1. HOW DO YOU DEFINE SERVICES (what are some attributes?)

* Intangible and actionable
* Look up definition in Wikipedia
* Something needed by end user
* Use a standard e.g. ITIL
* Align services to portfolio
* Not a website communication tool
* Demonstrate value to end user
	+ Menu driven / ordering
* Removes an obstacle, or enables
* Requires a resource: people/platform
* Provides value to customer
* Something ready to advertise
* Offered to everyone in a class of users
* Should be understandable by customer
* Take history into account, track service evolution
* Acknowledge that customers also talk about products not services

2. WHAT ARE THE CHALLENGE IN BUILDING A SERVICE CATALOG?

* Consensus on definitions
	+ What to include
	+ Order
	+ Categorization
	+ Purpose
	+ Audience
* Deciding why you want a service catalog
* Defining what a service catalog is
	+ Presentation: public v internal, contractual
	+ Thinking in customers terms – what they consume, customer value v tech definition
* Identify appropriate granularity how to keep it in from becoming too big and too detailed
* Common language and naming
* Scoping
	+ Hot to start
	+ How much do you do
	+ How big should it be
* What information to include & what not
	+ e.g. knowledgebase
* How to get the catalog in front of people
* Maintaining currency/accuracy/completeness over time: Keeping it Evergreen
* Integration of catalog into processes
* Don’t look from a technical point of view/rather from end user perspective
* What is useful to management
* Budget issues – what does it cost
	+ build, outsource, cloud?
* Service catalog cant be a project onto itself
* Amount of time required to build out/maintain
* Usability of the catalog
* Integration into service management
* Design iterative process/service for improvement
* Getting buy-in from staff
* Linking ordering function to the service
* Staying strategically agile while remaining true to the limits of the catalog

3. WHAT ARE THE 3 MOST IMPORTANTATTRIBUTES OF A SERVICE CATALOG (aggregate items – pick three)

1. Appropriate categories
2. Defining what you do/don’t do (set boundaries)
3. Usability to get the right audience
	1. Clear language
	2. Consistency
	3. Appropriate categories
	4. Complete level of detail
4. Clearly defined scope – catalog v portfolio
5. Currency – keep up to date
6. Use vernacular/terms/language of the customer
7. Accessibility/intuitive
8. Give people a reason to go there, utility
9. Actionable – get it done – not result in call to help desk
10. Demo reason for its own purpose
11. Current up to date accurate info
12. Catalog is a subset of portfolio
13. How do you measure the success of the catalog
	1. Marketing user support time – education
	2. End user engagement
14. Know what does success look like?
15. Train people to use it?
16. Tie success to SLA?
17. How do we get stakeholders/community to contribute
18. Have a Feedback loop

4. WHAT SHOULD E AVOIDED IN DESIGNING A SERVICE CATALOG

1. Not too granular
2. Not from tech perspective
3. Doesn’t replace Knowledge Base
4. Don’t design in isolation
5. Keep It Simple Stupid! (KISS)
6. Not too many categories
7. Don’t rely on technology
8. Don’t shoot for too many perspectives
9. Failure to maintain
10. No on customer
11. Don’t involve too many people
12. Don’t try to be all things to all people all at once
13. Unclear service ownership
14. Don’t bite off more than you can chew, start small
15. Don’t obsess about categories, don’t get lost in “analysis/paralysis”
16. Don’t lose sight of boundaries
17. Don’t forget to focus on customers
18. Don’t involve too many people/areas, include enough to get it done
19. Don’t try to please too many customers
20. Don’t try to fit everything in service catalog
21. Don’t reinvent the wheel – steal & copy others