

How to Develop a Service Catalog

What is a Service Catalog?

A Service Catalog is a listing of standard services that IT organizations provide to their customers. The Service Catalog is a foundation for defining services and communicating those services to the business.

Service Catalog establishes a standard set of deliverables by creating business-oriented agreements associated with Service Levels and their costs. The purpose of a Service Catalog is to ensure delivery of a *repeatable and standardized* quality of customer service.

Why Should Your Organization Develop a Service Catalog?

A Service Catalog provides the customer one location to view and order services provided by IT. It also organizes and bundles 'services' in a way that customers understand and use them.

Service Catalogs should provide details about the characteristics of the services, including Service Level Requirements, Service Level Agreements and even internal Operational Agreements.

IT organizations use Service Catalogs to rationalize end-user demand through the establishment of service and vendor standards and to optimize that demand based on business planning and spending. Service Catalogs also help IT organizations control service usage by using request management and compliance procedures to maximize and automate workflow.

How Do You Scope the Effort for a Service Catalog?

The scope of the project typically includes a single repository for all services, including:

- Name and description
- Owner
- Customer
- Parties involved
- Version and revision dates
- Service levels
- Service conditions
- Continuity
- Service hours
- Availability
- Reliability
- Support and response times
- Changes and exceptions

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What Are the Steps to Developing SC?

Evergreen Systems helps clients develop Service Catalogs through an eight-step approach that develops attributes that include service structure, service description, operational level agreements, service level agreements and all related costs. Here's how we do it:

- **Step 1: Definition of Service Families**

This step establishes the 'highest' (broadest) level within the Service Catalog structure and provides a comprehensive infrastructure that supports all services with minimal anticipated revisions. Service Families should be aligned with the functional areas that they support.

- **Step 2: Definition of Services Within Service Families**

The second step is to define the service offerings within the existing Service Family structure. The starting point for identifying services should come from the work provided to customers, identified via data collected in the first workshop.

- **Step 3: Mapping Services to Existing Customers**

Step three focuses on mapping established services to the existing customer population, providing IT with an understanding of service demand and an opportunity to validate all of the services actually being used. Unused services are altered or decommissioned.

- **Step 4: Mapping Expectations and Dependencies to Services**

This step ensures that dependant services, processes or vendor lead times are accounted for and provides the foundation for the development of OLAs and SLAs.

- **Step 5: Establishment of Operational Level Agreements**

Operational Level Agreements are then established, when applicable, through the development of a clear picture of a given service and its interdependencies. Once OLAs are established, internal metrics for a given service can then be captured and used to establish Service Level Agreements.

- **Step 6: Establishment of Service Level Agreements**

This step establishes service level agreements for applicable services, based on gaining agreements between IT and its customers on the terms and availability of services.

- **Step 7: Establishment for Cost of Services**

This step establishes a cost for services, when applicable, and establishes appropriate pricing for available services based on the level of service being delivered. It involves

analysis of the various services, SLA options and calculations of cost in relation to services delivered.

- **Step 8: Steady State**

The last step of the process defines the audience, purpose and process of the Service Catalog. It also creates a training plan for all users that takes into account steady state and the process for updating the catalog. Final implementation includes the creation and delivery of a communications plan, a quarterly process for validating existing services and a yearly process to validate Service Catalog structure and attributes.

ITIL and CoBIT Compliance

Leveraging the relevant components of industry standard best practices processes such as the IT Infrastructure Library (ITIL) and the Control Objectives for Information and Related Technologies (CoBIT), Evergreen will help you to develop a service catalog that not only ensures efficiency and compliance, but also leaves you with comprehensive tools and templates. This approach delivers you a project with repeatable processes, capable of enhancement and expansion, over time.

Utilizing Templates

Part of Evergreen's 'Jump Start' program includes three toolkits, including a catalog template, Operation Level Agreement template and Service Level templates. Each template includes an example, description of each field and leading questions. These templates will allow end users to eventually self populate the catalog and prepare for the implementation of an automated tool.

Ensuring Adoption

To ensure adoption, a few steps are critical:

- Workshops that gather IT and end-user data.
- Cross training and 'train-the-trainer' workshops that enable the core team to bring expertise in-house.
- Marketing and communications plans that articulate the uses, scope and value of the project.

Service Catalog Delivers IT Value

A service catalog can help your organization take the myriad of software, hardware, services, desktop, hosting, network, remote access, email and shared services and organize them by services valued by the business.

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