EMC SERVICE CATALOG STRATEGY AND DESIGN SERVICE
Accelerate to IT as a Service

BUSINESS CHALLENGE

Establishing effective services for the business is a longstanding goal for IT organizations, but this priority is becoming more urgent because of the heightened expectations of IT consumers. Today’s business professionals demand more responsive services as they become more exposed to the offerings of external service providers.

Consumers expect their IT departments to achieve rapid fulfillment of service requests through clearly documented standard services with transparent costs and service levels. Unless IT adapts to these demands, business professionals will act on their own, creating “shadow IT” that undermines IT’s ability to manage costs and optimize information management across the organization.

Delivering IT as a Service (ITaaS) means learning how to develop and manage a catalog of IT services for consumption by the business. An effective service catalog aligns with business requirements and transforms how IT services are presented and delivered to business stakeholders. Many IT organizations struggle to achieve such business-facing service catalogs because they are accustomed to managing information technology instead of IT services.

SERVICE DESCRIPTION

The EMC® Service Catalog Strategy and Design service enables you to become more effective in your delivery of IT as a Service by defining IT services in a language that is easily understood by the business consumer and backed by a solution architecture to ensure effective technical implementation. Leveraging our expertise with infrastructure and applications, data center operations, and IT service management, EMC helps you take the first step toward optimized service levels, while driving IT efficiency by fostering consumption of standardized services aligned to business needs. Our recommended approach is based on EMC best practices:

- Document services in clear, easy-to-understand language
- Begin with a few services at each level—for business and IT
- Define additional services and refine existing ones through an iterative process
- Expose services through a role-based services portal where users can easily consume them
- Allow reporting of key performance indicators to facilitate a new conversation with the business as well as continuous process improvement
- Link to other operational and management processes

ESSENTIALS

Define services to simplify IT consumption
- Specify easy-to-consume services in business terms

Establish standardized services to improve IT operating efficiency
- Pre-defined offerings promote shared understanding between requester and supplier
- Pre-defined process workflows foster automation initiatives

Create service management roadmap
- Prioritize initiatives achieve mature service catalog and IT as a Service
EMC’s approach to developing service catalogs gives you everything you need for defining services. Our deliverables include:

- **Current state findings** to document current state of service catalog, processes, governance, and tools
- **Initial service catalog** to provide selected IT services for the business
- **Service center charters** to define mission/vision, scope of services, strategic alignment with the business for those teams supplying the services
- **Services blueprint** to enable service implementation with service request process definitions, decision logic, taxonomy, and solution architecture
- **Service management roadmap** to achieve future state service catalog, self-service portal and rest of solution architecture
- **Optional service portal prototype** to create click-through interactive prototype of a self-service portal

By enabling IT as a Service the business can see IT as a one-stop shop and won’t need to independently source solutions from external providers. IT becomes a service broker with a service catalog that encompasses both the internally and externally sourced services. This streamlines engagement and promotes efficiency and reuse while reducing risk by promoting compliance with corporate and industry best practices.

**SUMMARY OF BENEFITS**

Service catalogs provide cost transparency and allow for the business to make intelligent cost/benefit tradeoffs by expressing IT capabilities in business terms. By aligning more closely with the business, service catalogs drive standardization and optimal resource consumption. EMC accelerates the deployment of IT services through rapid and clear service definition by documenting the technical service architecture.

Extending service catalogs to include public cloud services allows IT to become a broker of services to the business and ensures a consistent framework for IT as a Service. Service catalogs facilitate improved customer satisfaction by establishing service levels that are meaningful to the business, reduce cycle time for IT resource allocation, and enable objective decision-making by specifying the decision logic for mapping applications into service tiers.

**ABOUT EMC GLOBAL SERVICES**

EMC Global Services accelerates the software-defined enterprise through world-class technical expertise and service capabilities that deliver well-run hybrid clouds, big data solutions, empower ITaaS providers, and enable new digital-era applications. Our 16,000+ services experts worldwide, plus global network of partners, have the skills, knowledge, and experience organizations need to get the maximum value from their EMC technology investments—with an unending commitment to an exceptional total customer experience through service excellence.

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