Service Proposal

# Service Catalog

IS&T maintains a list of service offerings in a [service catalog](https://share.bu.edu/sites/ist/Lists/ServiceComponents/ByService.aspx). Use this form to propose listing a new service in the catalog. Each service is associated with one of six service areas and is governed by the governance committee for that area. Within each service area, service components are grouped beneath client services.

Please provide brief answers to questions 1-5 and either 6 or 7, below, regarding the new service you are proposing for inclusion in IS&T’s service catalog. You may find the definitions, guidelines, and examples below helpful in considering whether your proposal is likely to be considered a service or something else, e.g., an application.

1. What is the name of the proposed new service component?
2. Who will be the service owner?
3. Who will use the service?
4. What is the outcome desired by the persons using it that the service facilitates?
5. What are the specific costs and risks the service relieves from the persons using it?
6. If the proposed service component should be added beneath an existing client service, which client service? Or …
7. If a new client service is also being proposed as the parent for this service component, what is its proposed name and service owner?

# Definitions and guidelines for determining whether a proposal is a service

In considering whether your proposal represents a service, please review these definitions and guidelines.

## ITIL definitions

* Service: A means of delivering value to customers [client representatives] by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.
* IT service: A service provided by an IT service provider. An IT service is made up of information technology, people, and processes.

In contrast to the above definitions for a service, consider the ITIL definitions for an application:

* Application: Software that provides functions which are required by an IT service. Each application may be part of more than one IT service. An application runs on one or more servers or clients.

## Guidelines

The following quote from Professor Emeritus Theodore Levitt, Harvard Business School, is frequently used to illustrate the emphasis on outcomes in defining a service: “People do not want quarter-inch drills. They want quarter-inch holes.” While there is no single, definitive rule to determine whether a proposal is or is not a service, the following guidelines may help you in deciding whether defining your proposal as a service is appropriate. There are always exceptions to any rule, but the more closely a proposal fits these guidelines, the more likely it is to be considered a service.

* Services tend to be associated with long-term, on-going relationships between the service provider and the client representative (the person “purchasing” the service on behalf of clients) or the client (the individual consuming the service). Anything that is transaction based is more likely to be defined as a *request* against a (possibly already existing) service.
* A service may provide benefits to the person consuming the service component and/or to the University. “From the [client representative’s] perspective, value consists of achieving business objectives.” “… a service has to have both utility and warranty to create value. Utility is used to improve the performance of the tasks used to achieve an outcome, or to remove constraints that prevent the task from being performed adequately (or both). Warranty requires the service to be available, continuous and secure and to have sufficient capacity for the service to perform at the required level. If the service is both fit for purpose [utility] and fit for use [warranty], it will create value.” (Quotes from ITIL Service Strategy, 2011, pp. 61-62.) What business outcomes does this service facilitate? How does it create value by improving task performance and/or removing constraints, while ensuring availability, capacity, continuity, and security?
* A Service Level Agreement (SLA) is an agreement between the service provider and the client representative. Although we actually write formal SLAs for only a few of our major services, it should be *possible* to describe the terms of service provision for any service in an SLA.
* An application – whether developed locally, purchased, or downloaded for free – is often just that: an application that is used to deliver a service, rather than the service itself.
* A service is usually consumed at the same time it is provided.

# Examples

## Examples of services

* Client service: Telephone Services
  + Service component: Telephone Lines, Equipment, and Carrier Service
  + Service component: Telephone Repair
  + Service component: Voice Messaging
* Client service: E-mail
  + Service component: Broadcast E-mail
  + Service component: BU Google Mail
  + Service Component: Exchange

## Examples of applications (rather than services)

While licensing and distributing software may be a service, the packages themselves are not services but applications, e.g.,

* Microsoft Office
* Read & Write Gold
* SAS
* X-Win32

Note that building a service catalog involves art as well as science: there is no simple right or wrong in distinguishing services from non-services. Many people would call Exchange an application used to deliver the E-mail service, or BUworks an application used to deliver the ERP service.

## Example: Proposing a new service

Here is how one might answer the questions above when proposing Data Center Collocation as a new service.

1. What is the name of the proposed new service component?
   1. Data Center Collocation
2. Who will be the service owner?
   1. Jay Boucher
3. Who will use the service?
   1. Departments, including IS&T, wishing to locate computers and related equipment in IS&T’s data centers
4. What is the outcome desired by the persons using it that the service facilitates?
   1. Secure location for equipment with stable electrical and network connections
5. What are the specific costs and risks the service relieves from the persons using it?
   1. Departments can reduce or eliminate their need to build and maintain costly machine rooms of their own
6. If the proposed service component should be added beneath an existing client service, which client service? Or …
   1. Hosting Services & Technical Administration
7. If a new client service is also being proposed as the parent for this service component, what is its proposed name and service owner?
   1. [Not applicable in this case, but if the client service did not already exist, we would propose it here: Hosting Services & Technical Administration; service owner Jay Boucher