

BEST PRACTICE

# The Service Catalog

A Practitioner Guide



THE SERVICE CATALOG  
- A PRACTITIONER GUIDE

## Other publications by Van Haren Publishing

Van Haren Publishing (VHP) specializes in titles on Best Practices, methods and standards within four domains:

- IT management
- Architecture (Enterprise and IT)
- Business management and
- Project management

VHP is also publisher on behalf of leading companies and institutions:

The Open Group, IPMA-NL, PMI-NL, CA, Getronics, Quint, ITSqc, LLC, The Sox Institute and ASL BiSL Foundation

Topics are (per domain):

### IT (Service) Management / IT Governance

ASL  
BiSL  
CATS  
CMMI  
COBIT  
ISO 17799  
ISO 27001  
ISO 27002  
ISO/IEC 20000  
ISPL  
IT Service CMM  
ITIL® V2  
ITIL® V3  
ITSM  
MOF  
MSF  
ABC of ICT

### Architecture (Enterprise and IT)

Archimate®  
GEA®  
TOGAF™

### Business Management

EFQM  
ISA-95  
ISO 9000  
ISO 9001:2000  
SixSigma  
SOX  
SqEME®  
eSCM

### Project/Programme/ Risk Management

A4-Projectmanagement  
ICB / NCB  
MINCE®  
M\_o\_R®  
MSP™  
*PMBOK® Guide*  
PRINCE2™

For the latest information on VHP publications, visit our website: [www.vanharen.net](http://www.vanharen.net).

# The Service Catalog

A Practitioner Guide



# Colophon

Title:	The Service Catalog - A Practitioner Guide
Series:	Best Practice
Author:	Mark O'Loughlin (IT Alliance Group)
Editors:	Jan van Bon (Inform-IT, managing editor) Mike Pieper (Inform-IT, editor) Annelies van der Veen (Inform-IT, editor)
Publisher:	Van Haren Publishing, Zaltbommel, <a href="http://www.vanharen.net">www.vanharen.net</a>
ISBN:	978 90 8753 571 1
Copyright:	© Van Haren Publishing 2009
Edition:	First edition, first impression, February 2010
Design & layout	CO2 Premedia bv, Amersfoort-NL

For any further enquiries about Van Haren Publishing, please send an e-mail to:  
[info@vanharen.net](mailto:info@vanharen.net)

No part of this publication may be reproduced in any form by print, photo print, microfilm or any other means without written permission by the publisher.

Although this publication has been composed with much care, neither author, nor editor, nor publisher can accept any liability for damage caused by possible errors and/or incompleteness in this publication.

## TRADEMARK NOTICES

ITIL® is a Registered Trade Mark and Registered Community Trade Marks of the Office of Government Commerce, and is Registered in the U.S. Patent and Trademark Office.

## Foreword

I was pleased to be asked to provide a foreword to this book. The book aims to provide an understanding on the types of services that can (or often, should) exist and how they all fit together from the customer, business and IT perspective. The book is admirably vendor and framework neutral and references ITIL, MOF, ISO/IEC 20000-1:2005 and USMBOK throughout to put services and the service catalog in the context of more than one framework, hopefully providing as broad a scope as possible.

The service catalog, as with the service portfolio concept, has come to mean many things, the content of them largely being determined by the perspective of the individual or organization offering opinion. Thus the organization purchasing a catalog product and indeed the unfortunate user of that product might well find that their own expectations are somewhat different as to the capabilities of the product.

Putting aside the vagaries of what a “product” should actually provide, the purpose of a catalog (or portfolio) is often not fully determined prior to acquiring software support. Further it is common to discover that products have been purchased for the IT domain assuming use by the business without ever consulting the business about content.

For example, the whole issue of what could/should be in a catalog is a strategic study and involves governance, management and security issues. Is the intention to have a catalog of lines of business? If so, what are the risks to the business, has anyone considered identity and access rights, segregation of duty issues and the possibility of fraud or embezzlement?

What about including applications? Which ones, and again, just what are the implications for the business if users can obtain applications in the catalog? What about “IT services” which are often incorrectly defined as being business services (for example on-boarding new employees). Depending on who you work for and who pays the bills, the “IT service” might well be IT being told to get fifty people ready for work on Monday morning. IT may wish to push that work back to a super-user working in the business area, but not everyone will see that as being an IT service then.

What about password resetting? IT service or just something that would be expected by today’s “IT savvy” business customer? Well, here again it depends on who is paying the bills and what the budget holder is expecting for the money. It also of course has identity and access considerations.

This foreword is not intended to rewrite Mark’s book; it is just to preface your expectations about the service catalog, its (possible) place in society and the implications -and vagaries-of its use. As with all innovations, frameworks, initiatives and projects, there are benefits and risks. As with all of these things, the complexities and the cause and effect of situations are often overlooked until later, when as usual, something has happened that was not foreseen in the rush to embrace the latest and greatest.

This is a good book. Take the time to understand the issues and if you do decide to start collecting for your catalog you will have a better chance of doing it well.

Brian Johnson

Hon. Lifetime vice president itSMF and author/contributor to ITIL and other life changing good practices.

# Acknowledgements

We like to thank the team of experts involved in the production of this publication.

First of all we like to thank **author** Mark O’Loughlin for gathering best practice on the service catalog, using his own extensive knowledge and experience, existing literature and information from peers. We sincerely thank Mark for his enthusiasm and persistence, and his willingness to listen to the reviewers and seriously consider their issues. This has enabled us to develop a true *best practice* on the service catalog.

## Review team

We also wish to thank the international team of experts who have reviewed the manuscript. They provided the author and editors with encouragement, criticism and useful ideas, to ensure that the book reflects the very best practice. Their expert help has been invaluable.

We thank Aad Brinkman (Apreton, NL) , Janaki Chakravarthy (Infosys, India), Peter van Gijn (Logica, NL), Linh Ho (Compuware, USA), Kevin Holland (NHS, UK), Steven J. Loftness (Sundoya, USA) for their contribution to the “backbone” of the book, the table of contents.

We thank the following experts for reviewing the completed manuscript:

- Hans Bestebreurtje, HP, Netherlands
- Bart van Brabant, Eneco, Belgium
- Federico Corradi, Cogitek, Italy
- Rosario Fondacaro, Quint Wellington Redwood, Italy
- Peter van Gijn, Logica, Netherlands
- Kevin Holland, National Health Service, United Kingdom
- Gareth Johnston, ParryMcGill LLC, Switzerland
- Steve Loftness, Sundoya, USA
- Jeb McIntyre, AIT Partners, USA
- Herve Meslin, ICT Services Department of Immigration and Citizenship, Australia
- Vernon Palango, InteQ Corporation, USA
- Neil Pinkerton, Laughingtree, Australia
- Claudio Restaino, BITIL, Italy
- Rui Soares, GFI, Portugal

Together, they produced approximately 750 issues, which were all taken in account by the editors and author Mark O’Loughlin, improving the manuscript to align with all the expert opinions on what this book should contain. With a final sign-off, all reviewers confirmed that the issues were processed to their satisfaction.

**On the author**

Mark O'Loughlin (IT Alliance Group) is an experienced consultant and specialist in IT service management (ITSM) frameworks, IT governance and various standards. Mark played a pivotal role in the first ISO/IEC 20000 certification to be awarded to an organization in Ireland as an architect, process manager and systems integration expert. He has achieved the ITIL Expert, Managers, Foundation and various practitioner certifications, is actively involved in his local itSMF chapter and is the editor of the chapter's newsletter. Mark also writes about service management frameworks such as ITIL, MOF, COBIT, ISO-20000 and FITS and on the topic of ITSM. He authored a "best practice" guidance about the service catalog and service portfolio which has been published in *IT Service Management, Global Best Practices - Part One*.

# Contents

Colophon . . . . .	IV
Foreword . . . . .	V
Acknowledgements . . . . .	VII
Introduction . . . . .	XI
<b>1 Setting the scene . . . . .</b>	<b>1</b>
1.1 ITIL and the service catalog . . . . .	1
1.2 Why a service catalog . . . . .	2
1.3 Business benefits of the service catalog . . . . .	4
1.4 We need a service catalog. Make it happen! . . . . .	4
1.5 Qualifications and standards . . . . .	5
<b>2 Definition and basic concepts . . . . .</b>	<b>11</b>
2.1 Users and customers . . . . .	11
2.2 Utility and warranty . . . . .	11
2.3 What is a service? . . . . .	12
2.4 The service catalog . . . . .	16
2.5 Service records . . . . .	19
2.6 The service portfolio . . . . .	24
2.7 The basics - twelve guiding principles . . . . .	30
<b>3 The service catalog . . . . .</b>	<b>33</b>
3.1 Service catalog types . . . . .	33
3.2 The actionable service catalog . . . . .	36
<b>4 Framework for creating a service catalog . . . . .</b>	<b>45</b>
4.1 Introduction . . . . .	45
4.2 Framework overview . . . . .	46
4.3 Initiation . . . . .	47
4.4 Planning . . . . .	51
4.5 Execution . . . . .	55
4.6 Operations . . . . .	58
<b>5 Design and development . . . . .</b>	<b>61</b>
5.1 Basic activities . . . . .	61
5.2 Service catalog schematic . . . . .	61
5.3 IT service catalog design . . . . .	63
5.4 Business service catalog design . . . . .	70
5.5 Customer service catalog design . . . . .	72
5.6 Actionable service catalog design . . . . .	74
5.7 Examples . . . . .	76

<b>6</b>	<b>Management and organization</b> . . . . .	<b>83</b>
6.1	Service catalog management process . . . . .	83
6.2	Service catalog management process flow . . . . .	86
6.3	Service catalog audit process . . . . .	87
6.4	Request fulfillment . . . . .	89
6.5	Service level management . . . . .	92
6.6	Interfaces with ITIL or ITSM disciplines . . . . .	106
6.7	Ownership and roles . . . . .	107
6.8	Service packages . . . . .	113
6.9	Cost recovery and charge back . . . . .	114
<b>7</b>	<b>Technology</b> . . . . .	<b>117</b>
7.1	Developments . . . . .	117
7.2	Technology considerations . . . . .	119
7.3	To build or buy a service catalog . . . . .	123
	Epilogue . . . . .	129
	Appendix A. Basic concepts for IT service management . . . . .	131
	Appendix B. Example - A Visit to the doctor . . . . .	147
	Appendix C. Acronyms . . . . .	151
	Appendix D. Frameworks . . . . .	153
	Sources . . . . .	159
	Index . . . . .	161

# Introduction

Organizations today are struggling to identify what services they provide (or rely on) to enable business objectives and outcomes. Organizations have found it difficult to understand the different types of services that exist and fail to record this information in a useful and meaningful way.

This book aims to provide practical advice and information that will help organizations to understand how to design and develop a service catalog and to understand the role that the service catalog performs within the service portfolio. To this end, the book will explore the fundamentals of what constitutes a service in the hope of addressing the age old question “what is a service”?

The information contained in this book is intended for those who are about to begin their journey of designing and developing services and service catalogs or for those who have begun but would like assurances that they are on the right track. For those that are mature in their processes they may like to use this as a comparison for their implementation of services and service catalogs. Either way, read on.

Focus will be placed on arming the reader with information and knowledge that will help with:

- understanding what a service catalog is and what it is not
- understanding what the service portfolio is
- providing enough understanding to aid in the basic design of each element of the service catalog
- describing the different types of services within an organization
- showing how all the pieces of the puzzle fit together via the service portfolio pyramid

It is also evident that the service catalog requires ongoing investment, development, ownership and management backing to ensure that it:

- is valid
- is kept up to date
- is scalable
- remains relevant
- provides benefit to users
- adapts to changes in user and business needs and requirements
- is fit for purpose and fit for use
- provides value to the organization and customers
- facilitates doing business in a cost effective manner
- aids organizations in reaching new markets and new customers
- provides value for money and can demonstrate not only Return on Investment (ROI) but also Value on Investment (VOI)

Due to the nature of what is expected and required of certain elements of the service catalog, they may require specialist application software to be fully deployed and utilized. Such software can be custom-made or off-the-shelf. However the focus of this book will be geared towards providing guidance aimed at how to develop a structure for the service catalog and its various elements, independent of the platforms or applications that are available. This is pivotal when looking to setup and implement a service catalog.

It should be noted that from the start this book references a number of different service types. To just keep the discussion limited to IT services is inadequate. If IT is to earn its place in the organization and be recognized as a key business enabler IT needs to stop talking just about IT services and instead talk about the value that is provided to the business by enabling business and customer services that facilitate outcomes that the organization wants to achieve. This is a fundamental change in thinking and practice but in order for organizations to make the change they need to have relevant information that helps them understand the concepts and turn them into reality.

Some of the concepts and guidance provided in this book will be different to the current thinking and understanding of some readers. This book provides the opportunity to challenge existing thinking and presents the opportunity to embrace an explorative understanding of the realm of the service catalog.

In summary, this book can provide a catalyst to achieve a harmonized understanding of services and how they fit into the world of organizations, businesses, suppliers, vendors, and, last but not least, the users and customers.

## How to use this book

This book is part of a series of practitioner books that deal with the core elements of IT service management (ITSM). Appendix A provides the basic concepts for IT service management, and is the common philosophy for all books in this series. It is important that anyone - who is not fully aware of the differences between processes and functions - reads this Appendix to avoid conceptual errors in the embedding of service catalog management in their organization.

ITIL and IT service management are most often related to process-based approaches, and service catalog management can follow that approach. Although service catalog management has its own distinct process in ITIL, traditionally it may have been placed as an element of what is often perceived as “the service level management process”, which actually is a group of processes:

- contracting and implementing new or adapted IT services
- reporting and evaluating contracted IT services
- managing the service catalog

In this context, service catalog management delivers the foundation that is required for the other two main elements of service level management, as well as for the daily interaction between the provider and the users of the IT services.

## Structure of the book

This book is structured into seven chapters.

The first two chapters offer the basics for the book. Chapter 1 describes the context of the service catalog and chapter 2 explains the basic principles followed in this book, and the terms used.

Chapter 3 focuses on the question “what is a service catalog?” and discusses the various forms of the service catalog.

Chapter 4 and 5 focus on the “how” question: how to create a service catalog and how to develop the different service catalog types.

Once you have created the service catalog, it has to be managed. Chapter 6 shows what is required to manage the service catalog.

Chapter 7 looks at technology considerations for service catalog.

The author closes the book with a final thought.

The remaining chapters are appendices and contain useful information:

- Appendix A provides the basic concepts for IT service management, and is the common philosophy for all books in the Best Practice series.
- Appendix B provides a simple, everyday example of where customer, business and IT services can be found.
- Appendix C lists the acronyms used.
- Appendix D provides details about the frameworks and standards referenced throughout this book.
- Appendix E provides an example of the content that should exist within a service level agreement.



# 1 Setting the scene

This chapter introduces the what, why and how of the service catalog by describing its context. It ends with an overview of qualifications and standards.

## 1.1 ITIL and the service catalog

Many people had their first introduction to the actual concept of a service catalog with ITIL. The glossary in the Service Delivery book, from the previous version of ITIL, defined a service catalog as a “written statement of IT services, default levels and options”. This definition is limiting and does not represent the true value that can and should be provided by a service catalog. The Service Delivery book also provided a diagram of what ITIL perceived as being an actual service catalog which is contained within “Annex 4B of Chapter 4” (see figure 1.1).

ITIL describes itself as a source of *good practice*. In 2007 ITIL version 3 was made publically available. ITIL provides guidance on *what* should be aimed for but does not necessarily provide the information and detail on *how to* achieve the stated objectives. Remember though, that ITIL is a framework of good practice and therefore should not necessarily be expected to provide specific *how-to* levels of detail. That is where this book comes into use, at least in regards to the service catalog, and to a lesser degree, the service portfolio, by providing information that will help the organizations to:

1. fully understand the full concept of the service catalog
2. fully understand the scope of the service catalog
3. understand how to build a service catalog
4. understand the true value that a service catalog can deliver to an organization

Further, ITIL continually refers to IT services within the service lifecycle when in fact there are a number of different service types that exist. These service types will be identified in section 2.4.1 and discussed in detail throughout this book.

Over the years technology has advanced at a colossal pace and the way organizations do business with and interact with customers has radically changed. Software vendors have entered the realm of the service catalog space, in some cases, bringing with them their own, usually disparate interpretations of the concepts, scope, benefits, and building instructions regarding service catalogs. Products emerged that claimed to provide the ability for an organization to create service catalogs to varying degrees. Some were, and still are, capable of providing a solid foundation for building a service catalog. Some still have a long way to go before they can realistically offer something of value. More and more service management systems are now offering a service catalog as part of their core offering and some offer a service catalog as a module that can be licensed. Others may offer the ability to interface with different service catalogs and other service management modules, for example the Configuration Management Database (CMDB) or Configuration Management System (CMS).

Annex 4B from the Service Delivery book is shown in table 1.1.

Annex 4B Example of a simple Catalogue										
Service	Customer	Accounts	Sales	Marketing	Legal	Production	Retail	Warehouse	Transport	Design
Payroll System		✓			✓					
Accounts Sysytem		✓	✓	✓	✓		✓			
Invoicing		✓	✓				✓			
Coustomer D/Base		✓	✓	✓	✓		✓	✓	✓	
Sales D/Base		✓	✓	✓			✓			
Stock Control						✓		✓	✓	
Legal System					✓					
Factory Production						✓		✓		✓
Suppliers D/Base		✓	✓	✓	✓	✓	✓	✓	✓	
Ordering		✓	✓			✓	✓	✓	✓	
Logistics						✓		✓	✓	
Postal Addresses		✓	✓	✓	✓	✓	✓	✓	✓	✓
CAD/CAM						✓				✓
Intranet		✓	✓	✓	✓	✓	✓	✓	✓	✓
Internet		✓	✓	✓	✓					
Routemaster			✓					✓	✓	
Office Suite		✓	✓	✓	✓	✓	✓	✓	✓	✓
E-mail		✓	✓	✓	✓	✓	✓	✓	✓	✓

Table 1.1 Example of a simple service catalog (Source: Service Delivery Book ITIL version 2, OGC)

The current version of ITIL has certainly improved on this and now has a specific chapter on Service Catalog Management in the Service Design book. Table 1.2 depicts how ITIL now represents the service catalog.

Service Name	Service Description	Service type	Supporting services	Business Owner(s)	Business Unit(s)	Service Manager(s)	Business Impact	Business Priority	SLA	Service Hours	Business Contacts	Escalation Contacts	Service Reports	Service Reviews	Security Rating
Service 1															
Service 2															
Service 3															
Service 4															

Table 1.2 Example of a simple service catalog (Source: Service Design Book ITIL version 3, OGC)

## 1.2 Why a service catalog

The failure of IT to show to the organization the value for money that IT provides and its role in the achievement of business outcomes may leave IT vulnerable in the sense that it is seen as not being as strategically important to the organization as other business processes and functions. If IT fails to provide quality services that are required by the organization, or even fails to cope with changing demands, once again IT may be viewed as a less important strategic asset within the organization. This could lead to the possibility of areas within IT, or IT itself, being downsized or even outsourced.

For IT to be fully successful, IT needs to be strategically aligned to the business and positioned as a key enabler in achieving successful outcomes for the organization. It is not enough for IT alone to consider itself successful at what it does. IT needs to provide real value to the organization that directly achieves business outcomes that the organization wants to achieve and should be able to deal with the ever changing needs and demands of the organizations and their customers. IT should also be capable of demonstrating how it provides business value to the organization to ensure that IT is positioned within the organization as a core strategic asset. How does IT achieve this? The simple answer is for IT to provide services that are required, can deliver value for money which is perceived by users and customers as providing value and by retiring services that do not, or no longer, provide value. IT needs to be able to show the organization the services that are provided in a format that is understood by the organization, as opposed to services described and presented in technical detail.

Imagine a restaurant with no menu. How is the customer to know what can be ordered? How does the chef know what to make with the raw ingredients that are available? How does one restaurant differentiate itself from another? How can the restaurant be profitable if customers do not know what is on offer and management cannot understand the cost of providing their services? Unlike the traditional restaurant menu, the service catalog offers much more to the organization than just a menu of available services. The service catalog provides IT with the capability to showcase to the organization the services that IT provides but also the business process and customer's services that are supported and provided by IT. The service catalog provides users and customers with the means of understanding what services they can actually use. Different views of the service catalog can provide service details and information in a format that is understood by the relevant audience.

The service catalog is the only part of the overall service portfolio that can recover costs or earn profits. The relative cost of services can be identified easier if services can be broken down into reusable components. IT services that can be shared by multiple customers can be identified and economies of scale can lead to potential savings for the organization and lower costs to customers. Using the supplier catalog alone, consolidation of multiple suppliers providing the same services can be achieved, thus reducing the overall cost to the organization. The service catalog provides the platform for IT to charge the organization for their use of services provided in a fair and equitable manner.

The service catalog supports Business Impact Analysis (BIA). A major function of IT is to keep services operational and running during the times that services are required. Identifying potential impact to current live services is important to ensure that services are not affected when introducing changes to the live environment.

ITIL is now based around the service lifecycle. Central to this lifecycle are services. The service catalog plays a key role in the documenting and management of services within the organization and the actionable service catalogs provide the ability to reduce the cost of IT support and decrease manual intervention via automated workflows that support business processes. Customer actionable catalogs allow organizations to reach new markets at reduced costs.

## 1.3 Business benefits of the service catalog

The following is a list of benefits that can be attributable to the service catalog. All these benefits have a positive effect towards demonstrating return on investment back to the organization. The return provided can be from financial savings or can be provided indirectly via maximizing effectiveness and efficiencies within the organization. Any element of the service catalog that can reduce manual labor may provide a financial return on investment, though this has to be calculated. Having an IT service catalog can reduce lost time spent looking for information by IT support staff.

The service catalog:

- promotes IT into the role of a service provider that is service focused as opposed to technology centric
- facilitates IT to be run like a business and to allocate costs, or service charges, to specific departments within the organization
- reduces IT operational costs by not only providing services that are required but only to the agreed levels of capacity and availability
- reduces IT operational costs by identifying and eliminating IT service waste
- reduces IT service and process inefficiencies
- provides a platform to develop a clearer understanding of business requirements and challenges that must be faced
- provides a platform to improve the understanding of business requirements and issues that are experienced
- allows users and customers to choose the correct service for their needs
- provides the foundation for formal service level management and service catalog management
- improves the relationships and communications between IT and the business, within IT and between users and customers
- assists IT to market itself and build relationships throughout the business
- creates a platform to identify changes in demand. Requirements and demands are identified, understood and provisioned accordingly
- positively promotes a change in the way services are used (consumed)
- acts as a catalyst to drive improved internal and external communications
- increases customer satisfaction
- identifies critical business systems, thus allowing resources to be allocated when needed e.g. during high demand peaks or to prioritize incident resolution
- increases awareness and visibility for IT service provision

These are just some of the benefits that can be realized from the service catalog. Additional benefits are contained within the following chapters.

## 1.4 We need a service catalog. Make it happen!

Having looked at reasons why the service catalog is necessary, at some point in time the task of creating a service catalog will hopefully be identified. Inevitably, someone (hopefully senior management) within the organization at some point identifies the need to know and understand

what exactly the IT department does, what it provides to the business and its customers, and how it supports users. They may also identify the need to actually charge for the services being provided in order to recover costs or to control the use patterns of services based on current demand and changing demand needs. If they have an understanding of ITIL, then the requirement may be identified as “needing a service catalog”. So far things are straight forward. This requirement eventually lands on a manager’s desk that has just been given responsibility for the simple task of putting together the service catalog. Seems straightforward, all that is needed is to draw up a list of what IT does and we are half way there. Not quite. In effect this approach is likely to lead to an inefficient and ineffective service catalog that offers neither value nor Return on Investment (ROI) and will most likely contribute to wasting a lot of people’s time, resources, efforts and money.

There is certainly a need for guidance to ensure that an organization can:

- maximize the efforts of those involved
- get it right from the start
- design and implement a useable service catalog that is part of the service portfolio
- ensure the design and implementation will provide benefit to the business and customers
- ensure cost benefits and economies of scale are achieved

In looking into how to go about this task there are a number of situations that can be faced:

- there is too much information about a subject and it is difficult to know what is what
- there is too little information about the subject
- wrong information is available about the subject

Suddenly the task seems not as straightforward as originally thought. Throughout this book guidance will be provided that will help the reader to understand what the service catalog is, how it fits within the service portfolio, what the different service catalog types are and most importantly of all how to achieve a quality and effective service catalog,

## 1.5 Qualifications and standards

This section explores existing qualifications and standards for service catalogs and initiatives to develop (open) standards.

### 1.5.1 ITIL Service Catalogue qualification

Service Catalogue is a complementary qualification to the ITIL V3 scheme, recommended by IQC, itSMFI’s International Qualification and Certification Subcommittee. Service Catalogue is an APMG-International qualification. APMG-International is a global Examination Institute (EI) accredited by The APM Group which is OGC’s official accreditation body. Service Catalogue is a “foundation plus” qualification based on Blooms Taxonomy levels 2-4. This means it has a higher difficulty level than a standard Foundation exam, but is not as challenging as an Intermediate-level exam. Obtaining the qualification will give candidates 1.5 credits towards the ITIL V3 Expert certification. The following information is taken from the APMG-UK website<sup>1</sup>.

---

<sup>1</sup> Service Catalog. <http://www.apmgroup.co.uk/ServiceCatalogue/ServiceCatalogue.asp>. APM Group 2009.

“Service Catalogue is a new qualification, complementary to the ITIL V3 suite. It looks at new ways to control demand, publish and track service pricing and cost, and automate service request management and fulfillment. The service catalogue provides a clear view of what services IT provides and how IT adds value for the money allocated. It provides a method to request or order the services that are published. The Service Catalogue enables good governance in that the key terms, conditions, and controls defined in the Service Catalogue are integrated into the service delivery processes of the organization. It enables an organization to better plan, deliver and support services while accurately costing and pricing services.

Studies show that implementing a role-driven, online, searchable catalogue with standardized services can convert costly requests for information, status, how-to and new service calls into zero-cost web-based user self-service. The Service Catalogue looks at common activities such as ordering of PC/desktop, telecommunication, collaboration, and support services, which can produce measurable results and assures consistent service pricing and quality.

Service Catalogue also looks at ways to help reduce cycle time; implementing workflow can reduce the time it takes to fulfill services, saving numerous hours per request. Organizations can thus reallocate precious staff time to more strategic initiatives.

The service catalogue certification is aimed at those with an ITIL Foundation certificate (or above) who have an interest in learning more about how a Service Catalogue could benefit their business.”

To be eligible to take the Service Catalogue qualification, candidates should fulfill the following requirements:

- Have attained the ITIL Foundation Certificate, preferably the current version.
- Have attended at least 18 hours of instruction (exclusive of breaks, lunches and the exam) with an accredited training organization or e-learning based on this syllabus, as part of a formal, approved training course.
- It is strongly recommended that candidates have exposure to basic Service Catalogue concepts and related work experience of around two years.

It is also recommended that students complete at least 12 hours of personal study in preparation for the examination. Upon achievement of the qualification, candidates will be able to:

- analyze and adopt new ways to control demand
- publish and track service pricing and cost
- automate service request management and fulfillment

Training courses in Service Catalogue, including the exam, will be available through Accredited Training Organizations (ATOs). Candidates will need to contact the individual training organizations for details of locations, fees and formats for training courses. APMG does not hold information on the ATOs' individual courses but they ensure the training provided by ATOs meets APMG's required standards, in accordance with the quality standard EN45011. Any training company wishing to offer the Service Catalogue qualification must be accredited by APMG-International.

The ITIL V3 Qualification Scheme introduces a modular credit system for each of the V3 certifications. All modules are given a credit value, and candidates meeting the requisite entry criteria and accumulating the required number of credits (22) can apply for ITIL Expert level certification. Certifications from earlier ITIL versions (V1 and V2) are also recognized within the system, together with qualifications endorsed as complementary to the V3 qualification portfolio. The purpose of the ITIL Credit Profiler is to advise ITIL candidates of the total credit value they have attained within the scheme and to provide general guidance on potential routes for further study based on candidate educational or certification objectives.

The ITIL Credit Profiler System is shown in figure 1.1. Over time it is expected that additional complementary certifications will be added.

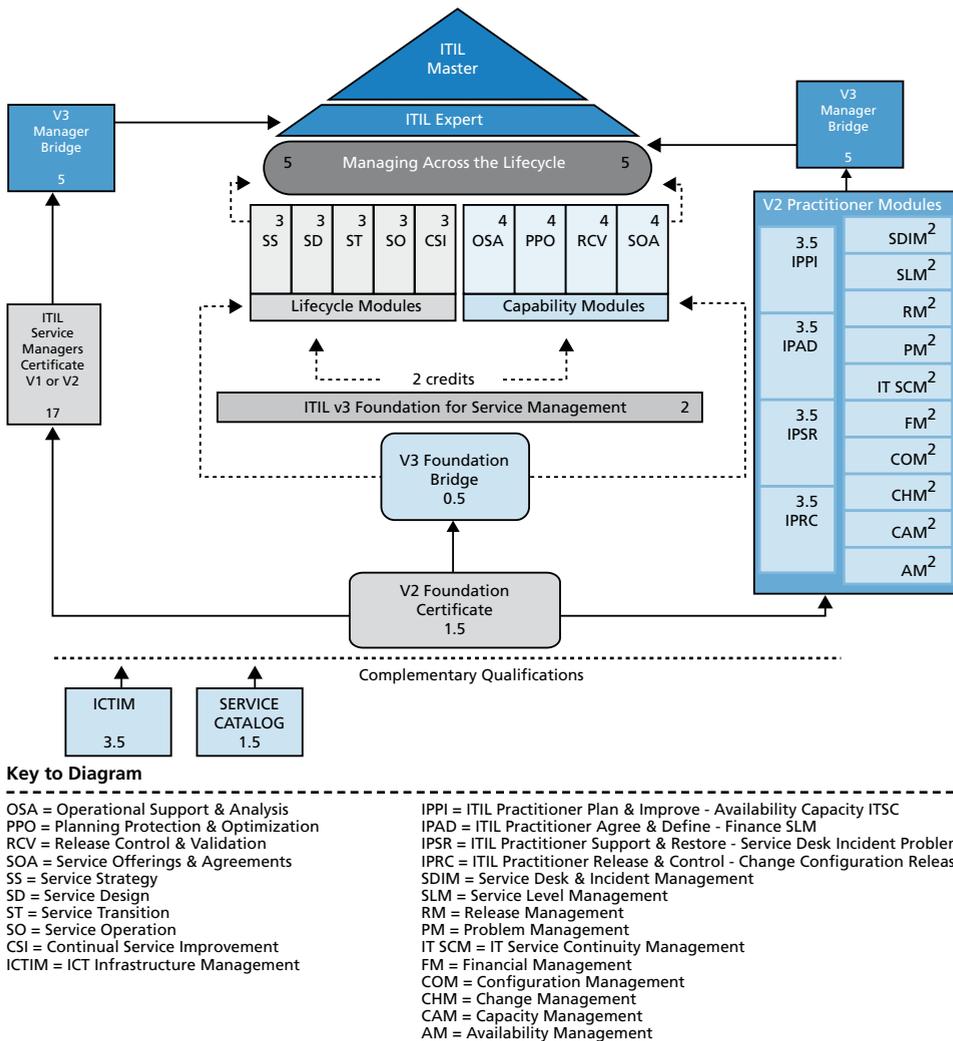


Figure 1.1 ITIL Credit Profiler System (Source: APMG<sup>2</sup>)

2 The ITIL Credit Profiler System. <http://www.itil-officialsite.com/itilservices/v1/map.asp>, APM Group 2009.

While the service catalog complementary certification is a welcome addition, there is no defined standard (as of yet) for service catalogs although it should be noted that an organization does not need to comply with a standard in order to have a quality service catalog in place. What fits one organization by way of definition, design, implementation and management may not suit another organization. Also what is defined in one organization may not easily be applicable to another. Books, like this one, aim to help organizations understand basic principles and provide information that will help the organization achieve a favorable outcome.

### 1.5.2 Service Portfolio and Catalog Language (SPACL)

A consortium has been formed in order to collaborate on the development of a vendor neutral open standard definition for service catalog offerings, and for exchanging service requests between Service Catalog systems. This consortium is called the Service Portfolio and Catalog Language (SPACL) and they have a SPACL Public Review Forum available online<sup>3</sup>. They are also responsible for the formation of an industry standards group to define standards for the exchange of service portfolio and service catalog information between different systems and vendors. This standard will be known as the Service Portfolio and Catalog Language (SPACL). It is the intention of the SPACL consortium to submit the specification to an industry standard group once it is matured. It remains to be seen how vendor neutral the initiative is but that is something beyond the scope of this book and something that you, the reader, can ascertain for yourself if it is something of concern. There should be enough information available on their website or from the group to allow the reader to make an informed decision on the matter.

The following is an extract from their website site<sup>4</sup>:

*The SPACL consortium is a collaboration of companies that have joined to develop a vendor-neutral open standard definition for Service Catalog offerings, and for exchanging service requests between Service Catalog systems. These definitions are key to enable service request operations between IT consumers, internal IT organizations, and external service providers – including cloud computing providers. It is the intention of the SPACL consortium to submit the specification to an industry standard group once it is matured.*

#### **SPACL Goals**

*ITIL V3 makes the service catalog central to IT service management implementations. In fact, 22 ITIL processes depend on the service catalog. IT organizations have very high expectations for their service catalog. Unfortunately, many struggle when they go to build their service catalog. There are multiple reasons for this, among them is the lack of standards for defining content, lack of implementation guidance, and difficulty in managing business objectives around catalog implementations.*

<sup>3</sup> Service Portfolio and Catalog Language - Public review site for SPACL documents, <http://www.spacl.info/>, SPACL 2009.

<sup>4</sup> Service Portfolio and Catalog Language - Public review site for SPACL documents <http://www.spacl.info/forum/topics/spacl-announcement>, SPACL 2009.  
Service Portfolio and Catalog Language - Public review site for SPACL documents [http://www.spacl.info/notes/SPACL\\_Goals/](http://www.spacl.info/notes/SPACL_Goals/), SPACL 2009.

*The SPACL Consortium is actively working to build:*

- *an open-standard definition of Service Offerings and Service Requests that is vendor and tool agnostic*
- *provide sufficient rigor to guide customers content generation*
- *clear set of content and data structures so customers can succeed*
- *a definitional model so catalog development is decoupled from operations*
- *content can be defined independently of how it will be use operationally*
- *this simplifies projects, enriches the usability of the catalog*
- *rigorous, normative schema that enables automated exchange of definitions*
- *portfolio can send service definitions to CMDB, Provisioning, Finance, HR, Billing, PPM, etc*

### ***The SPACL specification***

*The SPACL specification provides a clear set of XML-based schema definitions, content and data structures so that IT organizations and service providers can succeed at implementing and exchanging Service Catalog and Service Portfolio definitions. SPACL is designed to be extensible so customers and vendors can add new elements and attributes while maintaining interoperability.*

### **1.5.3 United Nations Standard Products and Services Code (UNSPSC)**

The United Nations have developed a standard (of sorts) in relation to the classification of products and services. While this does not map directly to IT, it may be of interest from a taxonomy point of view and can be found at the following location: <http://www.unspsc.org/>

*The United Nations Standard Products and Services Code (UNSPSC®) provides an open, global multi-sector standard for efficient, accurate classification of products and services. Search the code on this website to locate commodity codes that can be used by your company.*

*The UNSPSC offers a single global classification system that can be used for:*

- *company-wide visibility of spend analysis*
- *cost-effective procurement optimization*
- *full exploitation of electronic commerce capabilities*
- *you may browse and download the current version of the code at no cost*

*Why should businesses classify products & services?<sup>5</sup>*

*Classifying products and services with a common coding scheme facilitates commerce between buyers and sellers and is becoming mandatory in the new era of electronic commerce. Large companies are beginning to code purchases in order to analyze their spending.*

<sup>5</sup> Frequently Asked Questions, <http://www.unspsc.org/FAQs.asp#whyclassify>, UNSPC 2009.

*By classifying their products & services, businesses can assist their customers with:*

- *Finding and purchasing - a product and service coding convention brings many benefits to the purchasing function of a company.*
- *Product discovery - a common naming convention allows computer systems to automatically list similar products under a single category. When a person is searching for the category, he or she finds precisely the things being discovered and nothing else.*
- *Facilitates expenditure analysis - when every purchase transaction of an enterprise is tagged with a common set of product identifiers, purchasing managers are able to analyze enterprise expenditures.*
- *Control and uniformity across the company - codes bring a single, uniform view of all expenditures in a company. It ties together all departments and divisions, including business functions such as purchasing and settlement.*

*The United Nations Standard Products and Services Code® (UNSPSC®) provides an open, global multi-sector standard for efficient, accurate classification of products and services. Search the code on this website to locate commodity codes that can be used by your company.*