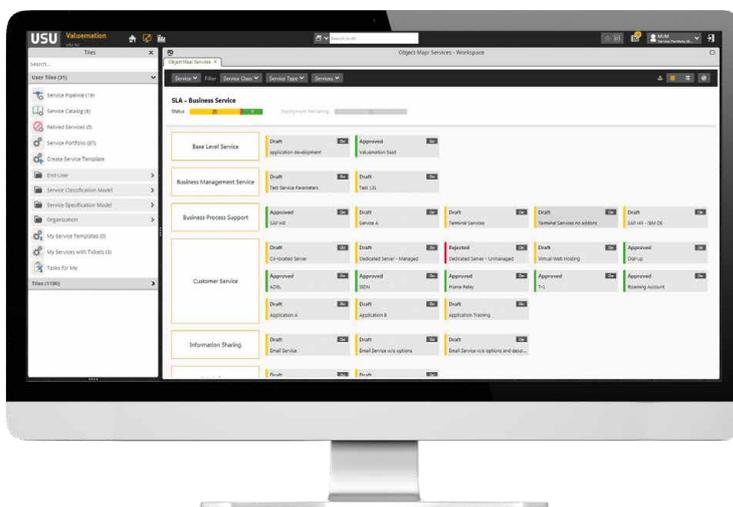


FLYER

VALUEMATION SERVICE PORTFOLIO MANAGER

With Service Portfolio Management, you create the platform for transforming your IT into a service-oriented organization. The service portfolio is derived from your service strategy and represents your general service offering. It is therefore an important link between the service customer and service provider which makes the relationship between the requirements of your customers and the performance of your IT measurable. At the same time, it is the basis for developing a customer-oriented service catalog and so a key element for putting the service strategy into operation. So that you can structure and describe your service portfolio and customer-specific service offerings as consistently as possible, you need a solution that gives you efficient support.



BENEFITS

Valuation enables you to

Reconcile customers' wishes and IT services by defining a service portfolio that addresses market needs

Establish rigorous service orientation in your IT service organization by deriving concrete services and offerings for service customers from the service strategy

Support service marketing with a detailed service description that is easily understood by customers and contains standardized and comparable services

Control the entire service lifecycle securely and efficiently from start to finish with a process-based, integrated solution

Overview of business IT services in the service map

KEY FACTS

The Valuation Service Portfolio Manager is a module in USU's Valuation suite. You can use it to

Get up and running quickly with a standardized basic portfolio and structured range of services

Respond flexibly to customers' wishes with specific services and tailored options

Identify dependencies in your service landscape by means of service decomposition

Benefit from an integrated, ITIL®-based solution that supports downstream IT service processes seamlessly

INFO

Other relevant modules:

- Service Level Manager
- Costing & Charging Manager
- Service Request Manager

Objectives

— The Valuation Service Portfolio Manager enables you to describe the range of services offered by your IT service organization and correlate IT services to customer requirements and business services. As a result, you can present your service offering transparently and market it optimally. That means you help service managers in defining, structuring and analyzing the service offering and in the service sales process, for example. The general service offering can be differentiated by different customer and market segments and different pricing models for the respective service products can be set up.

Defining the Service Meta Model

— You start with a predefined service meta model (including service decomposition, service specifications and service domain model), from which the framework for the business services to be supported is derived. The Valuation Service Portfolio Manager guides you through the processes with structural guidelines, meaning you automatically use best-practice methods. The business services, the topmost level of the service hierarchy, are assigned service components (i.e. encapsulated modules of the service structure). These service components can be broken down to the service assets, which in turn are assigned to applications, IT infrastructure elements and external services, which creates transparency on relationships and dependencies (with the optional module Valuation CMDB Manager). You can also use the defined service portfolio as a planning network for calculating service costs/unit prices or for service level management. The service meta model can be easily configured and readily customized to fit your specific requirements as a service provider.

Describing the Service Offering

— Service templates act like a "construction kit" as the basis for structuring, standardizing and creating new service offerings. They contain predefined service components and service assets, as well as frequent service requests. They can be used to create a customized service catalog (e.g. for individual business units), which you can then transfer directly into a self-service portal. New offerings can then be compared with the service meta model to check whether conventions and standardization guidelines have been observed. The status of services (e.g. planned, under draft, approved, rejected, expired) is controlled by freely definable service status transitions. Once the fully defined service has been accepted/released, it automatically becomes part of the service catalog.

Managing Customer-specific Services

— The service template provides you with a fixed specimen as the basis for your customer variants (service instances). These services instances can be created through the Service Shop. They describe all the relevant customer-specific details, such as service parameters (e.g. capacity of the e-mailbox, availability, support level, place of performance, terms of payment, etc.), service attributes and options (e.g. the service level "Gold," "Silver" or "Bronze"), the customer-specific price model and the agreed quantity and quality of service requests by end users. The details are part of customer-specific service level agreements (SLAs) and are automatically used for SLA monitoring for each service instance if the optional module Valuation Service Level Manager is used.