Service Lifecycle Management

Service Management in an End-to-End Flow

Commercial and Property Rights · Sourcing, Purchasing and Contracts · Financial Planning and Control · Supplier Relationship and Performance Management · Resource and Asset Management

Service Planning · Ecosystem Development

Deployment and Training · Business Value Realisation

Enterprise Architecture · Innovations and Concepts · Requirements and Feasibility · Prioritization, Commitment and Backlog · Design, Development and Validation · Service Release and Operational Readiness · Service Operation and Automation · Continual Improvement and Retirement

Service Integration and Quality Assurance · Support and Service To Users

IDEA — INITIATIVE — REQUIREMENT — COMMITMENT — SOLUTION — SERVICE — BENEFIT — RETIREMENT

SERVICE MANAGEMENT

SERVICE GOVERNANCE

Service Lifecycle Management + Service Integration + Service Operations

SERVICE DELIVERY

Core Elements of Service Management

1. Value-based LIFECYCLE & PORTFOLIO MANAGEMENT
2. Business-driven SERVICE DEVELOPMENT
3. Process-driven SERVICE INTEGRATION
4. ITIL-based SERVICE OPERATIONS
5. Automation by SERVICE PLATFORM

SERVICE LIFECYCLE MANAGEMENT AND PORTFOLIO STEERING

PRE-SERVICE · DEVELOPMENT · OPERATION · POST-SERVICE

SERVICE DEVELOPMENT AND SERVICE ARCHITECTURE MANAGEMENT (Design, Develop, Enhance)

SERVICE DELIVERY AND OPERATIONS MANAGEMENT (Operate & Operate)

Service Integration and Management

SERVICE MANAGEMENT PLATFORM

There may be many different service clusters with service management elements in various business domains. The vertical service clusters are managed by the Service Lifecycle Management and the horizontal elements are within the SIAM responsibilities.
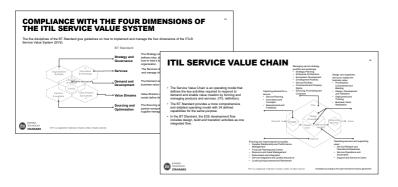

Service Management Journey

BUSINESS OWNER · PRODUCT OWNER · OPS LEAD

Capture and Initiate Demand	Maintain Service Roadmap	Follow-up Development	Ensure Operational Readiness	Update Service Catalogue	Follow-up Service Metrics
• Understand Service consumer views and needs with regular dialogue. • Submit ideas and development needs to the respective feasibility process.	• Prepare and maintain the Service roadmap, including sections for Service substance and technical items. • Indicate development and also relevant retirements and utilise roadmaps in stakeholder communications	• Manage and prioritise development backlog. Communicate with the stakeholders and ensure well-defined requirements match the initial demand	• Validate operational readiness of change, releases and projects. Leverage operational readiness checklists and ensure adherence to Change Management practices	• Maintain Service Catalogue content up to date. Reflect on the development portfolio changes and indicate items under self-service. • Review catalogue content at least once per year	• Monitor your service and support process performance with set KPIs and reporting/dashboards. • Drill down and utilise analytics when necessary. Indicate reporting development needs to SIAM function.

SERVICE OWNER · SERVICE MANAGER

Service Owner
- Service planning accountability
- Strategic business relationship management
- Strategic demand management
- Service portfolio steering
- Major development steering

Service Manager
- E2E responsibility of defined services
- Business relationship & demand management of defined services (tactical)
- Service development of defined services
- Service delivery management of defined services
- Financial management of defined services
- Quality assurance of defined services
- Continuous Improvement of defined services

ITIL Compatibility

COMPLIANCE WITH THE FOUR DIMENSIONS OF THE ITIL SERVICE VALUE SYSTEM

The five disciplines of the BT Standard give guidelines on how to implement and manage the four dimensions of the ITIL® Service Value System (SVS)

BT Standard: Strategy and Governance · Services · Demand and Development · Value Streams · Sourcing and Optimisation

ITIL SERVICE VALUE CHAIN

- The Service Value Chain is an operating model that defines the key activities required to respond to demand and enable value creation by forming and managing products and services. (ITIL definition).
- The BT Standard provides a more comprehensive and detailed operating model with 24 defined capabilities for the same purpose.
- In the BT Standard, the E2E development flow includes design, build and transition activities as one integrated flow.

3-Level Service Catalogue

1. Steer
2. Communicate
3. Automate

Publish, Manage and Automate with ITSM Platform

Overview of IT Services
- A comprehensive picture of Services
- Structure to organise responsibilities
- The basis for financial management

Service Brochure
- An essential summary of individual services
- Easy to understand by businesses & users

Order and Request Catalogue
- Fast access to services
- Predefined forms and workflows
- Service Automation

End-to-End Service Management

Capture demand · Build product / solution / service and its operational readiness · Release service · Rollout and realise business value

DEMAND PORTFOLIO · DEVELOPMENT PORTFOLIO · SERVICE PORTFOLIO

E2E GOVERNANCE: Strategic Planning · Enterprise Architecture · Portfolio Governance · Data Governance · Security Management · Technology Management · Service Governance · Technology upgrades and service lifecycle enhancements

APPROVE FLOW · APPROVE DEV INITIATIVE · Go? · APPROVE DEV REQUEST · Go? · APPROVE DEVELOPMENT · Go? · APPROVE E2E DELIVERY · LEARN FROM OUTCOMES

DEVELOPMENT · ROLLOUT

Biz Dev Roadmap · Service Planning · DEV request · Rollout and training · Business Value Realisation

Capability Planning · Enterprise Architecture · DEV initiative · Requirements and Feasibility · Prioritisation, Commitment and Backlog · Design, Development and Validation · Releasable Solution · Service Release

Ideas & Concepts · Innovations and Concepts · Iterate

SERVICE RELEASE · SERVICE OPS

Increments & Improvements · Service Changes · Change request · Ensure operational readiness · Service Operation and Automation · Consumable Service

Continual Improvement and Retirement · Service Integration and Quality Assurance · Support and Service to Users

SERVICE SUPPORT · DEMAND

E2E SERVICE MANAGEMENT