

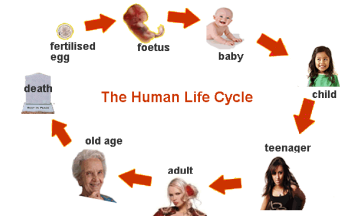


Life Cycle

"The complete cycle of events occurring over the lifetime of an animate or inanimate object"

Example: Human lifecycle (simplified)

- Conception
- Childhood
- Adulthood
- Death



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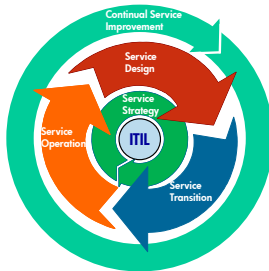
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Service Life Cycle

- The architecture of the ITIL core is based on a

Service Life Cycle

- Service Strategy
- Service Design
- Service Transition
- Service Operation
- Continual Service Improvement



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Service Strategy (SS)

- Shows organizations how to transform Service Management into a strategic asset and to then think and act in a strategic manner
- Helps clarify the relationships between various services, systems or processes and the business models, strategies or objectives they support



Service Strategy

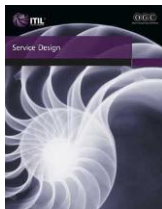
- How to create value for customers
- How to best use resources and capabilities
- What services should be offered?

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Service Design (SD)

- Provides guidance for the design and development of **services** and Service Management **processes**
- The scope includes **new services**, and the **changes** and improvements necessary to increase or maintain value to customers over the lifecycle of services



Service Design

- Overall service design
- Service mgmt systems
- Technical & management architectures
- Processes
- Measurement

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Scope of SD

Design of:

- New and changed services
- Service management systems and tools (e.g. Service Portfolio)
- Technology architecture and management systems
- Measurement methods and metrics
- Processes required

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Value to business of SD

- Reduced total cost of ownership (TCO)
- Improved quality of service
- Improved consistency of service
- Easier implementation of new/changed services
- Improved service alignment
- More effective service improvement
- Improved IT governance
- More effective ITSM
- Improved information and decision making

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Service Transition (ST)

- Plan and implement the deployment of all releases to create a new service or improve an existing service
- Assure that the proposed changes in the Service Design Package are realized
- Successfully steer releases through testing and into live environment
- Transition services to/from other organizations
- Decommission or terminate services



- How to move services from development into production effectively
- Guidance on managing changes to services
- Guidance on transferring control of services between providers

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Service Transition



Scope of ST

Management and coordination of processes, systems and functions to:

- Package, build, test and deploy a release into production
- Establish the service specified in the customer and stakeholder requirements

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Value to business of ST

- Ability to react quickly to give 'competitive edge'
- Management of mergers, de-mergers, acquisitions, transfer of services
- Higher success rate of changes and releases
- Better prediction of service levels and warranties
- More confidence in governance and compliance
- Better estimating of resource plans and budgets
- Improved productivity of business and IT
- Timely savings following disposal or de-commissioning
- Reduced level of risk

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Service Operation (SO)

- Coordinate and carry-out day-to-day activities and processes to deliver and manage services at agreed levels
- Ongoing management of the technology that is used to deliver and support services
- Where the plans, designs and optimizations are executed and measured



- Delivery and support of services
- "Factory" of IT

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Scope of SO

Ongoing management of:

- The services themselves
- The Service Management processes
- Technology
- People

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Value to business of SO

Where actual value of strategy, design and transition are realized by the customers and users

But

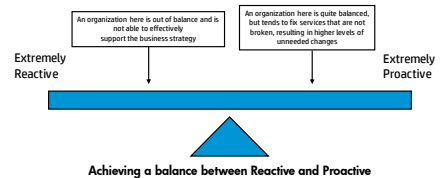
Where business dependency usually commences

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Achieving balance (Conflicting Motives)

- IT Services v Technology
- Stability v Responsiveness
- Quality of service v Cost of service
- Reactive v Proactive



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The value of communication

- Good communication is needed between all ITSM personnel and with users/customers/partners
- Issues can often be mitigated or avoided through good communication
- All communication should have:
 - Intended purpose and/or resultant action
 - Clear audience, who should be involved in deciding the need/format

Communicate:

- Right information
- Right people
- Right time
- Right format

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Continual Service Improvement (CSI)

- Aims to continually align IT services to changing business needs by identifying and implementing improvements
- Continually looking for ways to improve process efficiency and effectiveness as well as cost effectiveness



Continual Service Improvement

- Guidance in evaluating and improving service quality, the service lifecycle and its underlying processes

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Scope of CSI

- Overall health of ITSM as a discipline and of the [services](#)
- Alignment of the [service portfolio](#) with business needs
- Maturity of [processes](#)

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Value to business of CSI

- Improved service quality, higher availability
- Gradual cost reductions and better cost-justification
- Better information about existing services and areas for improvement
- Better business/IT alignment
- Increased flexibility and adaptability
- Improved communication
- ROI/VOI

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Key Principles, Models and Concepts



Service Provider

An organization supplying services to one or more internal customers or external customers



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Process Owner

Responsible for:

- Assisting with Process Design
- Documenting the process
- Making sure the process is being performed as documented
- Making sure the process meets its aims
- Monitoring and improving the process over time



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Service Owner

The Service Owner is accountable for a particular service

- Initiation and transition (after the service has been chartered)
- Ongoing maintenance and support
- Monitoring and reporting
- Identifying improvement opportunities



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RACI Model

- A RACI model can be used to help define roles and responsibilities
- It identifies the activities that must be performed alongside the various individuals and roles involved
- RACI is an acronym for the four main roles of:
 - **Responsible** — The person or people responsible for getting the job done
 - **Accountable** — Only one person can be accountable for each task
 - **Consulted** — The people who are consulted and whose opinions are sought
 - **Informed** — The people who are kept up-to-date on progress

Question: What are the RACI roles and responsibilities when you organize an org event?

Event Head/PM Logistics Committee
Event Committee Members Org ExeCom

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Example RACI Model

	ExeCom	Event Head/PM	Logistics Committee	Committee Members
Activity 1	C	AR	I	I
Activity 2	I	A	R	R
Activity 3	I	A	C	R
Activity 4	C	A	R	I
Activity 5	C	A	R	R

Note: there is always one, and only one, person accountable for every activity

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Suppliers and Contracts

Supplier

- A third party responsible for supplying goods or services
- These are required by the service provider to enable them to deliver services

Contract

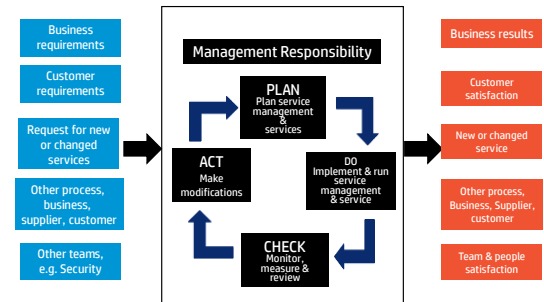
- A legally binding agreement between two or more parties to supply goods or services



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Plan, Do, Check, Act Model (Deming Cycle)



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Service Design

Which of the following is not within the scope of development for Service Design?

- New and changed services
- Technology architecture and management systems
- Measurement methods and metrics
- Release and deployment planning

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Service Transition

When transitioning a new service into a production environment, which of the following activities should be considered?

- Ensure that the proposed changes can be used in accordance with the requirements and constraints
- Define measurement metrics and methods
- Evaluate process maturity and integration
- Maintain the status quo to achieve infrastructure stability

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