - Classification (grouping)



What is Taxonomy?

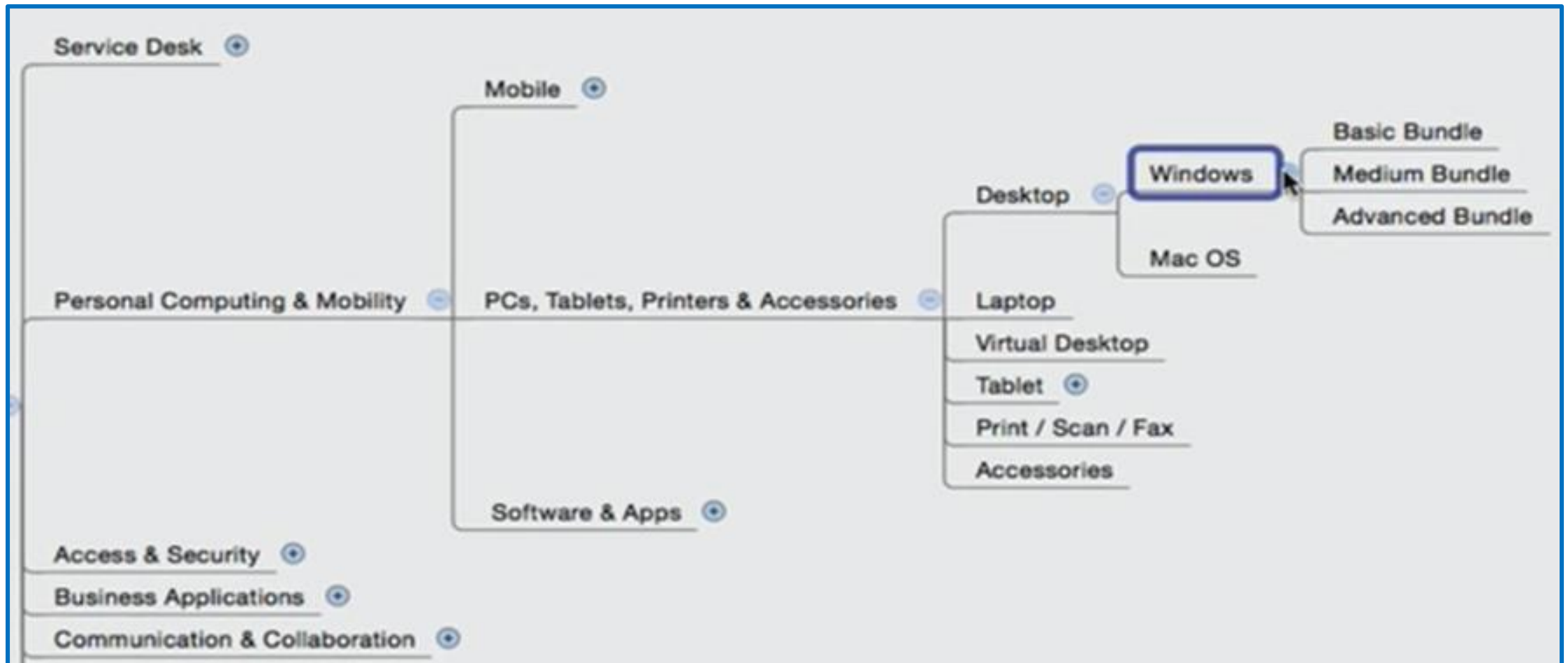
- For example:
- Technology Services
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What is Taxonomy?



- Is this familiar?



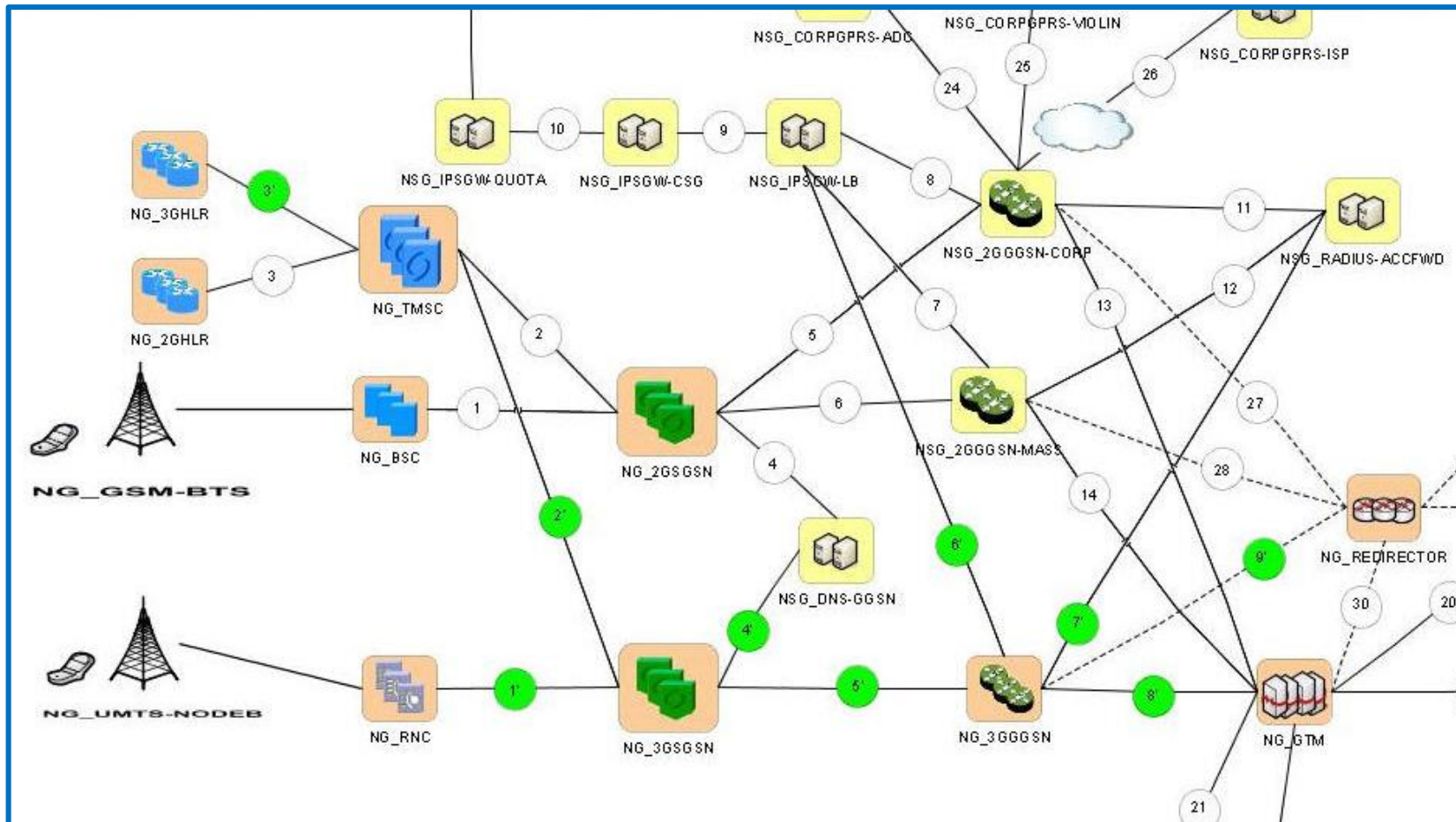
What is Topology?

- The relations of components, including itself
- Architecture

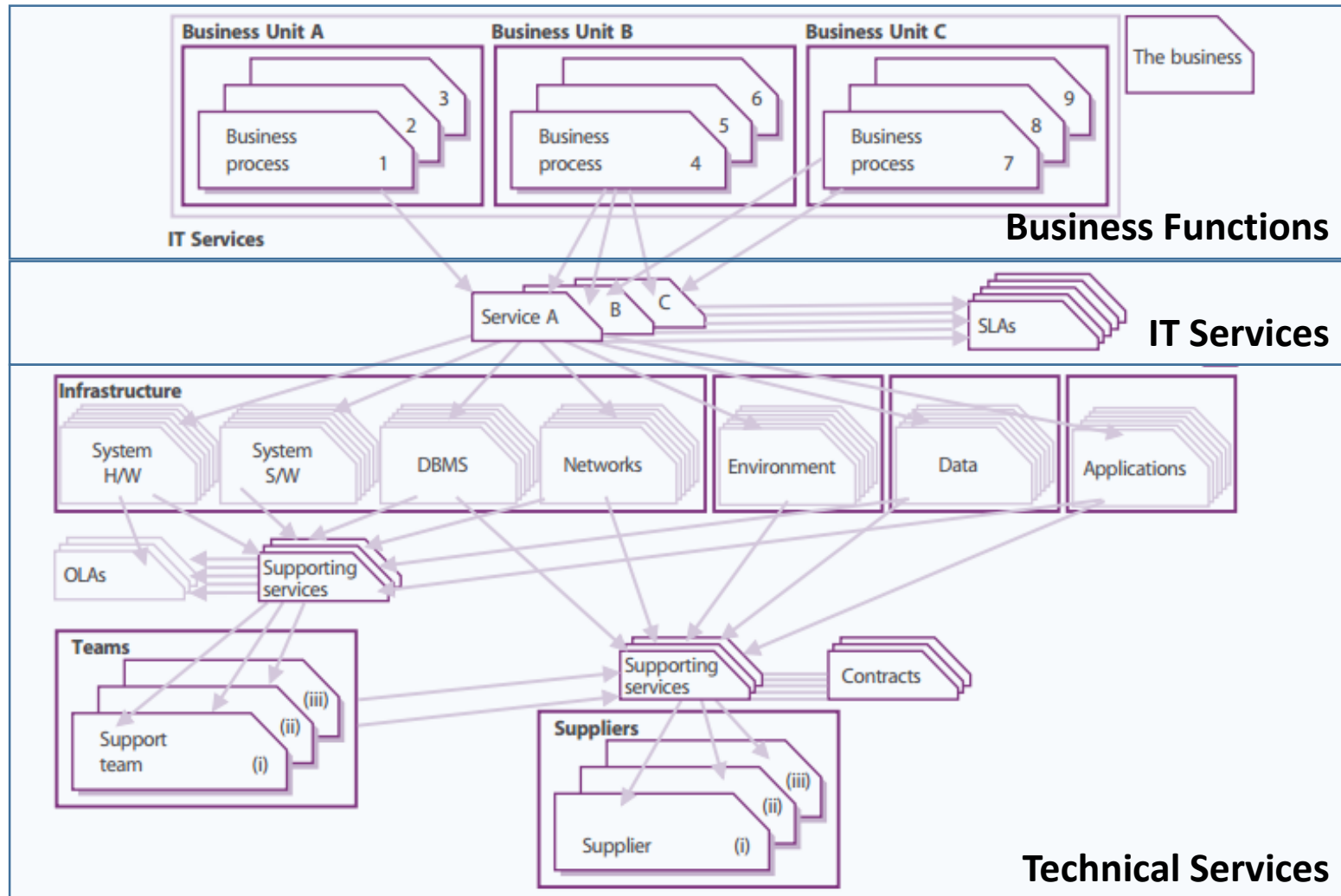


What is Topology?

- Is this familiar?



Put it together



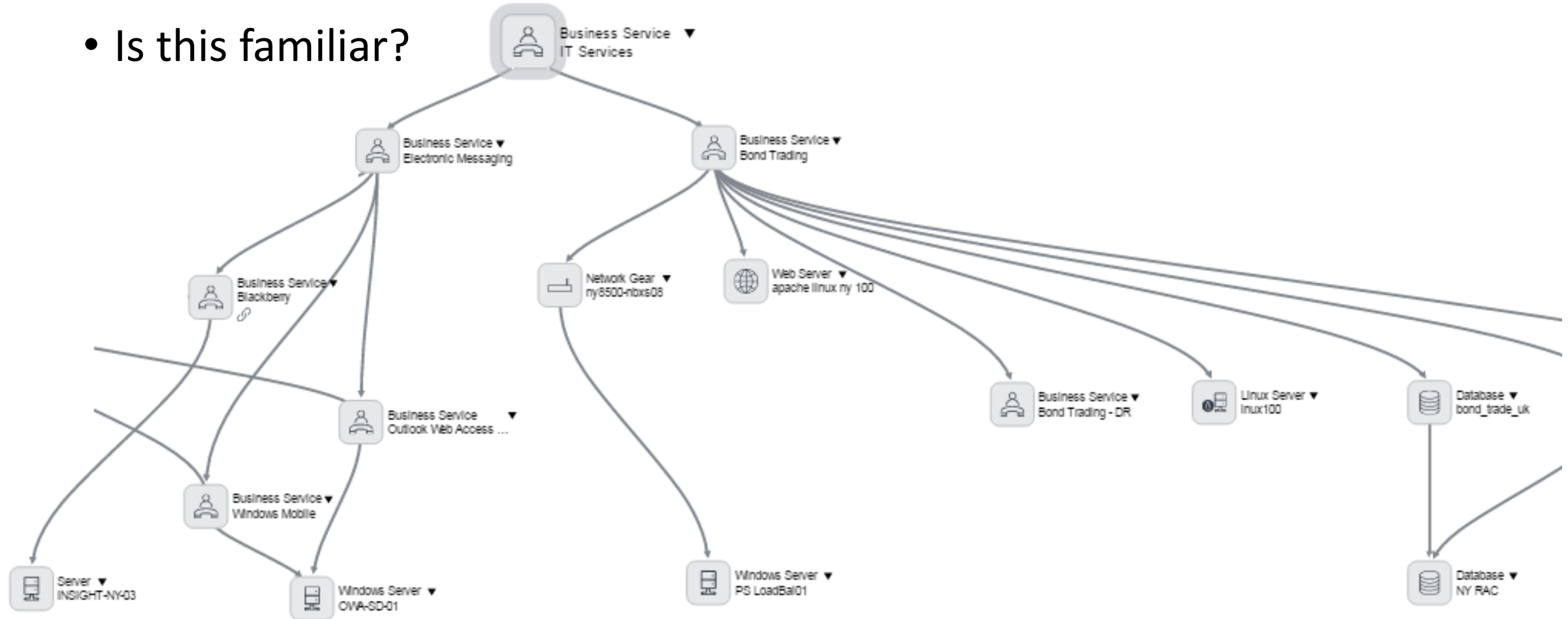
**RELIABLE
INFRASTRUCTURE**



Extracted from ITIL SD book, 3.3 – Identify Service Requirements

Put it together

- Is this familiar?



Myths and Mistakes

- Self-Service portal is enough
- Service Portfolio is overkill
- Release when it is 100% right
- Set and forget
- The Service Desk can do it
- Process is overkill
- We need a new tool



Myths and Mistakes

- Self-Service portal is **not enough**
- Service Portfolio is **not overkill**
- Release when it is **enough to produce value**
- **Continual Improvement**
- **Ownership and control**
- Process is **a must**
- We **do not (necessarily) need a new tool**



Questions

- For a copy of the slides

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- Thanks for the opportunity