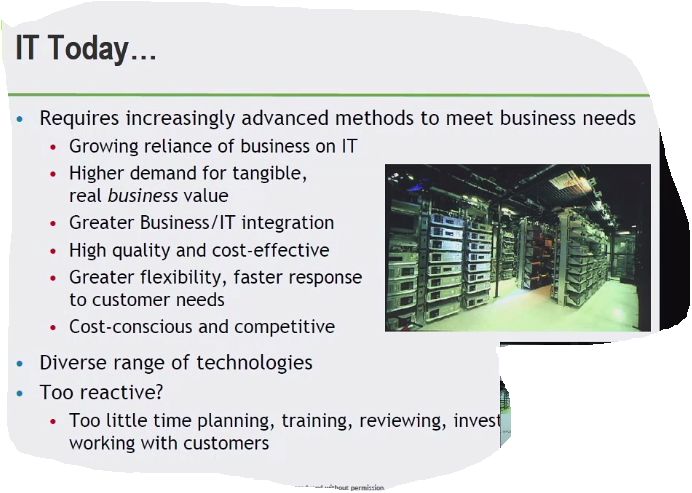
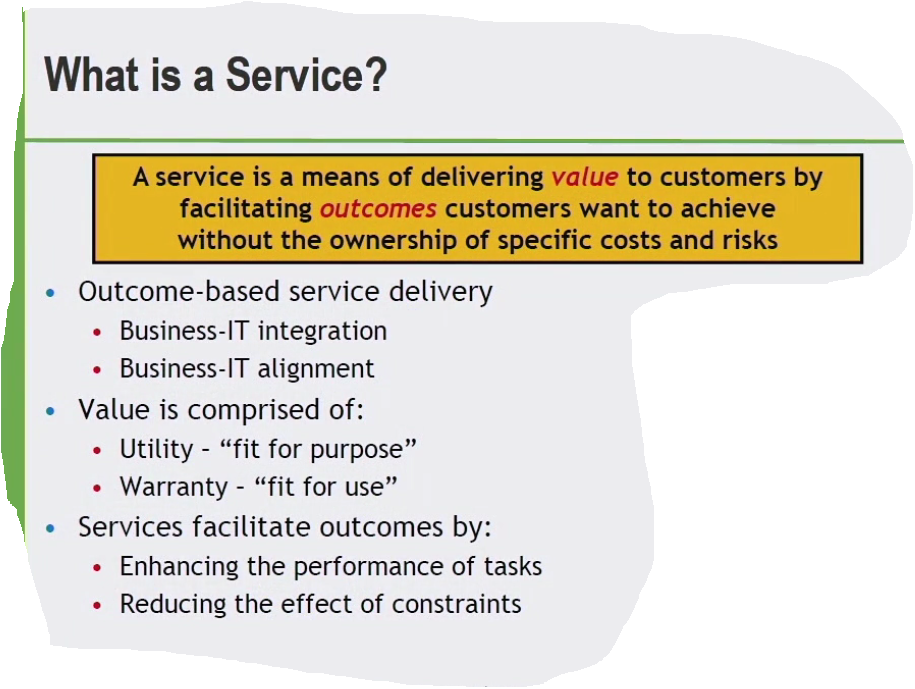
**SERVICE MANAGEMENT AS A PRACTICE**

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**IT Exists = Business**

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**Utility**

* **Service meets a particular need**

**Warranty**

* **Do we have enough capacity, security, what they get vs. how they get**

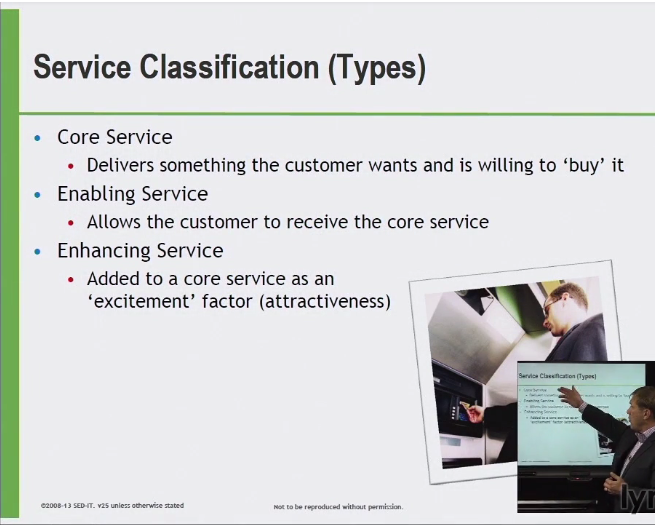
**A service provided to one or more customers by an IT Service Provider**

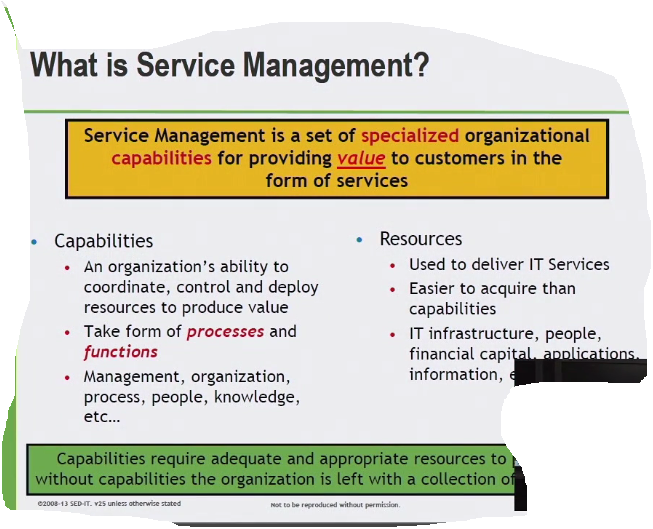
**Internal Service**

* **Departments or business units that support internal activities**

**External Service**

* **Service that achieves business outcomes**

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**DEMING MODEL**

**PLAN -> DO -> CHECK -> ACT**