



IT495: Selected Topics in Information Technology-1

IT Service Analysis, Design, and Operation

Spring 2023

Sheet 1

Information and Outcomes

Topics: Introduction to IT Service Management

Lecture: Part 1 and Part 2 of Lecture Notes

Learning Outcomes: By completing this sheet, you should be able to:

- Understand the basic concepts of a service and its related concepts.

Question 1

For each of the following, identify whether it is a Standard or a Framework/Model:

- ISO20000
- ISO27001
- ITIL
- COBIT
- CMMI

Question 2

The definition of a service contains the following main components:

- Value
- Outcome
- Risk
- Cost

Give an example of an IT service, and explain these four components in the context of the selected service.

Question 3

The definition of a service contains an important keyword: “co-delivering”. Give an example of how co-delivering value can negatively impact the overall value of the service.

Question 4

Give an example of a service with the following:

1. Customer and users are the same entity.
2. Customer is different from the users of the service.

Question 5

ABC Bank is a new bank that plans to open in Summer 2022 in Egypt. The bank believes that in order to be competitive in the Egyptian market, it will focus on the concept of digital transformation in its services. The idea of the bank is to make most of its services available to customers, and at the same time reduces the number of employees needed to provide the services. With this idea, the bank can reduce the overall cost of its operations; while at the same time improve the customer satisfaction by providing remote services. The bank provides services to three types of customers: individuals, private companies, public companies.

To achieve this goal, the bank plans to have a special unit called: Digital Transformation Department (DTD). The DTD is responsible for the strategy, implementation, and operation of all IT and digital services for both internal and external customers.

The DTD will start with a set of the following services:

- Smart ATM (SATM) Machines that will be distributed in all cities across Egypt. The ATM will allow users to perform all banking services from this SATM. This includes opening new account, request a loan, withdraw and deposit money, etc.
- An online portal that allows all customers to perform all banking services online.
- A mobile app that allows all customers to perform all banking services via their mobile phones.
- A call center that can help and support all types of customers using a hot number.

In addition to the services above for customers, the DTD will develop the following services to the employees of the bank:

- Each employee will receive a tablet and Internet USB to be able to do the work from any place at anytime.
- Each employee will receive a token for digital signature to use it to log and sign all transactions that she/he perform, to make sure that all transactions are secure.
- Each employee will have an email to communicate with the bank management as well as with customers as needed.
- Each employee will have a cell phone to use for all work communications.
- Each employee will have an account to log to a number of applications related to the bank system (loan system, teller system, payroll system).
- Each employee will have an account to log to a conference system (Zoom) to attend meetings with their peers and managers.

The DTD has a team responsible for the support of all the above services by receiving calls from customers and users and try to solve their problems, issues, and answer their questions and complains.

Based on the above scenario, Please answer the following questions:

1. Which IT service provider type is DTD?
2. Which of the IT services listed above that will be provided to the bank employees are considered resources and which are considered capability?
3. Select any of the services that will be provided to the bank customers, and define its value (utility and warranty).

4. Discuss two risks that can face the ABC bank when it will open in Summer 2022. Discuss possible ways to deal with these risks in your opinion.
5. In your opinion, if the ABC bank will develop its service catalogue, should it uses the 2-view or the 3-view service catalogue? Explain your answer.
6. From the above scenario, which customers are considered internal and which are external?
7. Give examples for core, enabling, and enhancing services in the context of the above scenario.