



Business Service Catalog

Design, transform and manage your IT service offerings

The interrelated trends of cloud, security, mobility, and big data are converging to produce tremendous change in IT. Increasingly, the business units are going outside of IT to get services they consider critical and strategic. According to a Frost & Sullivan survey, more than 80 percent of employees use one or more non-approved SaaS applications to do their jobs.¹

In this environment, enterprise IT must adapt or find itself marginalized. It is no longer sufficient for IT to act just as a helpdesk and IT infrastructure organization. In fact, in Gartner's 2013 CEO survey, 50% of the respondents expected more strategic value from IT – contributing to their top-line growth on top of bottom-line improvements.²

Designing and implementing a Business Service Catalog is a critical step you can take to align IT service offerings to those that the business expects and requires.

The Business Service Catalog will help your IT organization identify and develop a Service Model Management approach to consistently address strategic business demand. We help you build proper service definitions through close collaboration with your business unit partners and stakeholders.

The Business Service Catalog will become the central repository for information that is used to govern and manage the entire service lifecycle of each business service. The catalog supports both business and IT user and supplier requirements.

Service overview

Our experts can help you understand all aspects of the Business Service Catalog, analyze your current state, plan for the future, and help you design and deploy the catalog. We work with you to address specific questions such as:

- From the business perspective, what does IT do for my organization?
- How do I determine which service requests should be provided to the business users?
- What is the right Service Model that will help me continuously define the right services for my business?
- How do I measure the cost and value of a business service?
- How can I best describe a service in business user terms?
- What deliverables will I get from IT and when can I expect them?
- What are the responsibilities of the service consumer?
- How can I ensure that my organization, people, and processes adopt a service-centric model?
- How do I drive adoption of the Business Service Catalog?

Benefits

- Align IT services to meet business requirements in terms the business understands
- Clearly communicate service level performance to business requirements

- Establish a starting point for integration and management of all IT services within a single catalog portal
- Leverage a Service Model roadmap for continuous service lifecycle improvement
- Provide consistency in IT service management processes
- Demonstrate the value proposition of IT

Assess and Design

HPE can help you design the best approach for designing, deploying, and continuously improving the Business Service Catalog.

Our Service Model Workshops bring together key stakeholders from the business and IT so that both organizations are aligned with corporate goals.

We assess your current maturity level and help you develop an appropriate Business Service Catalog strategy. In addition, we help you determine optimal service taxonomy; the scope of a service offering; and best practices for measuring, managing, and communicating the value of a service. Our goal is to help you communicate clearly and effectively to both your line of business and IT stakeholders, as well as the general end-user community.

- **Strategic business service map:** working with your key business and IT stakeholders, we help you develop a map that provides a visual depiction of your IT services, enabling you to easily communicate how IT services provide value to your business customers.

¹ The New IT: Managing and Delivering Services in a Multi-Vendor Environment, December 2013

² Gartner, Sourcing Governance Prevents Corporate Risks When the Business Bypasses IT." 11 February 2014, Frank Ridder.

Service brief

- **Business service brochures:** A visual aid that complements the strategic business service map and helps business users understand in detail the purpose and value of each service.
- **Business service definition:** Each service that supports a business unit and its unique processes will be defined and described in business terms, including information on cost, value, and performance levels.
- **Service request catalog:** As part of each service definition, service requests are identified, and can be deployed in a single location for business and IT users to log requests, track status, and generate IT service performance reports.

Transform

Enabling a Service-centric organization

HPE experts draw from over 20 years of experience designing mission-critical IT service management solutions for complex, global organizations. We provide:

- **Business Service Catalog Enablement:** Our experts in Management of Organizational Change help ensure adoption and continuous improvement with a four-step change process that addresses the needs of teams as well as individuals.
- **Business Service Catalog Communication:** We work with you to develop and run communication plans and awareness campaigns to educate all end users—business and IT. Marketing templates to create best-in-class communication and awareness of new business service offerings are provided.
- **Business Service Catalog Deployment:** HPE consultants with deep industry expertise will design and deploy your Business Service Catalog. We leverage HPE best practices aligned with ITIL[®] v3 and industry-proven examples.

- **Rapid time-to-market:** We provide you with business and IT process models to help you define and implement your Service Model and supporting service definition blueprint.

Manage

- **Education and training:** HPE's education and training solutions experts help ensure rapid time-to-value and continuous improvement. Training is offered via onsite classroom settings, virtual room instruction, and online tutorials.
- **Ongoing updates:** Our Business Service Catalog management processes enable you to maintain your Service Model and the resulting service definition blueprints that provide support for both IT and business users.
- **Metrics for IT and LOB:** Get visibility into established service levels for each service. Metrics and measurements are presented in language and terms that are relevant to both types of users.

The HPE Software Services difference

HPE provides unmatched capabilities with a comprehensive set of consulting and implementation services and unique intellectual property that help you manage the performance of enterprise applications, systems, and networks.

- **Fast time-to-value:** Our services get you up and running, with your applications monitored in a matter of weeks
- **Proven HPE Software solution implementation expertise**
- **More than 20 years of experience** helping large, complex, global organizations realize value from their HPE Software investments

- Rich intellectual property and unparalleled reach into product engineering
- Technology-agnostic implementation approach with no vendor lock-in, no rip-and-replace
- Education and support services to ensure adoption

Only HPE Software Services brings together consulting expertise and the industry-leading IT Performance Suite software to help you perform better.

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