Service Management Practices

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Review

Agenda

- Service Design

- Release Management

- Service Request

Service Design

*Picture source unknown

Service Design

The purpose of the service design practice is to design products and services that are fit for purpose, fit for use, and that can be delivered by the organization and its ecosystem. This includes planning and organizing people, partners and suppliers, information, communication, technology, and practices for new or changed products and services, and the interaction between the organization and its customers.

If products, services, or practices are not designed properly, they will not necessarily fulfil customer needs or facilitate value creation. If they evolve without proper architecture, interfaces or controls, they are less able to deliver the overall vision and needs of the organization and its internal and external customers.

Service Design

Service design practice should also ensure that the customer's journey from demand through to value realization is as pleasant and frictionless as it can be, and delivers the best customer outcome possible. This is achieved by focusing on customer experience (CX) and user experience (UX).

Adopting and implementing a service design practice focused on CX and UX will:

• Result in customer-centred products and services that include stakeholders in design activities

• Consider the entire environment of a product or service

• Enable projects to estimate the cost, timing, resource requirement, and risks associated with service design more accurately

• Result in higher volumes of successful change

• Make design methods easier for people to adopt and follow

• Enable service design assets to be shared and re-used across projects and services

• Increase confidence that the new or changed product or service can be delivered to specification without unexpectedly affecting other

• Products, services, or stakeholders

• Ensure that new or changed products and services will be maintainable and cost-effective

Service Design

- Service Design is the phase of service lifecycle which is responsible for design of **new and existing services**

- It takes into accounts other aspects of service such as knowledge, processes, measurements, service management tools and processes

- The major output of this phase of service lifecycle is **Service Design Package (SDP)**

Service Design

- The purpose of Service Design is to "Design IT services, together with the governing IT practices, processes and policies, to realize the service provider's strategy and to facilitate the introduction of these services into supported environments and ensuring quality service delivery, customer satisfaction and cost-effective service provision"

Service Design

The core service solution and it's design

Tools and technologies to manage service throughout the lifecycle

Architectures to make sure that new and modified services follows the established architectural guidelines and integrate well with the existing structure

Measurements & Metrics to define the key performance indicators against which service will be measured and the measurement methods to measure the performance of service
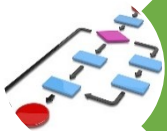
The processes required to design, transition and operate the service

Design Principles

Good design results in

- Minimal total cost of ownership (TCO)
- Better quality of service
- Resilience and Agility
- Easy upgrade
- Effective measurement

Some Key Concepts

- Service Design designs all the aspects of service taking a holistic approach

- Service Design and all the other related components such as architecture, measurements and metrics, knowledge base etc. are documented in **Service Design Package (SDP)**

- Design is developed in such a way that meaningful business metrics can be measured when service is executed

- Design also maps the service to the infrastructure resources that supports the service. These infrastructure resources and others supporting resources are documented in Configuration Management Database (CMDB) which is managed by Configuration Management System (CMS)

- Service Design also makes sure that service is agile, resilient and secure

- Last but not the least, Service Design strives to keep the Total Cost of Ownership (TCO) to minimal level

Service Design Package

- Service Design Package contains all the aspects of service design i.e. service solution, architecture, tools, measurement & metrics and processes

- It is build based on the requirements defined during service strategy phase

- It is used by service transition phase to actually build the service

- It contains functional requirements, non-functional (service level) requirements, operational requirements and service design

Service

Tools

Architecture

Measurements

Processes

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Service Transition

Service Transition

- Service Transition as the name implies manages all the aspects of service while transition it from development/test environment to live environment

- It takes service design package (SDP) as an input and makes sure that all the aspects of service are properly deployed in production environment

- The final output of Service Transition is a successfully deployed service along with transition of knowledge into the production environment

Service Transition

- The purpose of Service Transition is to "Ensure that new, modified or retired services meet the expectations of the business as documented in the service strategy and service design stages of lifecycle"

- Service Transition makes sure that service is successfully deployed in an effective and efficient manner into the supported environments

- It also makes sure that proper knowledge is also transitioned along with the service. Typically this is a weak area for many organizations

- Service Transition is kind of gatekeeper and manages related with transitioning of new or changed services

- It provides value by making sure that high number of changes are deployed successfully

Release Management

The purpose of the release management practice is to make new and changed services and features available for use.

Release is a version of a service or other configuration item, or a collection of configuration items, that is made available for use.

A release may comprise many different infrastructure and application components that work together to deliver new or changed functionality. It may also include documentation, training (for users or IT staff), updated processes or tools, and any other components that are required.

Each component of a release may be developed by the service provider or procured from a third party and integrated by the service provider
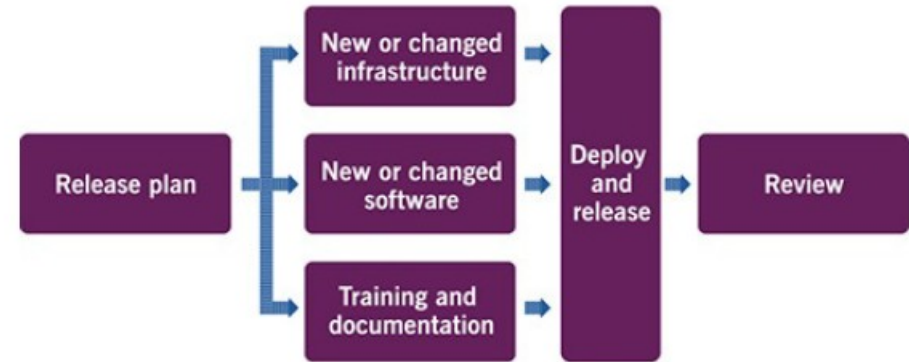
Release Management

Release Management ensures that:

- Releases are successfully deployed in the environment while causing minimal disruption to the services
- Integrity of release package is maintained
- Deploy correct release package to live environment
- Risk is minimized to the minimum level
- Knowledge and skills are transferred to service operations

Release Management

Waterfall

- In these environments release management and deployment may be combined and executed as a single process.

Agile/DevOps

- In an Agile/DevOps environment there can be significant release management activity after deployment. In these cases, software and infrastructure are typically deployed in many small increments, and release management activity enables the new functionality at a later point. This may be done as a very small change.
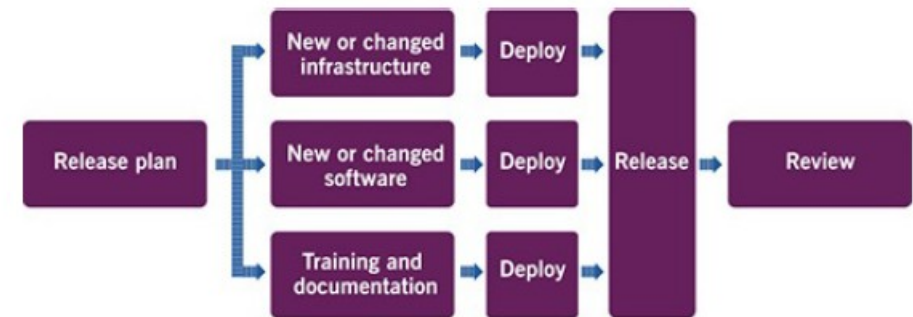
Service Request

The purpose of the service request management practice is to support the agreed quality of a service by handling all pre-defined, user-initiated service requests in an effective and user-friendly manner.

A request from a user or a user's authorized representative that initiates a service action which has been agreed as a normal part of service delivery.

Each service request may include one or more of the following:

- a request for a service delivery action (for example, providing a report or replacing a toner cartridge)
- a request for information (for example, how to create a document or what the hours of the office are)
- a request for provision of a resource or service (for example, providing a phone or laptop to a user, or providing a virtual server for a development team)
- a request for access to a resource or service (for example, providing access to a file or folder)
- feedback, compliments, and complaints (for example, complaints about a new interface or compliments to a support team)

Request Fulfillment

- These are commonly occurring requests that Service Desk gets on a regular basis. Examples include requesting new equipment such as mouse, keyboard, cell phone; resetting password, answering 'how to' questions etc.

- These days IT organizations are trying to provide request fulfillment services through Self Serve model i.e. users are able to make a service request and they are put through an automatic process where their request is fulfilled without any human intervention

- Service Desk an important role in filtering the service requests from incident and problems and putting it through request fulfillment process

Recap