

Business of IT - Applications - C846

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Service value system? Four Dimensions of Service Management

- Service management - A set of specialized organizational capabilities for enabling value to customers in the form of services
- Value - The perceived benefits, usefulness and importance of something
- Customer - Defines requirements for services
- User - A person who uses the service
- Sponsor - Authorizes budgets for services
- Supplier - External partner who provides services to the organization
- Services - The means of enabling value co-creation by facilitating outcomes that customers want to achieve without the customer having to manage specific costs and risks.
- Product - A configuration of resources, created by the organization, that will be potentially valuable to customers.
- Service offering - A specific mix of services and products sold to a specific customer
 - 'Goods' - ownership is transferred to customer
 - 'Access to resources' - customer is allowed to use it
 - 'Service Actions' - Things the service provider does for the customer

- output - A tangible or intangible deliverable of an activity.
- outcome - A result for a stakeholder enabled by one or more outputs
- Cost - Can be removed from the customer and can be imposed on the customer
- Risk - Uncertainty of outcome. Can be good (opportunity) or bad (hazard).
- Utility - Fit for purpose. Service does what it is meant to do.
- Warranty - Fit for use. Service does this good enough.
 - Availability, Capacity, Continuity, Security good enough?
- Value = Utility + Warranty (+ perception)

4 Dimensions

Value streams + processes
 Organizations + people
 Information + technology
 Partners + Suppliers

External factors that cannot be influenced but need to be considered

Political
 Economical
 Social
 Technological
 Legal
 Environmental

Value streams + processes

- Activities the organization undertakes
- Organization of these activities
- Ensuring value to stake holders
- Exercise value stream mapping

Organizations + people

- Organizational Structures
- Decision making habits
- Staffing + Skill Requirements
- Culture + Leadership Styles

Information + Technology

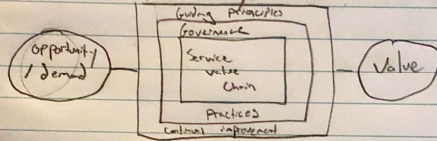
- Information + tools needed
- Technologies + innovation
- Relationship between components
- Culture of Knowledge management

Partners + Suppliers

- Relationship with external vendors
- Factors that influence suppliers strategies
- Service integration management
- Vendor Selection procedures

The Service Value System

video 9



* Service value system converts opportunity and demand by applying our own service management magic into value for our customers

"Focus on value" guiding principle is primarily concerned with consumers revenue and growth

Continuous improvement and change control are practices typically involved in the implementation of a problem resolution

In the guiding principle "Collaborate and promote visibility" when stakeholders have poor visibility of improvement work, they may think it has low priority.

The Guiding principles

• Focus on value - everything you do must be valuable to your stakeholders

• Start where you are - Reuse existing resources whenever possible instead of reinventing the wheel

• Progress incrementally with feedback - Don't do everything at once, take baby-steps instead.

Learn by doing with lots of feedback.

The Guiding Principles Cont

- Collaborate and promote visibility - Involve the right people at the right time and gather factual data to make the right decisions.
- Think and work Holistically - Nothing is ever alone, think about the effect of your initiative or work on other components.
- Keep it Simple and Practical - Don't over complicate work, use the least possible steps. Outcome based thinking helps.
- Optimize and automate - Maximize the value of human work. Automate only after optimization apply DevOps

The Guiding principles

- are universally applicable to any work or initiative
- Represent well proven good practice
- Are neither prescriptive nor a must
- Can be applied stand-alone but are better in conjunction.
- Have a strong relation to lean Agile thinking

- * - The Service value Chain is part of the service value system
- * - The service value chain transforms demand into actual value

video B

Purpose of The Activities

- Plan - Ensures shared understanding of vision, current status and direction
- Improve - Cultural improvement of products and services
- Engage - Understand stakeholder needs and demands
- Design + transition - Make sure that services meet stakeholder needs
- Obtain + build - Ensure components are available when needed
- Deliver + support - Ensure SLA conform service delivery

* PIEDOP - is an operating model that outlines activities needed to transform demand into value

* A practice is a set of organizational resources designed to perform work or accomplish an objective.

* in Continuous improvement ideas need to be reprioritized when new ones are added

* Continuous improvement is the responsibility of everyone

* in Continuous improvement where are we now is the starting point (A)

video 19 * An incident is an unplanned interruption or reduction of quality

* Incidents use same categorization as problem tickets

* Major incidents need a separate procedure

video 20 Problem Management

* A problem is an unknown cause of one or more incidents

* Three phases of problem management

Problem identification

Problem control

Error control - initiate request for change

video 21 Service Desk

* - Incident analysis and prioritization

- Effective communication

- Emotional intelligence

- Excellent customer service skills

video 22 Service level Management

* A SLA (Service level agreement) is an agreement between customer and service provider

- * Every SLA should be simply written and free of jargon
- * They should relate to defined outcomes and listen to customer needs

video 23 Service Request Management

- * The steps to fulfill the service request should be well known
- * When defining new workflows try and reuse existing ones

video 24 Practices Summary

video 25 Other Practices

- * Relationship Management - Relationships are identified, analyzed, monitored and when possible improved

video 26 IT Asset - any financially valuable component that can contribute to the delivery of IT products or services

- * An Event is any significant change of state that has significance for the management of a configuration item or service

Why should you utilize a CMDB within your organization?
To get an overview of all your configuration items ^(CI's) and understand their relationships.

- The percentage of successful versus failed changes is an example of what?
A Key Performance Indicator (KPI)

- What is the perceived benefit, usefulness, and importance of something?
Value

- Moving configurations from one environment to the next is done by which practice? Deployment Management

- What is the difference between an Incident and a Service Request?

Incidents are requests for solutions while Service Requests are requests for information or other standard services

• If the "Did we get there?" step of the Continual Improvement model is skipped, we will not be able to understand if an initiative reached its goal.

• Why should service desk staff detect recurring issues?

To help identify problems

• Service level management provides visibility of the organization services by capturing and reporting on service performance.

• Service desk needs a practical understanding of the business processes

• If a workaround becomes a permanent way of dealing with a problem then the problem remains in the known error status

• Service request management provides support for manage feedback, compliments and complaints from users.

• The user, or their authorized representative submits service requests

• Continual improvement uses models and techniques in the support of the overall organizational strategy.

• Agreeing service levels are agreed in a business context