IT service management plays a crucial role by aligning with **IT strategy**, integrating **operational technology**, and supporting **business continuity**. Simultaneously, the **governance of IT** shapes this strategy and significantly influences **IT service management**. Within this framework, **project management** is embedded in **IT service management**, where it not only ensures **business continuity** but also oversees specific projects. Each project is evaluated against **key performance indicators (KPI)**, which also serve to assess the effectiveness of **IT service management** overall. Additionally, **managed service providers** establish **service level agreements (SLAs)** that further bolster **business continuity**, ensuring a cohesive and robust IT environment.