

## \*Key Concept with service Mgt:-

① Service:- Value → Customer (nick or overall cost)

② Service Mgt:- Building Service

③ Value & Value Co-creation → Relation b/w Product & Consumer.

④ Outcomes, Output, Cost & Risk:-  
Outcome → Desired value received by the product  
Output → Transferable delivery of service → website, payment gateway  
Cost →  
Risk →

Ex:- Amazon E-commerce website.  
Cost → Server, Resource, Maintenance.  
Risk → Security, Downtime.  
Output → Website, Payment gateway, Delivery.  
Outcome → Product to the customer.

⑤ Service Relation:- Interaction on service b/w Product & Consumer.

Includes:-  
Service Provider: Deliver Service.  
Service Consumer: Using Service.  
Relationship: feedback & collaboration.

⑥ Utility & Warranty:-  
Netflix → fit for use.  
(Assurance)  
Fit for purpose  
(Zoome)  
EX → Zoom  
→  
Next  
HP V.C.  
Zero Downtime

⑦ Organisation & People:-  
IT Real.

⑧ Processes, Product & Partners:-

SKILL  
Processes → Culture  
Product → Tools  
Partners → Data  
Product → Outsource

⑨ Service offering: goods & Access to resource & service

⑨ Service offering goods & services  
↓  
One Bundle.

Service -

Service Mng. -

Value Correlation -

Utility -

Warranty -

Output -

Outcomes -

Cost -

Risk -

Service Relation -

Service offering -

S V S :- Service Value System.

Multiple components that work together to create the full machinery.

Components of SVS:-

- ① Guiding Principles -
- ② Governance -
- ③ SVC (Service Value chain) -
- ④ Practices -
- ⑤ Continuous Improvement -

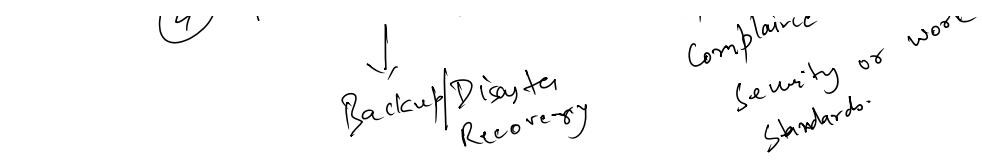
Why SVS?

- ① Align to the business outcome.
- ② Break silos & promote collaboration

③ Provide Agility, Innovation & Continuous Improvement.

- ④ Risk Management & Governance.  
↓  
Risks/Disasters

→  
Compliance w.r.t.  
Security or work  
to do.



① Guiding Principle: Recommendation for every situation.  
ex:- Focus on values.

② Risk Management & Governance  
 ↓  
 DR  
 Backup

③ SVC (Service Value chain):-

```

graph TD
    Plan --> Improve
    Improve --> Engage
    Engage --> Design[Design & Transition]
    Design --> Build
    Build --> Deliver[Deliver & Support]
    Deliver --> Improve

```

④ Practice → 34 ITIL Practices → Info. Security, continuous Improvement

- (1) General Management → Info. Security, continuous Improvement
- (2) Technical management - Deployment or Infra. mg.
- (3) Service management → Service catalog, Incident Mng.

Incident Mng.

Change Enablement

CMDB / Asset

Monitoring / Event Mng.

⑤ Continuous Improvement:

CAB

- (1) Change Manager → Shilpa
- (2) Change Initiator → Santosh, Petisha
- (3) Service Owner → Jabolal  
→ Piyush, Srikar

- ② Change Owner → Jabolsh
- ③ Service Owner → Piyush, Srikar
- ④ Risk Manager → Ramya
- ⑤ Business Representative → Ranveer, Tanuja
- ⑥ Operation Lead → Clayton Paul
- ⑦ Security Officer → Clayton Paul

upload Phone pe Version → 3.0  
Benefit - Reduced failed transaction by 70%.

Risk - 30min. downtime.

Timeline - Sunday (3 AM - 4 AM)

## \* Core ITIL Practice:-

- ① Incident Mng.
- ② Problem Mng.
- ③ Change Management
- ④ Service Request Mng.

① Incident Mng'  
→ Unplanned

logging → categorization → prioritization → Assignment  
↓  
Investigation & diagnosis.  
User Satisfaction → Closure document → Comms & Escalate ←

① MTTR →

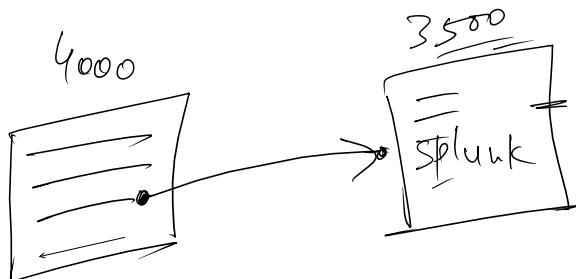
② First Call Resolution →

③ SCA →

② Problem Mng':-

- ① Trend Analysis (Proactive) -
- ② Major Incident Review (Reactive)
- ③ Manage Known Error DB (KE DB) -

(Proactive + Reactive)



③ change Enablement → Smooth upgrade/downgrade of the App.

CHG - - -  
↓ CTASc

④ Service Req. Management → Planned / Expected.

- ① Password Reset
- ② Adding user to the AD

Incident → Problem → Change → Reg. → Delivery

Core ITIL

- ① Service level Mng'
- ② Knowledge Mng'
- ③ Monitoring & event Mng'
- ④ Continuous improvement model:

① Service level Mng'

- ① SCA
- ② OUA

③ XLA

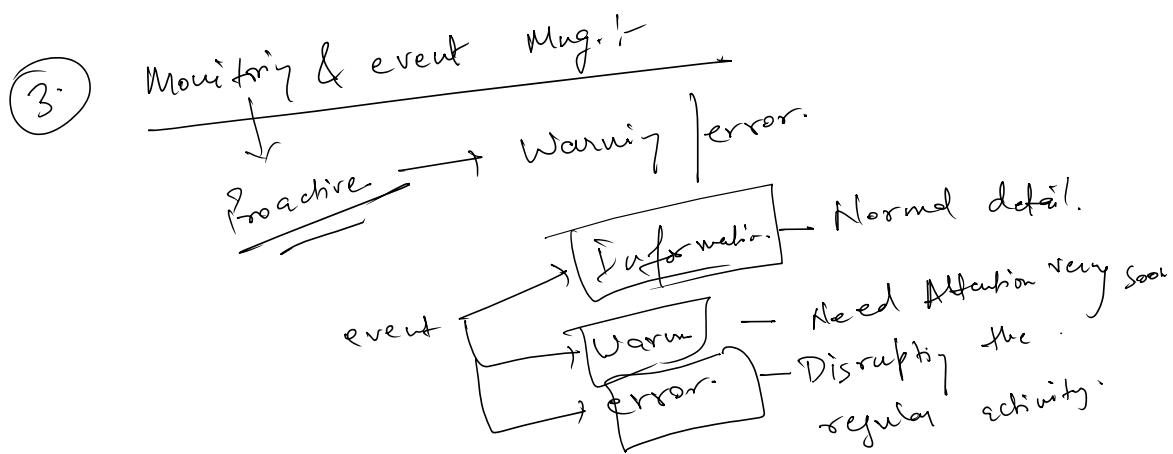
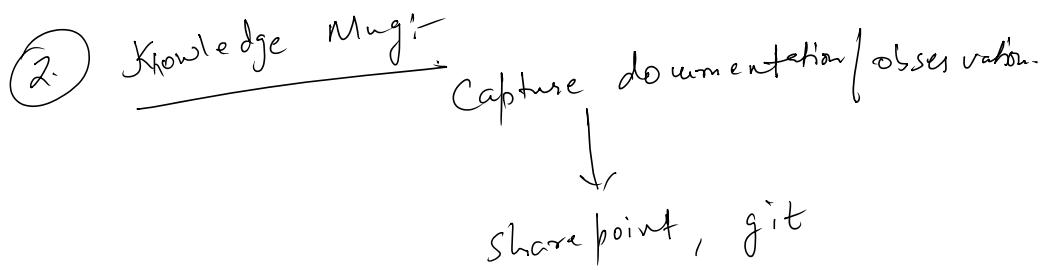
{ Experience  
level  
Agreement

User  
Experience

KPI's

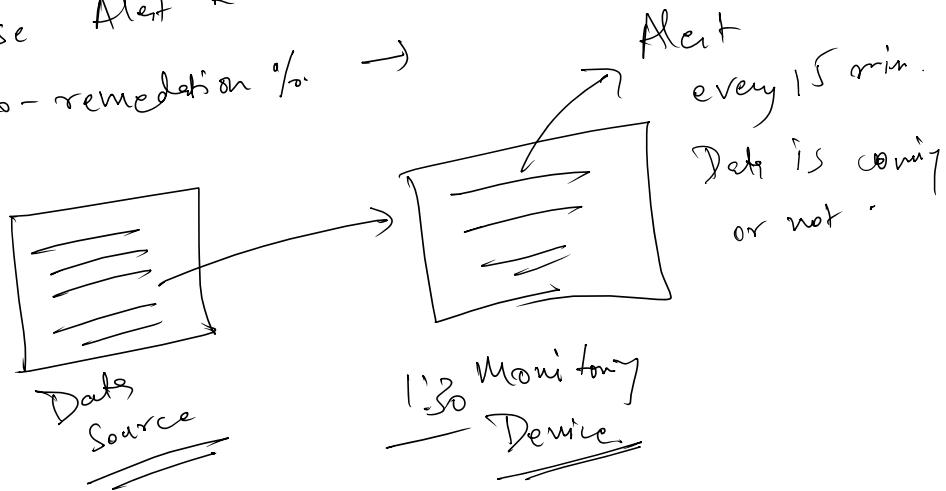
## KPI:-

- ① SLA Compliance %
- ② No. of SLA Breaches
- ③ CSAT (Customer Satisfaction Score)
- ④ Experience Score (RUM insight)



→ Mean time to detect.

- ① MTTD → Mean time to detect.
- ② False Alert Reduction% →
- ③ Auto-remediation % →



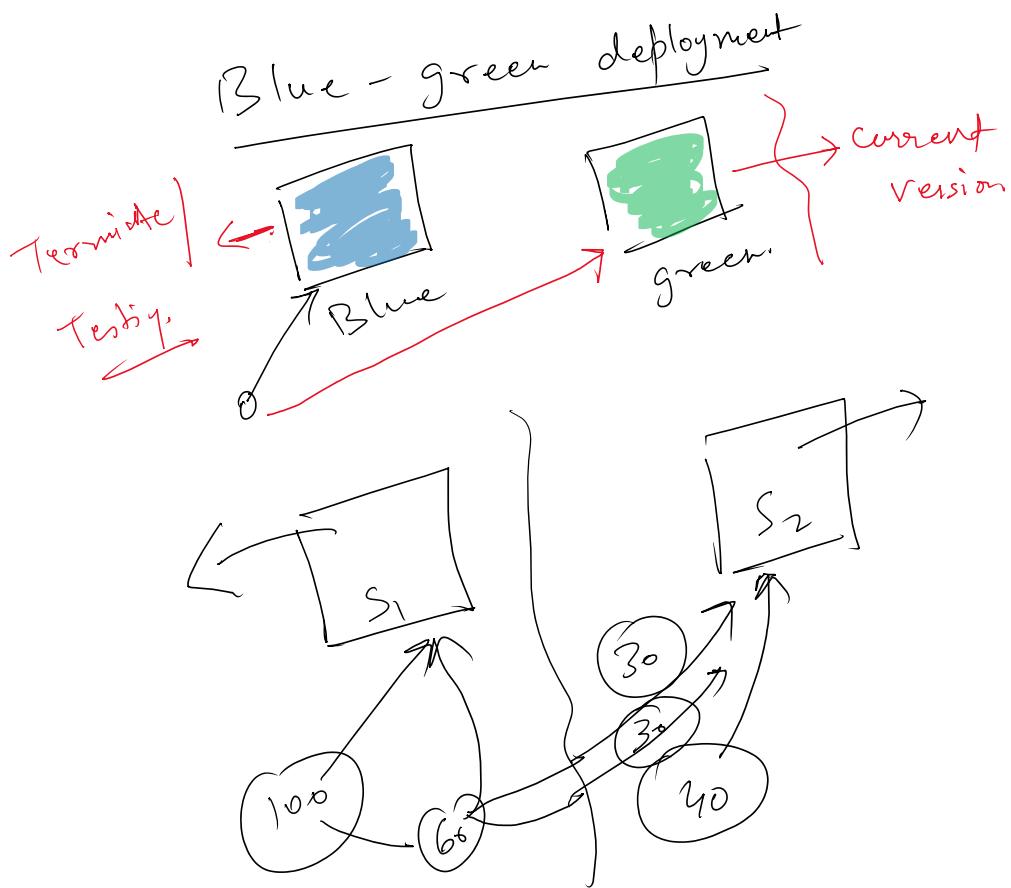
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... Lo - ((I)) - Incremental Improvement

## Continuous Improvement:- (CI) - Incremental Improvement

KPI's:-

- (1) Reduction in repeat incidents.
- (2) Better SCA & XLA success.
- (3) Faster Deployment Velocity.



| SCA , XLA , OLA

