

Service Design - Industrialization of ICT Services

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Market Observation



Cost optimisation

- Standardised procedures
- Standardised architecture
- Easy and fast offering of new products
- High efficiency enhancement
- **Defined quality**

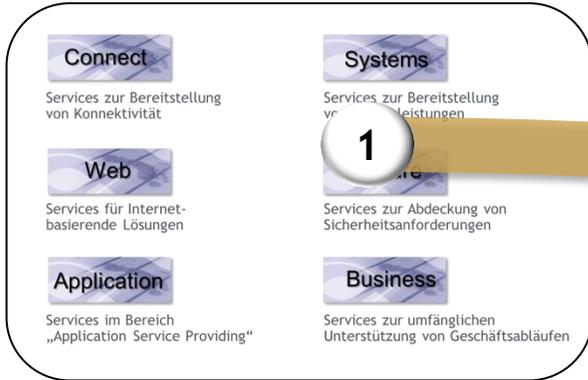


Value increasing

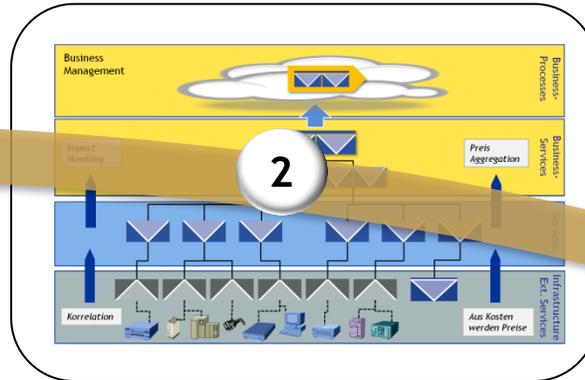
- More flexibility
- Shorter Time-to-Market
- Functional architecture
- Data-driven processes
- Higher availability
- **Controlled quality**

Service Management in five steps

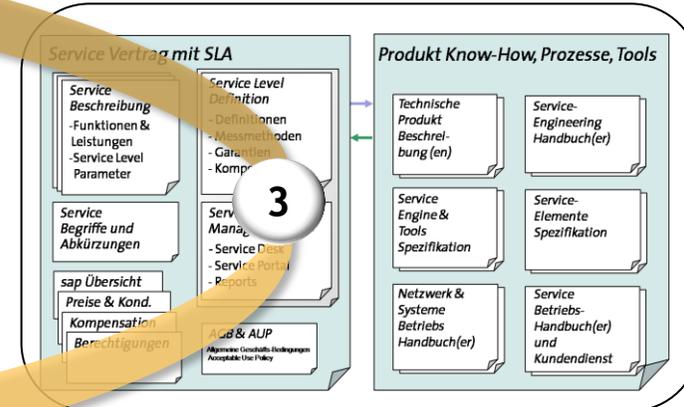
Definition Service Portfolio



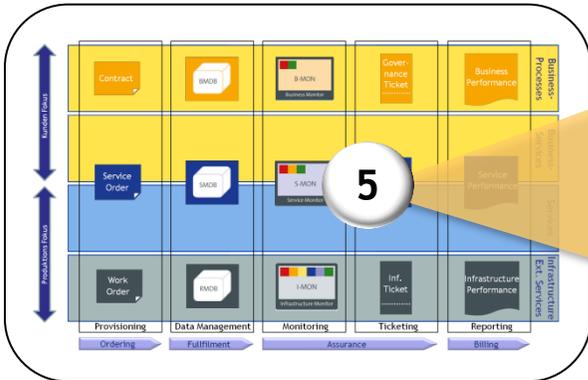
Definition Service Architektur



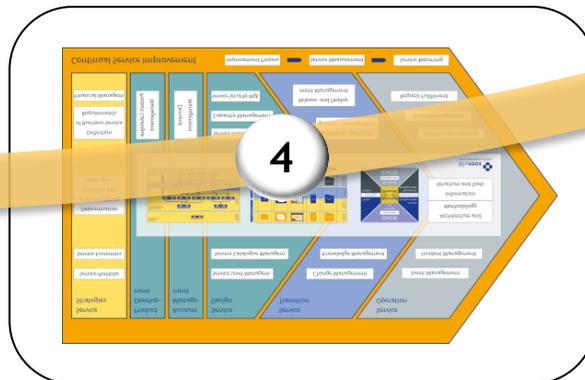
Definition Service- und Product Documents



Definition Tool Architectur



Definition Processes



Customers, Services and Processes

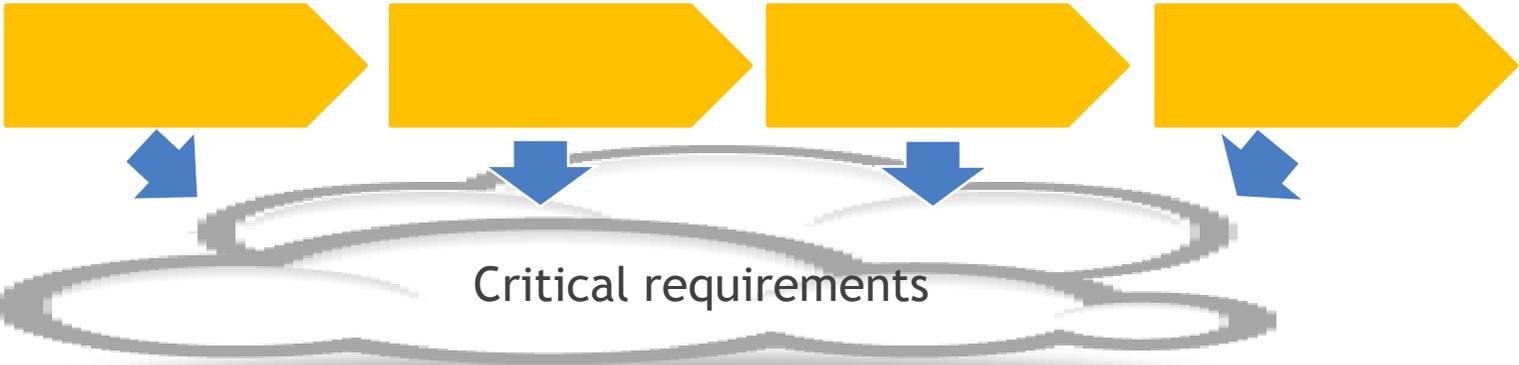
Market
Customers and partners



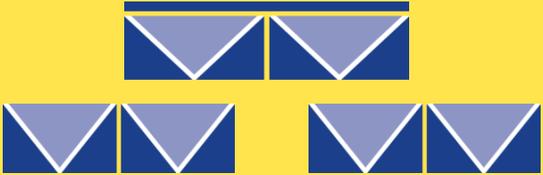
Services



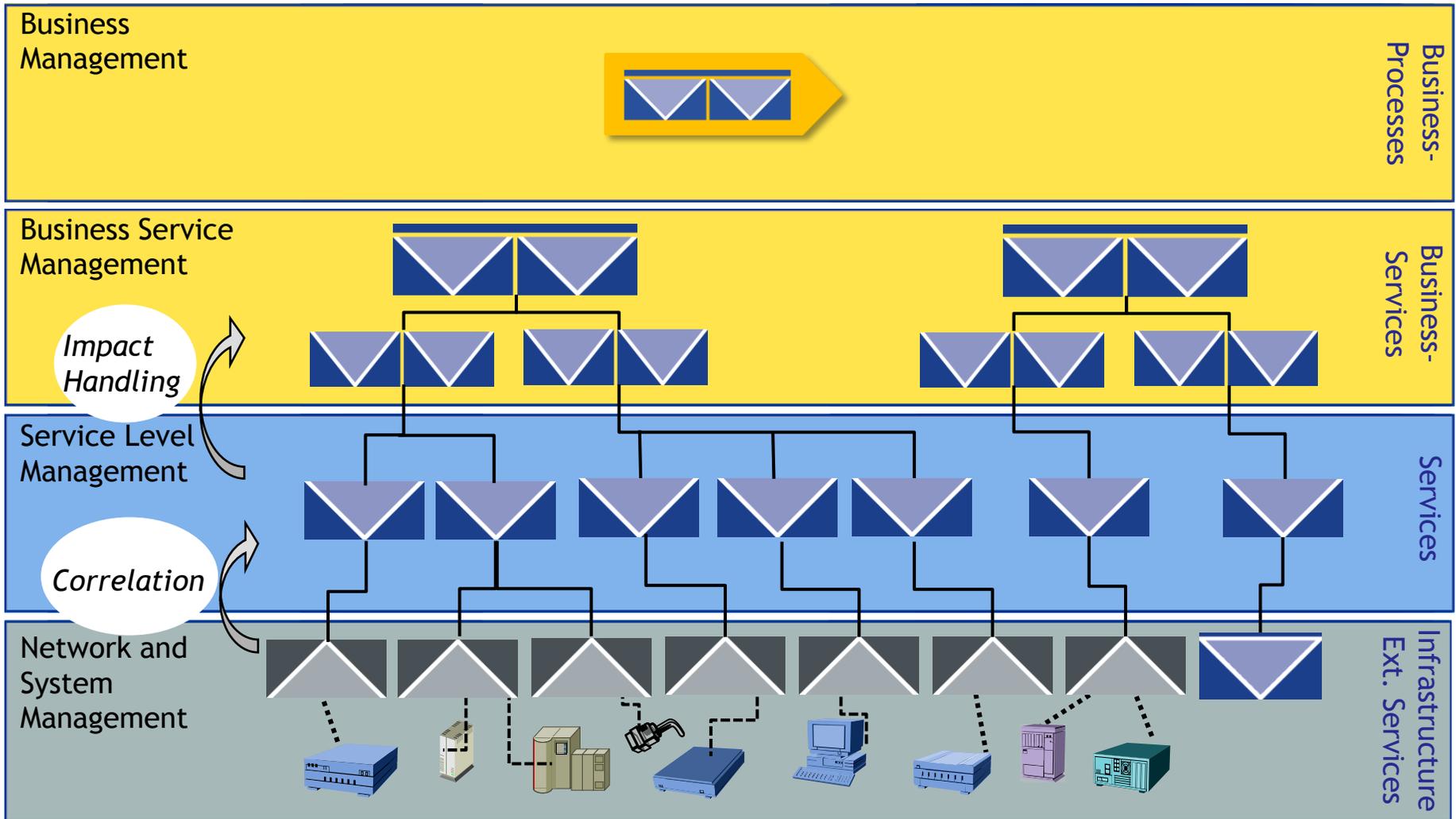
Business-
processes



Service Architecture - lean on TMF and ITIL

<p>Contract</p>		<p>Customer/Client</p>	<p>Business-Processes</p>
<p>BLA</p> <p>SLA</p>		<p>Business Service</p> <p>Service Group</p>	<p>Business-Services</p>
<p>SLA/OLA</p>		<p>Basic Service</p>	<p>Services</p>
<p>OLA/UC</p>		<p>Factory Service ext. Service</p>	<p>Infrastructure Ext. Services</p>
<p>Terms</p>	<p>Symbols</p>	<p>Layer</p>	

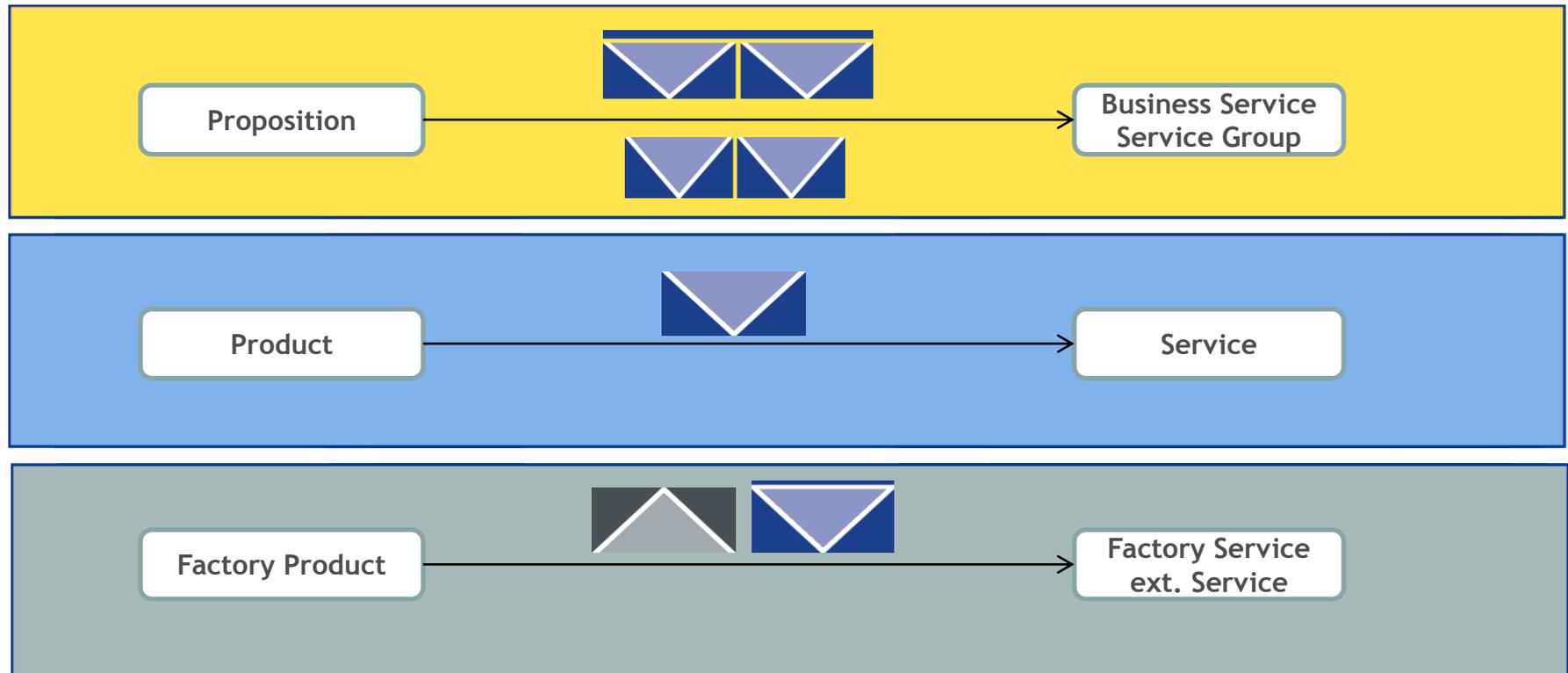
Business- and Service Assurance



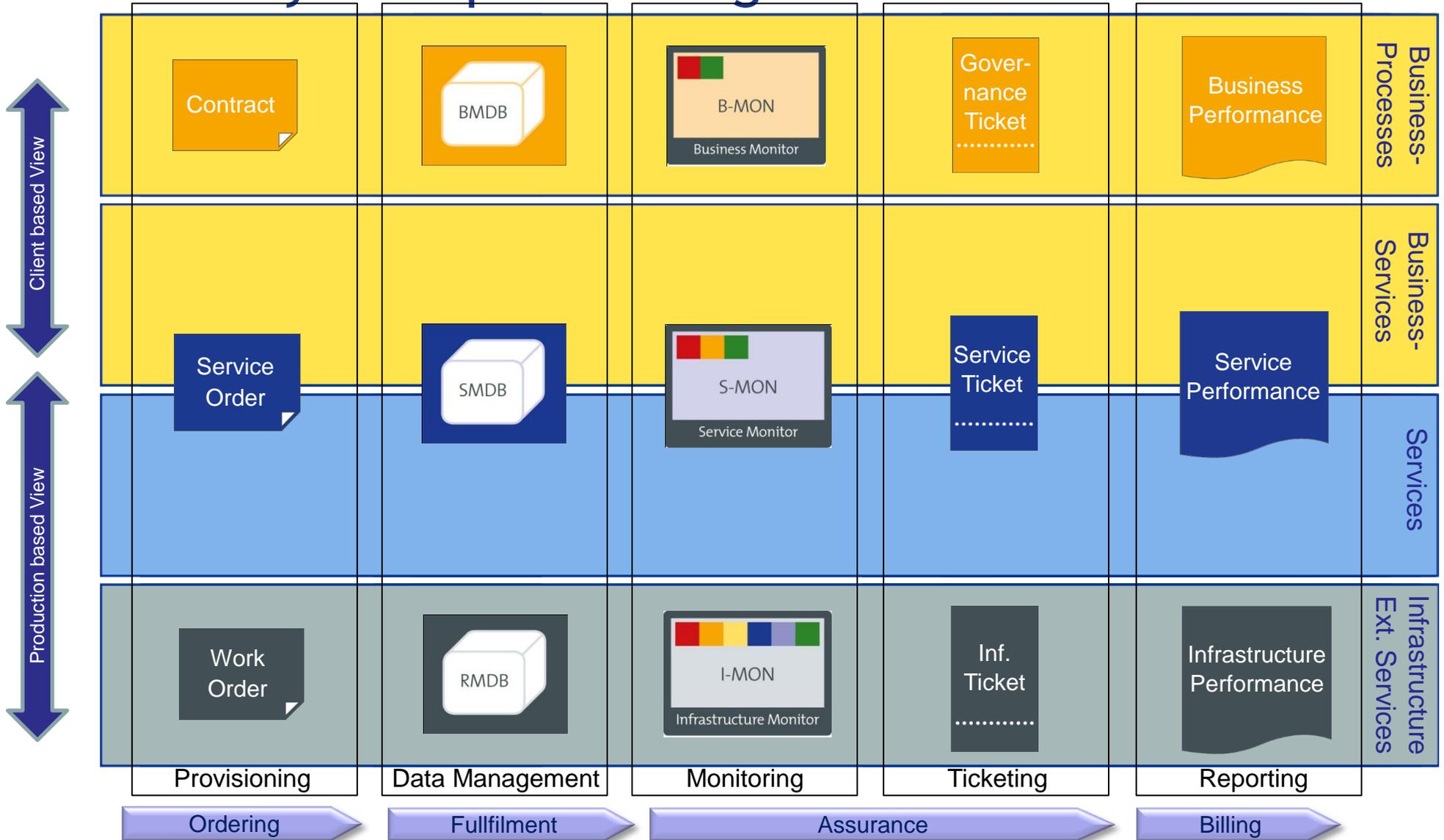
Differentiation of Product vs. Service

Template / Product Catalogue

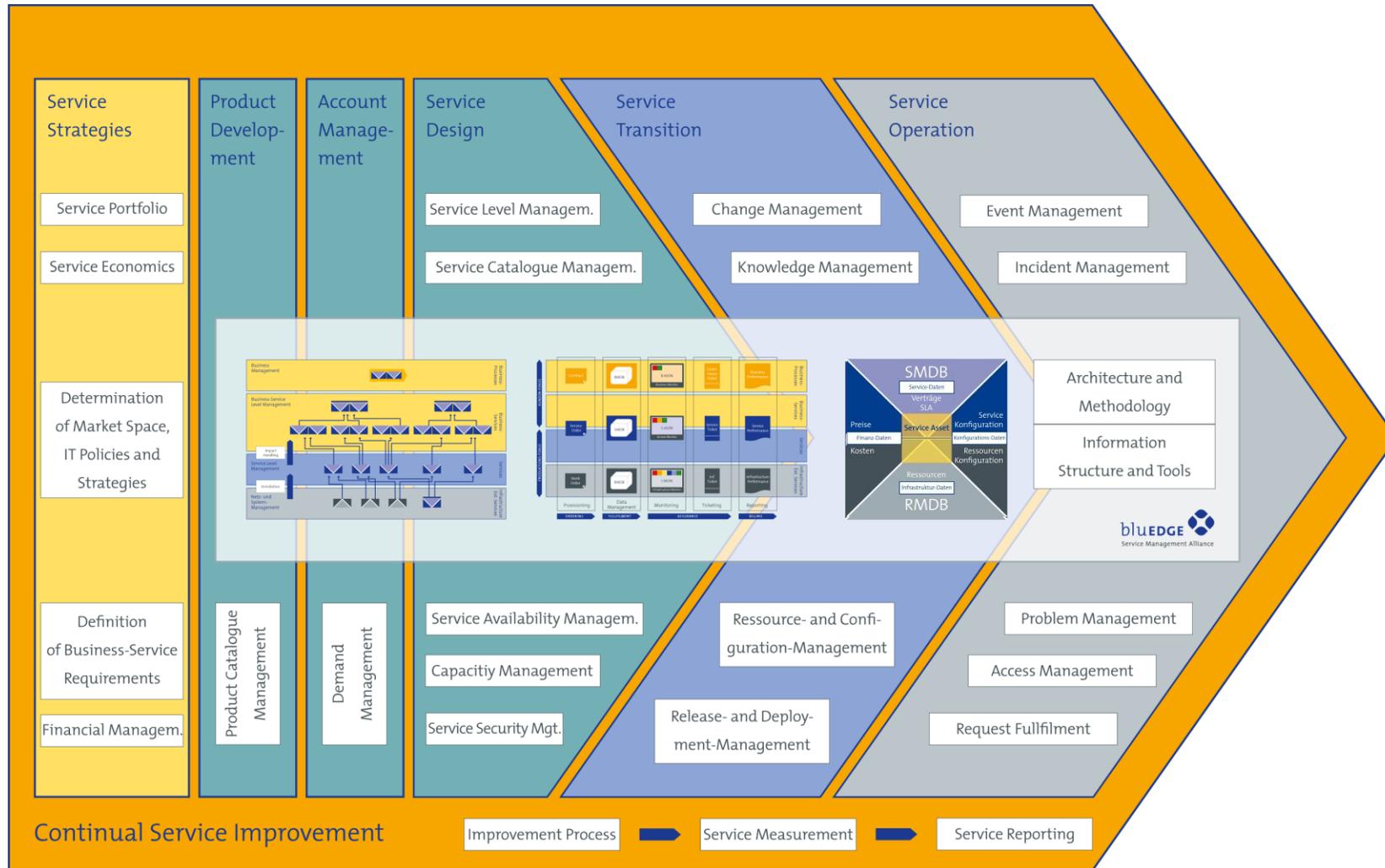
Instance / Contract / Service Catalogue



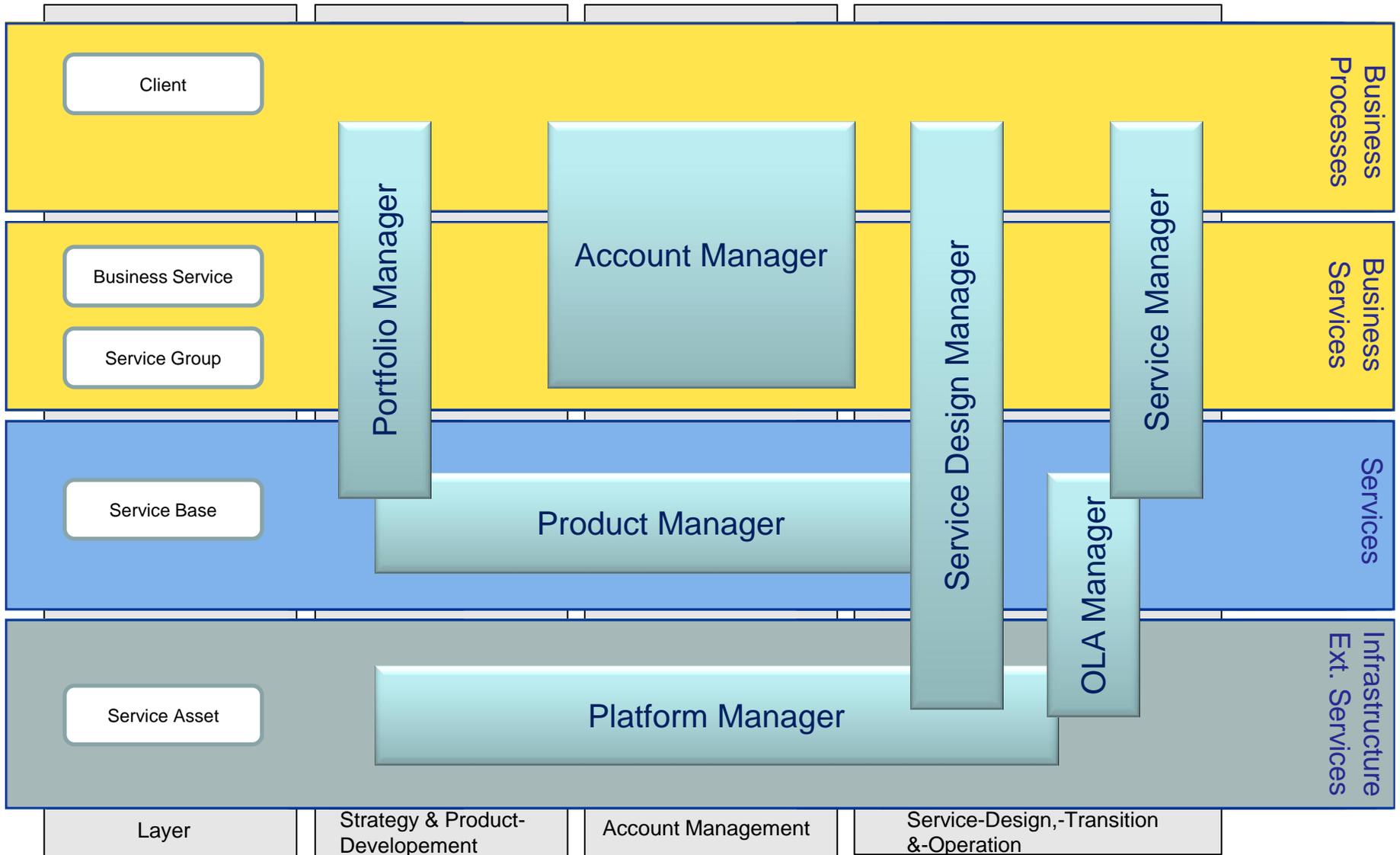
Our Way of Implementing



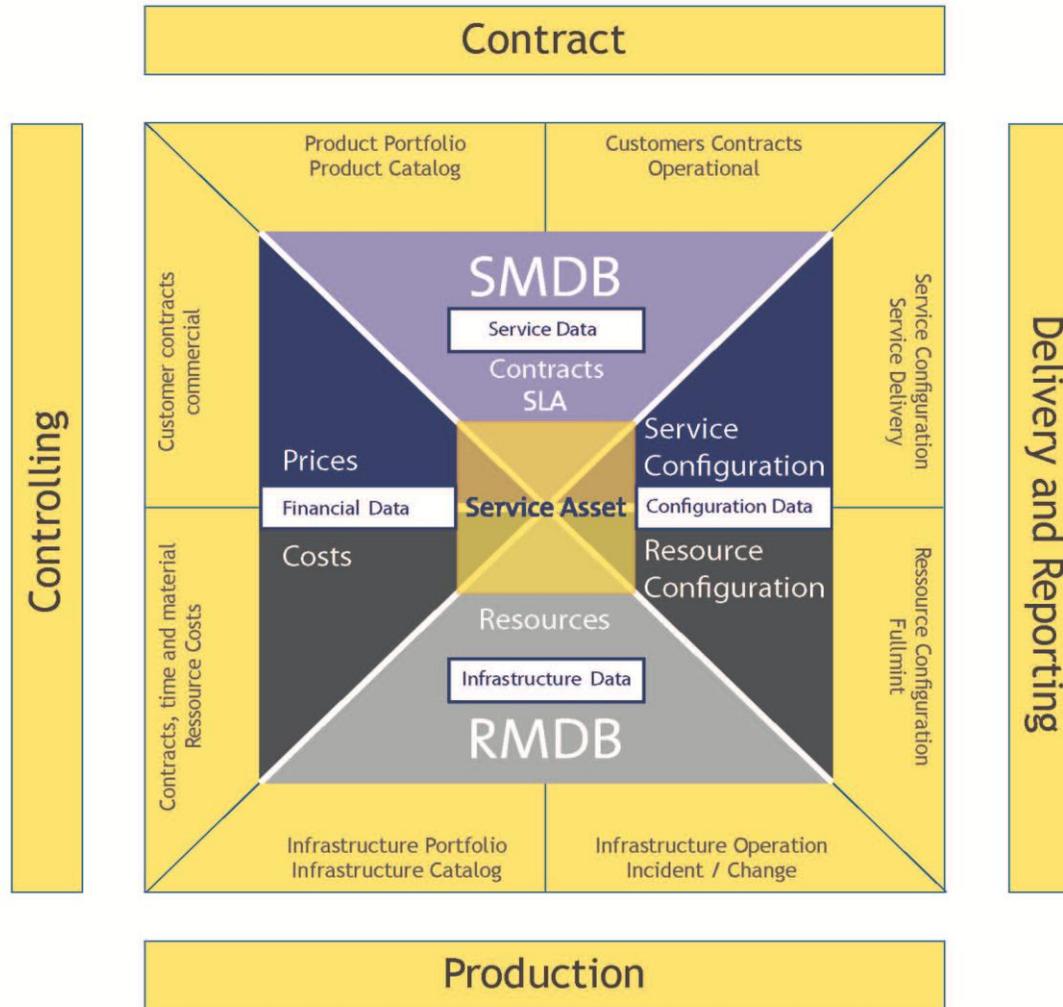
Relevant Processes



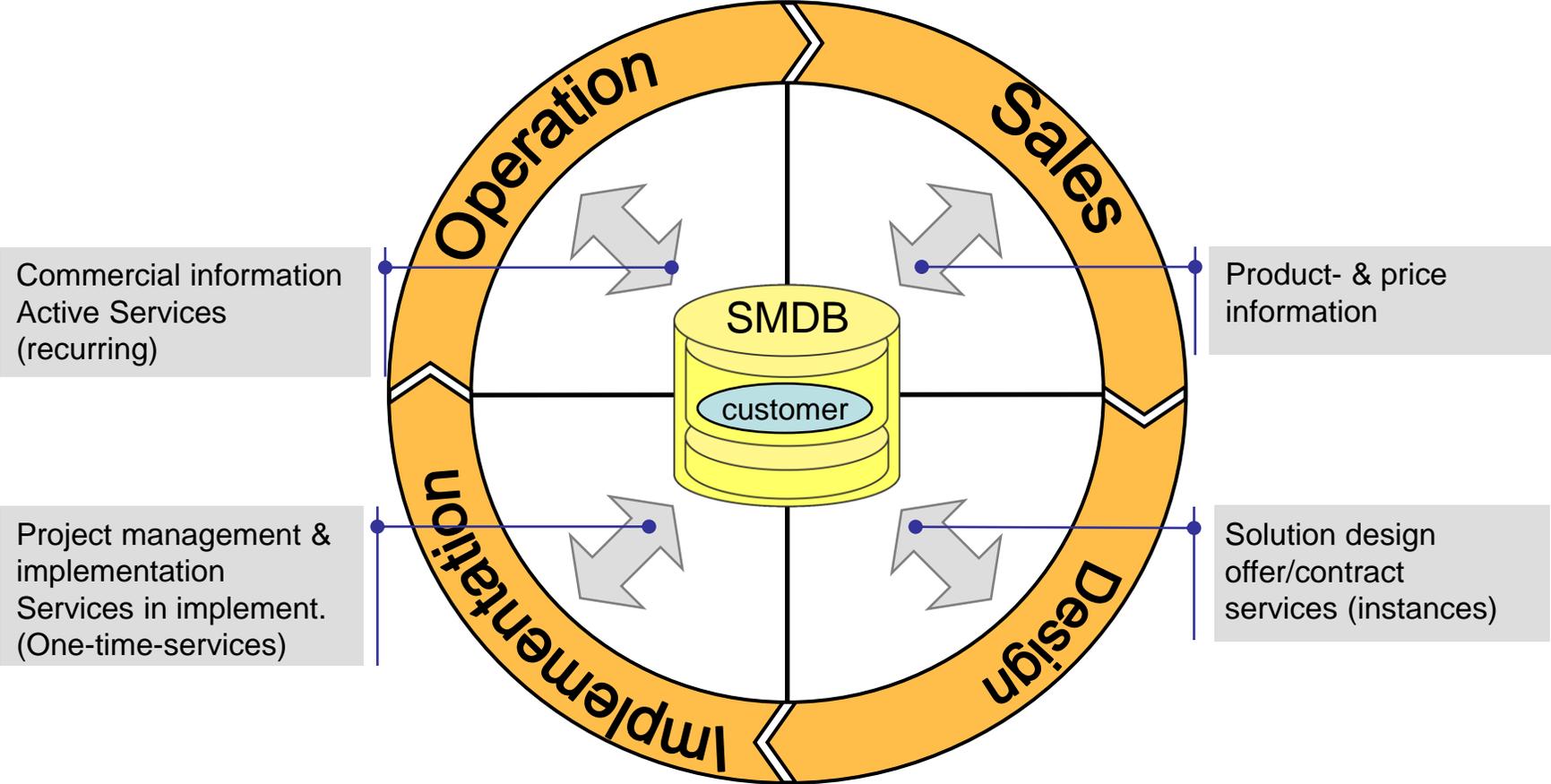
Role allocations



Information structure



Customer project „Lifecycle“



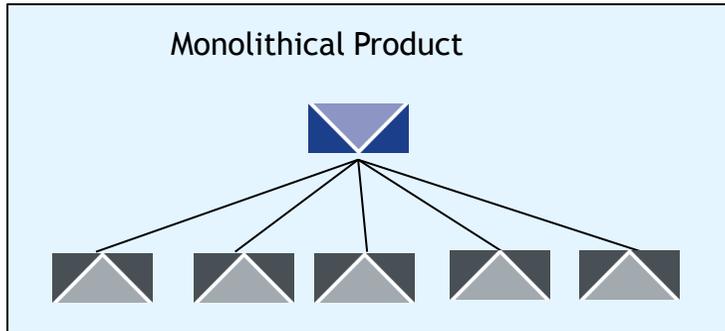
Product / Service Design



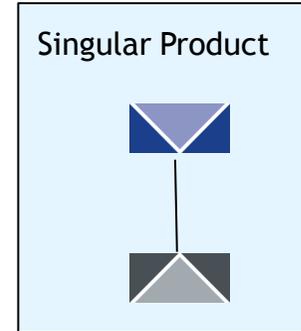
Picture: Lucerne University of Applied Sciences and Arts. Service Design

Find the balance

Product Design



- A lot of factory services with a lot of CI's
- Big amount of parameter
- Difficult to maintain in tools
- Less flexible
- Complicated Cost-/Price Model
- Complex Impact Modell
- Extensive surveillance of factory service in S-MON
- + Leads to a small portfolio
- + Will need only few products to build business services



- + Less factory services and less CI's
- + Less Parameter
- + Simple implementation in Tools
- + Simple Cost-/Price Model
- + Simple Impact Model
- + Easy surveillance of factory service in S-MON
- + Leads to a huge portfolio, difficult maintenance
- Will need a lot of products to build business services
- A lot of dependencies to other products

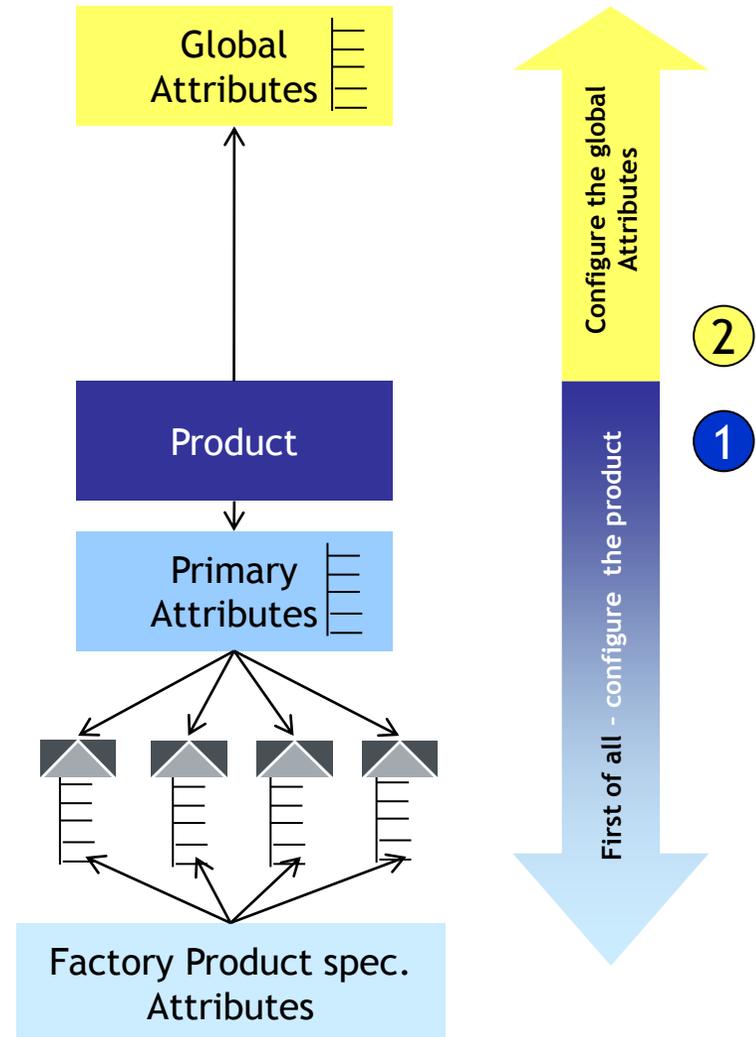
The key success factor is to design neither monolithically products nor singular products but modular products. That means reasonable and practical product with manageable complexity. There is no real rule for design but best practice, sanity and intuition are helpful.

Major differences

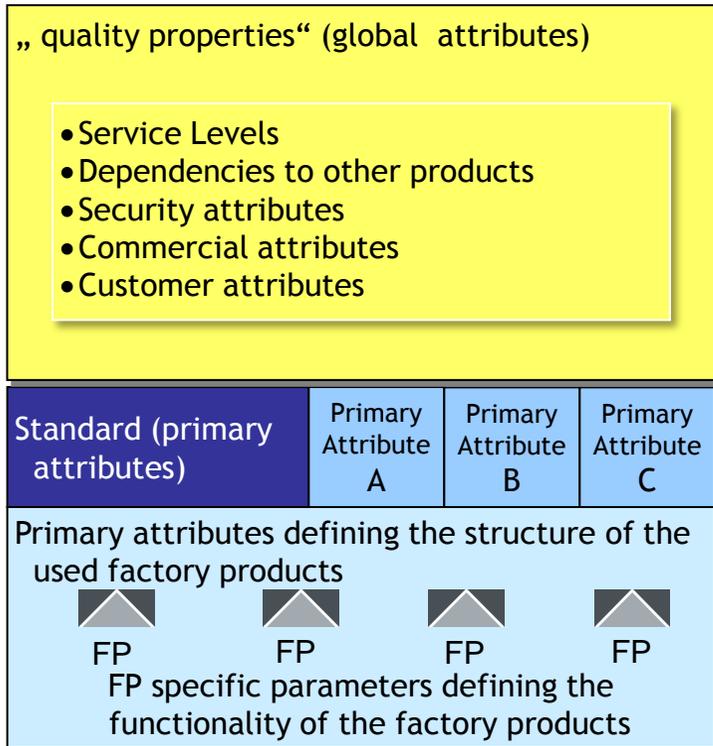
Singular	Modular	Monolithic
<p>In order to offer, you need to handle and consider a lot of dependencies. Many products have to be configured.</p> <p>Simple processes for implementation and fulfillment.</p>	<p>A meaningful combination per product - driven by offering needs</p> <p>Efficient and distinct in offering and operations.</p>	<p>During offering your are handicapped by a big amount of functions and parameters which have to be enabled and configured.</p> <p>Difficult to handle by product management.</p> <p>Complex processes for implementation and fulfillment.</p>

Product and attributes 1 / 2

- The *global attributes* define the product in its quality properties. It may also have influence on the number of the service components (high availability -> redundant).
- The product consists of
 - a *standard*, that defines a standard default value for all kinds of attributes.
 - As an *alternative for the standard you may choose other primary attributes*, which possibly change the standard default values. Primary attributes are defining the structure of the used factory products.
 - In addition you may change *factory product specific attributes*. Factory product specific attributes define the parameter of the single factory services.



Product and attributes 2/2



Defining the interaction between different products, the customer value, pricing, billing, service management processes

At the end, checking and adjusting the prices

Changing global parameters

Due to the customer needs a product (standard) will be chosen. All parameters own specific standard and default values.

Defining the product

Alternate to the standard other primary attributes can be chosen. Then all attributes have specific default values based on the primary attribute.

Additional product specific optional attributes can be changed.

6

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1

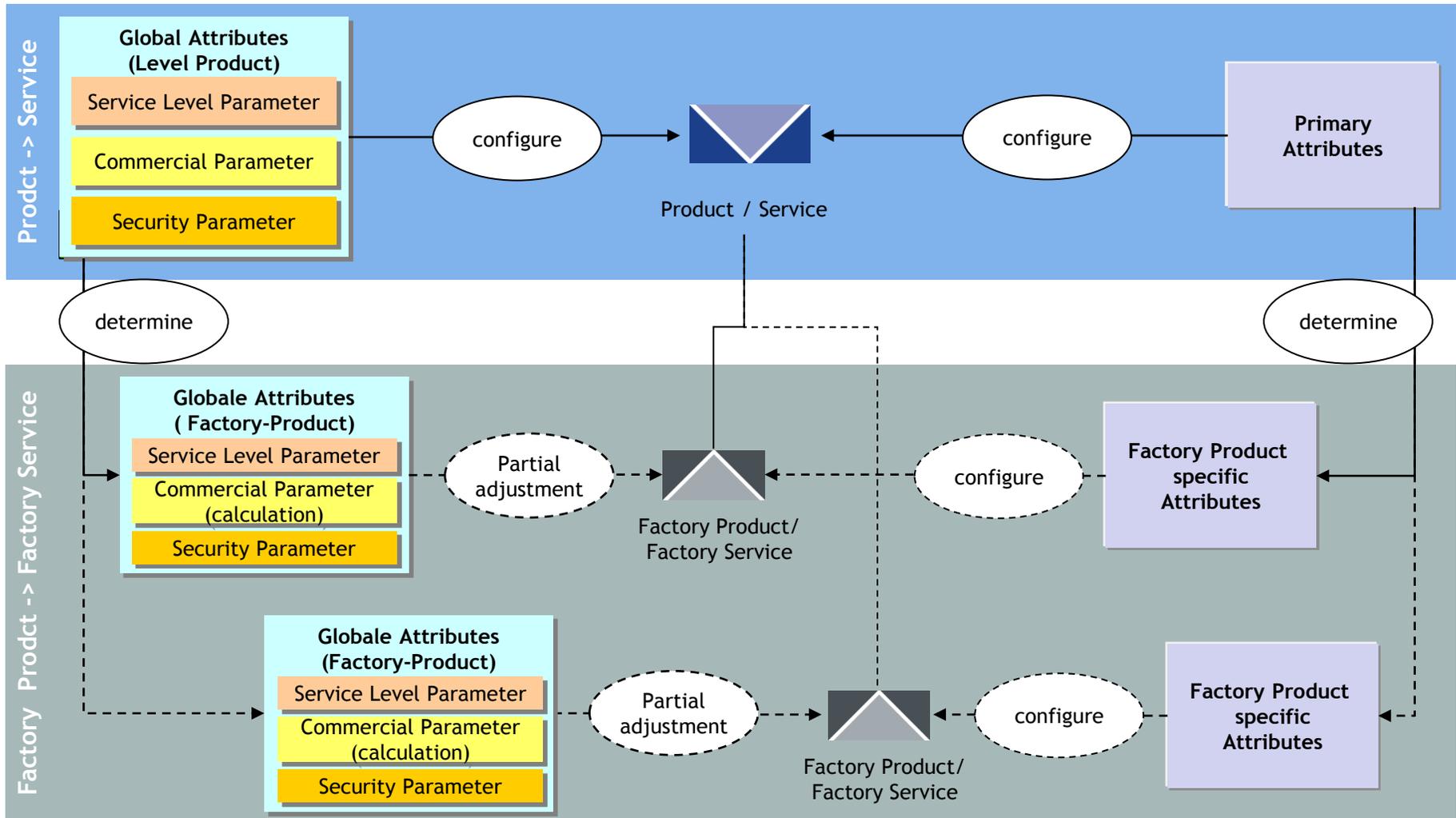
2

3

4



Product and attributes

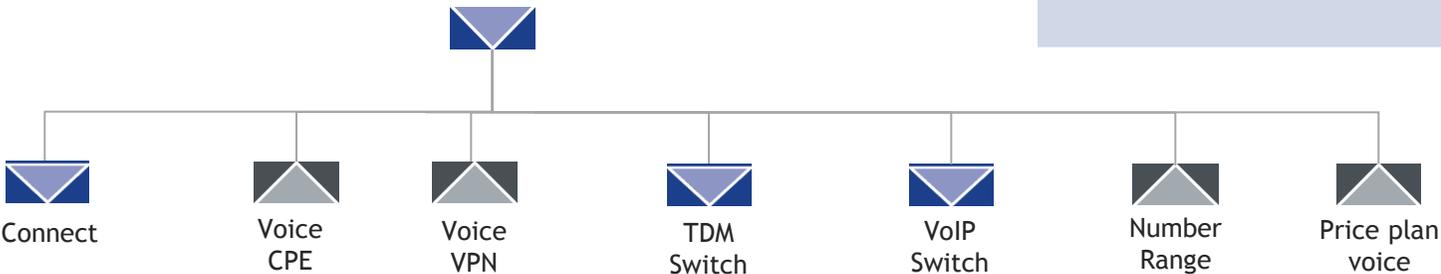


Product: Business voice direct
Global Parameter



Product Parameter	Commercial Parameter	SLA Parameter	Security Parameter
Productgroup: Fixnet Voice	Service Duration: 1-5 Years	Incident Registration IR: 7x24	Security Level: 2
PM: Michael Wenger	Price Model: OTC; MRC, USAGE	Committed Service Time CST: 5x11; 6x16; 7x24	
Release: 0.99	Finance Model: Service, monthly	Service Availability SA: SA-1; SA-4; SA-8; SA-18, SA-BE	
Status: Draft	Case by Case Support (CCS): Yes	Measuring Period MP: Yearly	

Business voice direct



Primary Parameter	Options
<ul style="list-style-type: none"> SIP ISDN 	<ul style="list-style-type: none"> Overall Discount (only Std. price plan) Individual price plan

Functional Parameter						
Product Specific Parameter						
<ul style="list-style-type: none"> Access Bandwidth Location Access topology single / redundant 	<ul style="list-style-type: none"> Type TDM Type VoIP IP Address V4/V6 (SIP) 	<ul style="list-style-type: none"> Service Bandwidth 	<ul style="list-style-type: none"> voice channels: n*30 Switch type: EWSD, S12, E10 	<ul style="list-style-type: none"> voice channels Switch type: external Provider / CS2K (SOCC) 	<ul style="list-style-type: none"> Number Range Single Number 	<ul style="list-style-type: none"> Standard Individuell

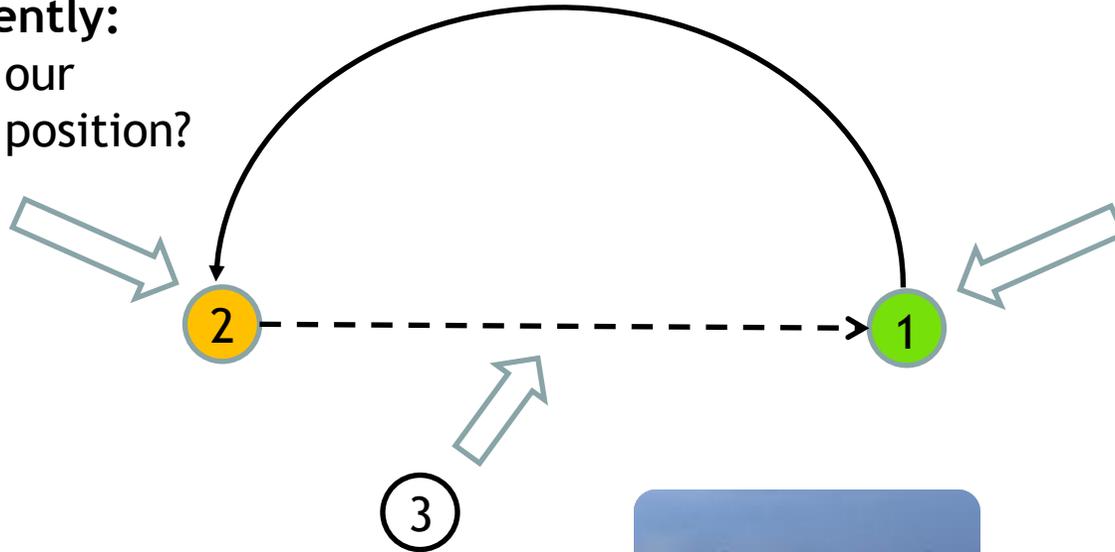
Overview - Rules for...

	<p>View - technical Design</p> <p>How is to be grouped?</p>	<p>View - SLA</p> <p>How is the Impact Handling?</p>	<p>View – Pricing and Costing</p> <p>How is to be priced?</p>	<p>View - Accounting</p> <p>How is to be accounted (Modalities)?</p>	<p>Business-Services</p>
	<p>How is to be functionally built up?</p>	<p>How is correlated?</p>	<p>How are the list prices defined?</p>	<p>How is aggregated and evaluated?</p>	<p>Services</p>
	<p>How is to be developed?</p>	<p>Which and how is measured?</p>	<p>How are costs aggregated?</p>	<p>Which and how is collected (Amount, Volume...)?</p>	<p>Infrastructure Ext. Services</p>

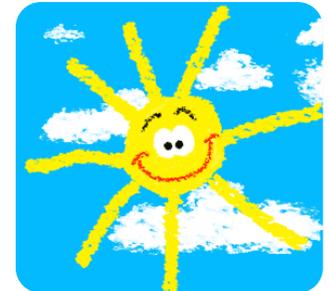
Recommended approach



2. Currently:
What is our current position?



1. Target:
How do we work in 2 years?



3. Path:
How do we achieve our goal most efficiently?



Does **1** already match **2**, please help us and share your experience.

Thank you very much for your attention

