



# Strategi Merancang Layanan IT

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Infrastruktur dan Manajemen Layanan TI (CSI 320)  
Pertemuan 8

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# SERVICE ASSETS

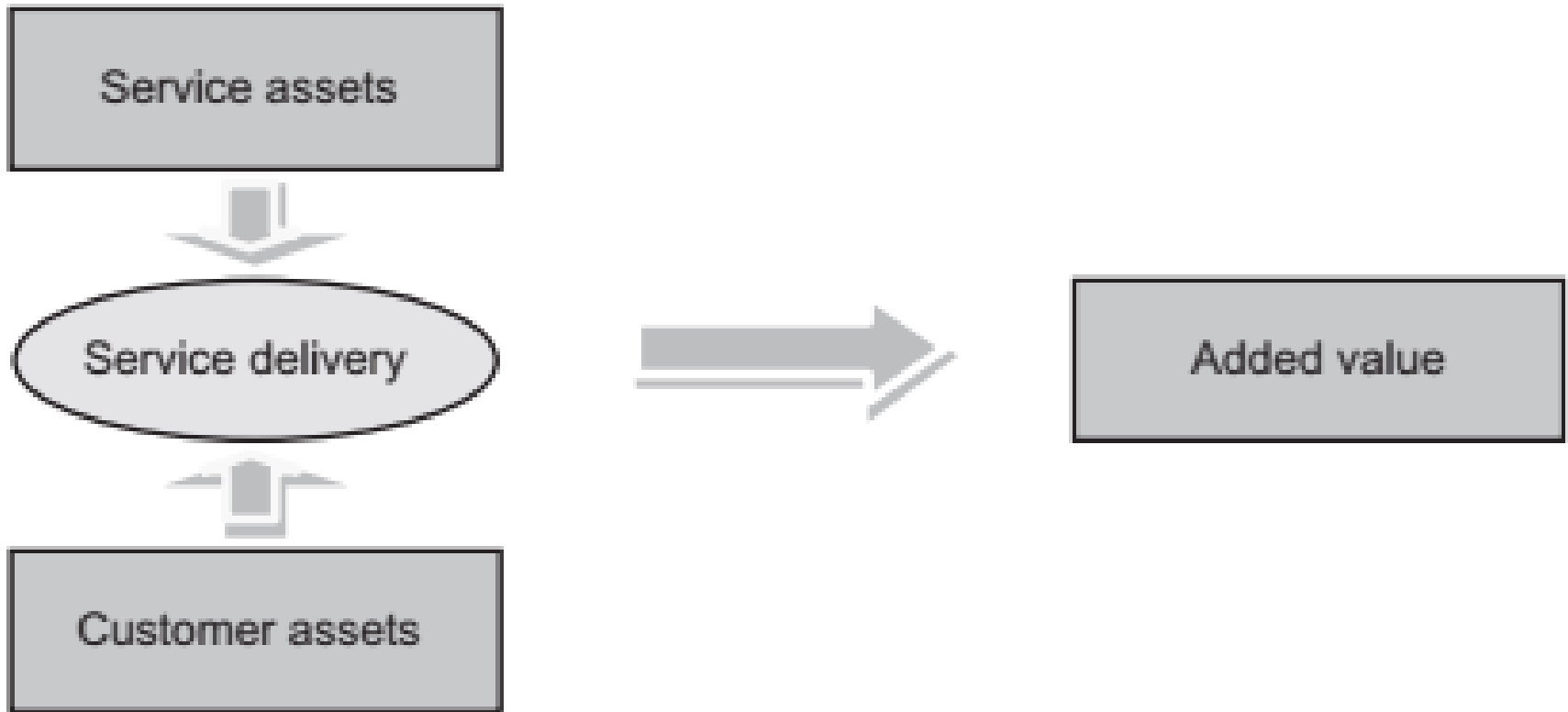
# SERVICE ASSETS

- In delivering a service, the IT service provider exploits its own assets to add value to the customer's assets and generate value for the organisation
- The development of a successful service strategy needs to be built on an understanding of the service assets that can be brought into play in service delivery.

# SERVICE ASSETS

- Making assumptions about the organisation's ability to improve its service asset base, especially its capabilities
- introduces an element of risk that needs to be acknowledged, understood and managed

# SERVICE ASSETS



**VALUE**

# SERVICE ASSETS

## VALUE

- The idea that services add value is fundamental to IT service delivery and is a key input to the development of service strategy.
- There is little point in developing services that have no recognised value.

# SERVICE ASSETS

## VALUE

- We can measure value not only in terms of quantifiable benefits such as financial savings or increased income, but also in terms of benefits such as service quality,
- which are less easily quantified and often depend on the perception of the customer or service user.



# Automating Service Management

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- Automating business processes delivers higher utility and warranty thereby generating better performance and value from service and customer assets.
- The same applies to IT service management. Earlier in this chapter, we identified IT service management capability as a strategic asset.

# Automating Service Management

- Beyond this basic level, we can identify a number of areas where automation can improve capability. For example:
  - Monitoring and measuring to an extent not possible by other means, handling high levels of complexity and volume irrespective of time or location

# Automating Service Management

- Generating automated alerts helps us respond more rapidly to events, helping us maintain service availability
- Discovery tools enable us to maintain an up-to-date configuration management system and identify and deal with a range of control related problems
- Sophisticated modelling and simulation helps us design infrastructure and applications, and model complex options for service delivery

# Automating Service Management

- Artificial intelligence is able to offer a range of capabilities from root cause analysis, through sophisticated alarm and control systems, to complex scheduling and resource management
- Workflow management systems improve customer service and efficiency across a range of processes.

Terimakasih