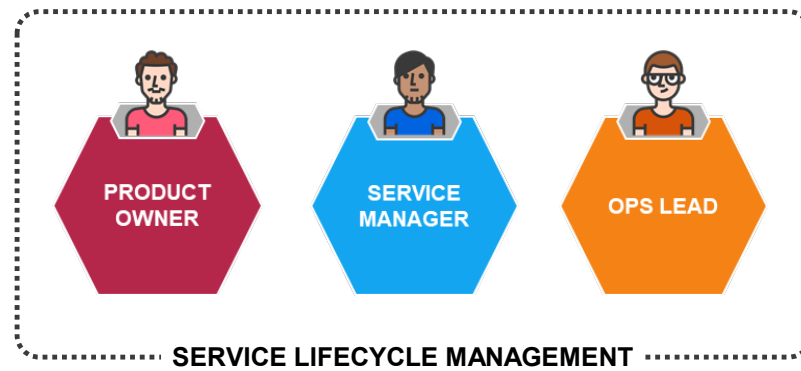


Service Lifecycle Management

Service Lifecycle Management is often realised as a combination of BT Standard roles allocated to a single person, typically in Service Manager position.

- Product Owner during Service Planning, Sourcing and Optimization
- Service Manager during Development
- Ops Lead during Service Delivery



Roles and Responsibilities

"I PRIORITISE PRODUCT BACKLOG AND FORMULATE FEATURES AND STORIES"

- ▶ I drive the highest possible business value of the information technology to the business I am representing.
- ▶ I represent the business in the development portfolio steering and the service portfolio steering.
- ▶ I have budgeting responsibility from a business perspective.
- ▶ I am end-to-end accountable (fit for purpose, roadmap, quality, costs) for my service area.
- ▶ I build an innovative and cost-efficient ecosystem to create business value with user-centric modern services.
- ▶ I define the operational service level requirements and ensure operational performance with service integration.

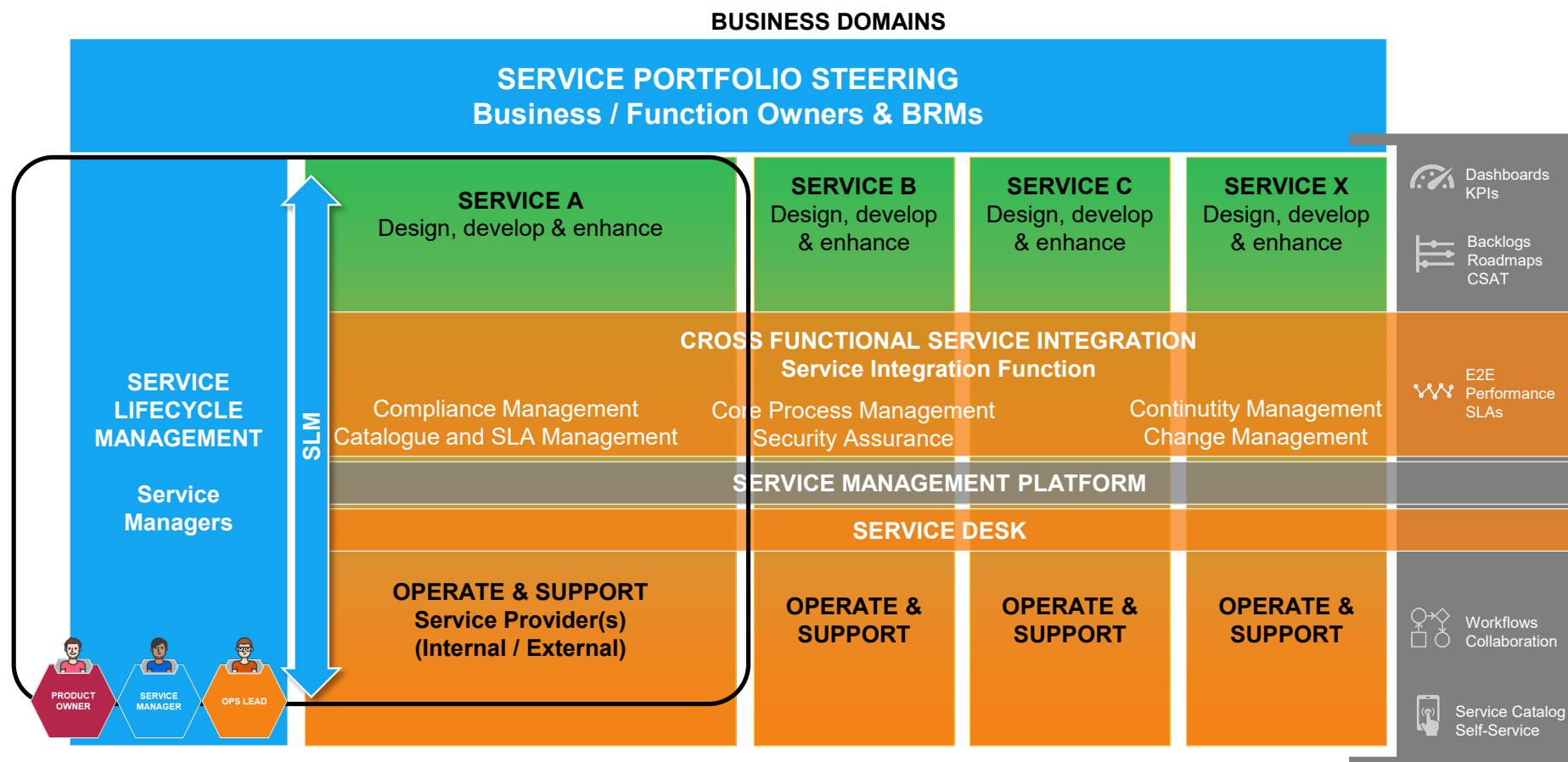
"I DESIGN, BUILD AND MANAGE THE SERVICE"

- ▶ I have end-to-end service accountability with a focus on business fit, service consumer satisfaction, cost efficiency, and business continuity.
- ▶ My key deliverable is end-to-end visibility for development initiatives, costs, operational performance, and development of a service.
- ▶ I assess feasibility, prioritize development initiatives and orchestrate the development.
- ▶ I define business and user-centric KPIs for service operations and orchestrate continual improvement.
- ▶ I manage service vendors, contracts, costs and have a key role in service sourcing.

"I AM AN EXPERT IN APPLICATION, INFRASTRUCTURE, END-USER OR SUPPORT SERVICE OPERATIONS"

- ▶ I am accountable for the service operations of my service domain.
- ▶ My key deliverable is a service that qualifies the costs, documentation, and service level requirements.
- ▶ I have knowledge of technology and service elements in use
- ▶ I ensure efficient delivery of services in cooperation with service vendors.
- ▶ I understand the core processes and service compliance requirements.

Core Elements of Service Management



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 Lifecycle Management Responsibilities

Service Lifecycle Management

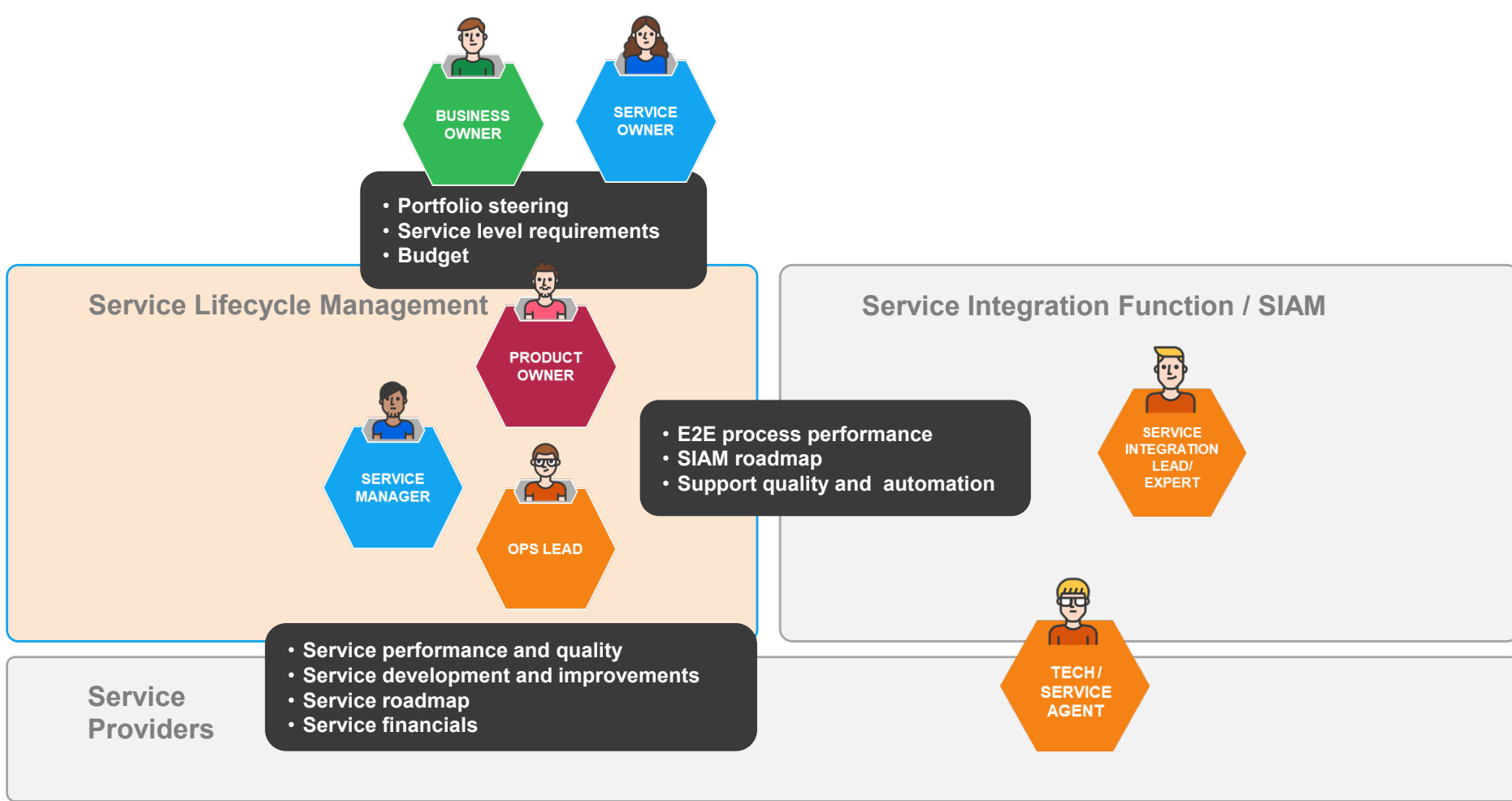
- Service Planning
- Demand Management
- Development Management
- Roadmaps
- Financial Management
- Quality Assurance
- Vendor Management (tactical level)

I have E2E service accountability.

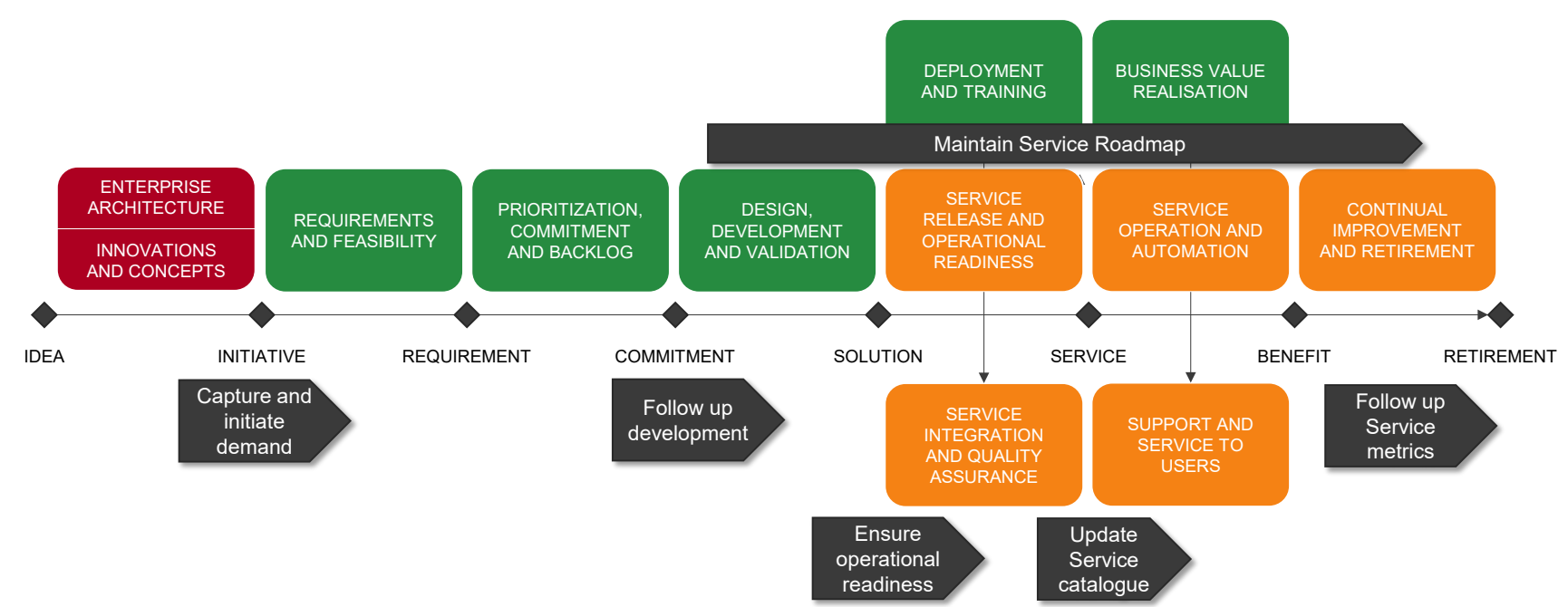
Service Integration

- Designs, implements, coordinates, maintains, and communicates SIAM processes
- Verifies the compliance of the parties to the processes
- Monitors service performance and service levels on a day-to-day basis and acts on deviations
- Continuously identifies potential process improvements, makes appropriate recommendations to vendors, and co-ordinates improvements
- Leads major incident process and communication
- Detects and agrees on the new cross-supplier processes
- Maintains the Service Catalogue and administers the ITSM tool
- Maintains Change Calendar
- Provides end-to-end reporting

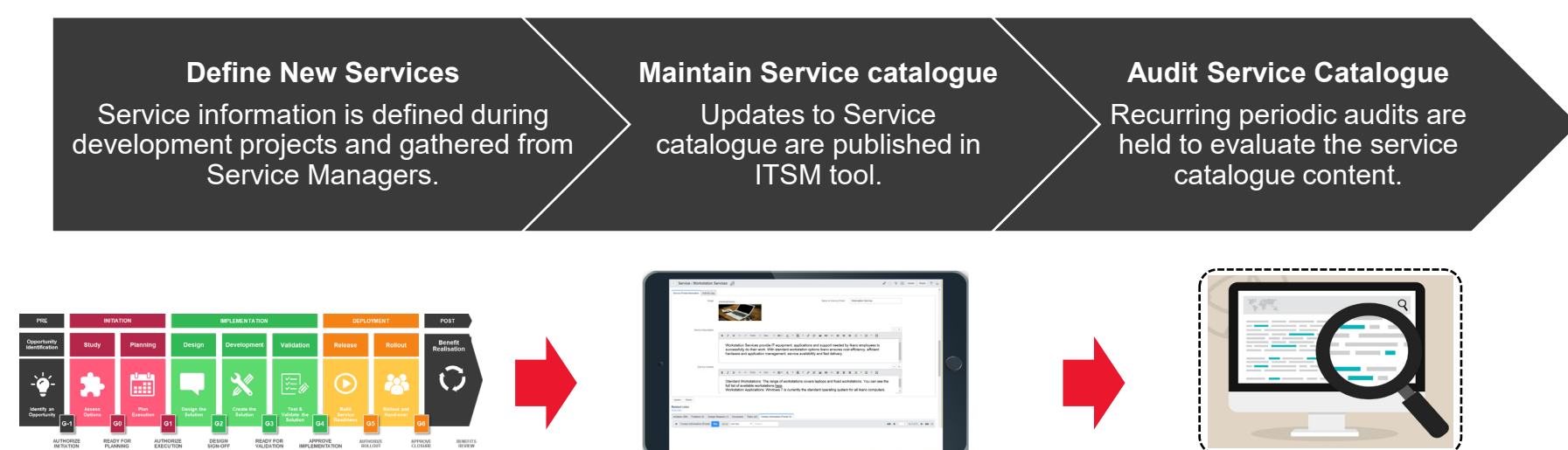
Service Lifecycle Management Interfaces



Service Management in an End-to-End Flow



High-level Process for Managing Service Catalogue



Service Owner

- 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

End-to-End Service Governance

