



SERVICE DESIGN

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Infrastruktur dan Manajemen Layanan TI (CSI 320)
Pertemuan 9

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INTRODUCTION

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- Once an organisation has determined the IT strategy it wishes to pursue, it uses the service design phase of the lifecycle to create new services which service transition then introduces into the live environment.

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- This principle is at the heart of the ITIL approach and is why the majority of the service design processes are focused on operational control:
 - Service catalogue management;
 - Service level management;
 - Capacity management;
 - Design coordination;
 - Availability management;
 - IT service continuity management;

INTRODUCTION

- Availability management;
- IT service continuity management;
- Information security management;
- Supplier management.



WHY SERVICE DESIGN?

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- Good service design will deliver a range of business benefits that help to underline its importance in the design of new and changed services.
- These are summarised below:
 - Lower cost services because of the lower support and enhancement costs, leading to lower total cost of ownership (TCO).

WHY SERVICE DESIGN?

- Services that consistently provide the required level of quality and alignment to business and customer needs
- Faster and easier introduction of new services and changes
- Better governance to ensure compliance to legal and corporate rules and guidelines.
- Better measurement capability to support decision-making and continual improvement

THE FIVE MAJOR ASPECTS OF SERVICE DESIGN

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- ITIL formally recognises five separate aspects of service design that together describe the scope of this part of the service lifecycle:
 1. The introduction of new or changed services through the accurate identification of business requirements and the agreed definition of service requirements.

THE FIVE MAJOR ASPECTS OF SERVICE DESIGN

2. The service management systems and tools such as the service portfolio, ensuring mutual consistency with other services and appropriate tools support.
3. The capability of technology architectures and management systems to operate and maintain new services

THE FIVE MAJOR ASPECTS OF SERVICE DESIGN

4. The capability of all processes, not just those in service design, to operate and maintain new and changed services
5. Designing in the appropriate measurement methods and metrics necessary for performance analysis of services, improved decision-making and continual improvement.

OBJECTIVES OF SERVICE DESIGN

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From the considerations above, we can appreciate that the main objectives of service design are:

- to design services that not only satisfy business and stakeholder objectives in terms of quality, ease-of-use, compliance and security, but also minimise the total cost of ownership;

OBJECTIVES OF SERVICE DESIGN

- to design efficient and effective policies, plans, processes, architectures and frameworks to manage services throughout their lifecycle;
- to support service transition in identifying and managing the risks associated with introducing new or changed services;
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OBJECTIVES OF SERVICE DESIGN

- to design measurement systems for assessing the efficiency and effectiveness of service design and its deliverables;
- to contribute to continual service improvement (CSI), particularly by designing in features and benefits and then responding to improvement opportunities identified from the operational environment.

THE SERVICE DESIGN PACKAGE

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- The design stage takes a set of new or changed business requirements and develops a solution to meet them.
- The developed solution is passed to service transition to be built, tested and deployed into the live environment.

THE SERVICE DESIGN PACKAGE

- The key contents of the service design package include:
 - the service definition, agreed business requirements and how and where the service will be used
 - the service design including the architectural design, functional requirements, SLRs/ SLAs (if available), service and operational management requirements including metrics and key performance indicators, supporting services and agreements;

THE SERVICE DESIGN PACKAGE

- plans for service transition (covering build and assembly, test, release and deployment) and for operational service acceptance
- acceptance criteria and the strategy and plan for user acceptance testing

THE SERVICE DESIGN PACKAGE

- a service model showing the overall structure and dynamics of the service, showing how customer and service assets, service management functions and processes come together to deliver value;
- an assessment of organisational readiness and its implications;
- a plan covering all stages of the service lifecycle
- plans for service transition (covering build and assembly, test, release and deployment) and for operational service acceptance

Terimakasih