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# Service Strategy

## **Brief Description**

Service Strategy defines an IT organization's high-level approach to providing services. First, the IT organization must identify the market for its services. This, in turn, drives the identification of services offerings as well as the strategic assets that will constitute those services. Envisioned services will be added to the service portfolio. These envisioned services will continue to be pursued until they are finally chartered for design (and development), which moves those services into the Service Design stage.

Supporting this overall activity is the need to determine the IT organization's overall approach to providing services. This may include internal providers, external providers, a shared approach, preferred providers, etc. In addition, several practices play a part in determining the overall service strategy, including financial management, demand management, and risk management.

## **Practices**

### **Primary Practices**

**Market Definition** – Defining who the customers are for IT services.

**Offering Development** – Identifying services to be offered to customers and initiating projects to develop those services.

**Prepare for Execution** – Prepare the IT organization to be able to carry out the service strategy successfully, including identifying critical success factors, setting objectives, prioritizing initiatives, promoting growth, and differentiating the IT organization as a service provider.

**Strategic Asset Development** – Identifying assets that may be used as building blocks for the creation of services and initiating projects to develop those assets.

### **Supporting Practices**

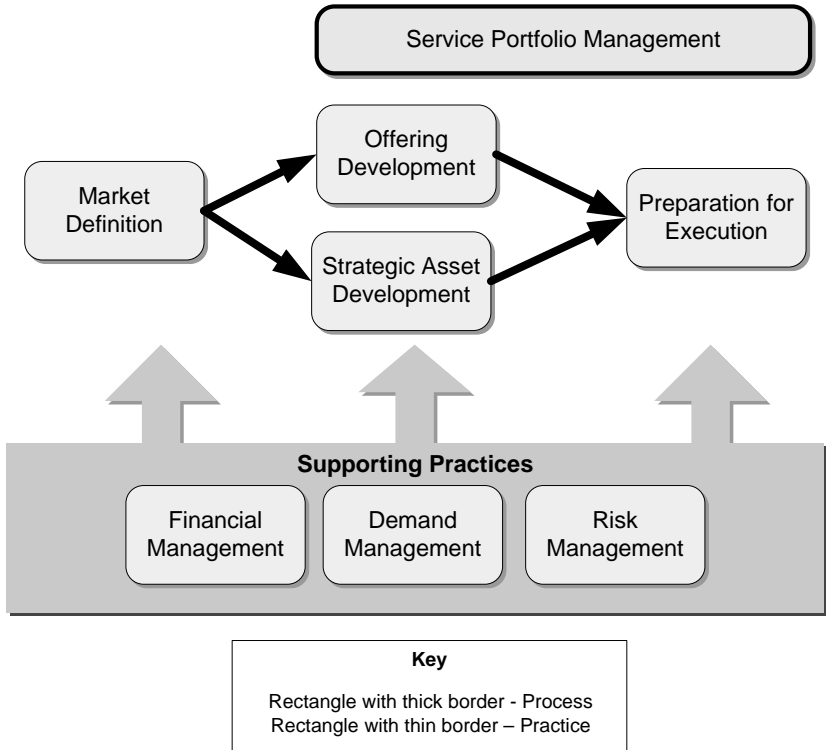
**Demand Management** – Promoting reduced demand for services as needed by the IT organization. This may include reducing user access, providing user incentives to reduce demand during peak hours, etc.

**Financial Management** – Managing the accounting, charging, and collection of fees for IT services.

**Risk Management** – Identifying, evaluating, and determining acceptable responses to risks.

**Service Portfolio Management** – Managing the list of planned, existing, and retired services.

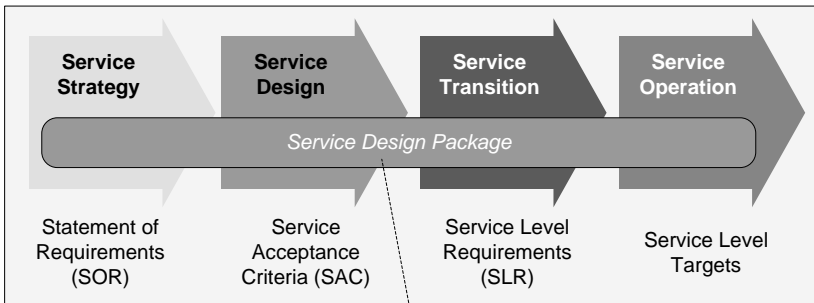
# Overview Diagram



*Service strategy defines a number of processes and practices*

# Service Strategy Key Concepts

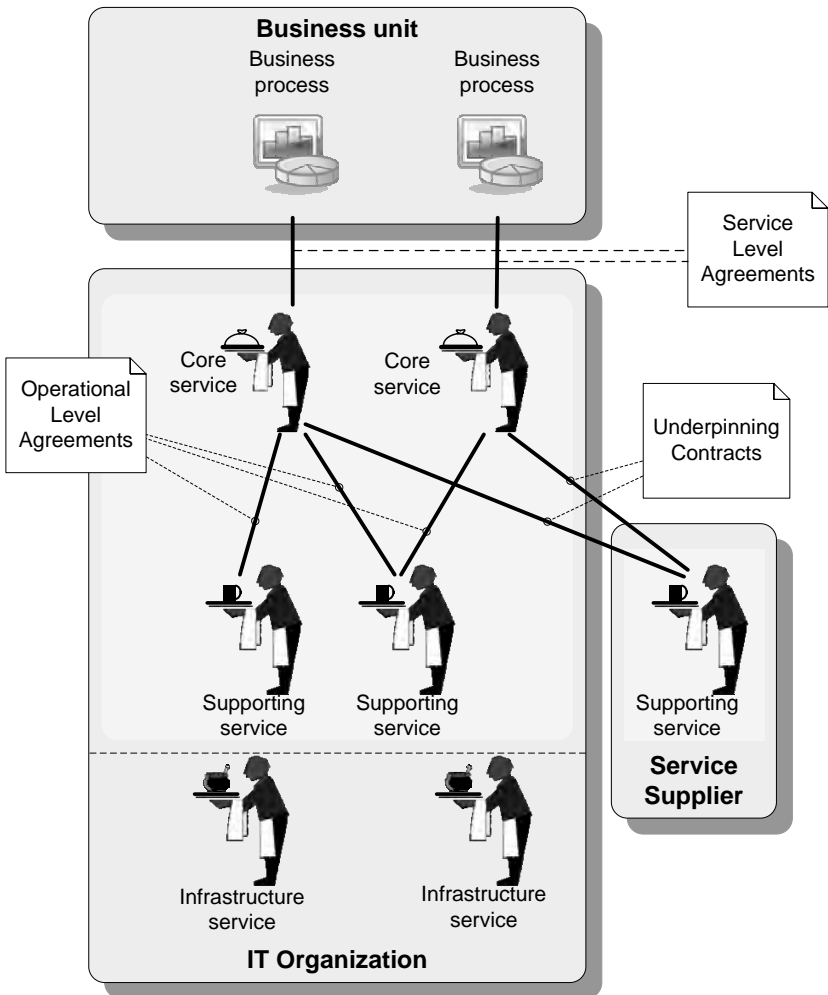
## Service Design Package and Other Service Artifacts



Contains everything that defines the service through each stage of the service lifecycle.

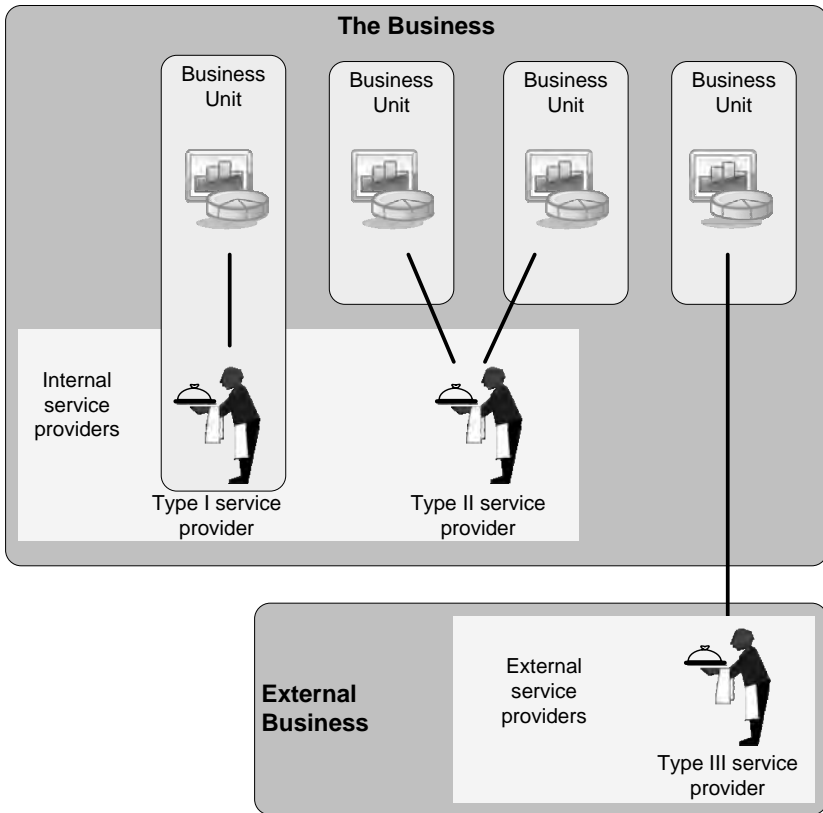
*The service design package is used throughout the service lifecycle*

## Types of Services



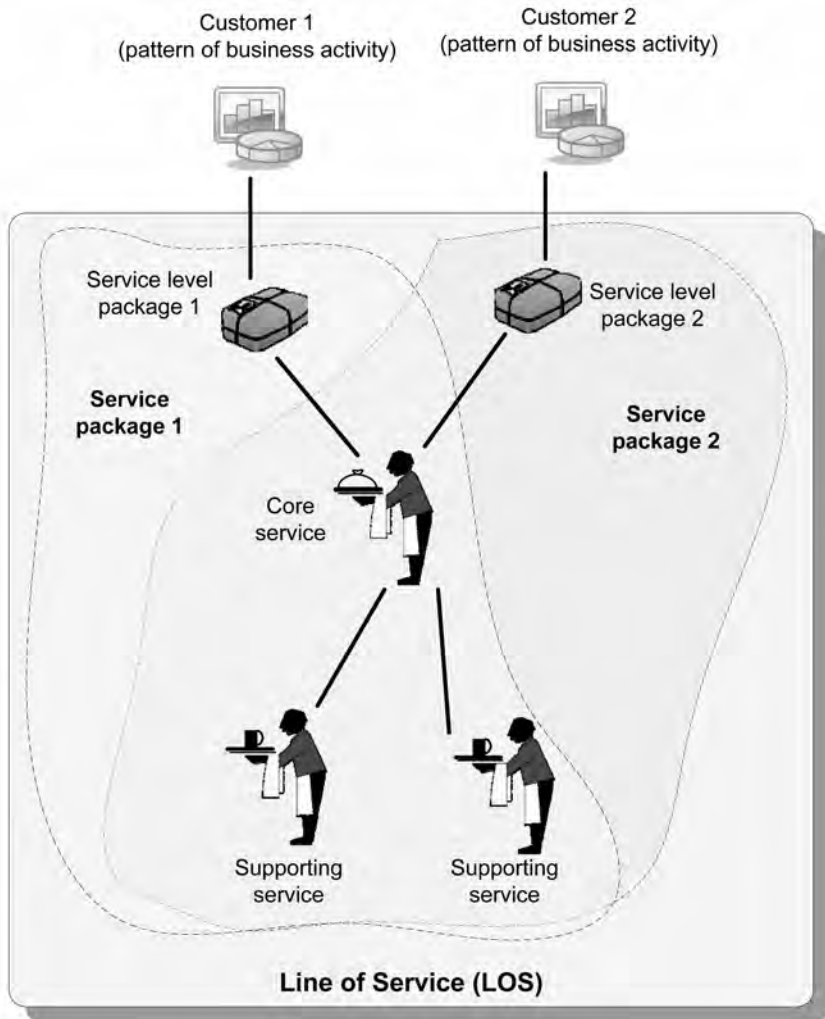
*An IT organization provides core services, supporting services, and infrastructure services*

## Service Providers



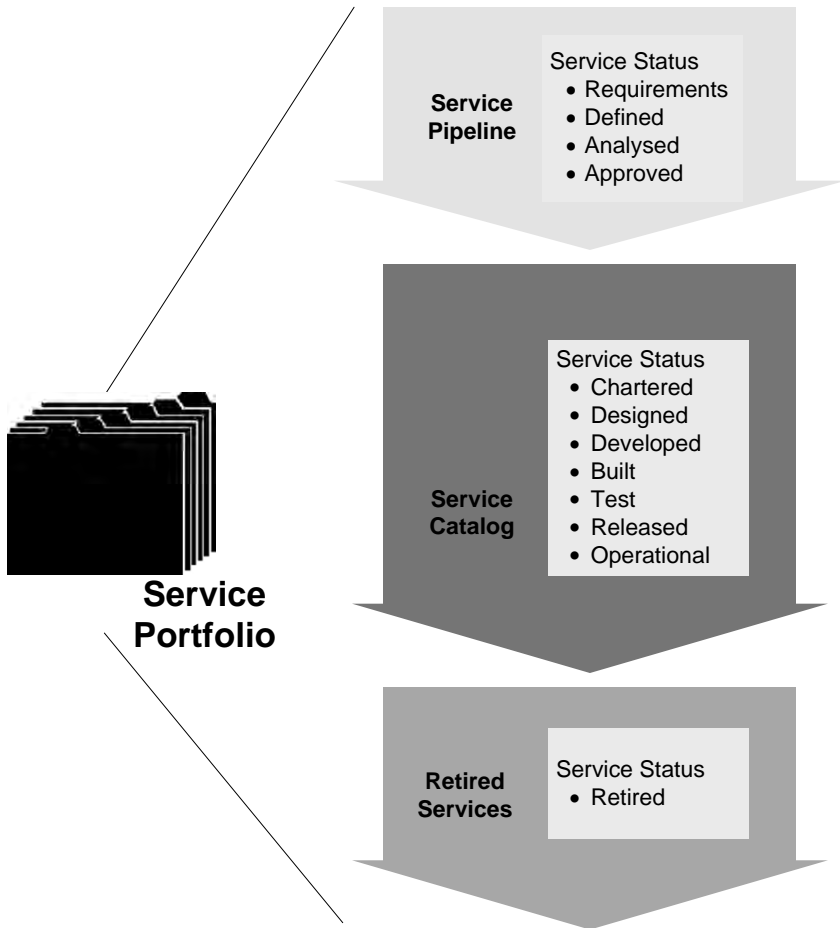
*There are three types of service providers*

## Service Packages, Service Level Packages, and Lines of Service



*A line of service consists of all service packages for a service*

## Service Portfolio and Catalog



*The service portfolio includes the service pipeline, the service catalog, and retired services*