



Perspectives on Service Management

This is the last Perspectives on Service Management gives you our vision on improving your service with Service Catalog.

A hot topic entering the ITIL world since this year, but something we have in our solution for many years already!

We have heard much about Service Catalogs during shows and ITSM presentations and received many questions about this topic. As a result, we decided to provide some information about the Service Catalog functionality within IncidentMonitor™. You may also be interested in reading 'Defining IT success through the Service Catalog' from Pink Elephant. Compared to many other Pink Elephant books this is easy to read and it is not too thick! On the second page of this newsletter there is information on how this book can be ordered.

If you have any comments or ideas for topics about the newsletter, please send an email to public_relations@monitor24-7.com.

If you want to learn more about our vision, just contact us via sales@monitor24-7.com or +1.866.364.2757 (North America) or +31.23.525.6975 (Europe)

IncidentMonitor™: Improve your Services using Service Catalogs

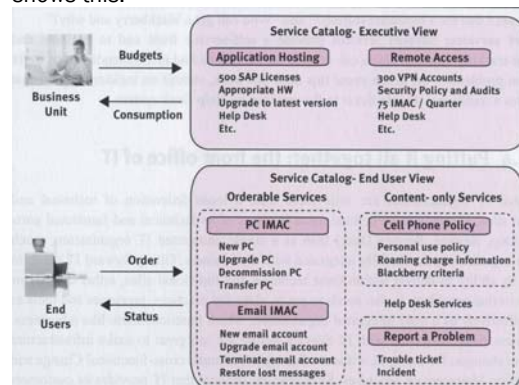
In this 'Perspectives on Service Management', we discuss IT Service Catalogs. Currently, Service Catalogs are receiving a lot of exposure in the ITIL world. Pink Elephant has published an interesting book around this important topic, called 'Defining IT success through the Service Catalog'. Monitor 24-7 is proud that we added Service Catalog functionality to IncidentMonitor almost 2 years ago. Since Service Catalogs is a new concept to many of our customers, we think it is time to give you some ideas as to how you can use it to improve the services provided to your organization.

Why a Service Catalog?

IT is becoming more and more the binding factor within the organization. This demands that IT grows above the technology and starts acting more like a business. Offering and managing services are a key component of a successful business. This is where the Service Catalog will play an important role.

Starting with a Service Catalog

Service Catalogs provide the communication between the IT organization and the customers. The concept behind Service Catalogs is to make it easy for customers (of the IT department) to request services using web forms. When you, as the IT department start developing web forms it is important to realize that there are two different groups of internal customers you are dealing with. Executives and End Users. Executives typically have different kinds of requests compared to End Users. Executives may submit requests which affects the whole organization or which shows information about the whole organization; End Users are solely interested in submitting service requests which benefit their own performance. The diagram below shows this.



Source: Defining IT Success through the Service Catalog

The End User View

Let's focus a bit on the End User View as this is the most practical for all organizations. End Users realize that the business value is important, but what is really critical for them is that the day-to-day IT services they need to perform their job are easy accessible, delivered consistently and always of a high quality.

End Users need an actionable and easy-to-use Service Request Catalog that describes the services they can order or request from IT.

Some examples:

Orderable services: any service that results in a series of deliverable activities. Like IMAC (install, move, add, change) of equipment, request for new products, request for access to software tools, request for training, or even software enhancements. These actions might require a workflow or approval procedure in order to deliver this. Within IncidentMonitor you can simply create different workflows. When you create the service catalog item for the various service requests, you let these items kick off in the appropriate workflow. That guarantees you consistency and a high level quality of the support. Attaching your service rules behind it will make the Service Level Manager happy as well.

Content-only informational services: Any service that requires an answer. End Users have questions that have to be answered. Creating service requests to assign questions to the right person in the organization makes your End User's life easy and it guarantees that the questions are sent to the right person. Within IncidentMonitor you can create several categories and sub categories which reflect the type of questions, for example, Category: Human Resources; Sub Category: Payroll. Catalog items regarding this will be automatically assigned to the Human Resource Department

Support Services: Requesting services such as "help me with a merge in Word", or "show me how to do... ", etc.. Some of these questions can be supported with the IncidentMonitor knowledge-base. Other questions should go to someone in the organization with the right skill set to address the question.

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Quote:

"Will and intellect are one and the same thing"

Spinoza,

1632-1677



News

Ideas and Complaints: Every End User wants to be heard. Mostly this is valuable information. Therefore the Service Catalog can help you to give the end user community a platform in which they can send their remarks, ideas, complaints, etc.. As with all the other requests, these can be categorized and subcategorized and based upon that be send to the appropriate person/department.

How to do it

The first step is to define which IT services should be published in the Service Catalog. **The key concept is to define a IT service, not an item.** An IT service is a category or logical grouping, such as messaging; an item is required to complete the service, such as set up email account. Within IncidentMonitor, the IT service can be the category and the items can be the tasks, or steps/workflow required to complete the service. Once the IT service is defined, determine which groups should be able to access the service, and configure skills-based routing for the request. You can create one or more projects within IncidentMonitor and add the categorizations as discussed above. When this is done, you may begin creating the Service Catalog items. Publish these to your end user community and off you go.

Monitor 24-7 Inc book tip:

Defining IT Success through the Service Catalog

Troy DuMoulin, Rodriqo Flores and Bill Fine.

This major new title includes a wealth of information about using a Service Catalog within the wider context of delivering value to the business. It focuses on embedding a truly customer-oriented IT service.



This book covers Service Catalog fundamentals – the use of Service Catalogs as a core IT tool covering the services themselves, default capabilities, measures and primary means of access and provision. It then shows how this tool is pivotal in demonstrating the value IT provides to facilitate business operations.

Written by industry experts and using real case studies, this valuable title takes the reader beyond the theoretical to focus on the real business benefits of Service Catalogs and how to implement them successfully within an organization. The results of following the principles described in this book include:

- *Services are made standard and rational, leading to lower costs and increased service availability
- *Standard 'service products' that enable forecasting of demand, leading to better volume discounts from vendors and improved inventory and capacity planning
- *Controls over consumption of services are enhanced
- * Improvement in the fulfillment of IT services.
- *Standardization of services leads to recurrent workflows, rather than relatively expensive one-off projects

In addition a FREE CD containing Service Catalog templates makes this book one of the most valuable additions to your library you'll make this year.

You can order this book from: <http://www.vhphshop.com>, type in Service Catalog in the search box.

Hot new features in 4.7

Asset Template Manager

- Create asset templates directly from other templates
- Add your own pictures to the templates
- Create multi new assets directly from a template

Report Manager

- Add your own reports built in Crystal Reports XI in IncidentMonitor
- Schedule reports and send them out automatically via Email or store them somewhere on your server

Microsoft's Operation Manager Connector

- Seamless bi-directional integration with MOM management packs
- Automatically create IncidentMonitor tickets and link the ticket to the asset identified by MOM
- IncidentMonitor's flexible workflow environment ensures that the ticket is accurately routed and your service levels are maintained
- Simple Integration, Accurate Results!

Microsoft SMS integration Connector

The IncidentMonitor SMS Connector runs as a service on the IncidentMonitor server. Using the IncidentMonitor SMS Connect console, the Administrator can select SMS data required by the ITSM users, such as hardware, software and user information; and how often the data has to be synchronized with IncidentMonitor. Once asset information is loaded, it will be managed by IncidentMonitor's robust asset management functionality. For example, assets can be linked with a request and the workflow defined for the request (Incident, Problem or Change) will manage the request over its lifecycle. From within the request agents can view asset configuration details, financial details, owner information, a history of requests for the asset, graphically view network topologies including relationship information, and view impact information.

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