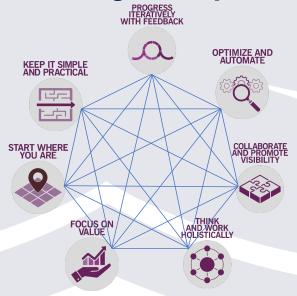
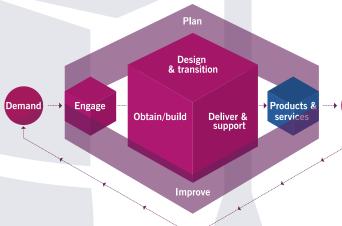
### **Guiding Principles**





#### **Service Value Chain**



# Political 1 2 Economical factors Organizations & people & Information & technology Products & services Value streams & suppliers Legal 3 4 Technological factors

**Four Dimensions** 

### **Continual Improvement**

Where are

we now?

Where do we

want to be?

How do we

get there?

Take

action

Did we

get there?

mission, goals and objectives

Perform baseline

assessments

**Define measurab** 

**Define the** 

improvement plar

improvement

actions

**Evaluate** 

metrics

and KPIs

**Factors** 

Value

Every dimension is affected

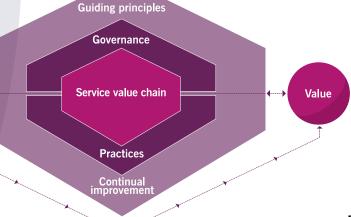
How do we keep the momentum

going?

by multiple factors

## Affected outcomes Costs introduced Risks introduced Risks removed Risks removed

### **Service Value System**



### **Utility/Warranty**

<u>Utility</u> is the functionality offered by a product or service to meet a particular need.

•What a service does (fit for purpose)

<u>Warranty</u> is the assurance that a product or service will meet agreed requirements.

How a service performs (fit for use)

### What is service?

Opportunity

/demand

A **service** is a means of enabling value co-creation by facilitating outcomes that customers want to achieve without the customer having to manage specific costs and risks.

- <u>Value</u> is the perceived benefits, usefulness, and importance of something.
- An <u>outcome</u> is a result for a stakeholder enabled by one or more outputs.
- <u>Cost</u> is the amount of money spent on a specific activity or resource.
- <u>Risk</u> is a possible event that could cause harm or loss, or make it more difficult to achieve objectives.

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