

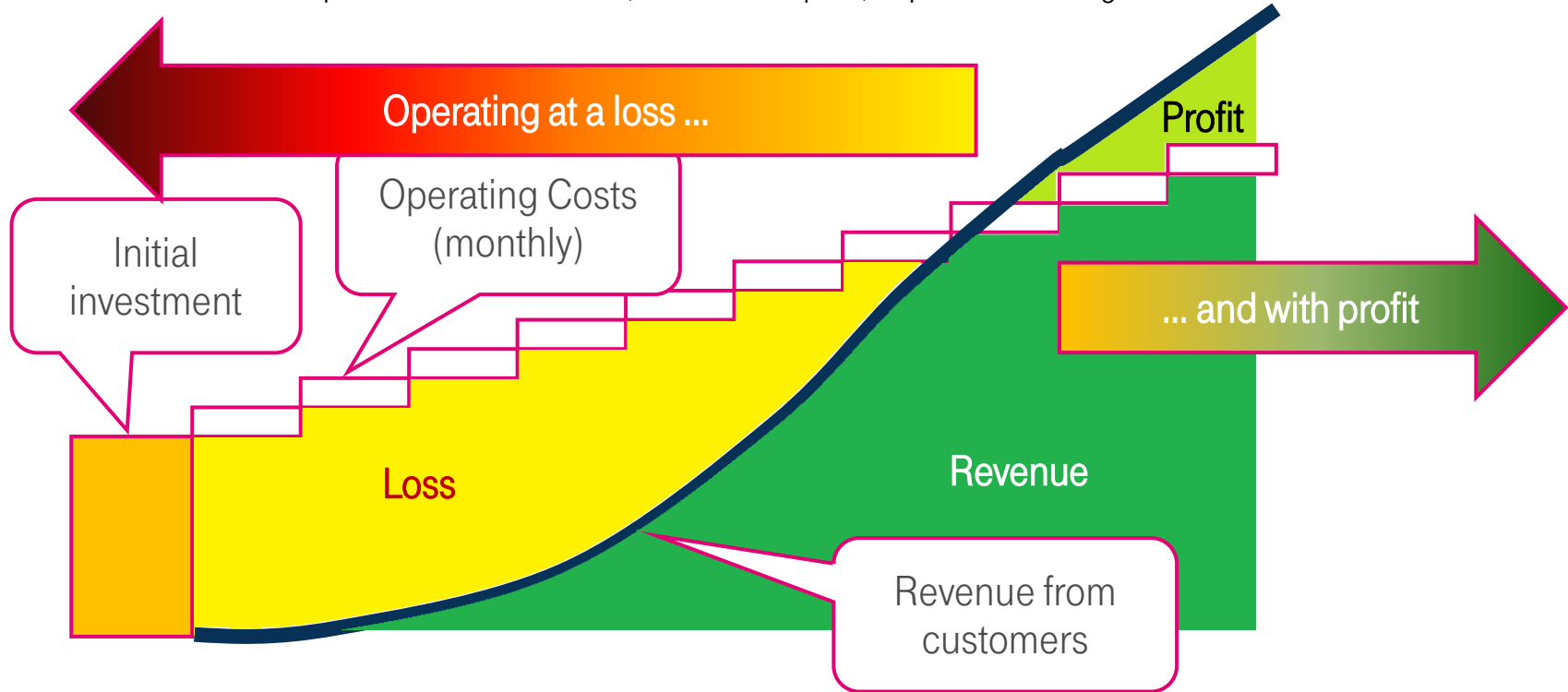
DEEP DIVE

→ **Service Strategy**

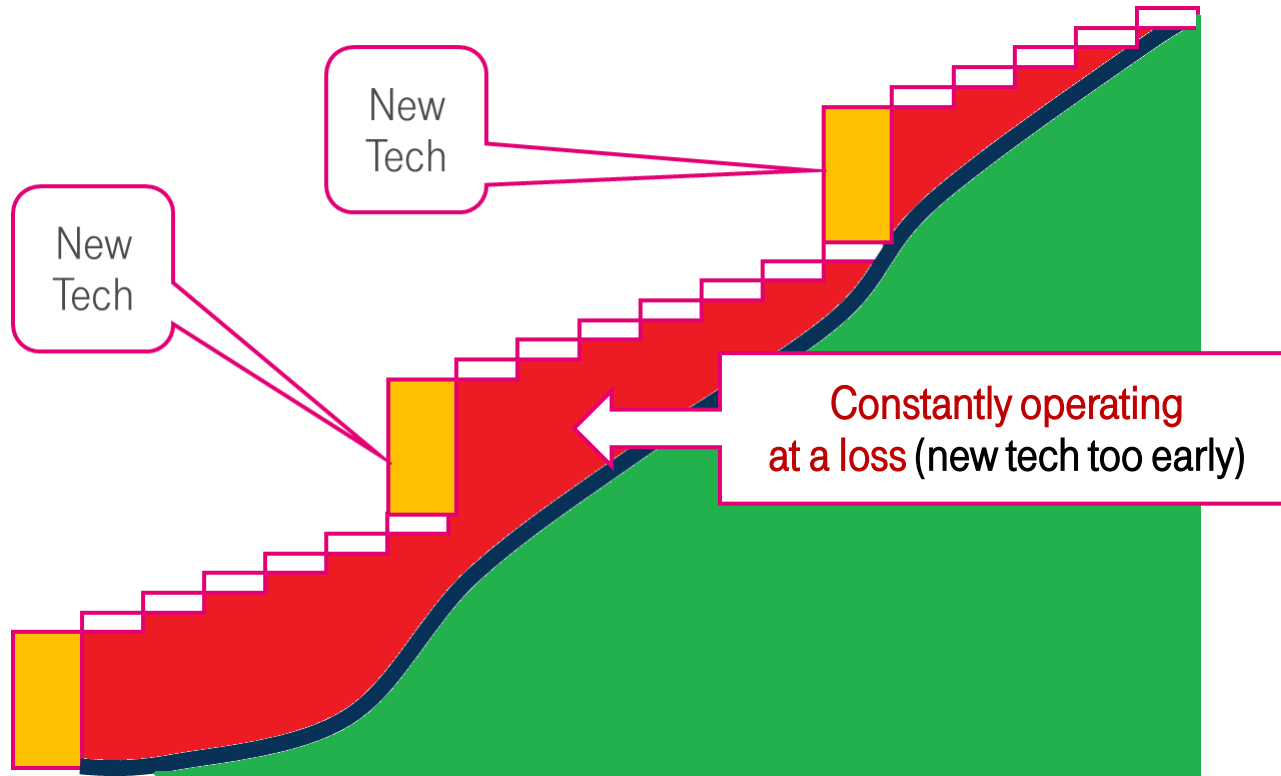
SERVICE STRATEGY - INTRODUCTION

Aim of Service Strategy: Clarify and Prioritize investments into service.

Factors considered: Importance of the service, Financial Impact, Impact on existing services



SERVICE STRATEGY - INTRODUCTION



LONG-TERM IMPROVEMENT

- Service Strategy helps IT service providers to improve and develop over the long term.
- When compared with other stages, Service Strategy “thinks” in larger blocks.
- Most connected to the market: Market-driven approach.

SERVICE STRATEGY – PRIMARY BREAKDOWN

Strategy
Management
for IT Services

Service Portfolio
Management

Financial
Management
for IT Services

Demand
Management

Business
Relationship
Management

STRATEGY MANAGEMENT

Strategy Management for IT Services assesses (reviews):

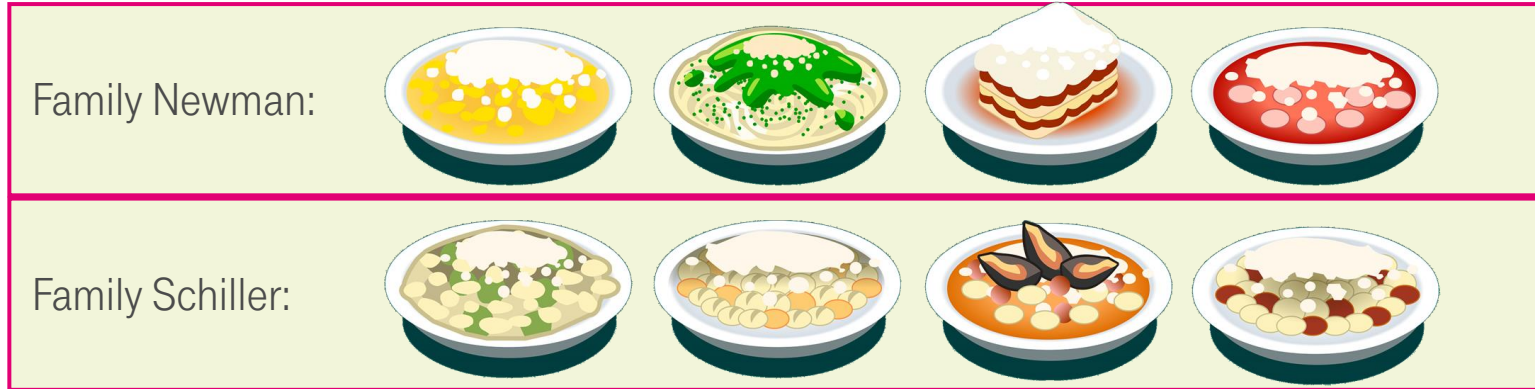
- Our service and capabilities – *What are we offering and how good are we?*
- Offer of our competitors – *What do competitors offer?*
- Current and potential market spaces – *What opportunities does the market provide?*
- These assessment allow **development of a strategy** for serving customers.
- Once the **strategy** is defined, this process is responsible for its **implementation**.



SERVICE PORTFOLIO MANAGEMENT

Service Portfolio: A **catalogue** (a database) of all **offered services**.

Objective of Portfolio Management: To Ensure we have the right mix of services for meeting our business objectives.



Service Portfolio
Review

**Define and
Analyze** new or
changed Services



Approve new or
changed Services

(Service)
Change
Proposal

SERVICE PORTFOLIO MANAGEMENT

Terminology

Service Model

- High-level description of the service and of the components for its delivery
- Helps understanding services and how they interact with each other

Service Charter

- Description of the service (new or changes) and of the approach to building that service
- Passed to **Service Design**, where it is developed into a detailed design blueprint.

FINANCIAL MANAGEMENT

Objective:

Manage **budgeting**, **accounting** and **charging** (invoicing) requirements of a service provider.

Financial Planning

- Planning of the service budget

Financial Analysis and Reporting

- Regular analysis of the performance of the service

Service Invoicing

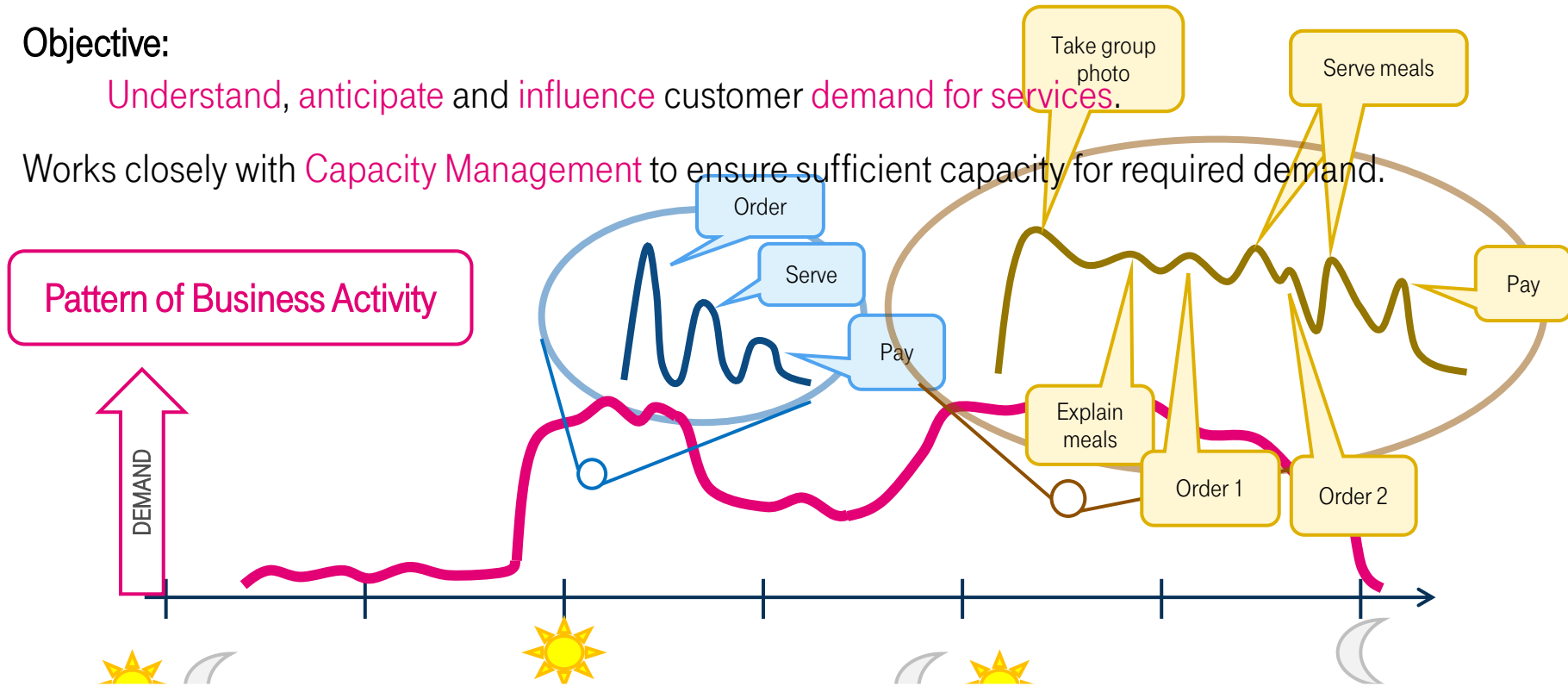
- Practical aspects of invoicing the customers

DEMAND MANAGEMENT

Objective:

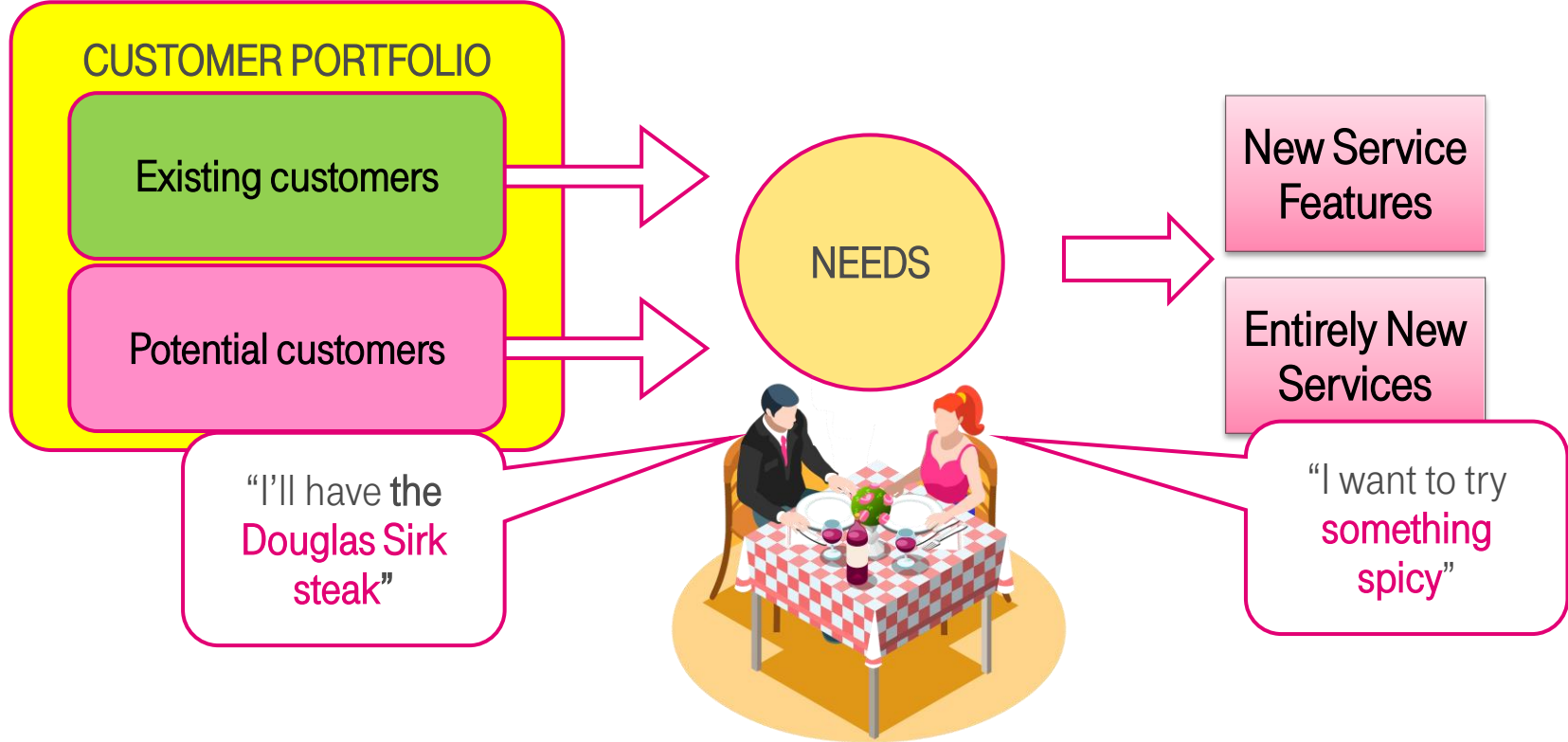
Understand, anticipate and influence customer demand for services.

Works closely with Capacity Management to ensure sufficient capacity for required demand.



BUSINESS RELATIONSHIP MANAGEMENT

Objective: Generate and maintain positive relationship with customers.



BUSINESS RELATIONSHIP MANAGEMENT

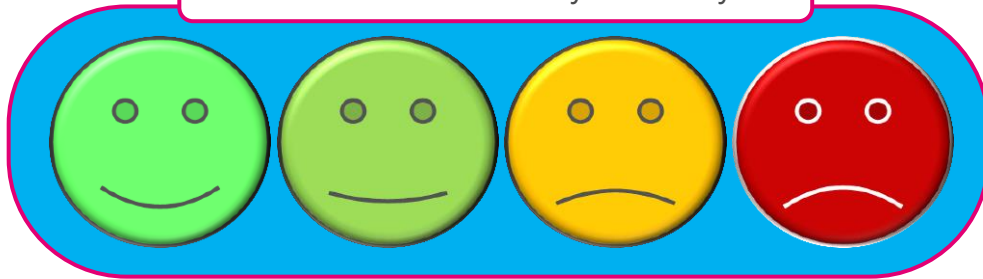
Sub-processes of Business Relationship Management

Customer Satisfaction
Surveys

Handling of Customer
Complaints

Monitoring of
Customer Complaints

How satisfied were you today?



Subject Complaint!

When I visited your shop today...

SERVICE STRATEGY – ONE PAGE SUMMARY

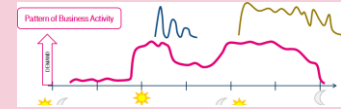
Strategy Management for IT Services

- What do we offer?
- What is the market situation?
- What does competition offer?



Demand Management

- How is demand changing over time?
- **Patterns of Business Activity**



Financial Management for IT Services

- Provides necessary financial resources
- Manages invoicing for the service

Business Relationship Management

- How do customers feel?
- How can we ensure positive connection with customers?



Service Portfolio Management

- Compiles service description in a Service Model and Service Charter
- **Submits Service Charter to Service Design**

(Service)
Change
Proposal

DEEP DIVE

→ **Service Strategy** 