

A Practical Guide to Services and Service Models

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Source: BMC Software - A practical guide to Services and Service Models

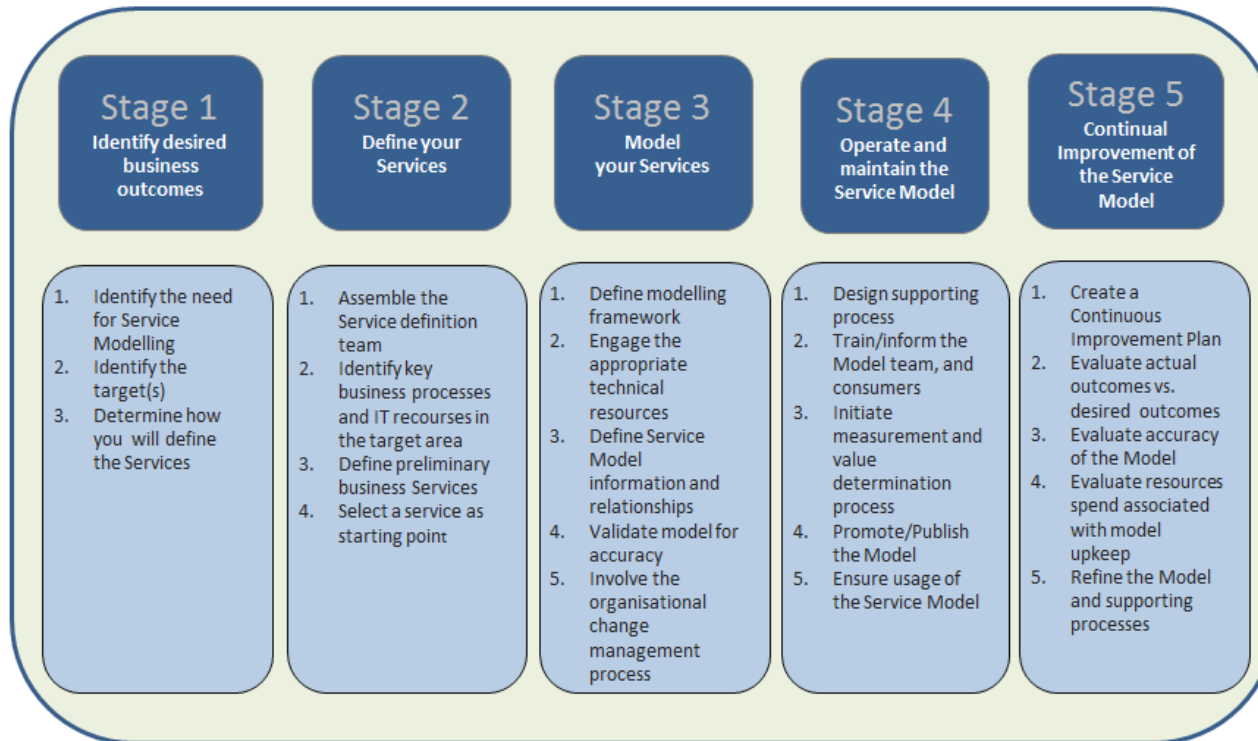
10th itSMFnz National Conference
Te Papa | Wellington | May 5th - 7th May 2014

The Business Services Gap



Overview of stages and steps

A practical guide to Services and Service Models



Stage 1

Identify desired business outcomes

Identify the need for Service Modelling

- ▶ What is the issue?
- ▶ How do we know it's an issue?
- ▶ Who are your customers?
- ▶ How will the customer be better served?
- ▶ How will a service-oriented approach help your business to achieve its goals?
- ▶ What benefits will the business get in return for its investment?

Stage 1

Identify desired business outcomes

Identify the target area

Key Considerations:

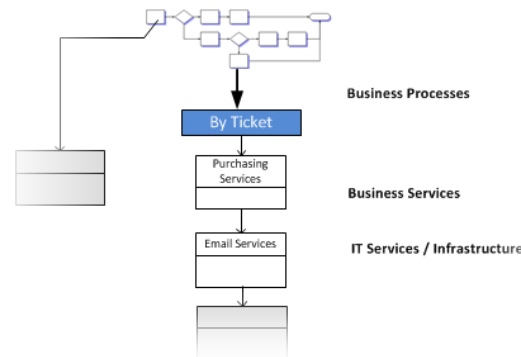
- ▶ The most ***visible*** area is not always the best starting point
- ▶ Select an ***important*** area but **not a *highly visible*** one
- ▶ Start with an area that gives you a good chance to achieve success

Stage 1

Identify desired business outcomes

Determine how you will define the Services

- ▶ A business-process approach, often referred to as the top-down approach
- ▶ Infrastructure, or bottom-up approach
- ▶ A middle-out approach

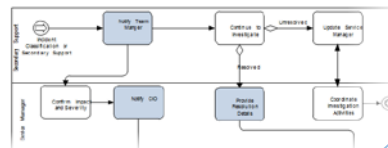


Stage 2

Define your Services

Summary of steps:

- ▶ Assemble the Service definition team (roles and responsibilities)
- ▶ Define Service Catalogue usage
- ▶ Identify key business processes and key IT resources in the target area
- ▶ Define preliminary Services
- ▶ Select a Service as a starting point



Stage 2

Define your Services

Select a Service as a starting point

- ▶ Consider the objectives, priorities and business outcomes
- ▶ Assess the complexity, visibility of the target area
- ▶ Determine if there are any legacy data migration needs
- ▶ Assess your resources

Service
Finance/Accounting
General Ledger
Reporting
Procurement/Supply Chain Management
Purchase Orders
Inventory Control
Project Management

Service
Collaborative Services
Email
Mobility
Web Based Meeting
Video Conferencing
Document Imaging
Resource Scheduling
Conference Rooms
Training Rooms



Service: Video Conferencing
Type: Business

Stage 3

Model your Services

Summary of steps:

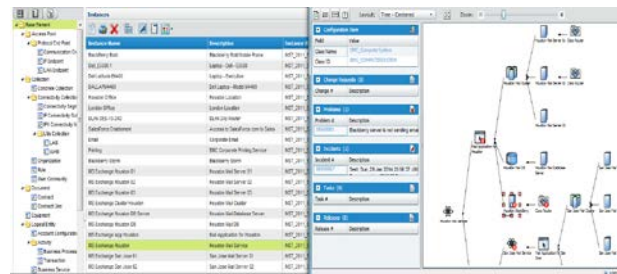
- ▶ Assess your existing tools and capabilities
- ▶ Define Modelling framework
- ▶ Identify the appropriate technical resources
- ▶ Define Service Model information and relationships
- ▶ Validate Model for accuracy
- ▶ Involve the organisational change management process

Stage 3

Model your Services

Assess your existing tools and capabilities

- ▶ CMDB – the repository for the service model
- ▶ Automated Discovery
- ▶ Event Monitoring
- ▶ Modelling tool



Stage 3

Model your Services

Define Modelling framework

- ▶ Confirm your modelling approach (top-down)
- ▶ Identify who will use the Model (consumers)
- ▶ Define any required Service level offerings
- ▶ Define which metrics to gather for the Service Model
- ▶ Agree upon naming conventions and definitions

Stage 3

Model your Services

Identify the appropriate technical resources

- ▶ Engage SMEs to determine key systems and infrastructure resources
- ▶ Identify resource owners
- ▶ Determine the attributes of the model components

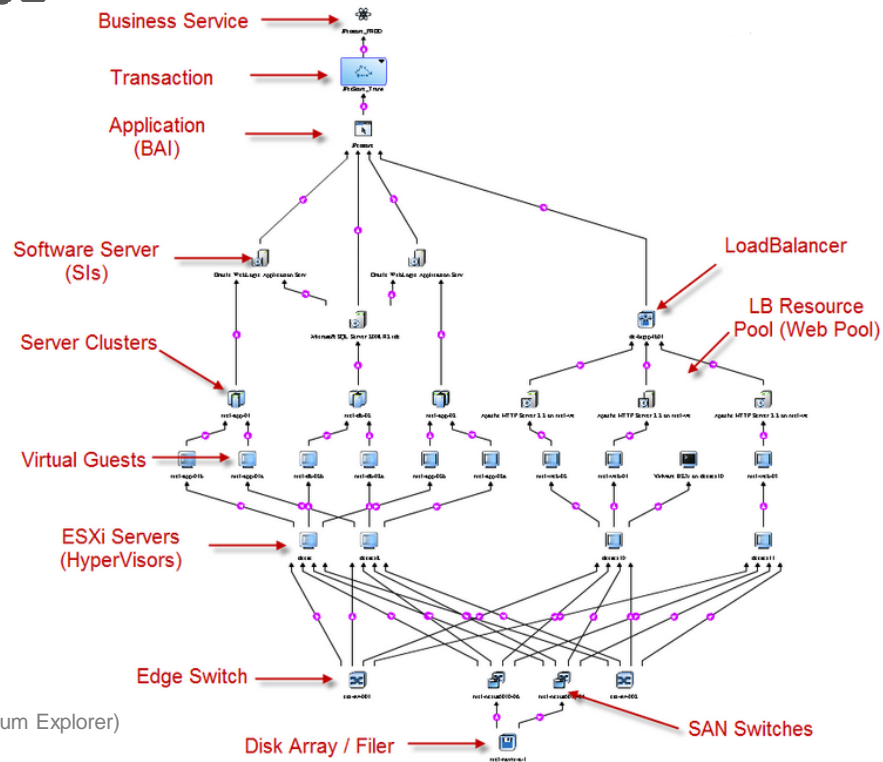
Attribute Type	Definition	Example
Core	Mandatory attributes for every CI in the CMDB	<ul style="list-style-type: none">• Name• Service Type• Owner• Description• Created date• Last Modified• Version
Class	Supporting attributes that are unique to a class of CIs: Infrastructure Class CIs / Service Class CIs	<ul style="list-style-type: none">Server<ul style="list-style-type: none">• Make• Model• Manufacture• Serial NumberIT Business Service Offering<ul style="list-style-type: none">• Service Support hours• Cost• Availability target• SLA• Service Provider
Custom	Attributes unique to a specific CI instance	Last security audit – date/time

Basic type of attributes

Stage 3

Model your Services

Define Service Model information and relationships



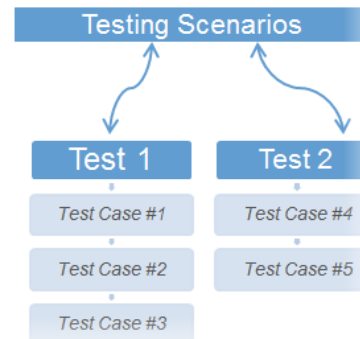
Advanced Service Model (in Atrium Explorer)

Stage 3

Model your Services

Validate Model for accuracy

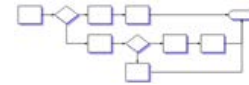
- ▶ Identify, create and execute test cases
- ▶ Confirm the accuracy of the Model



Stage 4

Operate and maintain the Service Model

Design supporting processes



- ▶ Processes required to support the maintenance and on going operation of the Model
(e.g. How to onboard a new Service?)
- ▶ The necessary changes to any existing processes

Train/inform users and stakeholders

Promote / Publish the Model

Stage 5

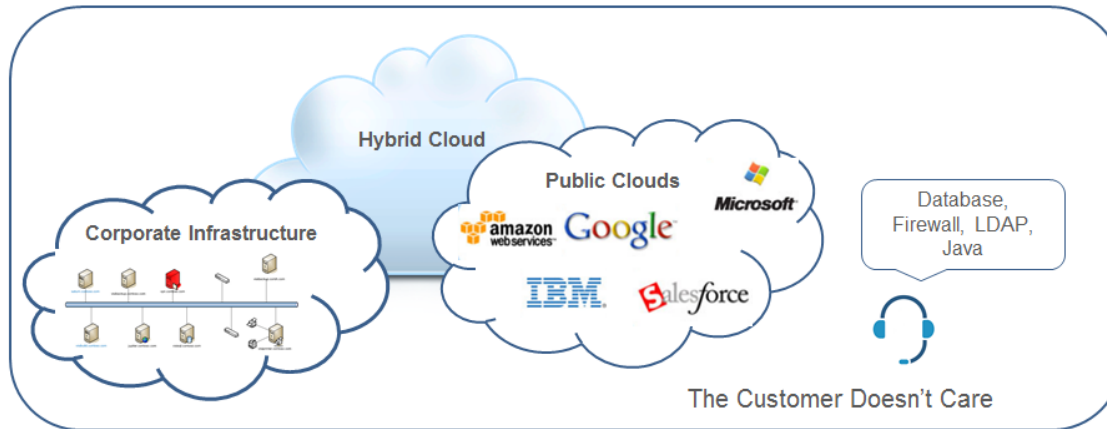
Continual Improvement of the Service Model

Summary of steps:

- ▶ Create a Continuous Improvement Plan
- ▶ Evaluate actual outcomes versus desired outcomes
- ▶ Evaluate accuracy of the Model
- ▶ Evaluate resource spend associated with model upkeep
- ▶ Refine the Model and supporting processes

Create a New Mindset

Adopting a Service-Centric Approach



Questions?

For More Information

- ▶ White papers and books
 - BMC Step by step Guide to build a CMDB
 - BMC Practical Guide to Services and Service Models
 - Service Modelling: Principles and Applications by Vilho Räsänen
 - MOF Service Mapping
- ▶ BMC Atrium CMDB <http://www.bmc.com/it-solutions/product-listing/atrium-cmdb.html>
- ▶ Open CMDB : <http://linuxaria.com/article/6-cmdb-open-source?lang=en>
- ▶ Neebula - <http://www.neebula.com/>
- ▶ Centerity - <http://www.centerity.com/>
- ▶ YourSMP - <http://www.yoursmp.com/>
- ▶ Boost your ITSM Maturity with a Service Catalogue <http://www.axiossystems.co.nz/en/home.html#3>
- ▶ CA CMDB Technical Reference Guide
(https://supportcontent.ca.com/cadocs/0/CA%20Service%20Desk%20Manager%20Analyst%20License%20r12%205-ENU/Bookshelf_Files/PDF/CA_SDM_CMDB_Tech_Ref_ENU.pdf)

About Me

Zlatko Horvat

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Owner/Director of Infonova Ltd

28+ years IT experience

ITSM consultant for 15 years

Specialists: ITSM/ITAM/ITIL

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ITSM Toolset Implementation

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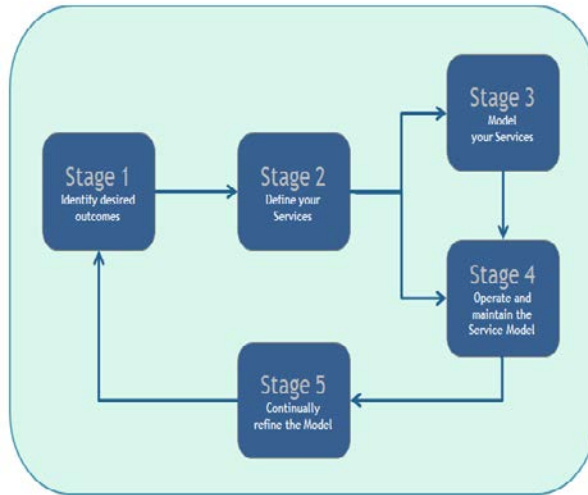


Acknowledgment: This presentation is based on BMC guided approach in Service Modelling combined with my own experience and service modelling practice. I want to acknowledge contribution of many BMC ITSM professionals who actually developed this practical guide to Services Models and are happy to share with everyone who is interested and want to adopt and customize approach for their own service modelling project. **Infonova** are willing to discuss this further with you and to assist in setting your Service Modelling Strategy to enable you to begin on the journey of Service-Centric transformation.

Disclaimer: The topic covered in this presentation also represents my personal opinion and is not necessarily the official position of the authors of this practical guide to Service and Service Models.

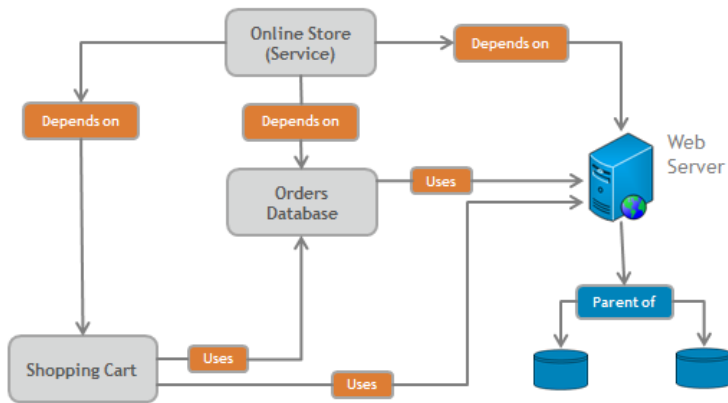
Backup Slides

Process flow among stages



Source: Published by BMC Software
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Example of CI Relationship between CIs



Installed On
Pays For
Runs On
Supports
Uses

Applies To
Backs Up
Connected To
Depends On

Enabled By
Is Defined By
Includes

An Example - Service Model blueprint (Meta-Model)

