

2009 Customer Conference

ITIL[®] Service Design and

Service Transition

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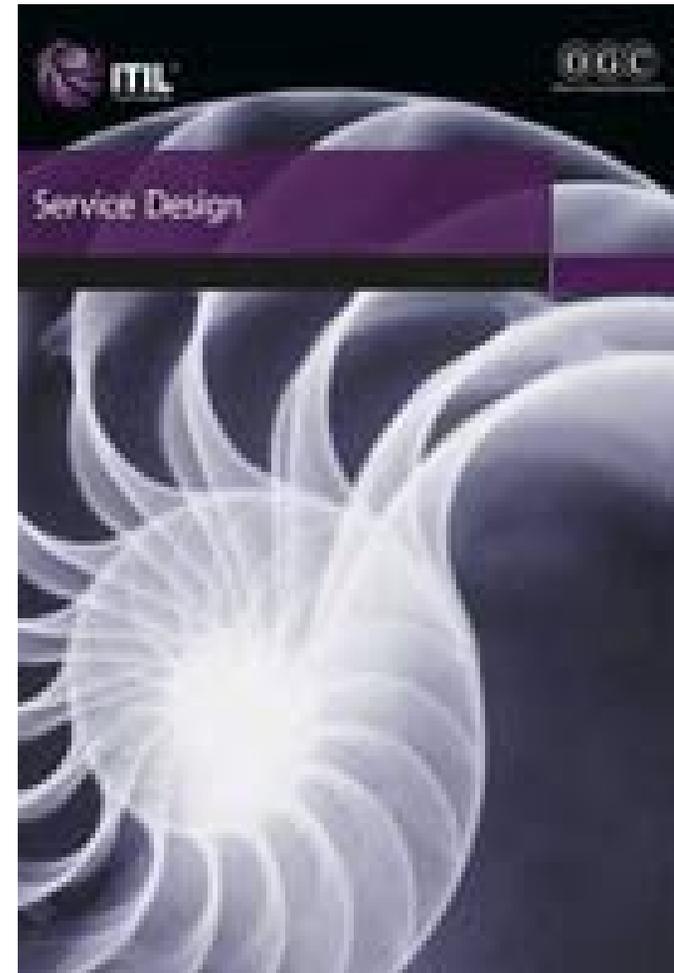
Amy Speth

- **Employee of Femme Comp, Inc.**
- **Currently supporting DISA Network Services**
- **25 years IT consulting**
- **11 years Data & Telecommunications Manager for a Manufacturing plant**
- **7 years leading large Process Transformation Programs, both commercial and federal**
- **Certified ITIL V2 Service Manager, V3 Foundations, soon V3 Expert**
- **Certified PMP, Lean Six Sigma Master Black Belt, MCSE, CNA ... more**

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Service Design

- Service Strategy
- **Service Design**
The design of appropriate and innovative IT services, including their architectures, processes, policies and documentation, to meet current and future agreed business requirements.
- Service Transition
- Service Operation
- Continual Service Improvement

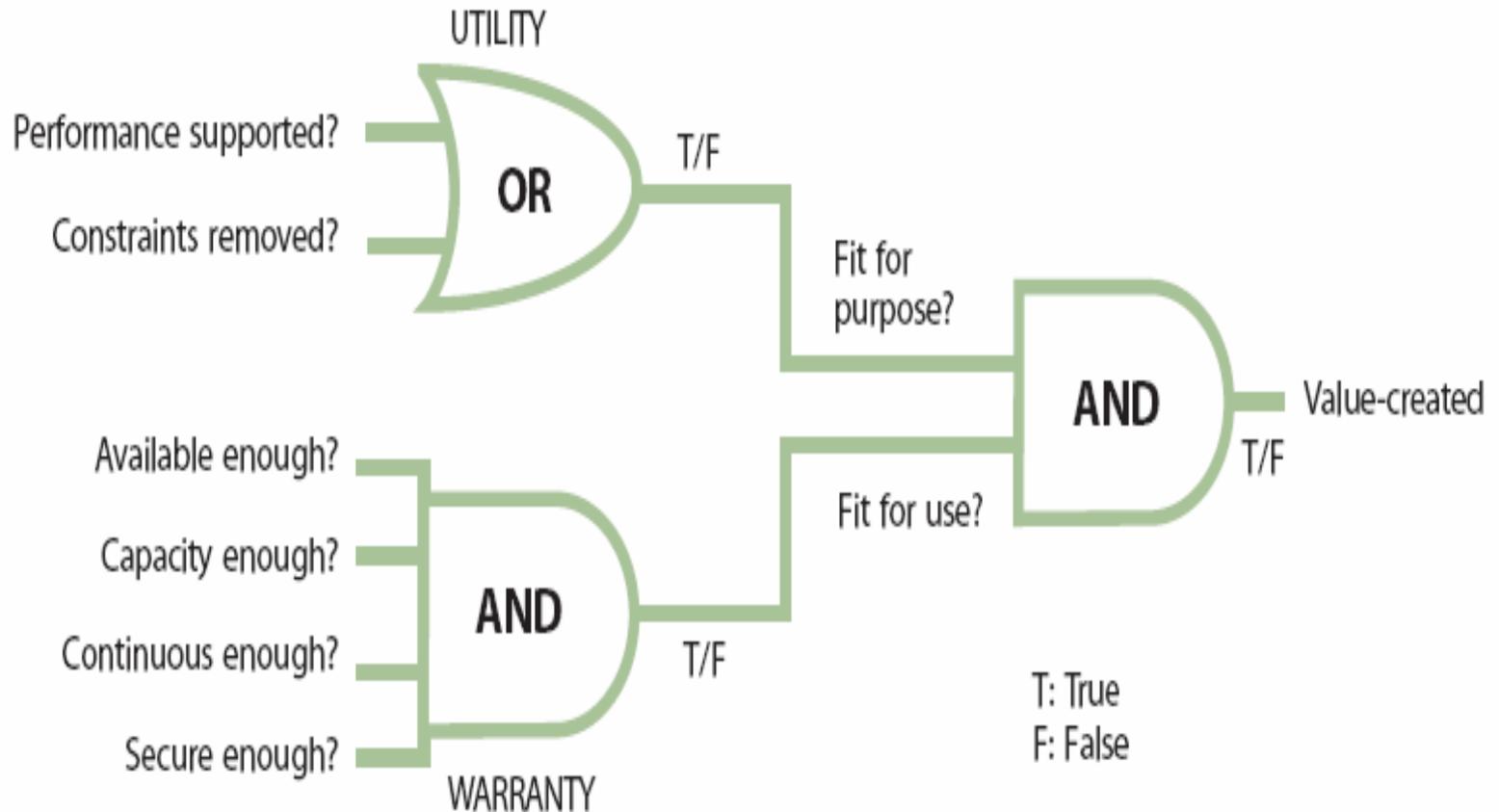


Service Design Objectives

- **Design services to meet agreed business functional and quality requirements**
- **To ensure design considerations are made during Service Strategy, Transition, Operation, and Continual Improvement phases**

*“Design is not just what it looks like
and feels like. Design is how it works”
– Steve Jobs*

Creating Service Value – Utility & Warranty

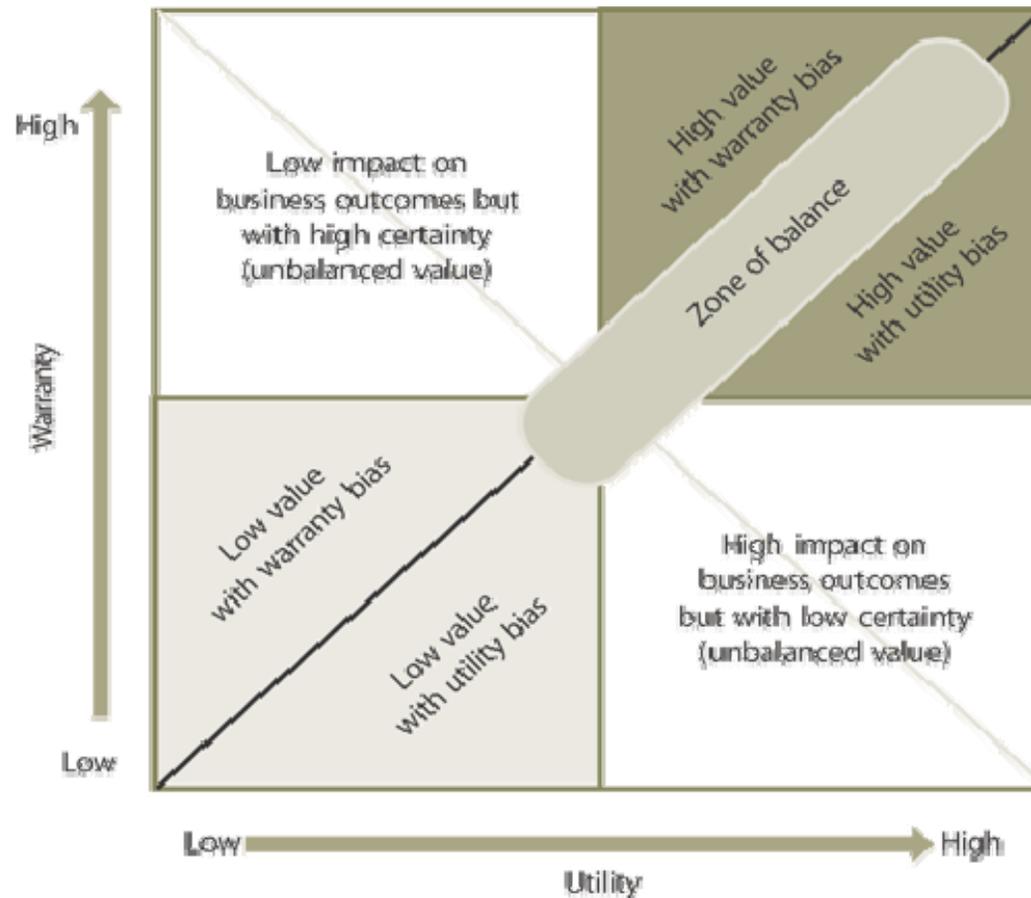


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Services must be fit for purpose and fit for use

Zone of Balance

Warranty is 'How' well the service is delivered



Utility is 'What' the customer gets

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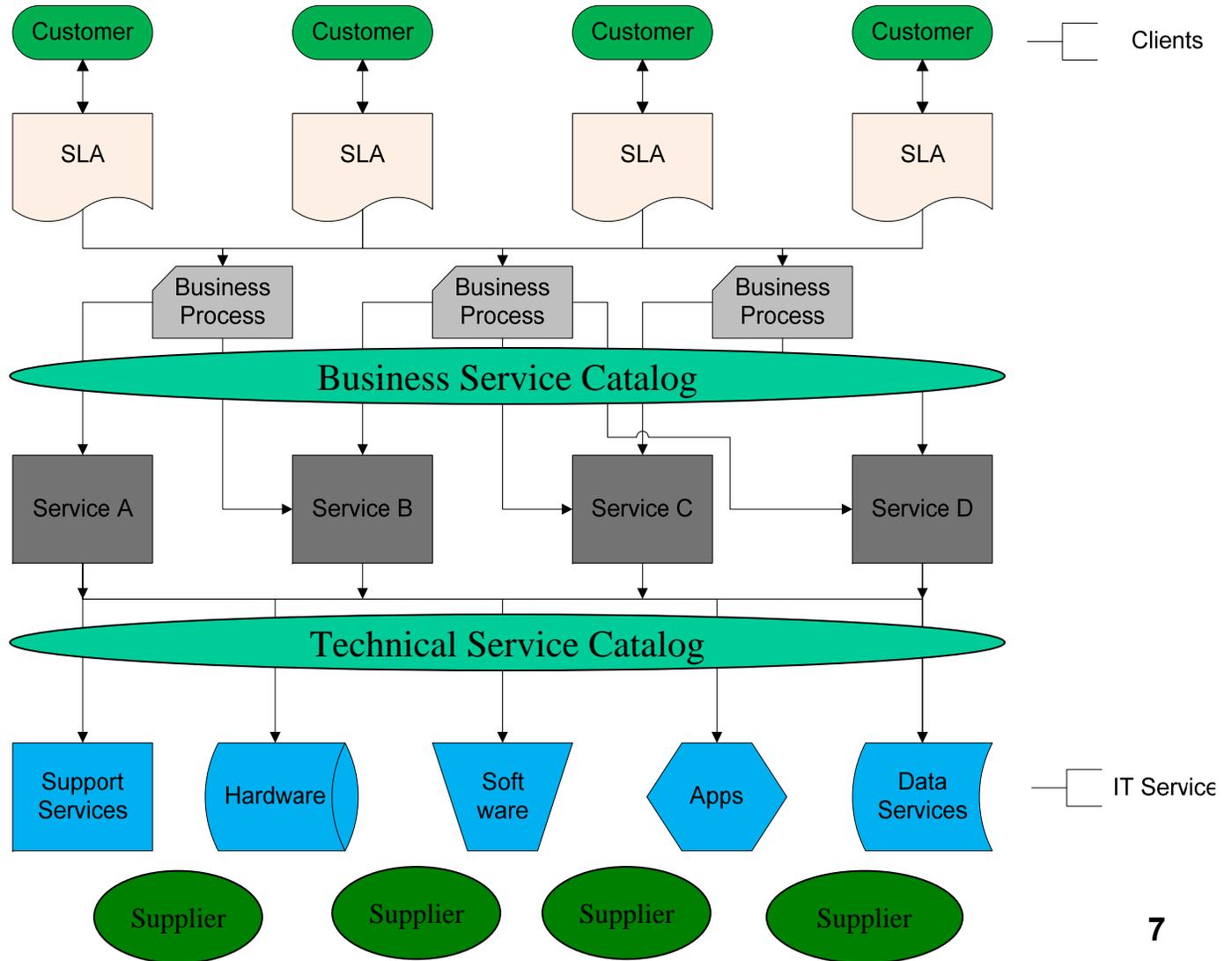
Value is a balance between Utility and Warranty

Service Design Processes (1)

Service Level Management

Service Catalog Management

Supplier Management





A Combat Support Agency

Service Design Processes (2)

Availability Management

To cost-optimize IT services while providing the necessary levels of availability required to meet the business objectives

Capacity Management

Matches business demand for IT services to IT resource and capability levels

IT Service Continuity Management

To protect business processes by restoring IT services as quickly as possible after a major outage

Information Security Management

To ensure that information security and incident response is effectively managed across all IT services



Service Design Principles

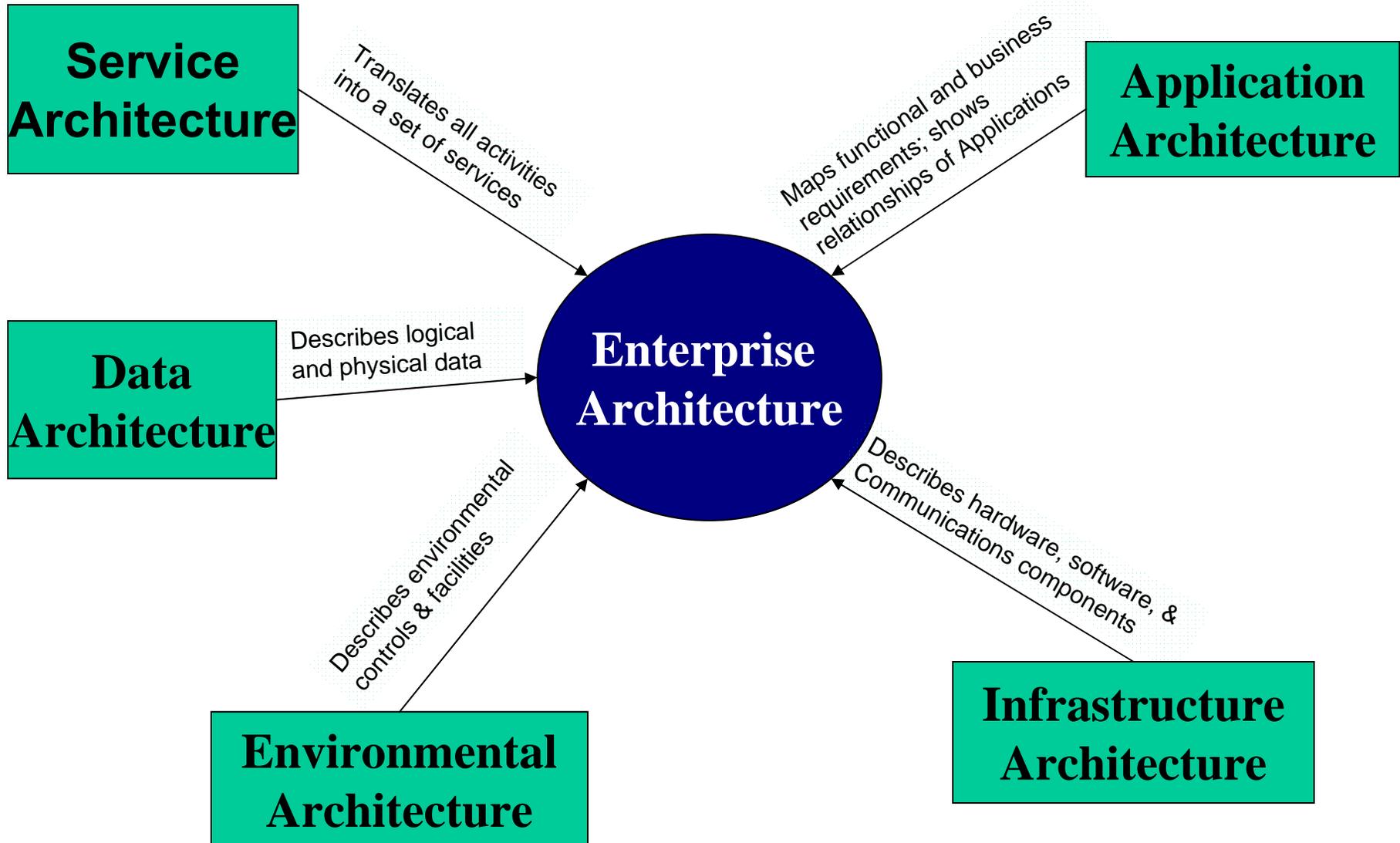
- **Service Portfolio Framework**
- **Technology & Enterprise Architecture**
- **Process Components**
- **Measurement Methods**
- **Other Considerations**

Includes considerations of People, Processes,
Tools, Technology, and Business goals

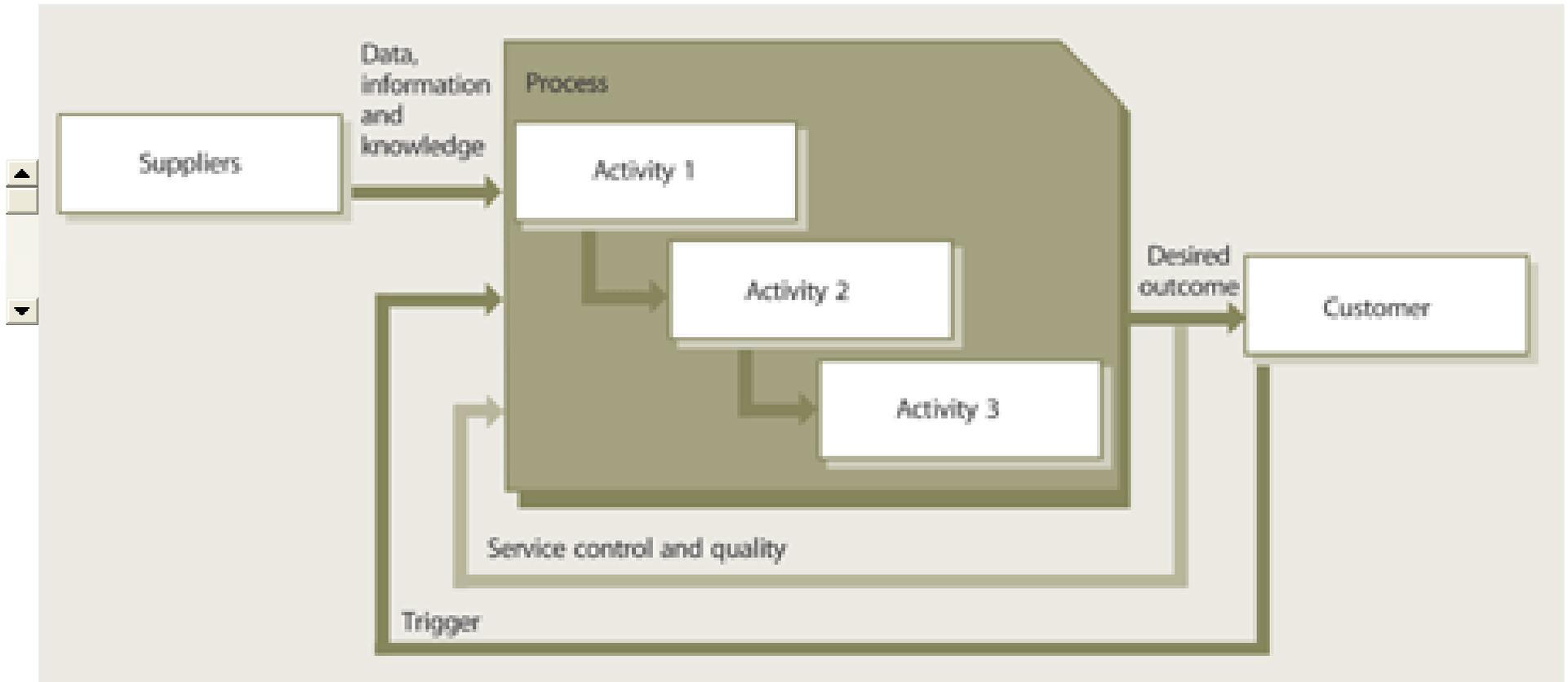
Service Portfolio Framework

- **A Service Portfolio contains information on each service and its current status within the organization**
- **Provides a framework to make decisions about what services customers most need, how to source them, how to price them, and how resources should be allocated**





Process Components



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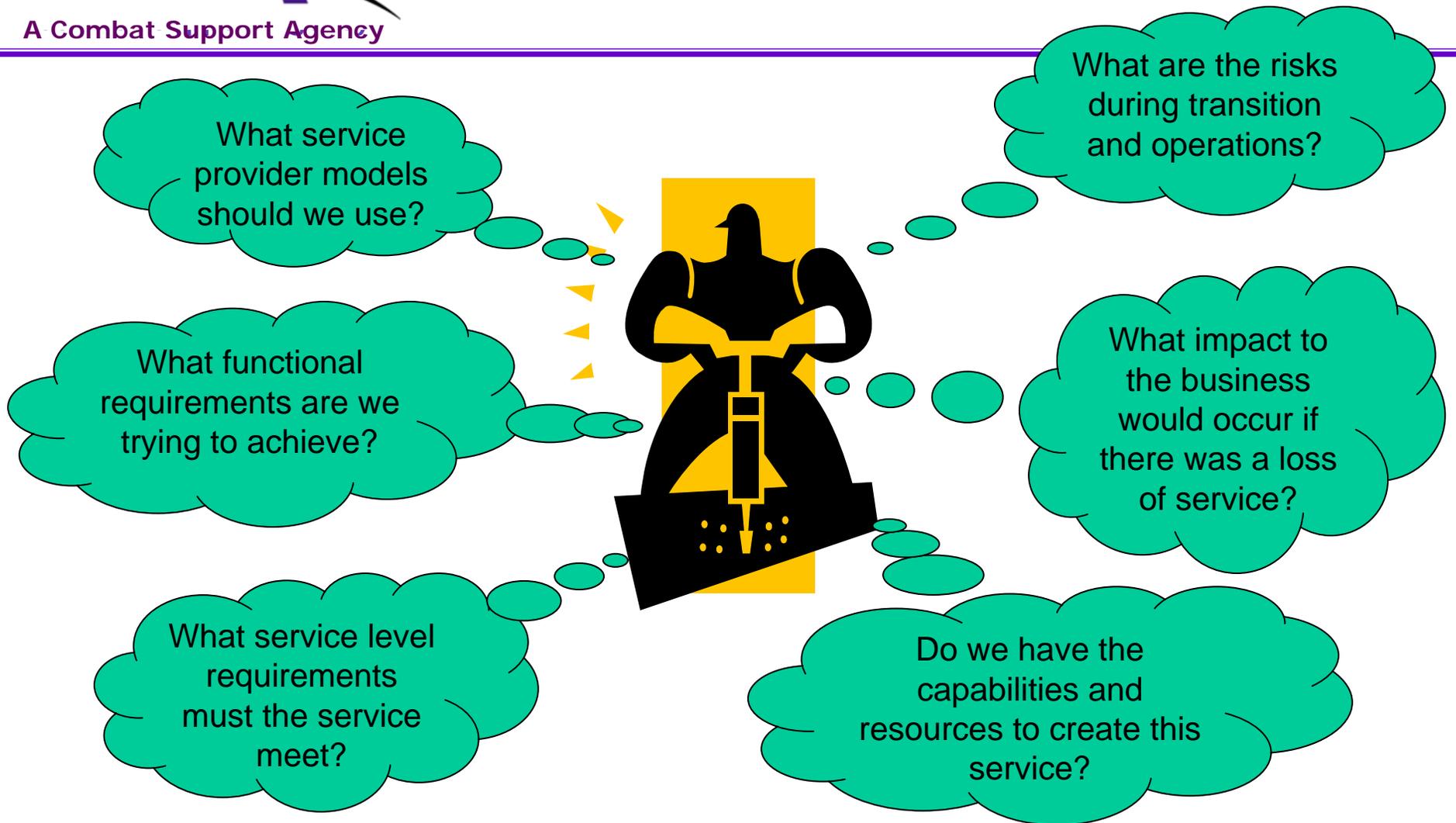
A process includes activities & tasks, roles & responsibilities, procedures, tools, and metrics

Measurement Methods

- **Compliance: Are we doing it?**
- **Quality: How efficient and effective are we doing it?**
- **Performance: How fast or slow are we doing it?**
- **Value: Is what we are doing making a difference?**

“Measurements should induce the parts to do what is good for the whole, and measurements should direct managers to those parts that need their attention.” - E. Goldratt

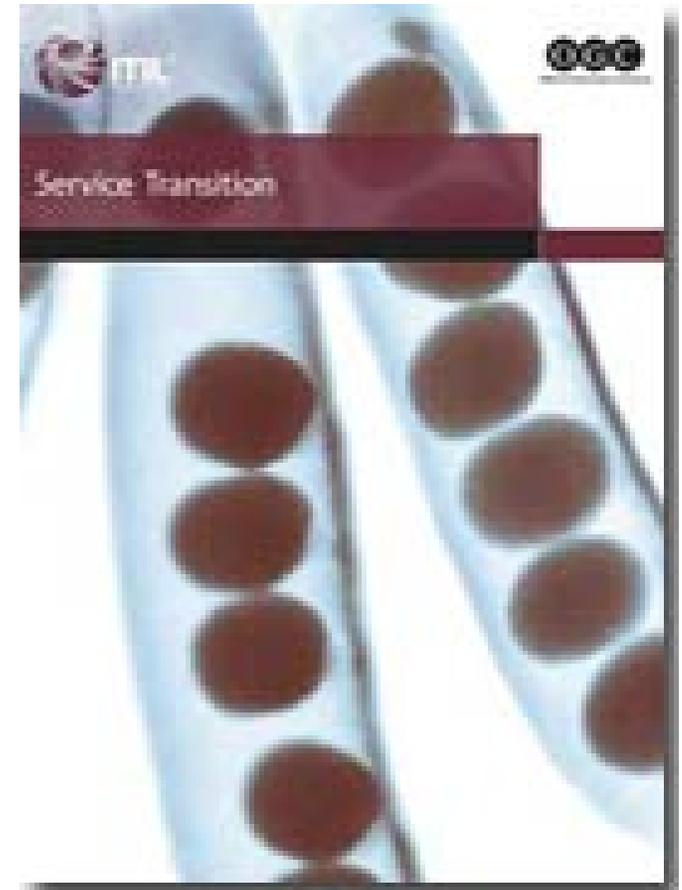
Other Design Considerations



Design criteria must be an understanding between customer and provider

Service Transition

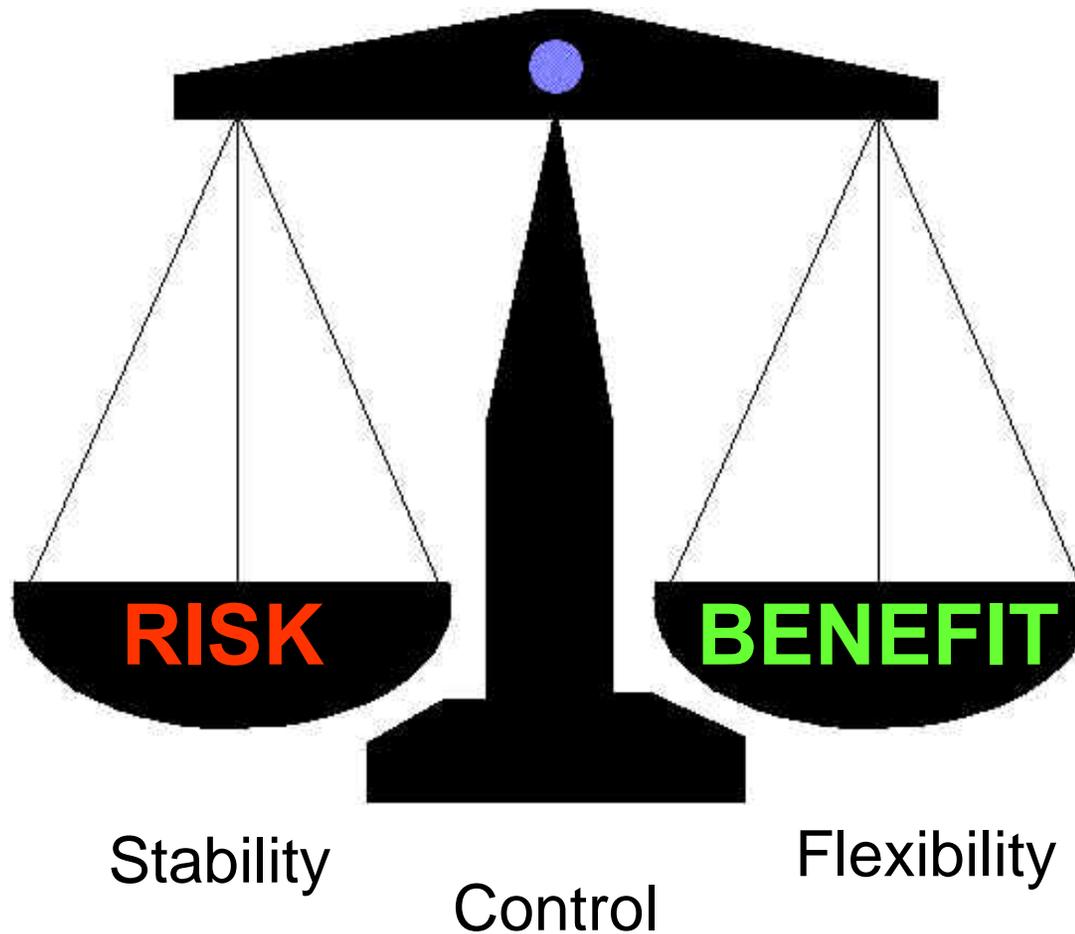
- Service Strategy
- Service Design
- **Service Transition**
Develop and improve capabilities to transition new and modified services to production
- Service Operation
- Continual Service Improvement



Service Transition Objectives

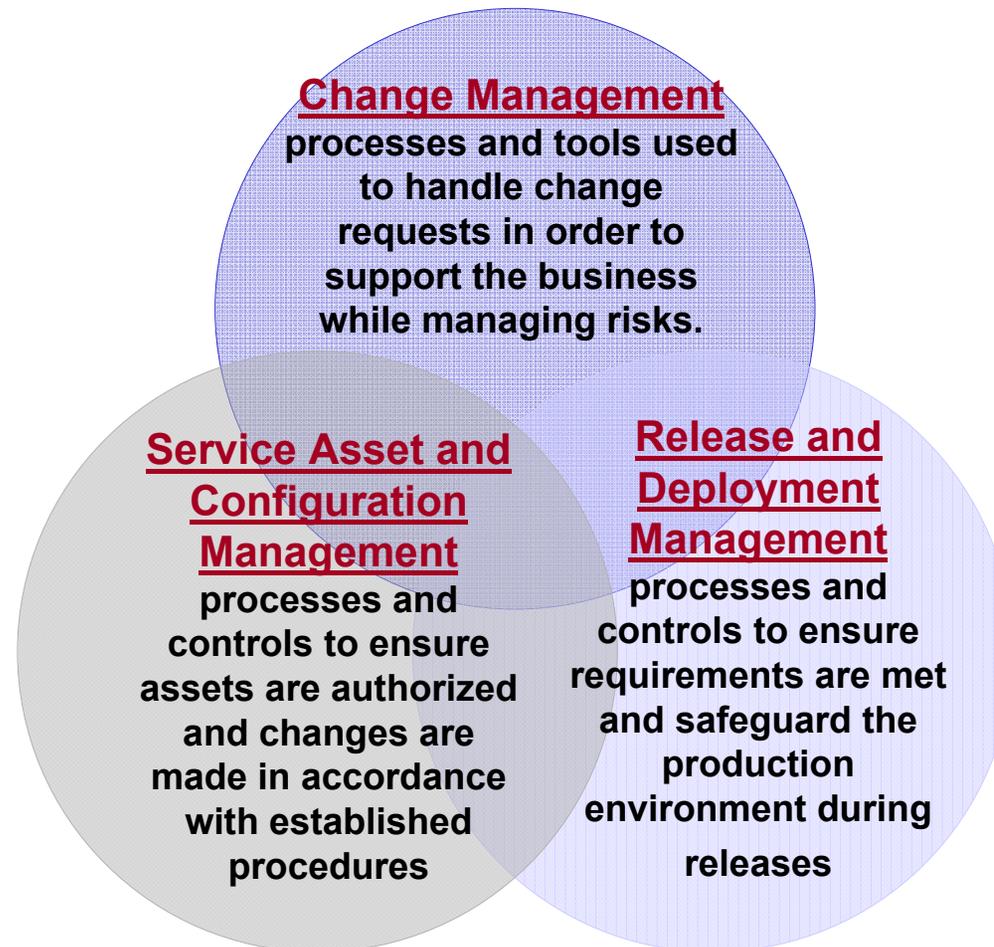
- **Plan and manage the movement of a new or modified services into the production environment from the design phase with minimal service disruption**
- **Nurture the service in its early life stages by overseeing user usage training and IT support training**
- **Ensure the service can be operated and maintained effectively and expectations are managed**

Service Transition Goals



Manage risk and optimize business benefit

Service Transition Processes (1)



Inter-dependent process relationships

Service Transition Processes (2)

Transition Planning and Support

Planning and coordination of capacity and resources necessary to transition a service into production

Service Validation and Testing

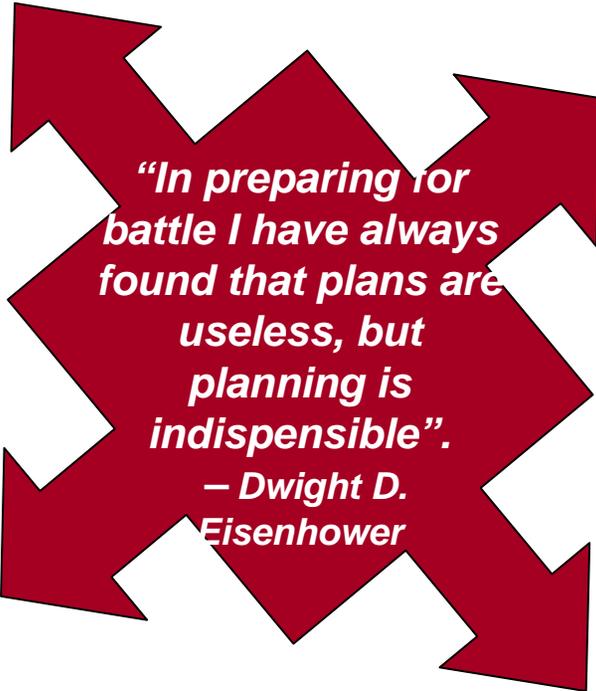
Implementing a structured process to ensure a release delivers the expected outcomes

Evaluation Management

Determining intended & unintended effects and performance of a new or changed service

Knowledge Management

Providing information to improve quality of decision-making and to ensure a common understanding of the value of each service

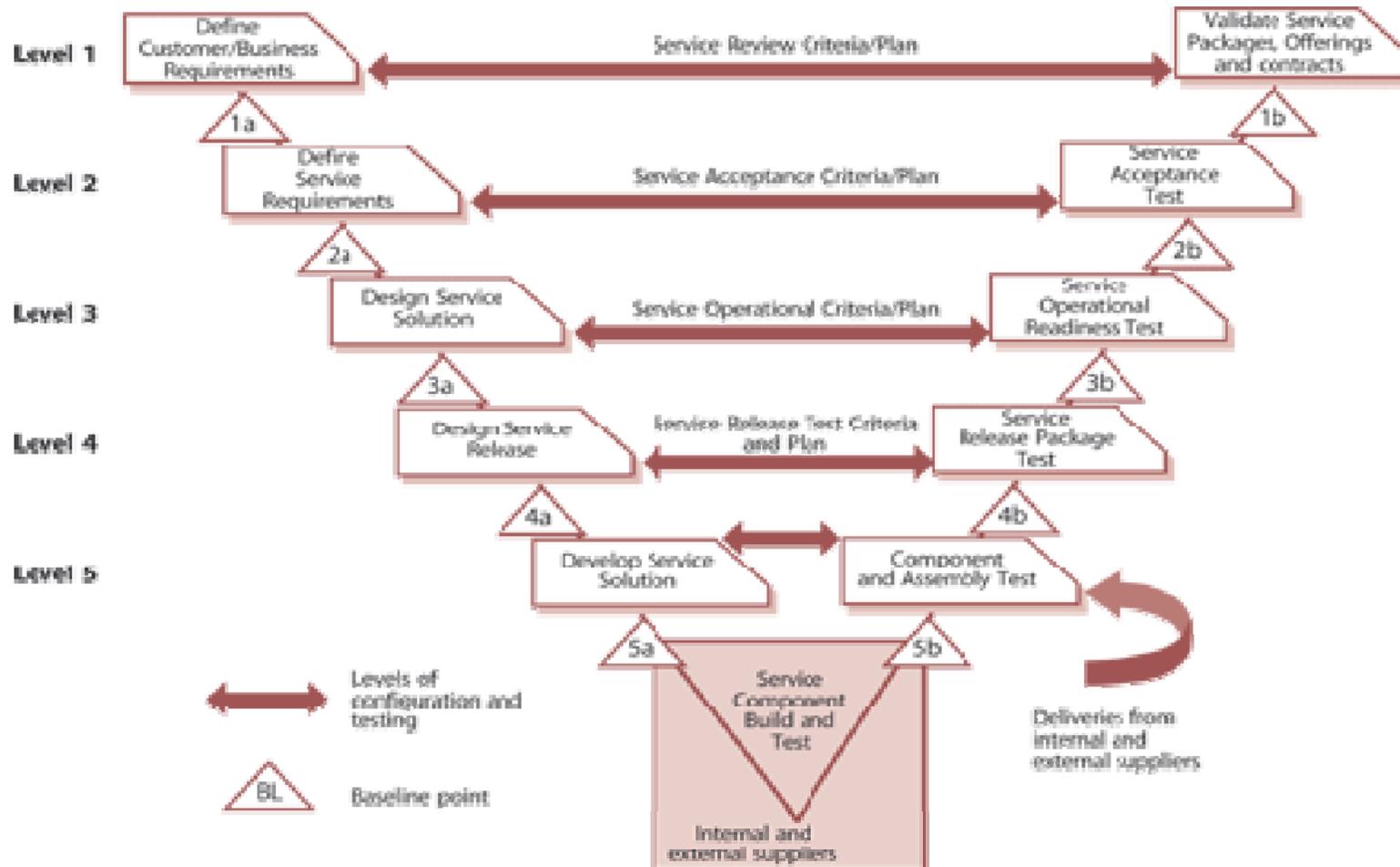


“In preparing for battle I have always found that plans are useless, but planning is indispensable”.
– Dwight D. Eisenhower

Service Transition Principles

- **Define and implement a formal Service Transition policy**
- **Implement all changes through Service Transition**
- **Adopt a common framework and standards**
- **Maximize re-use of processes and systems**
- **Align Service Transition plans with the business need**
- **Establish and maintain relationships with stakeholders**
- **Provide systems for knowledge transfer and decision support**
- **Anticipate and manage course corrections**
- **Proactively improve quality of service during Service Transition**

Service V-Model



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Value to the Business

- **Ability to deliver more volumes of change at higher success rates**
- **Reduced adverse impact and risks due to increased predictability of Quality of Service**
- **Reduced variation in release schedule adherence due to standardized, holistic planning**
- **Improved integration of services with the customer's business due to fit for purpose and fit for use**



Overall productivity is improved

