

Welcome

ITIL V3 Live! CIO Mediacast
12PM EST Tuesday, June 26, 2007

ITIL V3 Core Practice Book 2: Service Design

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ITIL V3 Live! CIO Mediacast - Afternoon

© 2PM EST: ITIL V3 Book 3: Service Transition

© Speaker: Rich Schiesser, principal consultant, Pultorak & Associates

© 3PM EST: ITIL V3 Book 4: Service Operation

© Speaker: Don Cox, CTO, Pultorak & Associates

© 4PM EST: ITIL V3 Book 5: Continual Service Improvement

© Speaker: Kathryn Pizzo, senior consultant, Pultorak & Associates

What we will cover

- © Service Design Core Practice Book Content
- © What's Key in ITIL V3 – Service Design
- © Bridging from ITIL V2 to V3 – Service Design



What is Service Design?

- ◎ How to design and develop services and service management processes, converting strategic objectives into portfolios of services and service assets
 - ◎ 4 types of assets are IT Infrastructure, applications, information and people
 - ◎ Emphasis on re-use during design
- ◎ Solution design produced in conformance to strategies and constraints from Service Strategy
- ◎ Requirements extracted from Service Portfolio and are analyzed, documented and agreed

Goals of Service Design

- ◎ Ensure a holistic approach to service design for new or significantly changing services to ensure consistency and integration with all processes, architectures, technology, and management systems
- ◎ Manage risks so they can be removed or mitigated before going live
- ◎ Realize the strategy and facilitate the introduction of the services into the live environment
- ◎ Effectively design a service up-front to reduce the likelihood of improvement during the service life-cycle and ensure the service is cost-effective and supportable
- ◎ Produce and maintain IT plans, processes, policies, architectures and frameworks for quality IT design

Scope: Addresses Five Aspects of Service Design

1. New or changed services
2. Service Management systems and tools, especially Service Portfolio including the Service Catalogue
3. Technology architecture and management systems
4. Processes required
5. Measurement methods and metrics

Service Design Activities

- ◎ Analyze business requirements
- ◎ Identify solution alternatives, with a view to re-using existing components
- ◎ Design the solution
- ◎ Develop the service acceptance criteria
- ◎ Evaluate total costs, agree on expenditures
- ◎ Confirm solution is in balance with all strategies, architectures, policies and plans
- ◎ Ensure governance and security controls are included
- ◎ Complete IT Organizational readiness assessment
- ◎ Align the supplier and supporting agreements
- ◎ Assemble the Service Design Package (SDP)

Service Design Key Topics

The Service Portfolio

- ◎ Describes a provider's services in terms of business value
- ◎ Allows you to answer this question in your IT Org:
 - ◎ Why should a customer buy these services?
 - ◎ Why should they buy them from you?
 - ◎ What are the pricing or chargeback models?
 - ◎ What are my strengths, weaknesses, priorities and risks
 - ◎ How should my resources and capabilities be allocated?
- ◎ Should be part of a Service Knowledge Management System and managed in the Configuration Mgt System

Service Design Key Topics

Service Models

- ◎ Service Models describe the structure and dynamics of a service, serving as blueprints to communicate and collaborate on value creation
- ◎ Codifies:
 - ◎ The service strategy for a market space
 - ◎ The structure and dynamics of services
- ◎ Describes how service assets interact with customer assets and create value for a given portfolio of contracts
 - ◎ Service agreements specify terms and conditions under which interaction occurs with commitments and expectations each side
 - ◎ Outcomes define the value to be created for the customer

Service Design Key Topics

Service Design Package (SDP)

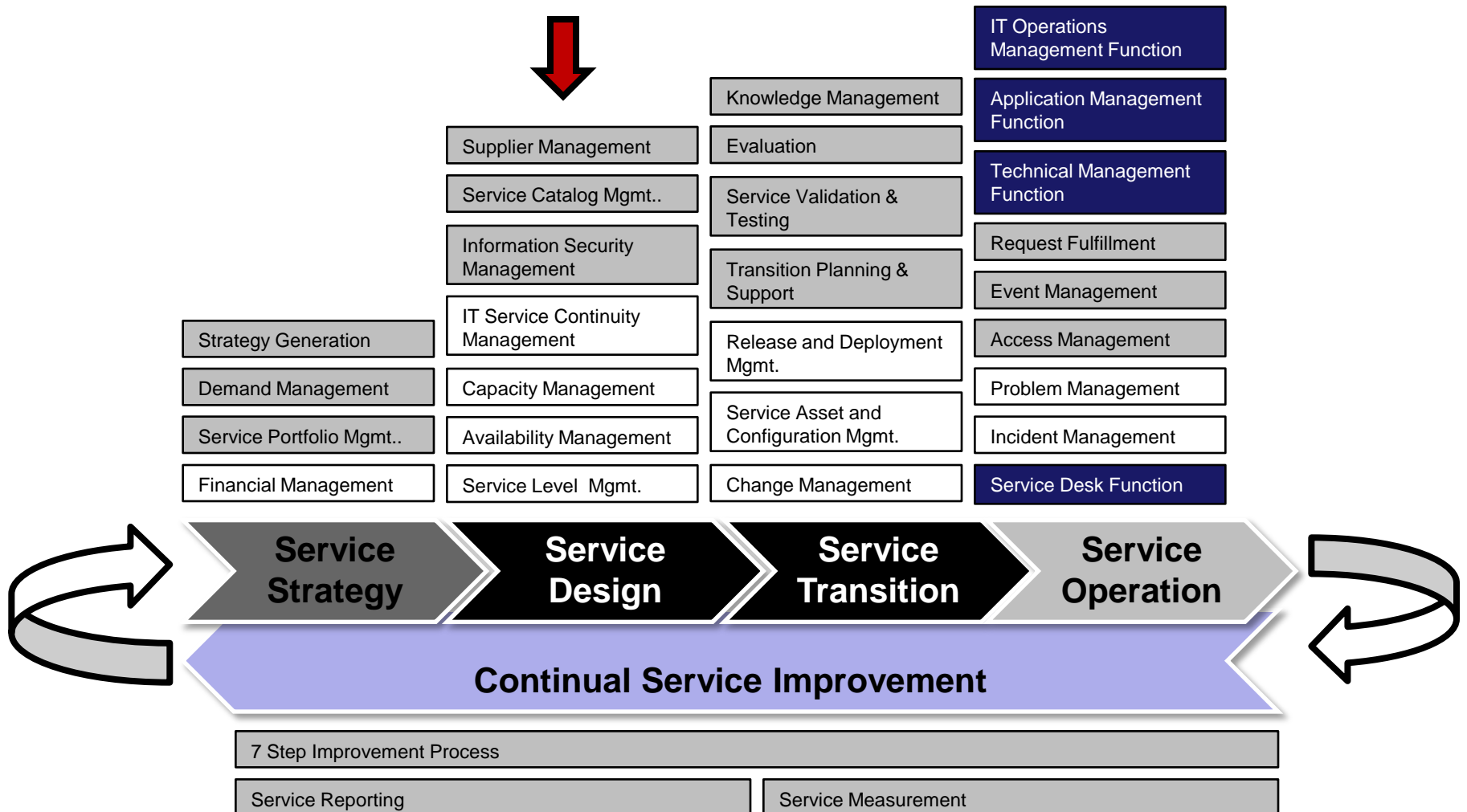
- ◎ SDP details all aspects of the service and its requirements through all stages of its **lifecycle**
- ◎ Produced:
 - ◎ During the design stage for each new Service
 - ◎ When a major change to a Service is to be done
 - ◎ When a Service is removed
 - ◎ When the SDP itself has to be changed
- ◎ Passed from Service Design to Service Transition
- ◎ Contents: requirements, service design, organizational readiness assessment, service lifecycle plan

Service Design Key Topics

Service Sourcing Approaches and Options

- ◎ Gap between current and desired capabilities of a Service organization need not be addressed by the organization by itself
- ◎ Service sourcing strategies:
 - ◎ In sourcing, outsourcing, co-sourcing
 - ◎ Partnership
 - ◎ Multi-sourcing
 - ◎ Business process Outsourcing (BPO)
 - ◎ Application Service Provision
 - ◎ Knowledge Process Outsourcing (KPO)

ITIL V3 Processes and Functions in the Lifecycle



Legend: From ITIL V2 New in ITIL V3 Functions

Service Level Management (SLM)

- © Process responsible for negotiating Service Level Agreements, and ensuring that these are met
- © Ensures that all ITSM processes, Operational Level Agreements, and Underpinning Contracts, are appropriate for the agreed service level targets
- © Monitors and reports on Service Levels to ensure that they meet the Service Level Agreement
- © Holds regular customer reviews to evaluate service achievement and plan for Service Improvement Projects (SIPs)

Availability Management

- ◎ Process responsible for defining, analyzing, planning, measuring and improving all aspects of service availability
 - ◎ Ensures that all IT infrastructure, processes, tools, roles etc are appropriate for the agreed service level targets for availability
- ◎ Goal: ensure that the level of service availability delivered in all services is matched to or exceeds the current and future agreed needs of the business cost-effectively
- ◎ Purpose: provide a point of focus and management for all availability related issues, relating to both services and resources, ensuring that availability targets in all areas are measured and achieved

Capacity Management

- © Process responsible for ensuring that the capacity of IT Services and the IT Infrastructure is able to deliver agreed service level targets in a cost effective and timely manner
- © Goal: Ensure that cost justifiable IT capacity in all areas of IT, always exists and is matched to the current and future agreed needs of the business in timely manner
- © Purpose: Provide a point of focus and management for all capacity and performance related issues relating to both services and resources

IT Service Continuity Management

- © Process responsible for managing risks that could seriously impact IT Services
- © Ensures that IT service provider can always provide minimum agreed service levels, by reducing the risk to an acceptable level and planning for the recovery of IT services

Information Security Management (ISM)

- © Process that ensures the confidentiality, integrity and availability of an organization's assets, information, data and IT services
- © Goal: align IT security with business security and ensure that information security is effectively managed in all service and service management activities'
- © Purpose: provide a focus for all aspects of IT security and manage all IT security activities
- © Objective: protect the interests of those relying on information, and the systems and communications that deliver the information, from harm resulting from failures of availability, confidentiality, and integrity

Service Catalog Management

- ◎ Process which produces and maintains the Service Catalog that is part of the IT Service Portfolio
- ◎ Service Catalog – details of all operational services being provided or being prepared for transition into the live environment
 - ◎ Summary of their characteristics
 - ◎ Details of customers and maintainers of each
 - ◎ Business service catalog & technical service catalog
- ◎ Policy should be established on:
 - ◎ Service recorded with details and status to include
 - ◎ Responsibilities for each section

Supplier Management

- © Process responsible for ensuring that all contracts with suppliers support the needs of the business, and that all suppliers meet their contractual commitment
- © Goal: To manage suppliers and the services they supply, to provide seamless quality of IT service to the business, ensuring value for money is obtained
- © Purpose: To obtain value for money from suppliers and to ensure that suppliers perform to the targets contained within their contracts and agreements while conforming to all of the terms and conditions

Bridging from ITIL V2 to V3 – Service Design

- © Get educated on ITIL V3 by taking V3 Awareness, V3 Foundations, or V2 to V3 Update Course
- © Examine current processes and gradually integrate new V3 concepts for as long as they are business justified
- © If you have V2 already in place, understand how they can be made compatible to V3
- © Read the Service Design book which is available from:
<https://www.tsoshop.co.uk/bookstore.asp?AF=A10112&FO=1159966&ProductID=0113310471&Action=Book>

Session Summary

- ◎ Service Design brings together the infrastructure, applications, systems and processes needed to create a successful service offering
- ◎ New processes introduced by Service Design are:
 - ◎ Information Security Management
 - ◎ Service Catalog Management
 - ◎ Supplier Management
- ◎ Key new topics Service Design are:
 - ◎ Service Portfolio
 - ◎ Service Models
 - ◎ Service Design Package (SDP)
 - ◎ Service Sourcing Approaches and Options
- ◎ Bridging from V2 to V3 in Service Design, requires an understanding of your current environment, updating on V3, and taking business-justified steps to move to V3

Call to Action

- ◎ To learn more about ITIL V3 and IT service management
 - ◎ Visit www.pultorak.com and searchcio.techtarget.com for the latest information on ITIL for CIOs
 - ◎ View the other webinars in this series
 - ◎ 10AM EST: ITIL V3: The Facts
 - ◎ 11AM EST: ITIL V3 Core Practice Book 1: Service Strategies
 - ◎ 2PM EST: ITIL V3 Core Practice Book 3: Service Transition
 - ◎ 3PM EST: ITIL V3 Core Practice Book 4: Service Operation
 - ◎ 4PM EST: ITIL V3 Core Practice Book 5: Continual Service Improvement
- ◎ To consider implementing ITIL V3 in your organization
 - ◎ Contact Pultorak & Associates at (206) 729-1107
info@pultorak.com

Questions and Answers

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