



Service Design

# ***Service Design***

***Vernon Lloyd  
FISM***



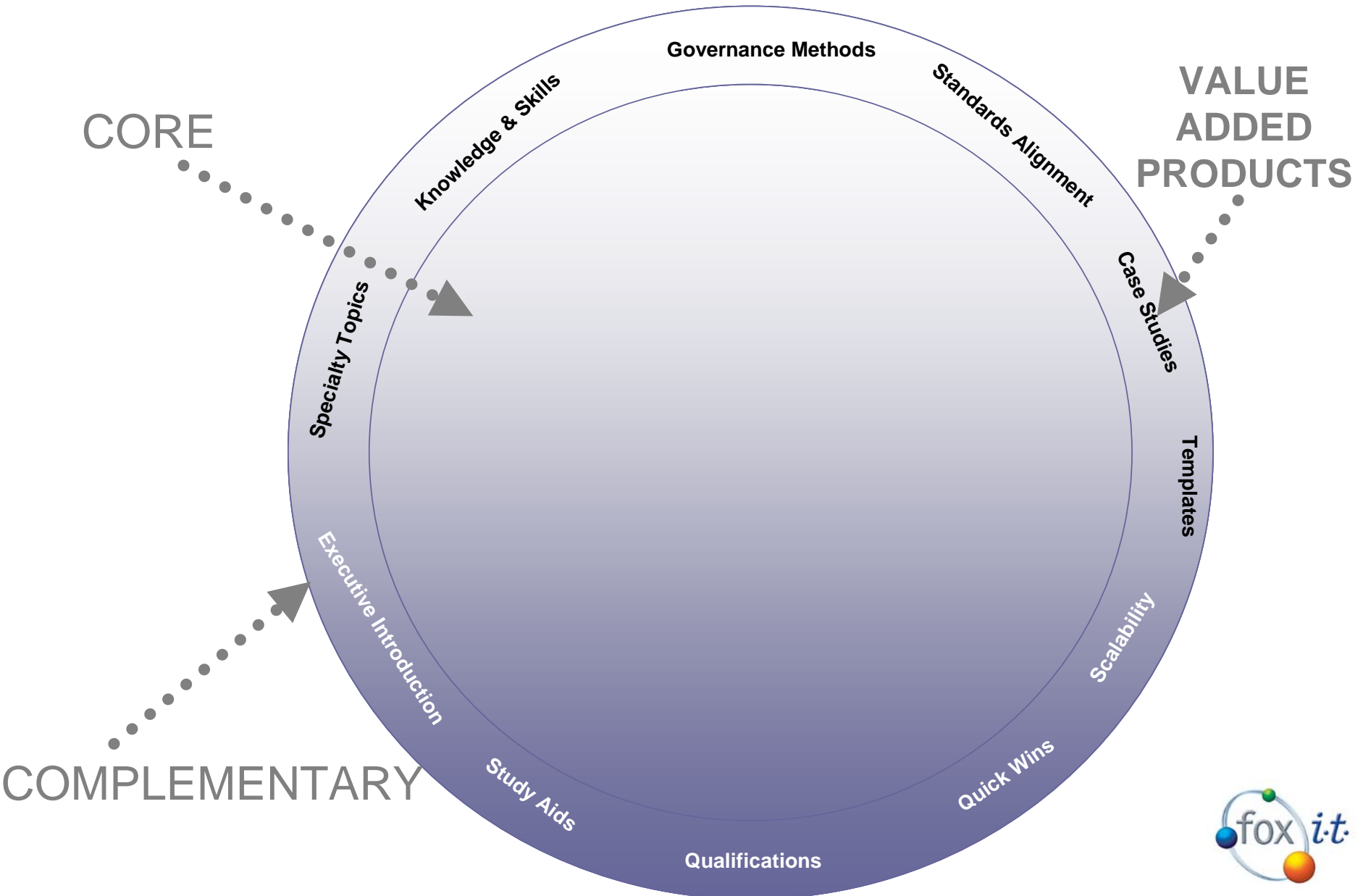
# ITIL Version 3 what does it look like?



# What is the re-write process and where are we?

- *Wide consultation*
- *IAG appointed*
- *Authors and Mentors selected*
- *First draft produced*
- *IAG undertake internal QA*
- *Comments implemented*
- *General QA undertaken*
- *QA comments implemented*
- *Integration issues addressed*
- *Copy editing*
- *itSMF International IPESC Endorsement – April*
- *Translations starts*
- *Books publish – 30<sup>th</sup> May 2007*
- *Qualification scheme launch – June 2007*

# V3 Package



# The Quotes

*See first that the design is wise and just: that ascertained, pursue it resolutely do not for one repulse forego the purpose that you resolved to effect*

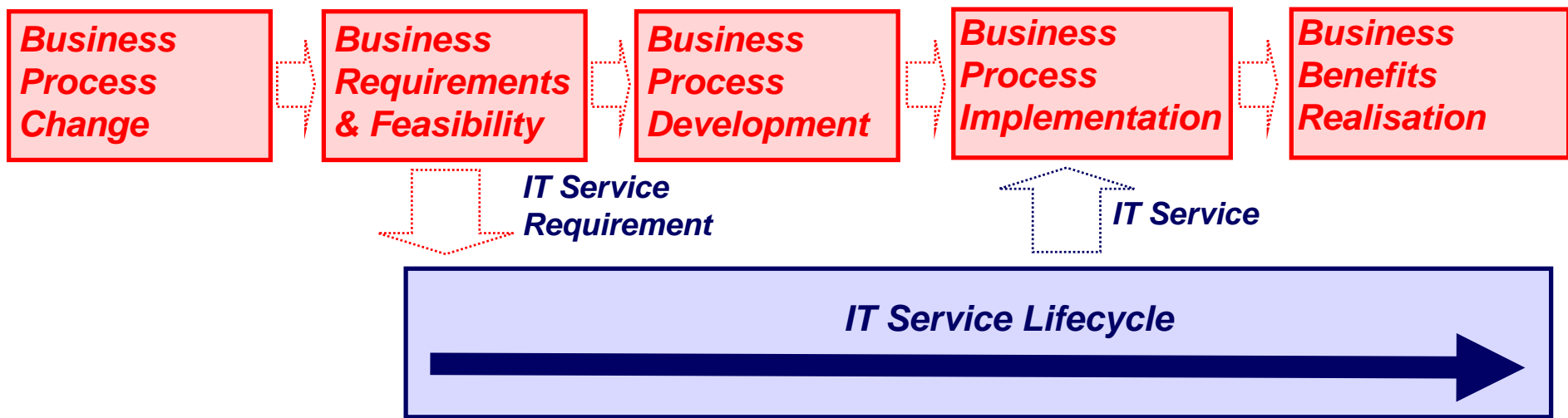
**William Shakespeare**  
**1564 -1616**

*A common mistake that people make when trying to design something completely foolproof was to underestimate the ingenuity of complete fools.*

**Douglas Adams**



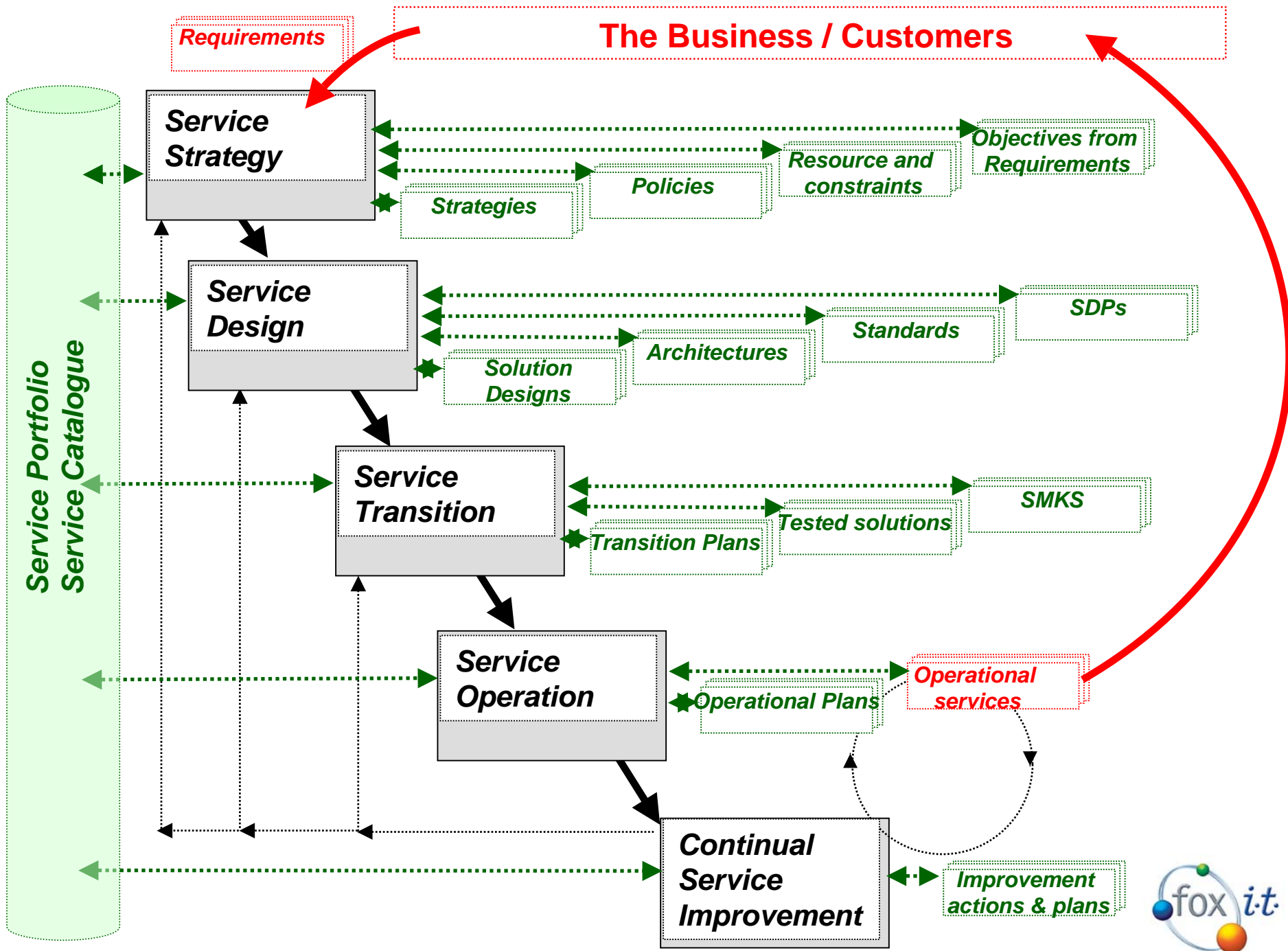


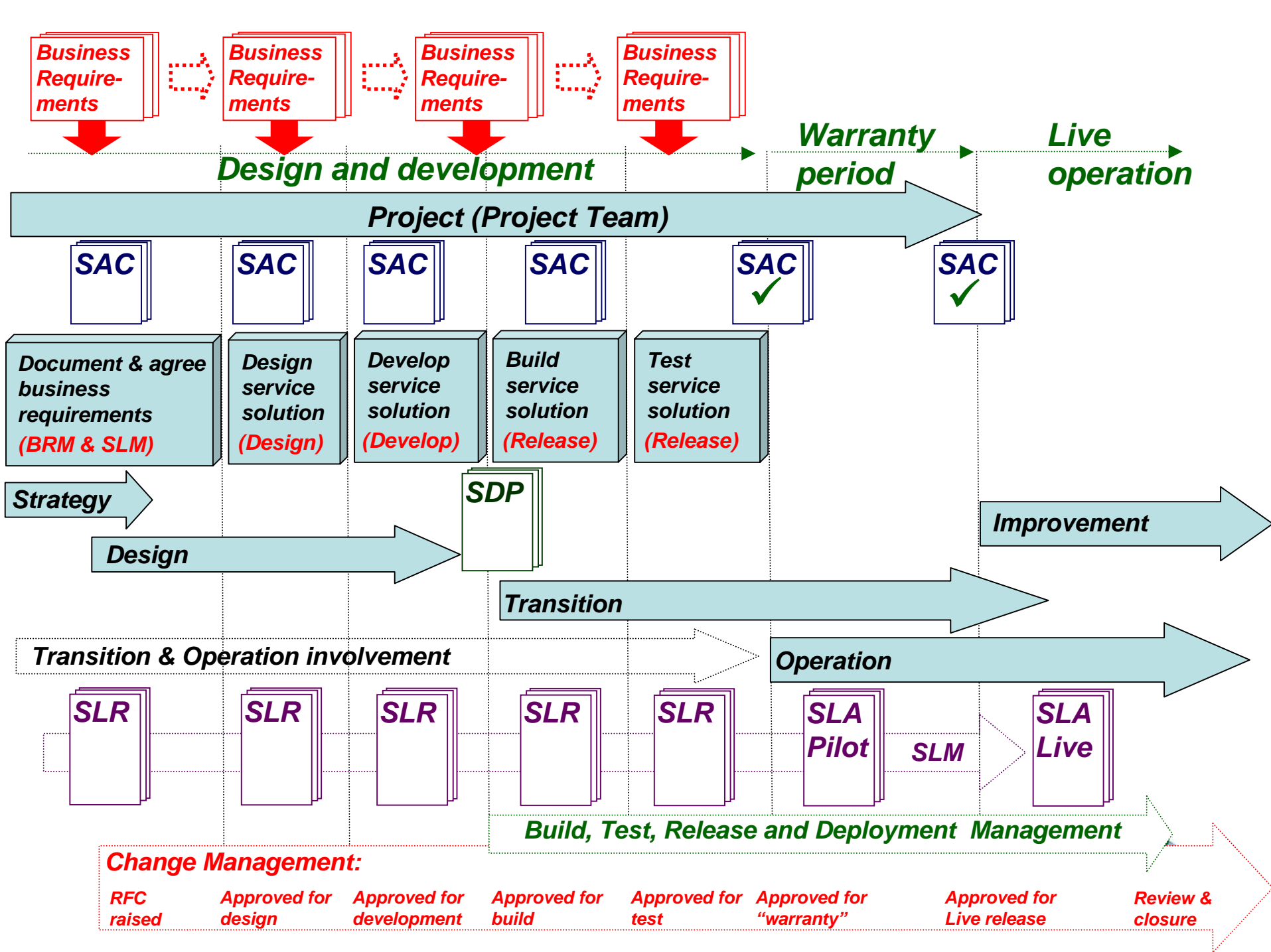


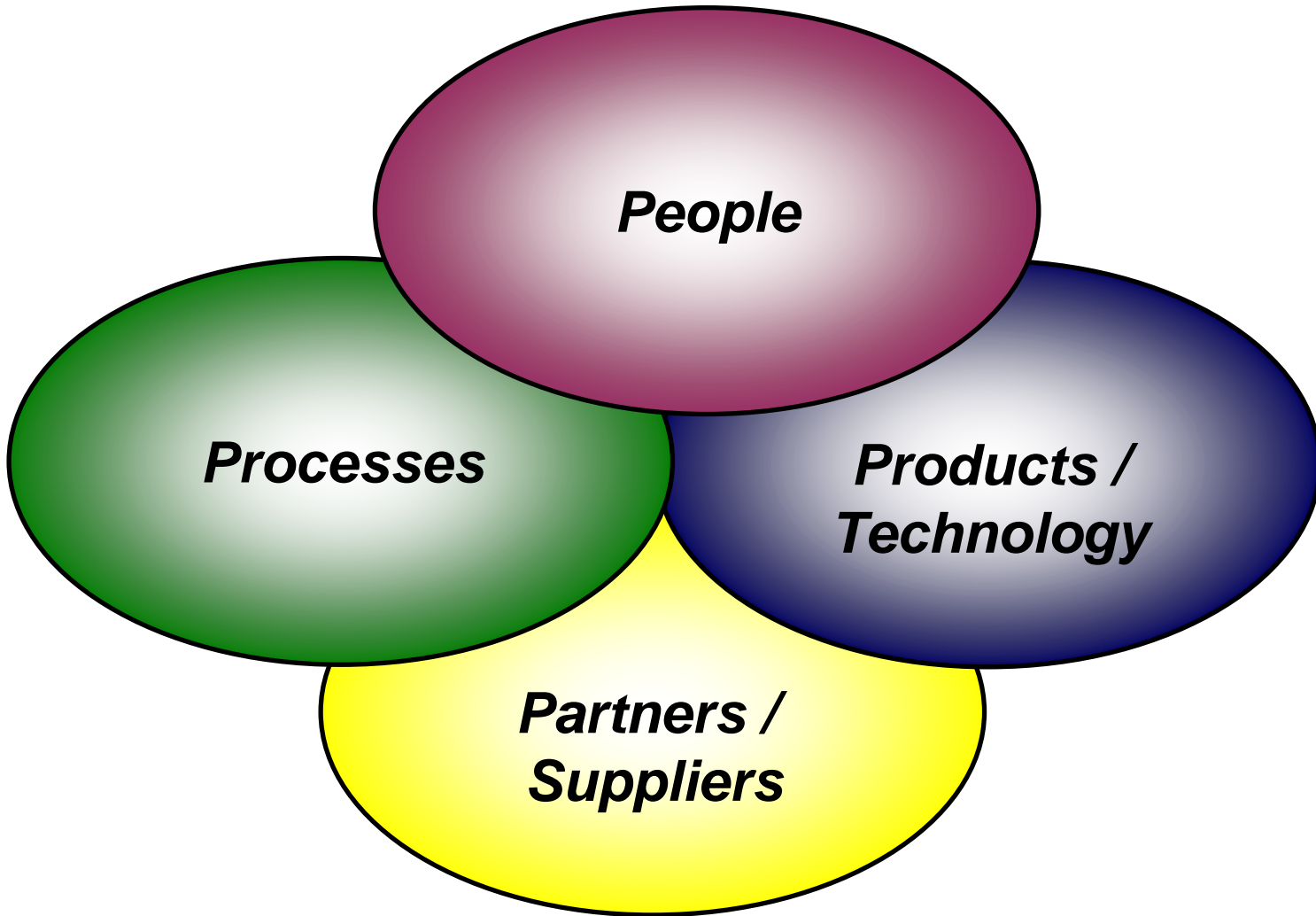
# Service Design

## ***Definition:***

***'The design of appropriate and innovative IT services, including their architectures, processes, policies and documentation, to meet current and future agreed business requirements'***







# The five aspects of Service Design

- ***Design of the service solutions***
- ***Design of the Service Portfolio (and other supporting systems)***
- ***Design of the technology architectures and management systems***
- ***Design of the processes***
- ***Design of the measurement systems, methods and metrics***



# ***Enterprise Architecture***

## ***Business / Organisation Architecture***

### ***Enterprise Architecture***

***Service  
Architecture***

***Application Architecture***

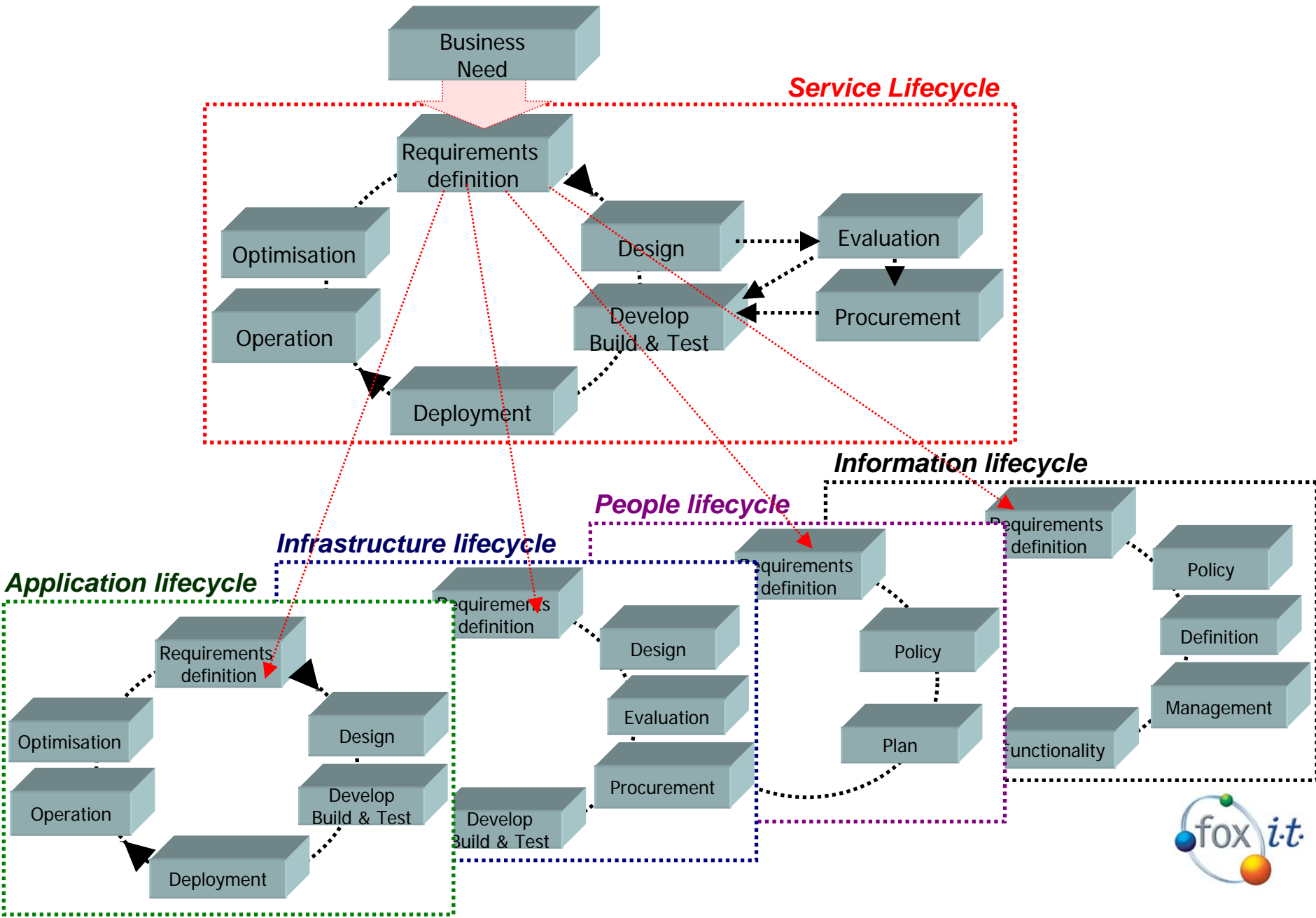
***Information / Data  
Architecture***

***Environmental Architecture***

***IT Infrastructure  
Architecture***

***Management Architecture***

***Product Architecture***



# Service Design

- *There is a requirement to design all processes*
- *Processes covered in detail:*
  - *Service Level Management*
  - *Availability Management*
  - *IT Service Continuity Management*
  - *Supplier Management*
  - *Information Security Management*
  - *Capacity Management*
  - *Service Catalogue Management .....*

# Service Management Knowledge System

## Service Portfolio

### Service Lifecycle

#### Service Status:

Requirements

Defined

Analysed

Approved

Chartered

Designed

Developed

Built

Test

Released

Operational

Retired

**Requirements  
Portfolio**

**Service  
Catalogue**

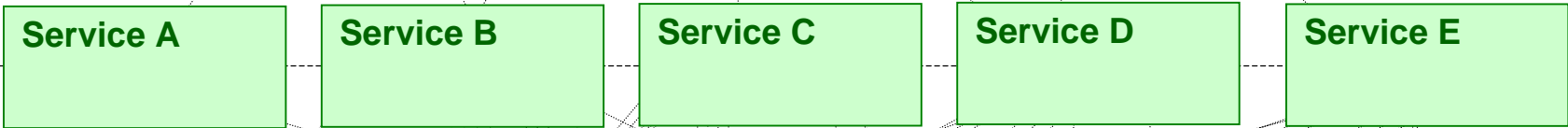
Customer/support  
team viewable  
section of the  
Service Portfolio  
(the Service  
Catalogue)



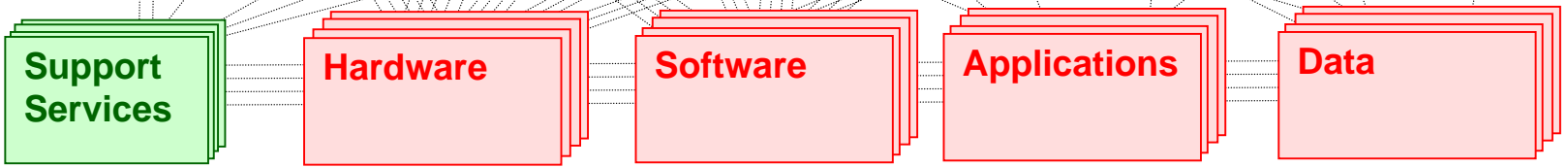
# The Service Catalogue



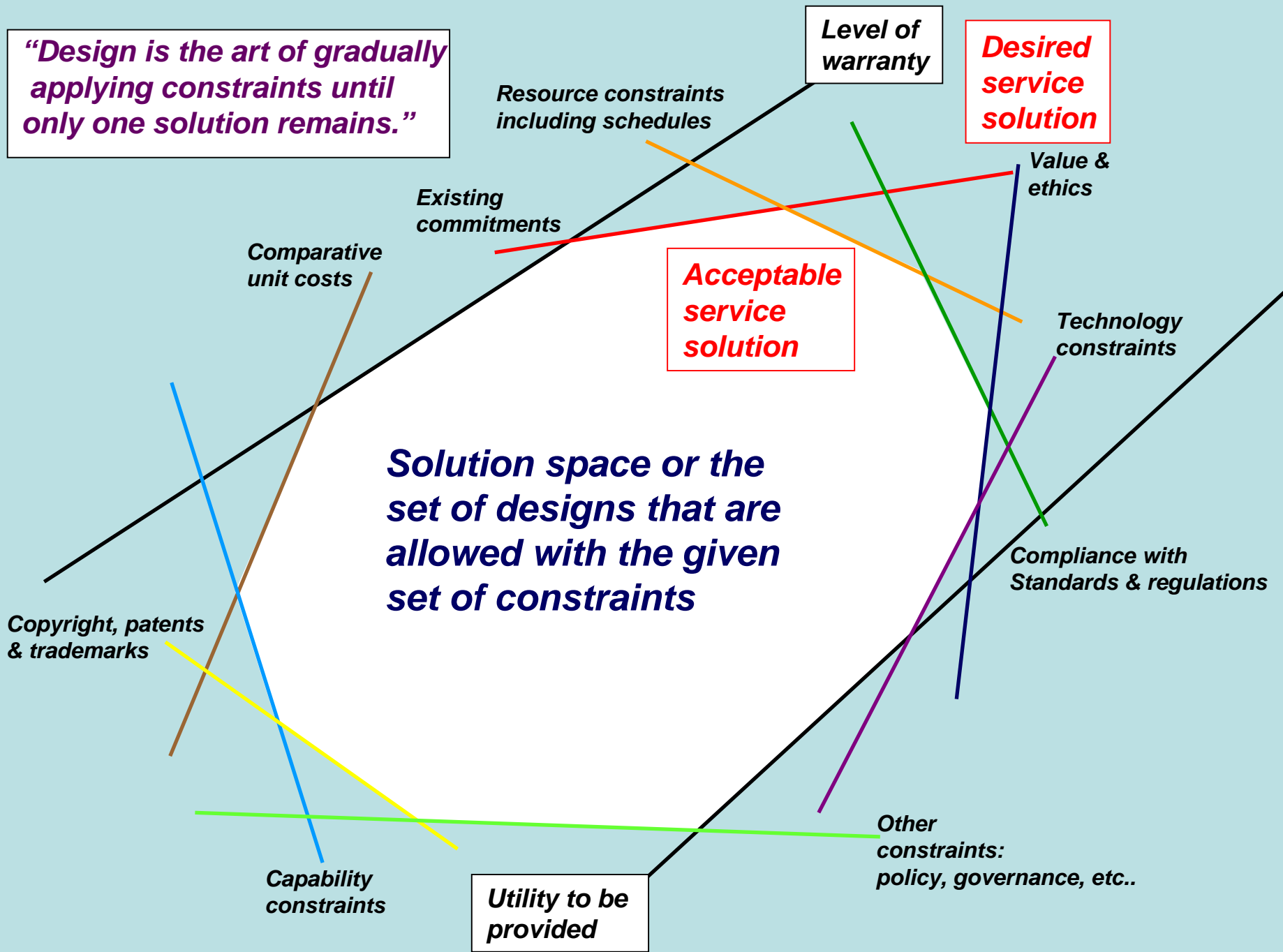
## Business Service Catalogue



## Technical Service Catalogue



**“Design is the art of gradually applying constraints until only one solution remains.”**



**Resource constraints including schedules**

**Existing commitments**

**Comparative unit costs**

**Copyright, patents & trademarks**

**Capability constraints**

**Utility to be provided**

**Level of warranty**

**Desired service solution**

**Acceptable service solution**

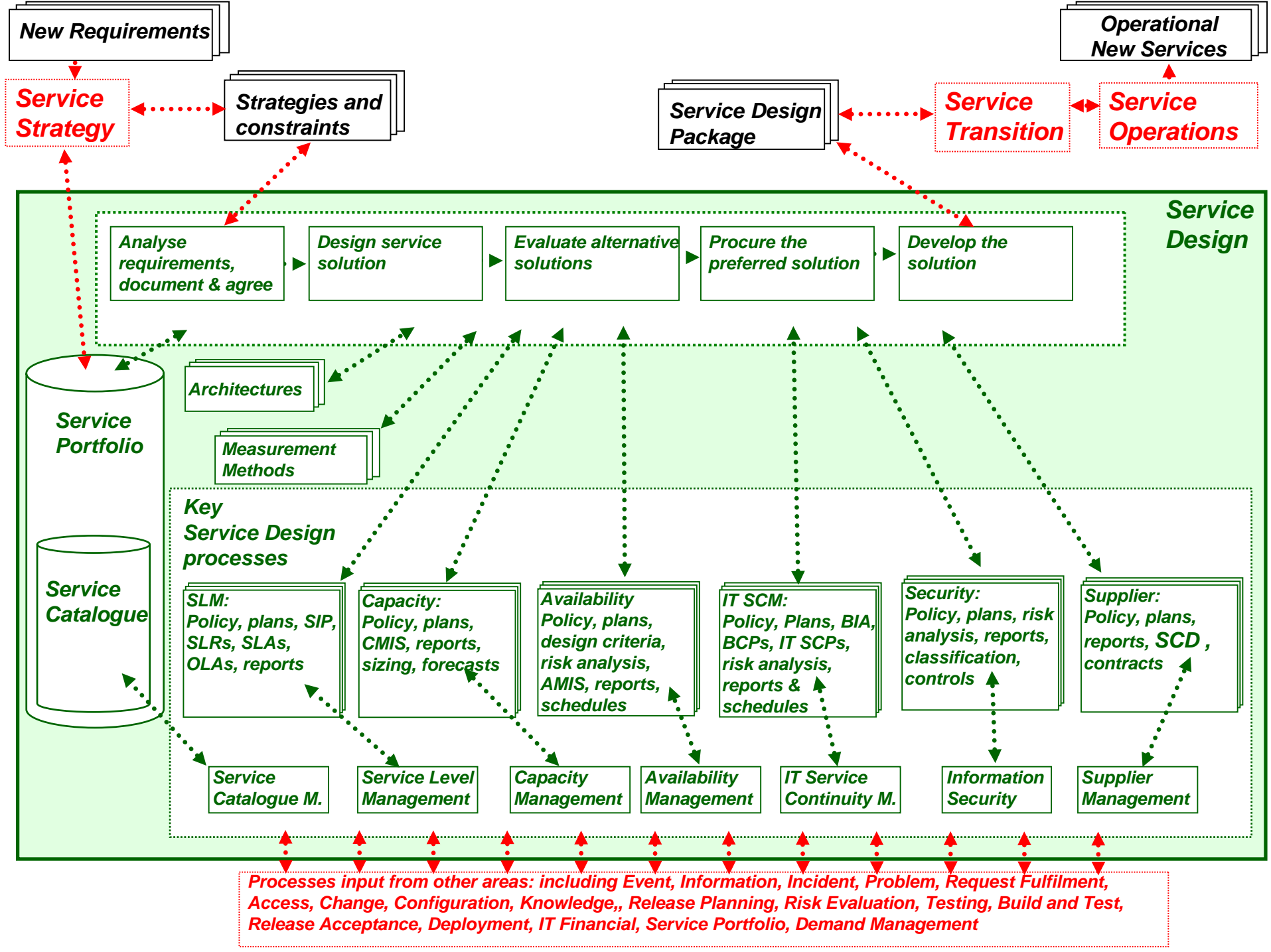
**Solution space or the set of designs that are allowed with the given set of constraints**

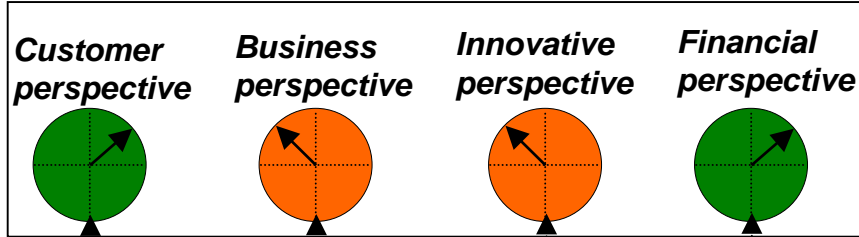
**Value & ethics**

**Technology constraints**

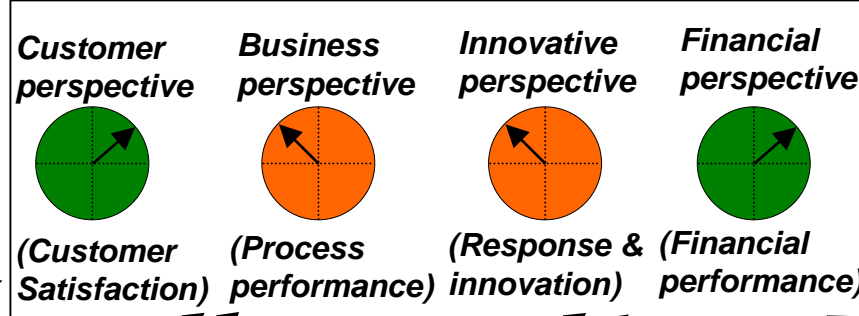
**Compliance with Standards & regulations**

**Other constraints: policy, governance, etc..**





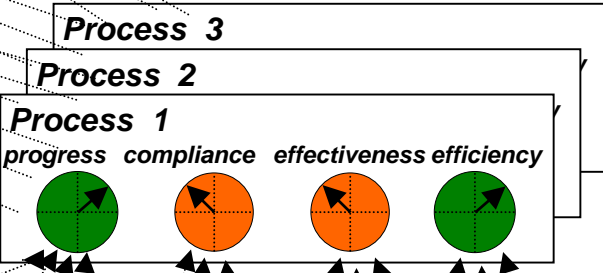
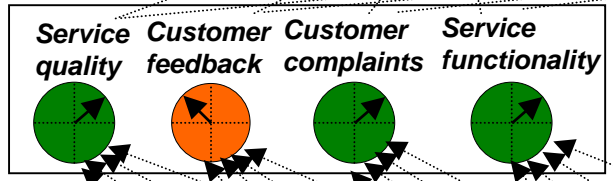
**Business objectives & metrics**



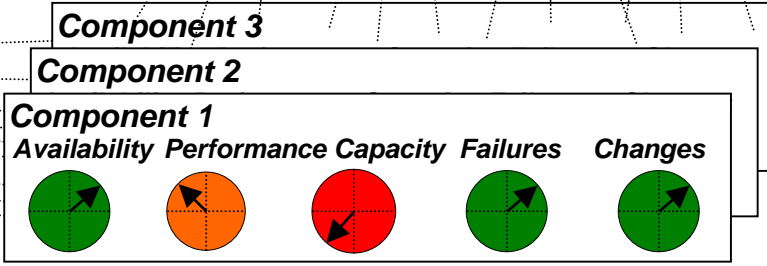
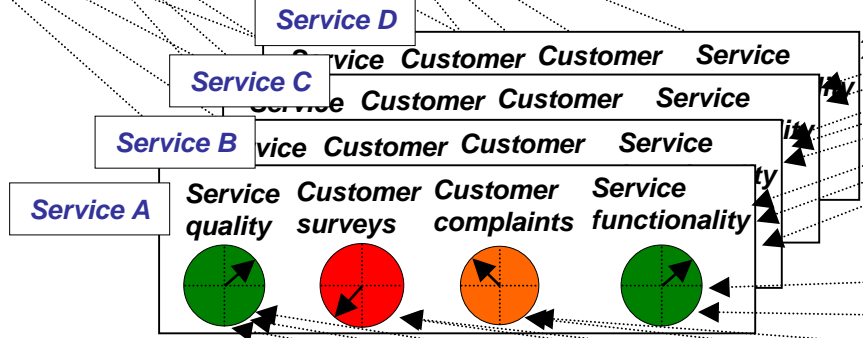
**IT objectives & metrics**

**Overall service & customer metrics**

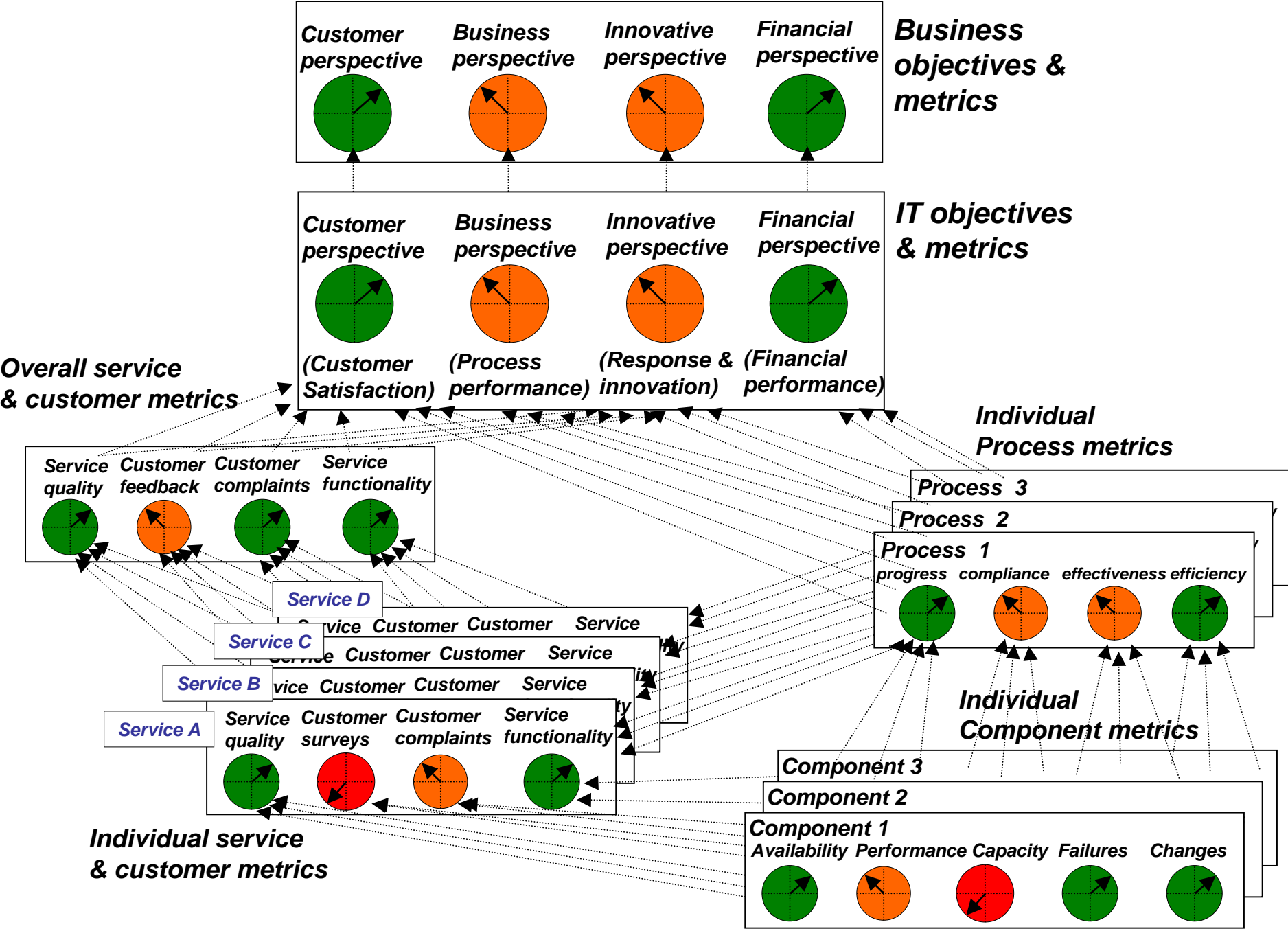
**Individual Process metrics**



**Individual Component metrics**



**Individual service & customer metrics**



# Summary

- ***“Design is so critical it should be on the agenda of every meeting in every single department.” [Tom Peters](#)***
- ***“Design is not just what it looks like and feels like. Design is how it works.” [Steve Jobs](#)***
- ***“Good design is the most important way to differentiate ourselves from our competitors.” [Samsung CEO Yun Jong Yong](#)***
- ***“Your products run for election every day and good design is critical to winning the campaign.” [Procter & Gamble CEO A.G. Lafley](#)***
- ***“Design's fundamental role is problem solver” [Fast Company](#)***



# Q&A

***The better the design the less  
the need for rework***

***Vernon Lloyd FISM***

