Service Catalog Workshop

Workshop Description (v1.0)

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1. Maximize Business Success Using The Service Catalog

Organisations throughout the world rely on services in order to provide goods and services to meet their customers' demands, needs, wants and desires. Business Process Management (BPM) relies heavily on IT services in order to automate work practices within the organisation thus removing inefficient work practices leading to lowered overall operating costs.

Badly designed services can be counterproductive, leading to increased costs and wastage of money, time and resources and worse still drive away paying customers. After all, who wants to use a service that is neither fit for purpose or fit for use?

Organizations need to be able to identify the services they need to ensure business success while eliminating the services that are no longer needed and are no longer aligned to the corporate strategy. Failure to do so will lead to unnecessary costs and affecting the organization's bottom line.

There are numerous business & IT frameworks* now available which provide advice and best practice guidance. A common goal of these frameworks is to ensure quality provision of service to meet customers' needs and demands. However, even with all this information available, many organizations still fail to understand how to adequately manage their services. Many organizations do not know what services they provide; the cost of services and adequate service levels (SLA's). All of this is essential in order to guarantee service provision and proper pricing for customers. This is where the service catalog helps the organization by collating all the necessary information into a manageable form. In addition, actionable service catalogs are reducing the cost of IT services provision, reducing the cost of BPM activities and further reducing the cost of providing services to customers.

*(some examples) ITIL®, COBIT®, Lean IT, Six Sigma, MOF, USMBOK, ISO/IEC: 20000 (standard)

1.1 Goal

The Service Catalog means many different things to many different people. However most would agree that a catalog that helps customers and users to quickly identify the services they require clearly adds value. In turn this helps organizations:

- Identify key services that support business processes
- Understand the contribution made by those services to the organization's bottom line
- Manage them appropriately

A catalog that can reduce manual work effort and therefore cost has to be recognized 'as a fundamental requirement for any organization.'

This workshop provides practical advice and information that will help you to understand what a service is, how to design and develop a service catalog and to understand the role that the service catalog performs within the service portfolio. A number of practical hands-on sessions will take place which will help reinforce key concepts and learning.

This workshop provides a down-to-earth and practical resource for not only those who are developing a service catalog for the first time but also for those looking to refine their services according to agreed and established best practice concepts.

1.2   Program

Content:

A number of presentations and interactive hands-on workshops will be conducted throughout the day.

Each attendee will receive a workbook at the start of the workshop which contains practical information, notes, and hands-on exercises that will be completed throughout the day.

Attendees can receive a copy of my book "The Service Catalog" (at reduced price) as part of the take home course materials. Packages and options will be discussed with the event organizer. A typical workshop can cover the following areas:

Discover:

- The Biggest Mistakes Made and How You Can Avoid Them
- How to Succeed Where Others Have Failed
- Eight Service Catalogs
- The Three Service Perspectives
- How to Choose Which Type of Service Catalog You Need
- How to Identify and Map the Services that Exist Within Your Organization
- A Unique Best Practice Guide – Your Companion to Success

Attendees will gain practical information and knowledge on:

- Understanding the full concept and scope of the service catalog
- Identifying the true value that the service catalog can deliver to your organization
- Frameworks, standards & best practices (e.g. ITIL)
- Introducing the service portfolio
- Understanding services and the value that they provide to your organization and customers
- Service hierarchy and service mapping
- Service Portfolio Pyramid (uniquely designed by the presenter)
- Actionable service catalogs vs. records based service catalogs
- Request fulfillment
- Buy-in - getting it and keeping it
- Creating a successful business case
- 5 step design model - building an appropriate service catalog for your organization
- Managing the service catalog

Roundtable

- General Discussion
- Service Catalog Clinic - Your Questions Answered

Review & Close

- Review
- Attendee packs

1.3   Consultancy Services

- IT Service Management Consultancy
- Service Catalog Expert
- IT Service Management
  - » Design
  - » Transition
  - » Transform
  - » Manage
  - » Improve
- ISO/IEC20000 Standard
- MOF and COBIT Governance Frameworks
- ITIL Process Methodology
- ITIL Training and Workshops
- Analytical and Problem Solving Skills
- Quality and Risk Assessments
- Project Management
- Requirements Specification
- Vendor Selection
- Excellent Communication and Presentation Skills

1.4   Education & Qualifications

- Diploma (Distinction) in IT Informatics
- ITIL Master
- ITIL V3 Trainer (APMG Accredited)
- ITIL V3 Service Management Expert
- ITIL V2 Service Management Masters
- ITIL Service Management Practitioner Certificate - Problem Management
- ITIL Service Management Practitioner Certificate – Change Management
- ITIL Foundation Certificate IT Service Management

1.5   Professional Profile

Mark O'Loughlin, our facilitator for this workshop, is an experienced consultant and specialist in IT service management (ITSM) frameworks, IT governance and various standards. As a consultant, Mark focuses on helping organisations generate new business opportunities and to manage the use of IT effectively thus reducing the cost of doing business. Mark also assists organisations to successfully transition, transform and manage services for clients.

Mark is a global service catalog specialist and is the author of the book "The Service Catalog" *ISBN: 9789087535711* which is published by Van Haren as part of the *Best Practice ITSM Library*. He has also been published numerous times in both Irish and international professional publications and practitioner journals.

Mark has achieved the ITIL Expert, Managers, Foundation and various practitioner certifications, and is a certified APMG-ITIL trainer. In 2012 Mark was one of the first people globally to be awarded the new ITIL Master accreditation.

Mark played a pivotal role in the first ISO/IEC 20000 certification to be awarded to an organization in Ireland as a leader in driving behavioral change and as an architect, process manager and systems integration expert. Mark is also involved in reviewing the ISO/IEC 20000 standard as a member of the JTC1/SC7/WG 25 Canadian workgroup.

Mark is a director of itSMF Ireland and is the chapter's finance manager chapter, and is the editor of the chapter's newsletter.

Mark writes about service management frameworks such as ITIL, MOF, COBIT and ISO/IEC 20000 etc. and on the topic of ITSM and business change management. Marks blog "Service Matters" focuses on the customer and service aspects of doing business.

He has also authored a *"best practice"* whitepaper about the service catalog and service portfolio which has been published internationally in the book "IT Service Management, Global Best Practices - Part One" *(ISBN 9789087531003)*.

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