

Service design

Lou Hunnebeck



itsMF UK
The IT Service Management Forum

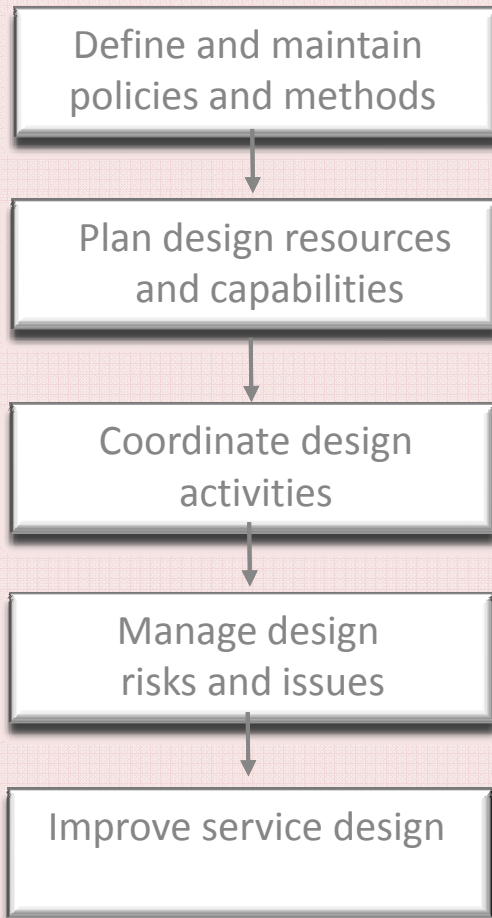
Service design

- Key areas of improvement:
 - *New process*
 - *Enhanced process flows*
 - *Clarification of:*
 - The five aspects of design
 - The service lifecycle within the service portfolio
 - Revised service catalogue language:
(customer facing service and supporting service)
 - Expanded design interfaces to other service lifecycle stages

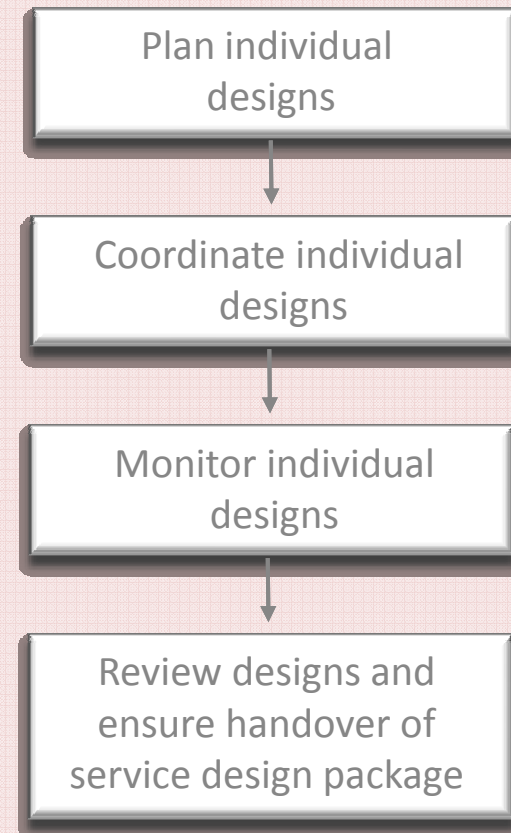


Design coordination

For overall design lifecycle stage



For each design

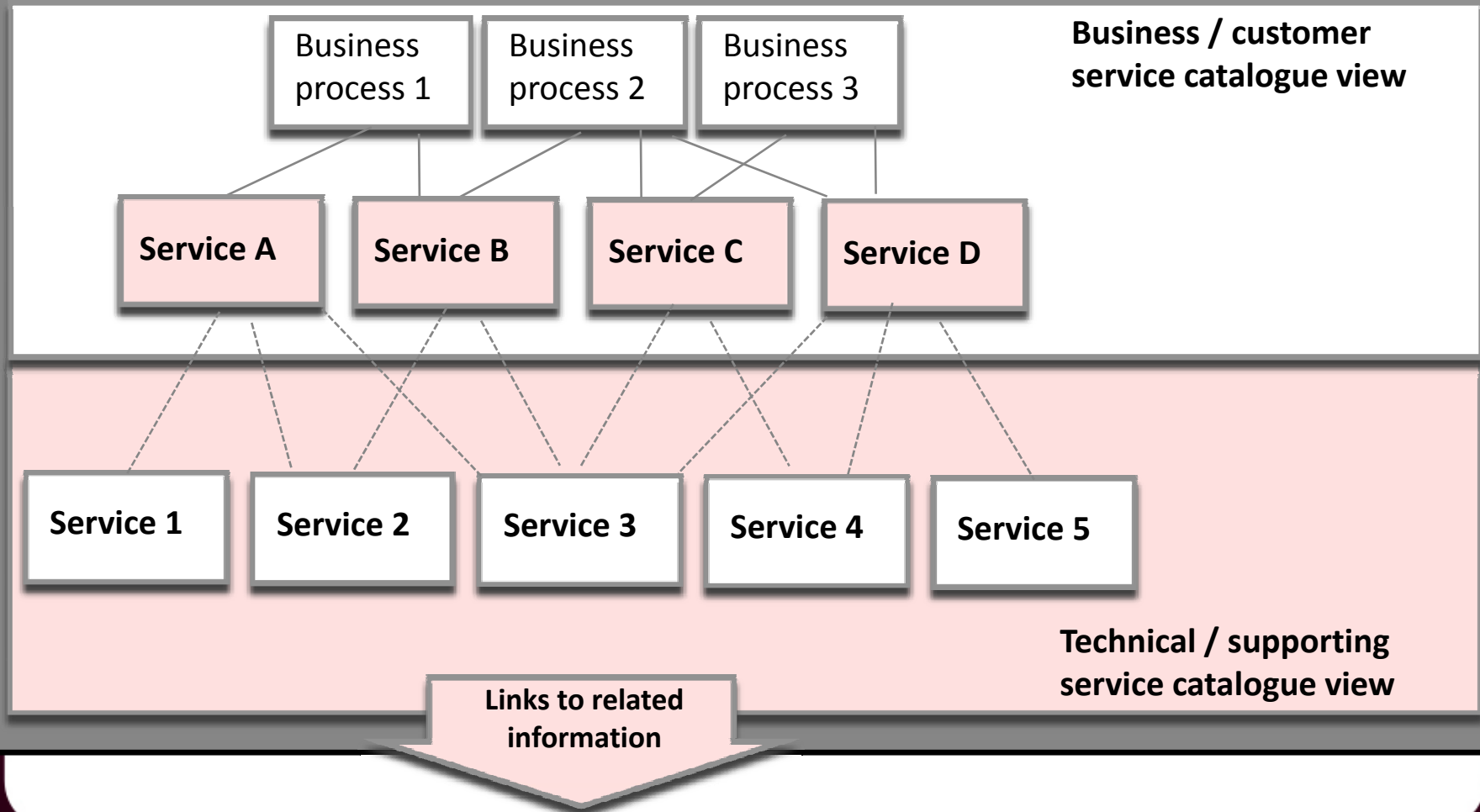


Clarity of types of services

- Customer-facing service:
 - *IT services that are seen by the customer. These are typically services that support business units/ business processes, directly facilitating outcome(s) desired by the customer*
- Supporting service:
 - *IT services that support or 'underpin' the customer-facing services. These are typically invisible to the customer, but essential to the delivery of customer-facing services*

Service catalogue

Service catalogue



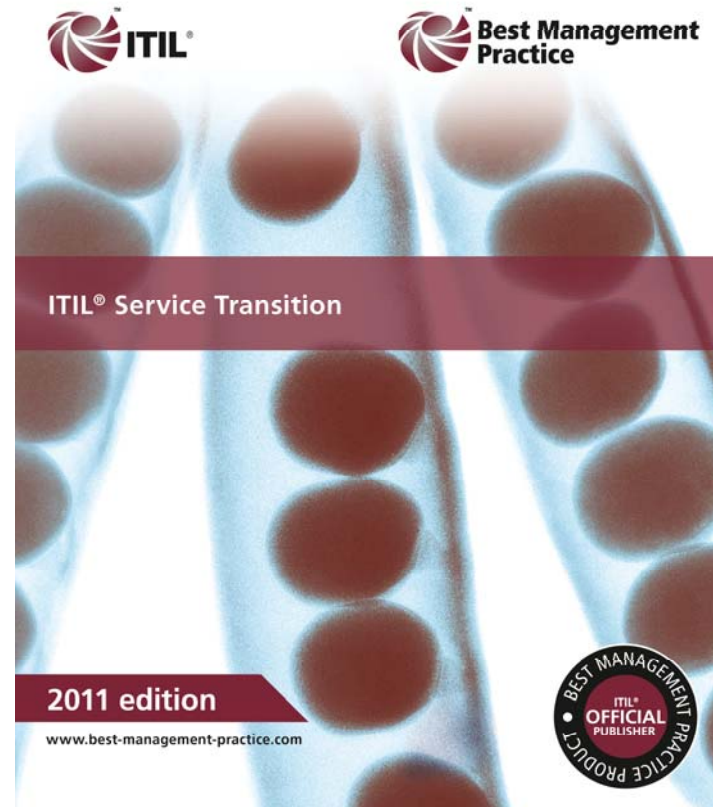
Service assets / configuration records

Five aspects of design - consistency

- Service solutions for new or changed services
- Management information systems and tools
- Technology architecture and management architecture
- The processes required
- Measurement methods and metrics

Service transition

Stuart Rance



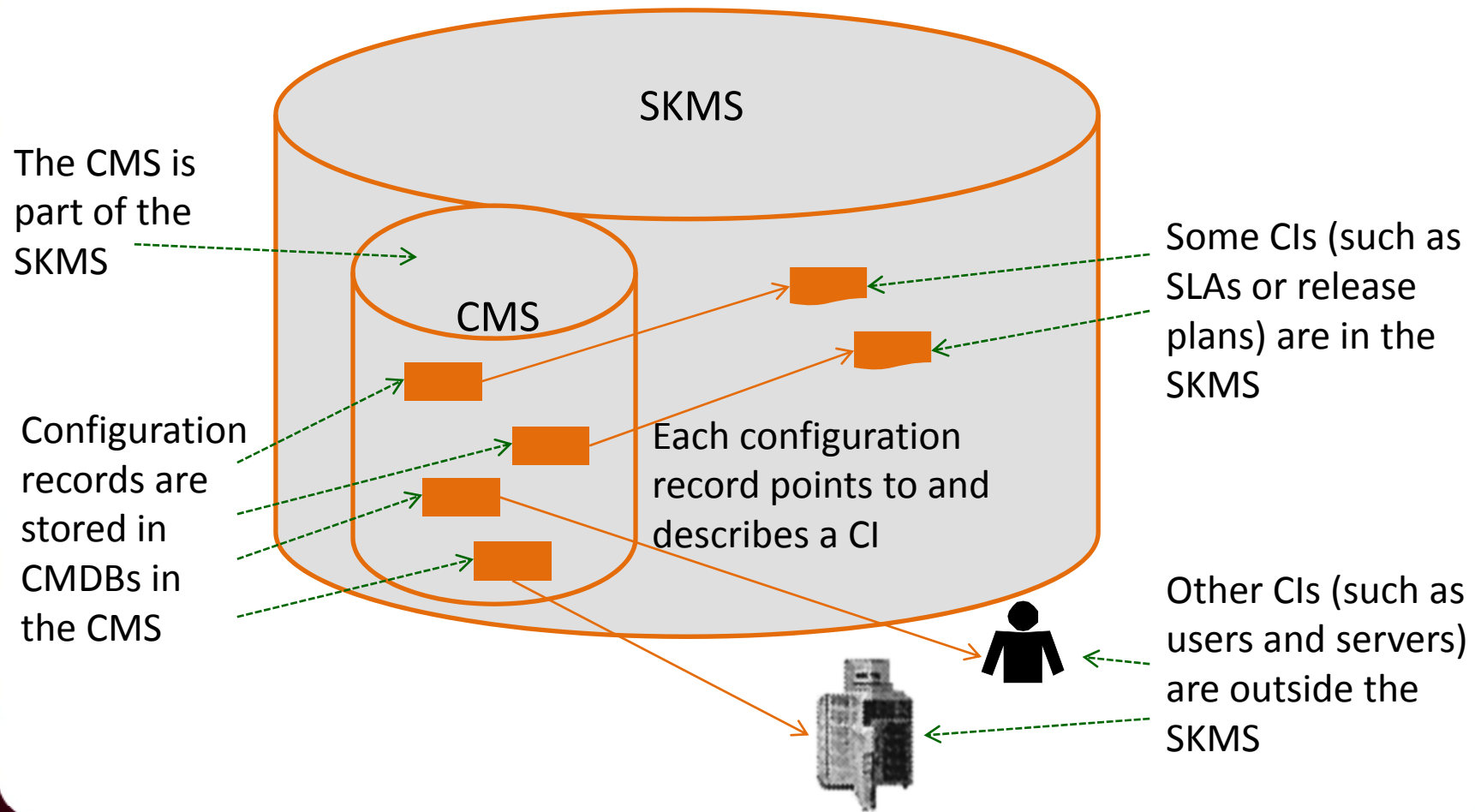
Service transition

Key areas of improvement

- Content and relationships of SKMS and CMS
- How and when to use a change proposal
- Content about asset management added to SACM
- New high level process flow for release and deployment
- Improved integration between process flowcharts and text
- Evaluation renamed to change evaluation
- Most risk management content moved to appendix



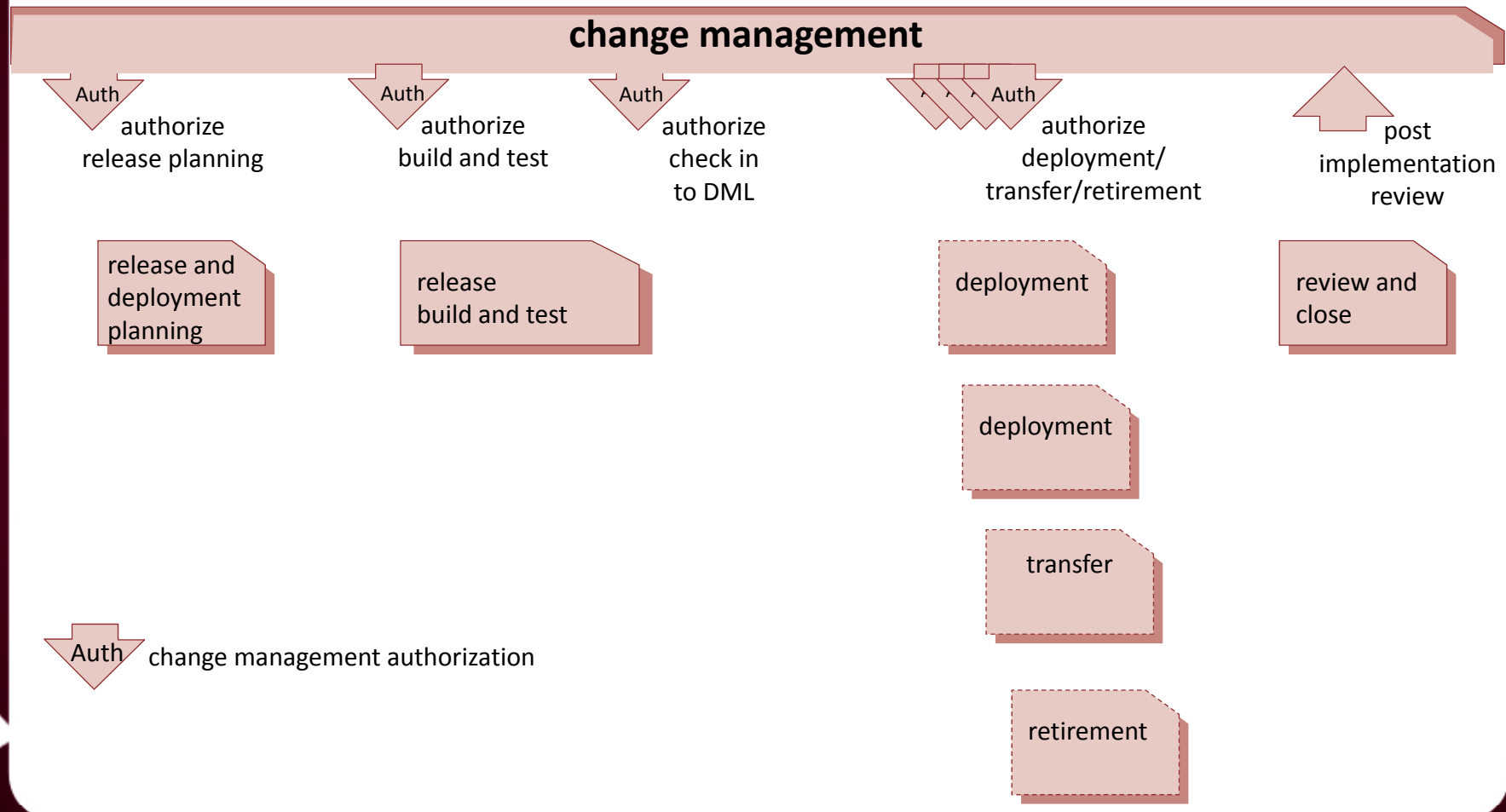
SKMS and CMS



Change proposals

- **Used for major change**
 - *Usually created by service portfolio management*
 - *Provides description of change and business case*
 - *Submitted before new/changed service is chartered*
 - *Change management checks for resource conflicts or other issues before authorizing*
 - *Allows change management to add long term plans*
- **RFCs raised in the normal way for specific changes**
 - *RFCs linked to the change proposal*

Release and deployment

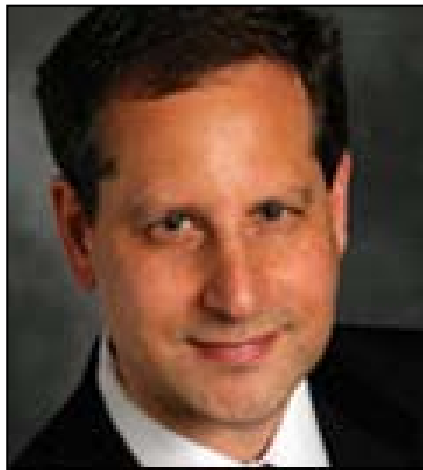


SACM

- Asset management content moved together to a single sub-heading
 - *Fixed assets and fixed asset management*
 - *Software asset management*
 - *Secure libraries and secure stores*
 - *Definitive spares*
 - *Definitive media library*
 - *Decommissioning assets*

Service operation

Randy Steinberg



ITIL® Service Operation

2011 edition

www.best-management-practice.com



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Service operation

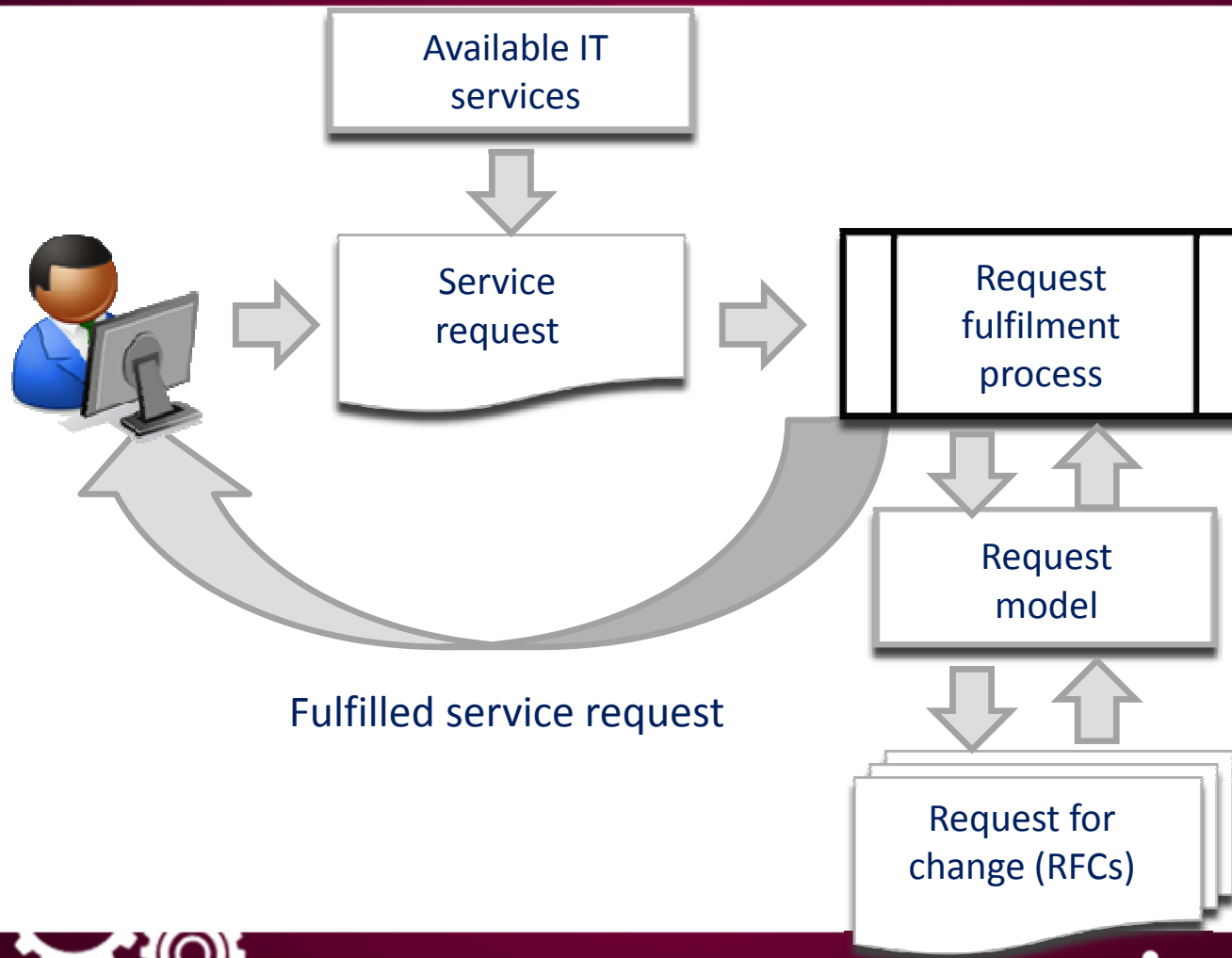
- Key areas of improvement:
 - *Enhanced process flows*
 - *Enhanced functional and organizational guidance*
 - *Proactive problem management and root cause analysis techniques*
 - *Incident matching*
 - *Enhanced guidance - physical facilities and data centers*
 - *Application management v application development*



Service operation

- Further clarification:
 - *Incident v problem v request*
 - *Requests v standard changes v change proposals*
 - *Request models*
 - *When incidents trigger the problem mgt. process*
 - *How application management differs from application development*
 - *How event mgmt. triggers incident mgmt.*
 - *Events v alarms, alerts, thresholds, and warnings*

Service requests



Continual service improvement (CSI)

Vernon Lloyd

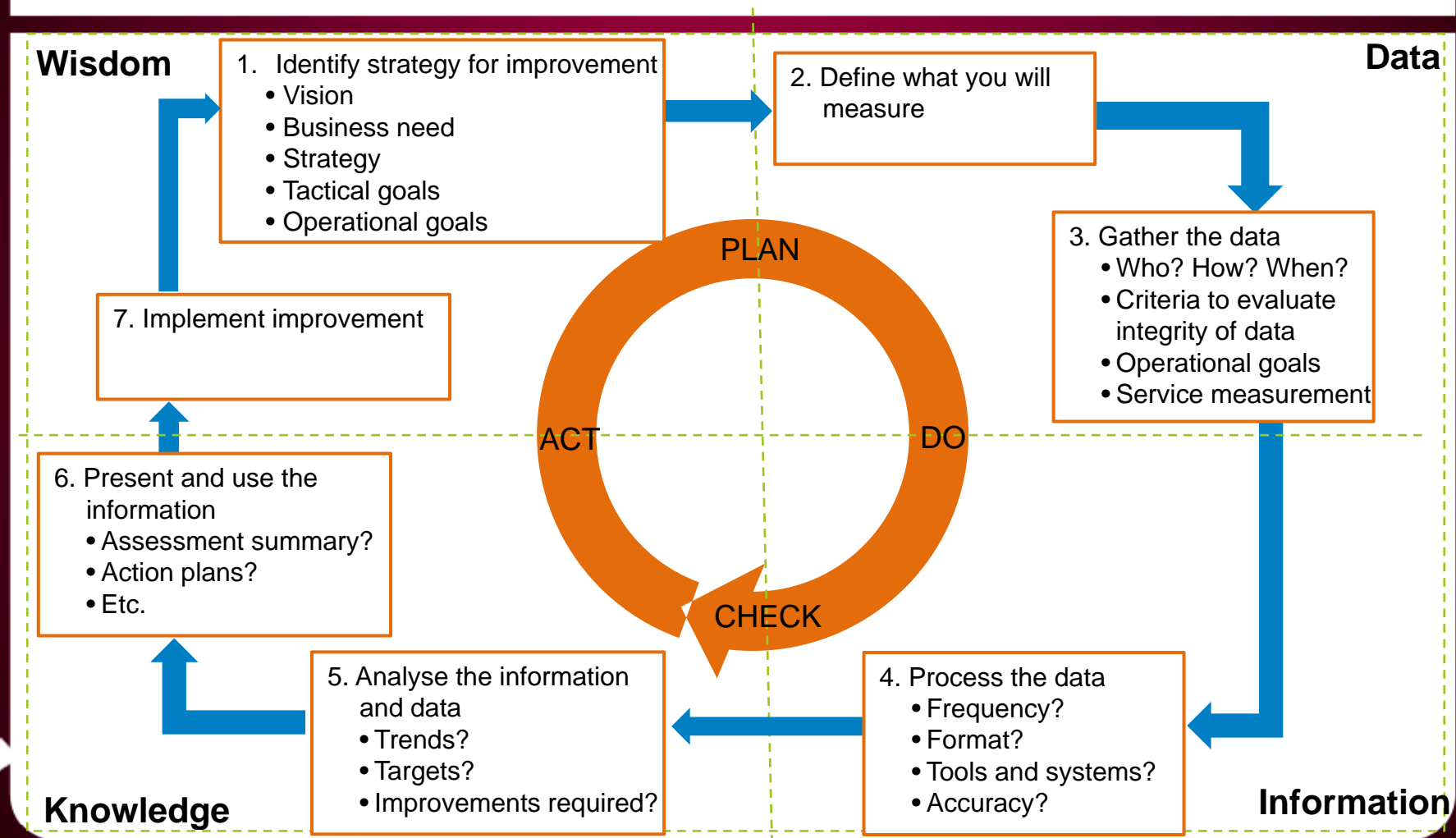


CSI

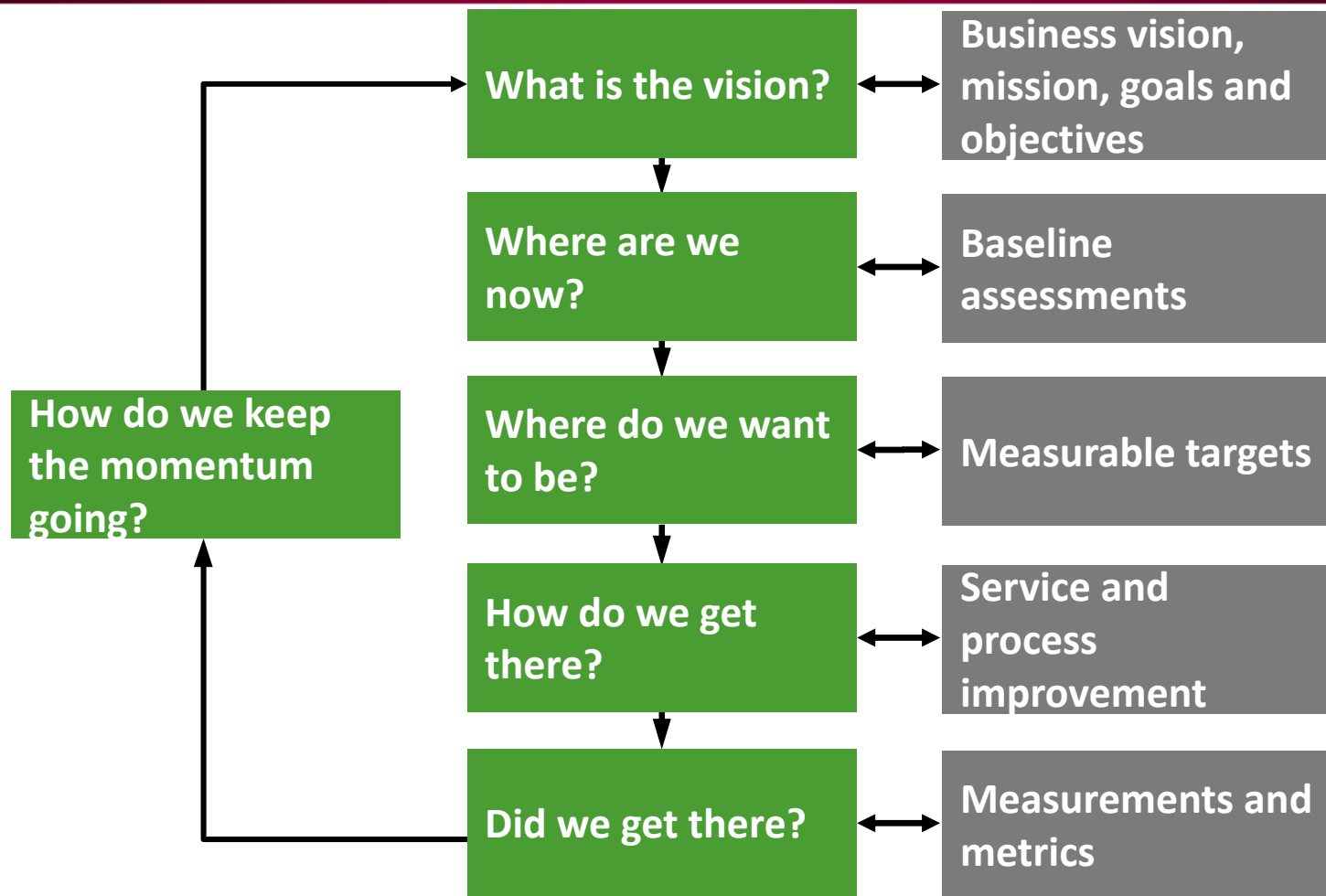
- *Seven-step improvement process*
 - Now has 7 steps
 - Documented as every other ITIL process
 - Relationship with “Plan-Do-Check-Act” more explicit
- *CSI model renamed CSI approach*
- *CSI register introduced*
- *Improved interfaces between CSI and other lifecycle stages*
- *Lots of small improvements*



Seven-step improvement



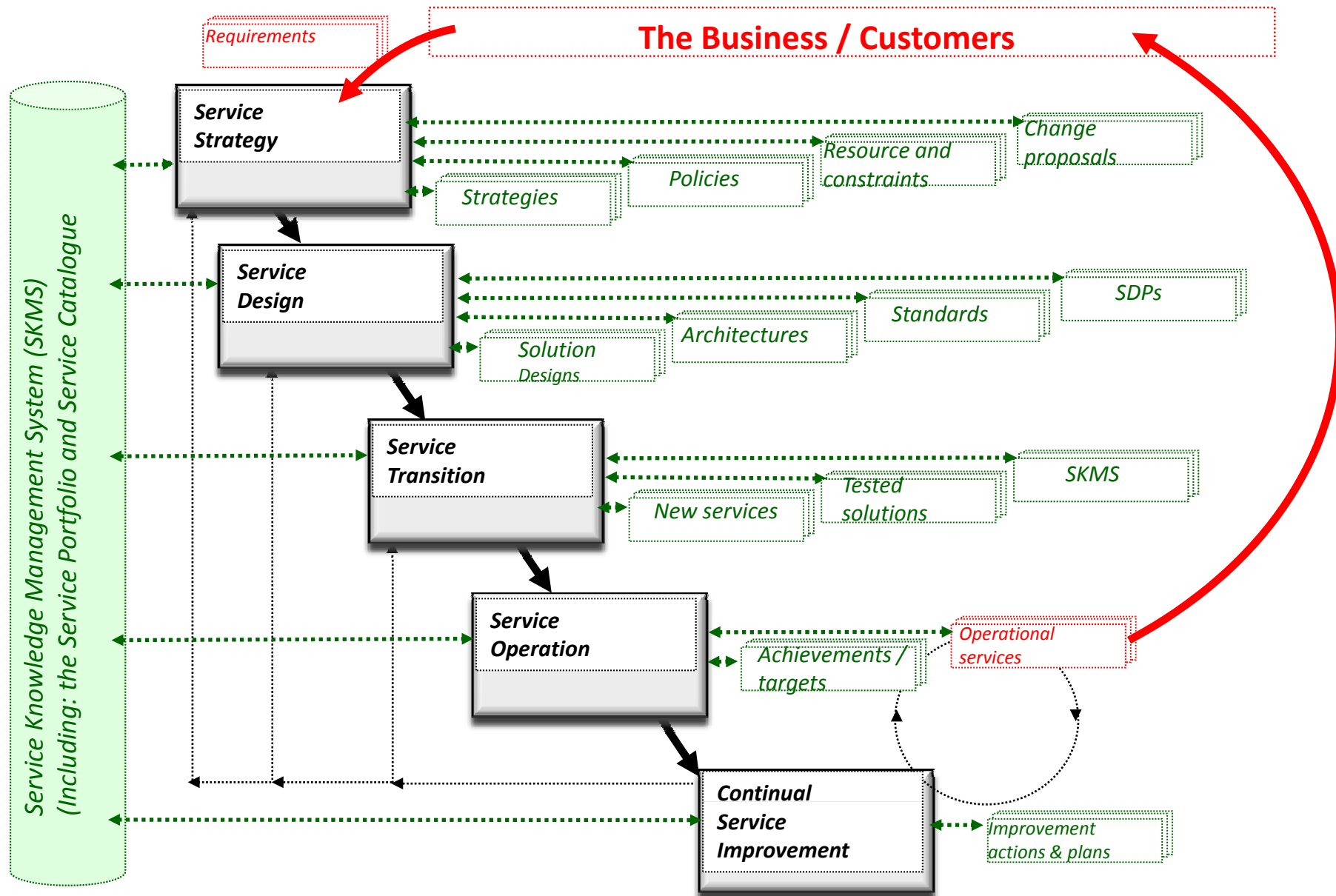
CSI approach



CSI register

- *Used to record all improvement opportunities*
- *Categorised into*
 - large / medium / small, quick / medium term / long term
- *Documents the potential benefits*
- *Used to prioritize opportunities*
- *Tool for managing and reporting all improvement activity*
- *Provides visibility of improvements*
- There is an example CSI register in CSI appendix B

Summary



ITIL® 2011



Budapest – October 2011

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