

Section 1

Services, Processes, History of ITSM

INTRODUCTION TO SERVICES



Restaurant service

Let's go eat!



Mobile communication

I'll call!



Taxi service

Let's call a cab!

Long-term vision of service providers: To provide an essential, ubiquitous service

WHAT IS A SERVICE?

Definition:

Service is a method of providing the **added value** of something to the **customer**, without the customer having to carry the **costs** and **risks** associated with **ownership**.

Added value

- The benefit

Customer

- The person that **pays** for the service

User

- The person that **benefits** from the service

Costs

- Of everything needed to produce the added value

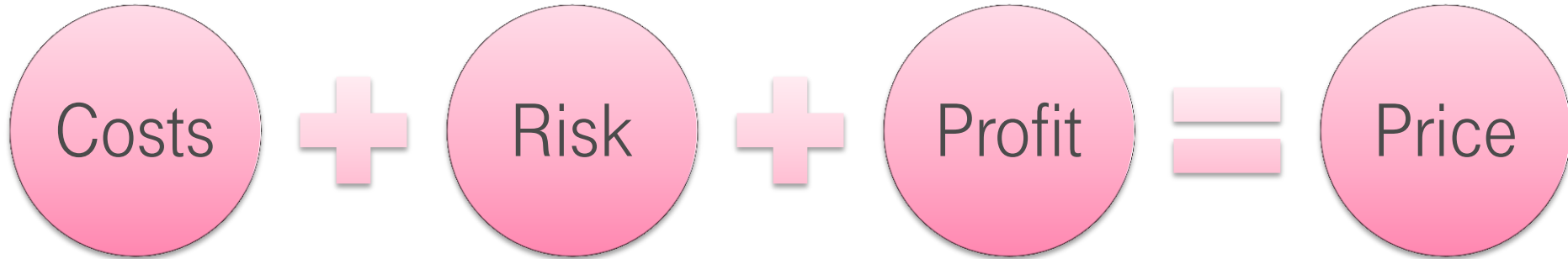
Risks

- Anything that could go wrong

WHAT IS A SERVICE?

Definition:

Service is a method of providing the **added value** of something to the **customer**, without the customer having to carry the **costs** and **risks** associated with **ownership**.



WHAT IS A PROCESS?

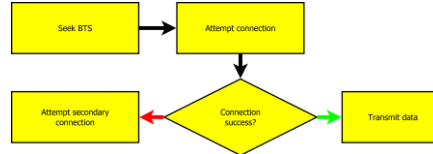
Definition:

A **process** is an **interlinked** series of activities which transform **inputs into outputs**, thus providing **added value**.

Visible



Invisible



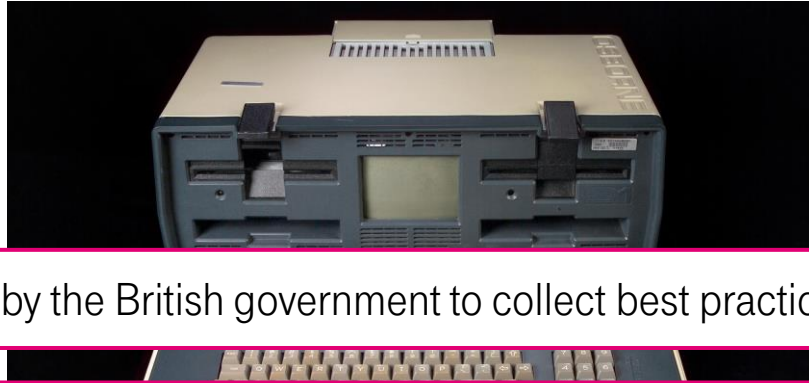
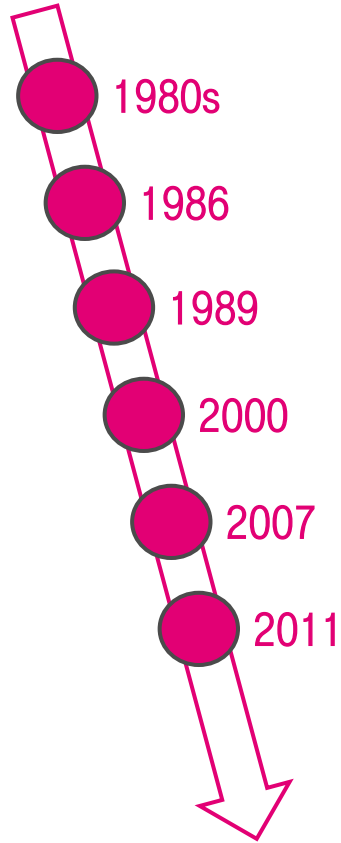
Legal requirements

*Mandatory rest after
12 hours of work!*

Industry standards

*Wear a hard-hat while
at a construction site!*

HISTORY OF IT SERVICE MANAGEMENT



Effort by the British government to collect best practices in IT

IT Infrastructure Library (v1): 30+ books

ITIL v2: 9 books

ITIL v3: 5 books

ITIL 2011: minor improvements to ITIL v3

CORE PRINCIPLES OF ITIL

Vendor-neutral

Never mentions specific technology or vendor

Non-prescriptive

Never says "You must!" – merely describes best practice

Unambiguous terminology

Uses clear wording, instead of PR catch phrases. Terminology may appear boring, but helps convey meaning.

Common misconception:

~~"ITIL is public domain"~~

ITIL is not public domain!

1986 – 2013: Crown copyright

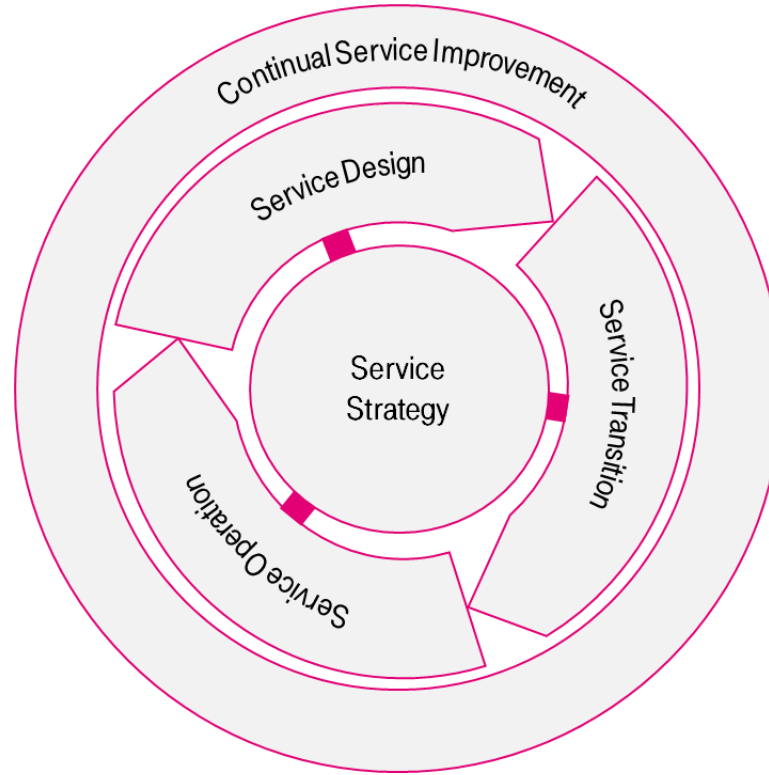
2013+: © Axelos

The Service Lifecycle – Helicopter view

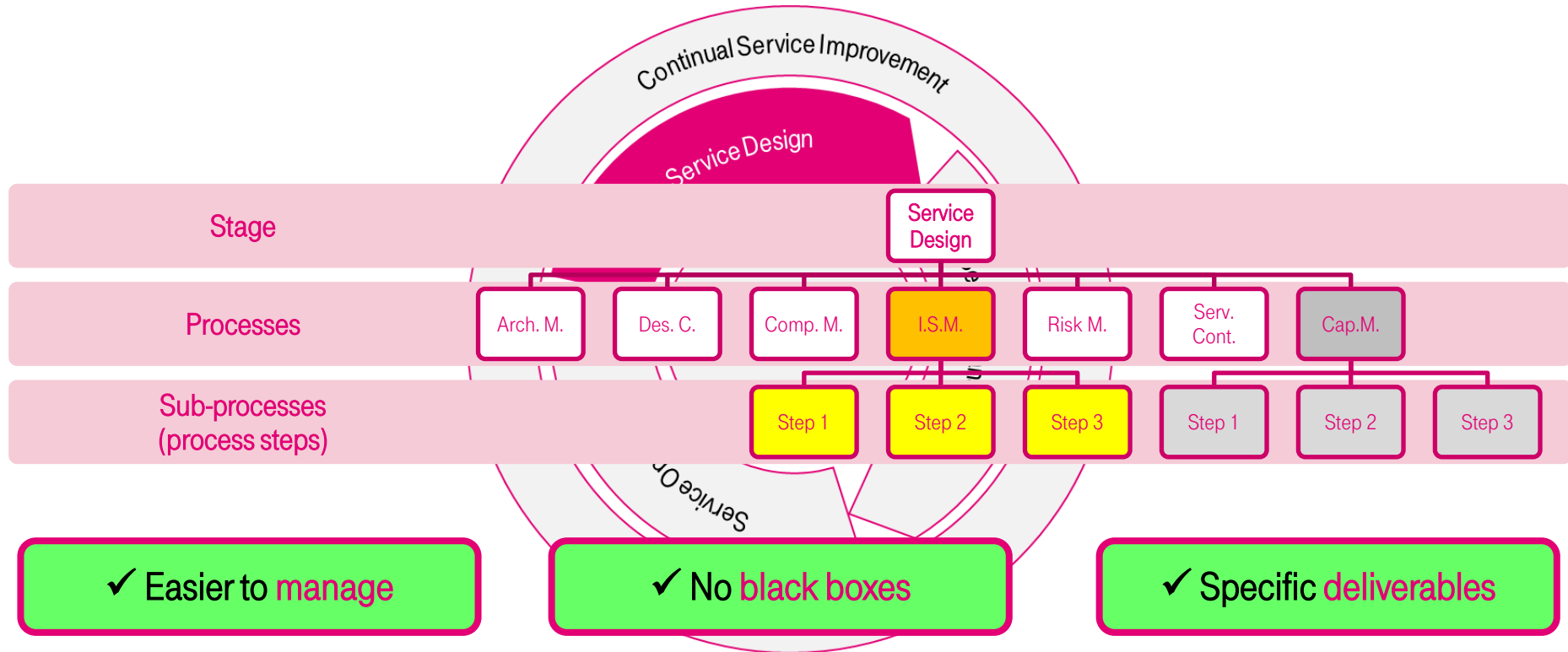
STAGES OF IT SERVICE LIFECYCLE

- ITIL 2011: 5 stages of lifecycle
- Best practices described in 5 core books

STAGES OF IT SERVICE LIFECYCLE



INTERNAL STRUCTURE OF A LIFECYCLE STAGE



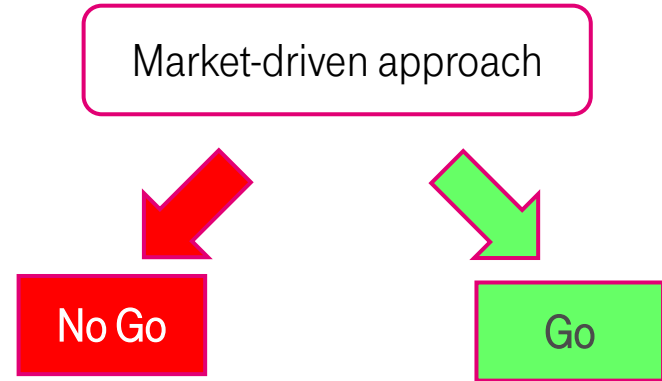
SERVICE STRATEGY

New or Existing service

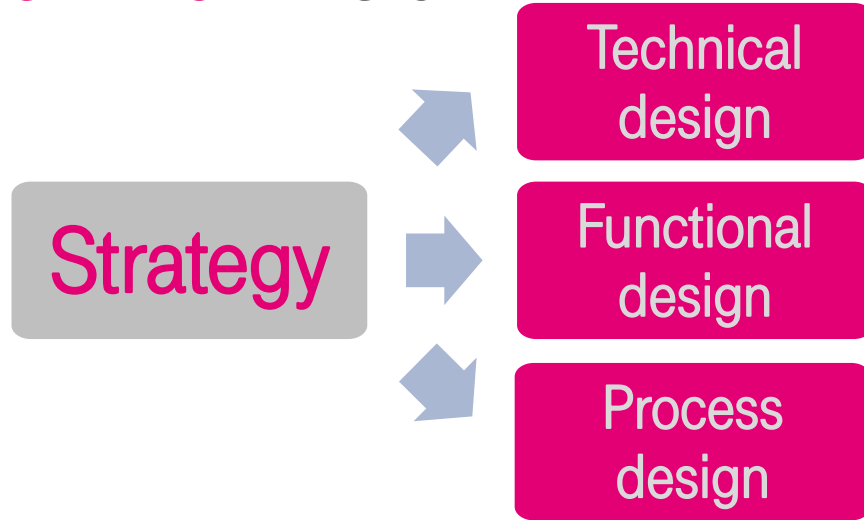
- What is the **added value**?

Business case

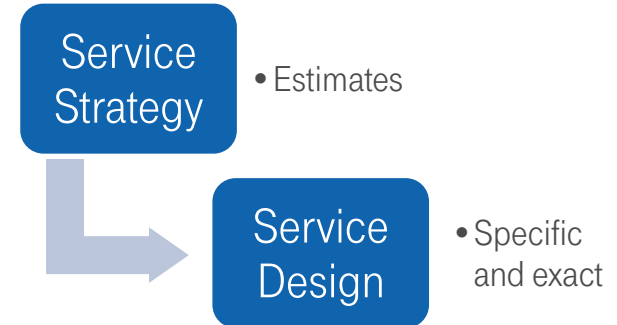
- Who are the customers?
- How many customers are there?
- Suppliers? Partners?



SERVICE DESIGN



- ✓ How many visitors – workdays / weekends?
- ✓ Number of tables?
- ✓ How many cooks, waiters and waitresses?
- ✓ Number of ovens, plates, cups...



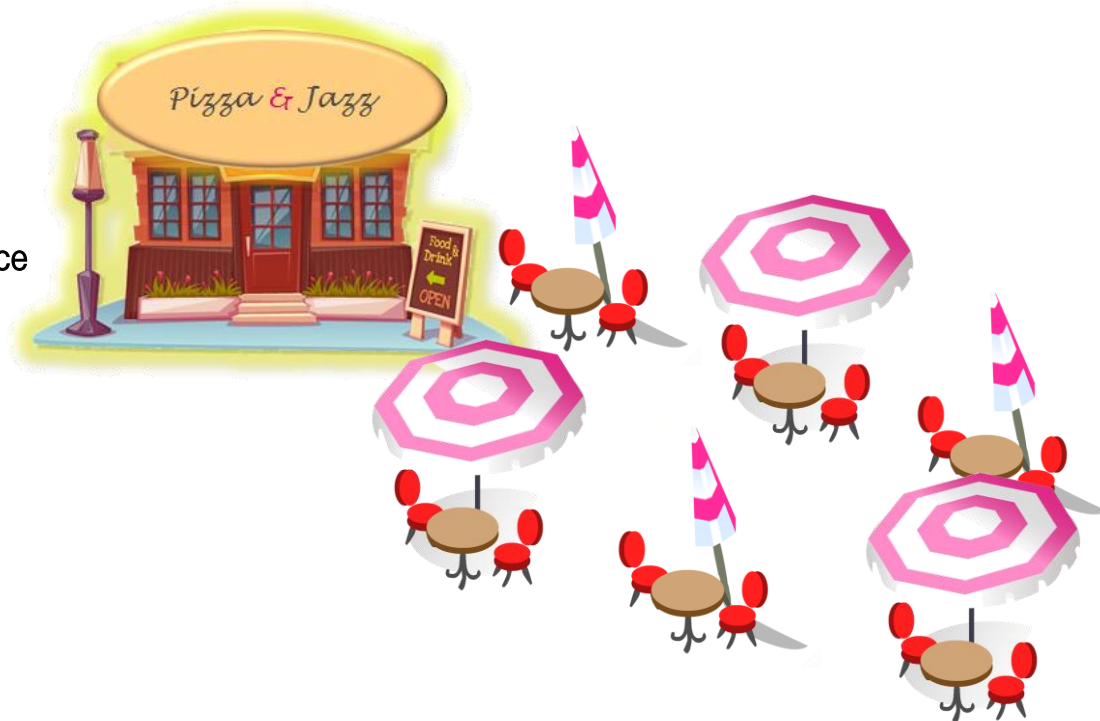
SERVICE TRANSITION

Strategy = “How to make money by delivering value”

Design = “How will our service function (internally)”

Service Transition:

- Initial **build-up** (implementation) of the service
- **Changes** to the service design
- **Running down** (decommissioning) of the service



SERVICE OPERATION

Governance of day-to-day service operation

- × **NOT:** How to deliver the actual service
- ✓ How to **check** normal operation
- ✓ How to **restore** normal operation
- ✓ How to **grant** and **revoke access** to the service *and more...*

We are out of broccoli!



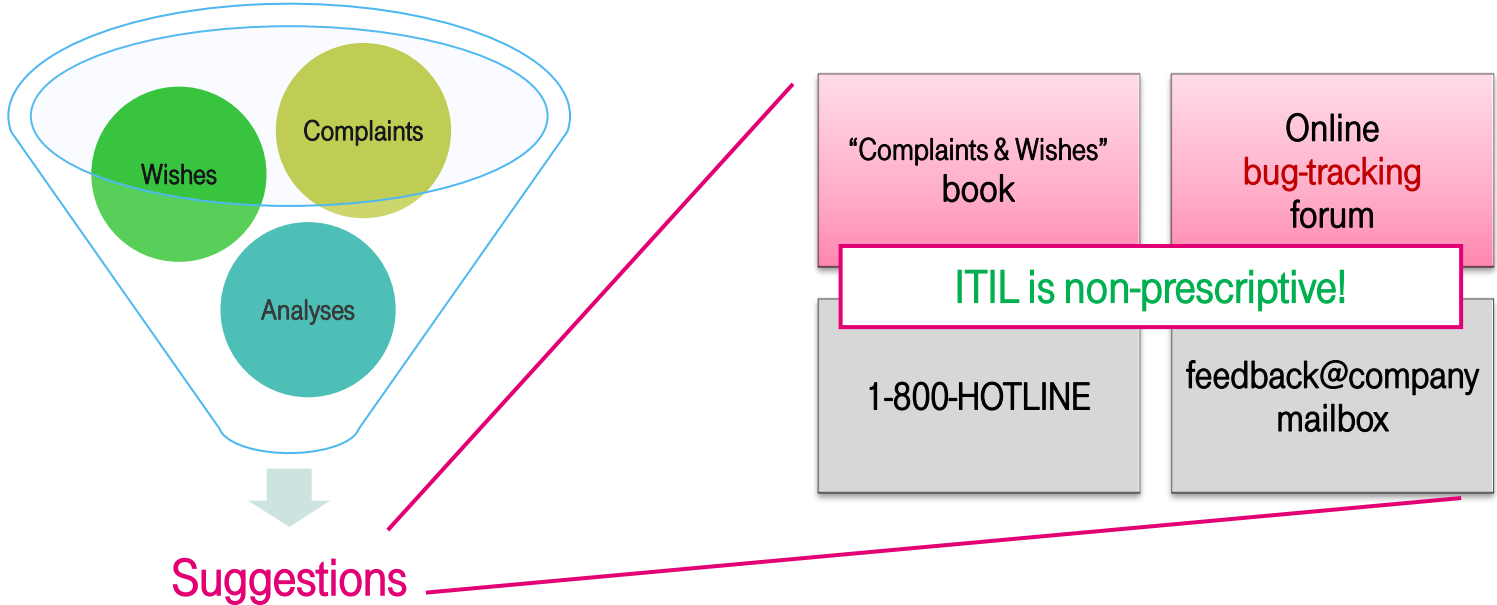
Shift Leader

I'll take care of it...

CONTINUAL **SERVICE** IMPROVEMENT

Continually make improvements to the service or its processes

- ✓ Anyone – a **customer**, a **vendor**, or own **function** - can submit suggestions.



STAGES OF IT SERVICE LIFECYCLE

