



4 P's of Service Design

ITILv3 Foundations

<http://www.jasondion.com>

4 P's of Service Design

- People
- Processes
- Products
- Partners



People

- Consists of our technical staff, users, customers, stakeholders, board executives, and many others
- People need to be trained, managed, supervised, led, hired, fired, convinced, etc.



Processes

- ITIL is all about processes
- 26 processes in ITIL v3
- Service Design considers the processes while designing a new service



Products

- Made up of other services, technology (hardware, software, etc.), tools needed to support the services



Partners

- People and organizations that help us provide excellent services
- Manufacturers
- Suppliers
- Vendors
- Etc...

