

# Service Portfolio Management Overview

Rod Bridgman

# Elevator Pitch

Service Portfolio Management (SPM) helps you align and optimize your business services to satisfy corporate goals and maximize the value of your investment.

This is accomplished by executing 3 logical steps:

## Plan



**PLAN** your service portfolio to meet business priorities.

## Build



**BUILD** the services to be consumed by your business or customer.

## Run



**RUN**, measure and improve the delivery of your services.

# typical customer pain points

## Business

Am I getting the level of service I'm paying for?

Are the services meeting my needs?

What services are IT providing?

How much do business services cost?

## IT

How can I demonstrate we're meeting defined SLAs?

How much do our services cost?

What is the correct service mix?

How can I deliver business service agility?



# SPM addresses the key challenges to help CIOs optimize their service portfolios



Optimize Service  
Portfolio Decision  
Making

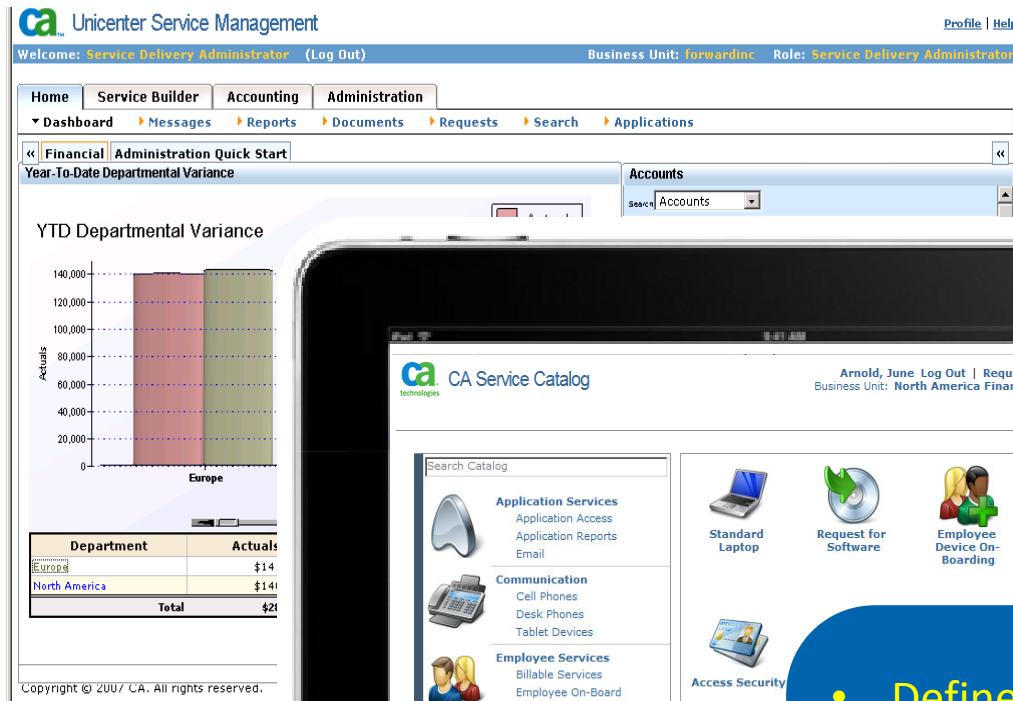
# Service Portfolio Management - PLAN



Make smart service portfolio decisions using a fact-based approach prioritizing services to meet your business needs.

- Take in inputs for
  - Financial information
  - Demand
  - Resources
  - Performance metrics
- Decision Support
  - Invest, optimise, retire business services
- Reduce costs – deliver more

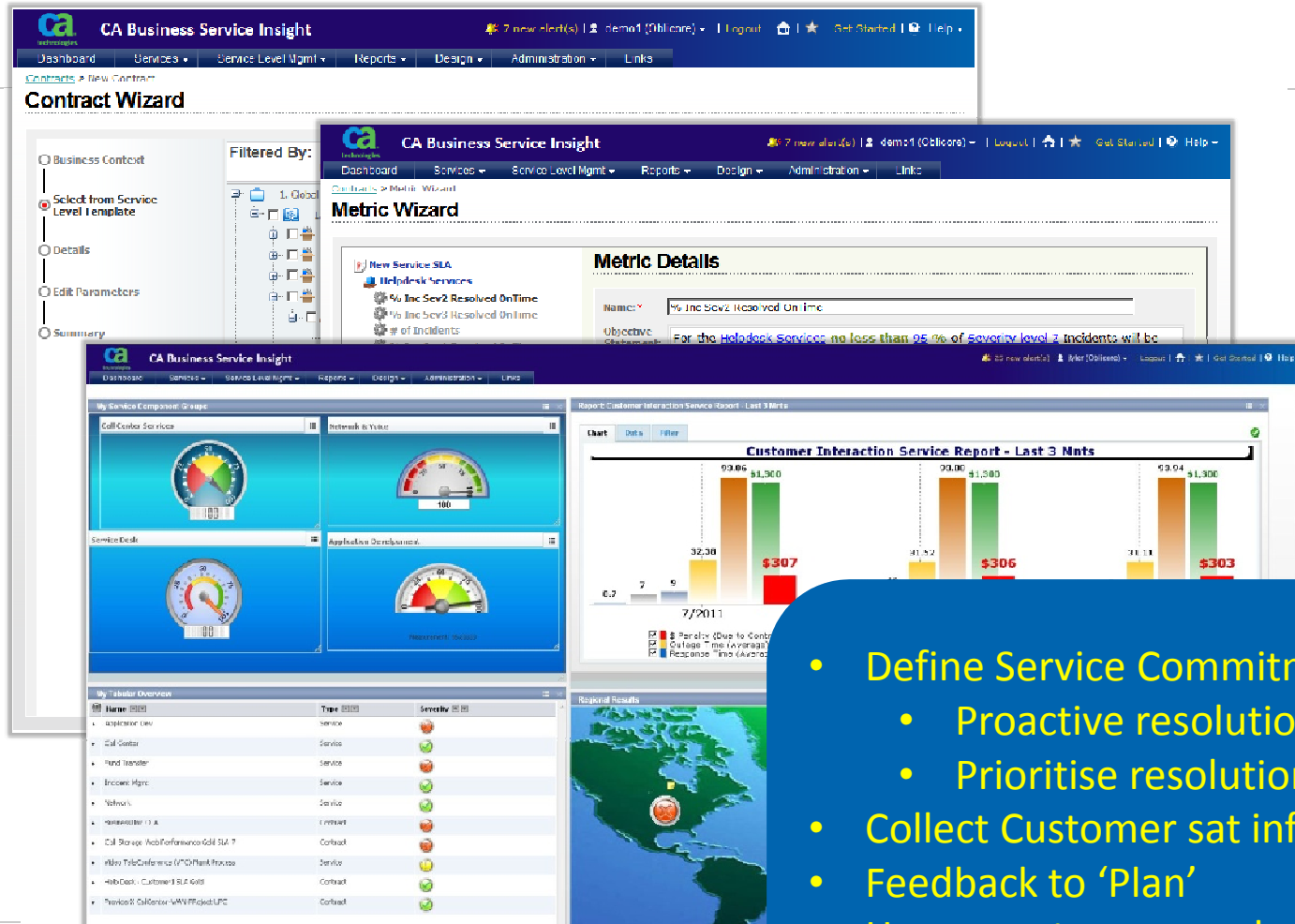
# Service Portfolio Management - BUILD



Build, publish and self-serve your business services to provide cost transparency and chargeback.

- Define the final business service 'shape'
- Publish to target audience
- Present the user with choice
- Allow consumption with understood costs  
Gold, Silver, Bronze
- Enable self service
- Control request & approval processes

# Service Portfolio Management - RUN



Define business promises to understand service quality and costs monitored in near-real-time. Resolve service issues prioritized against business goals.

- Define Service Commitments
  - Proactive resolution of quality issues
  - Prioritise resolutions on business need
- Collect Customer sat info
- Feedback to 'Plan'
- Happy customers, reduced churn
- Safeguarded revenues



# Customer Case Study

## - The road to SPM

M&A activity  
led to vast  
service  
portfolio

Widespread  
duplication  
across  
portfolio

Complexity  
impacting IT's  
ability to  
deliver

Existing  
service  
register out  
of date

### Plan

Implemented  
CA SPM to  
track 3,300  
services

### Build

Applied  
objective  
assessment  
framework to  
service  
portfolio

### Run

Improved  
communicati  
on between  
IT & the  
Business

**€3.5  
million**  
cost savings so  
far

**150**  
Service  
identified for  
retirement

"€3.5 million is  
just the start of  
the potential  
cost savings...  
We expect this to  
increase to  
around  
**10 to 15 %** of  
**total service  
maintenance  
costs** within the  
next few years -  
which could be up  
to **€20**



# VGR Reduces IT Costs and Improves Healthcare for 1.6 Million People with CA Technologies



The county of Västra Götaland in Sweden is home to more than 1.6 million people. Västra Götaland Regional Council (VGR) is responsible for providing healthcare services to the county's residents and promoting tourism, culture and environmental protection.

## Challenge

- Ensure the region's 300+ healthcare centers receive high quality and effective IT services
- Increase automation and integration to remove cost and complexity

## Solution

- VGR implemented an integrated platform for service level, security, application performance, change and project management
- With CA Clarity PPM, CA Identity Minder, CA Service Desk, and CA Service Catalog, VGR responds faster to user needs and increases efficiency

## Results

### Accelerated IT:

- Deliver proactive IT services with predictable outcomes

### Transformed IT:

- Reduced costs and free up resources for healthcare
- Eliminate time-consuming manual tasks

### Secure IT:

- Enhanced security which simplifies compliance with healthcare industry regulations

# customer proof point: Logica Iberia



Provides business consulting, system integration, and outsourcing services in 36 countries. Its Iberian operation supports 15,000 end users and 1,000 servers across Portugal and Spain.

## → Challenge

- Logica considers meeting customer service level agreements as the most important objective in outsourcing contracts.
- Exposed Logica to financial penalties
- Damaged client satisfaction.

## → Solution

- Logica implemented CA Business Service Insight to track more than 200 service level targets
- Both client-facing and technical staff use the solution to:
  - Prevent service level breaches
  - Simplify reporting

## → Benefits

- Helped Logica eliminate **over €2 million** in penalty payments per year.
- Increase client satisfaction
- Improve service levels, resulting in fewer financial penalties
- Boost competitive advantage.

# Target Audience

Is IT capable of supporting the business strategy?

How can we deliver to strategy within budget?

How do we balance agility, quality and cost?

How do we deliver continual service improvement to maintain market share?

**CIO  
Head of IT**

**CFO**

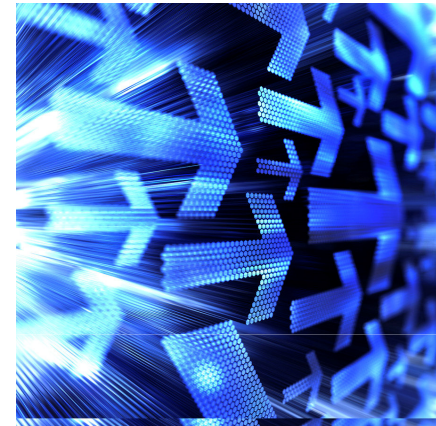
**Service Delivery Manager  
Supplier Manager  
Quality Manager  
Procurement**

**Service Providers**

# 5 Key Questions

How do you overcome the alignment gap between business demand and IT Service supply?

How do you maximise the business value you receive from your assets, staff and vendors ?



How do you provide financial visibility to better manage, measure and control your business?

How do you balance investments, resources and services with business objectives?

Can you influence business activity to reduce costs?



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# The Use of Service Catalogs

# How does IT simplify accessibility to valuable services in a complex environment?



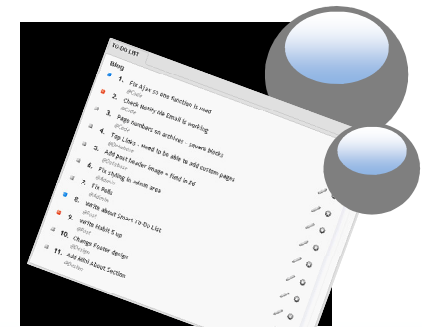
**Takes too long to provision private, cloud or virtual**

*to meet global demand*

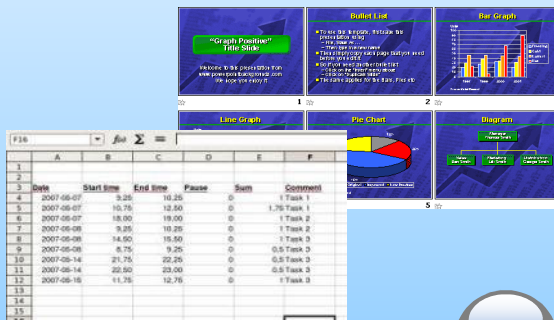
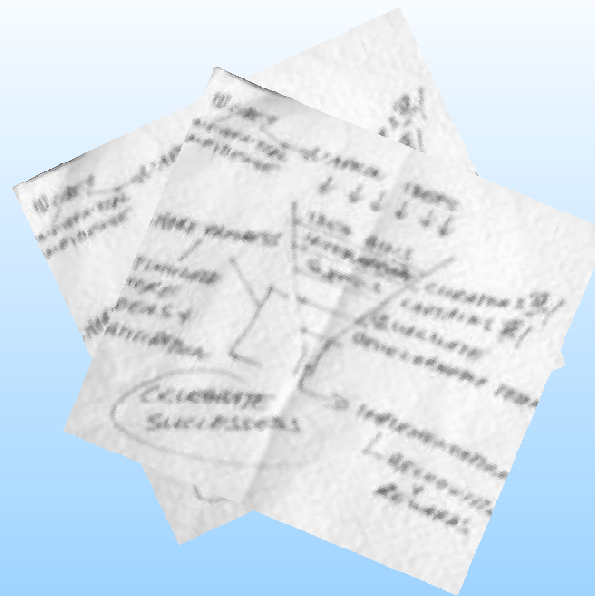


**Difficult to meet business demands**

*for new service in the cloud or provision virtual desktops*



**Service requests & costing are managed manually**

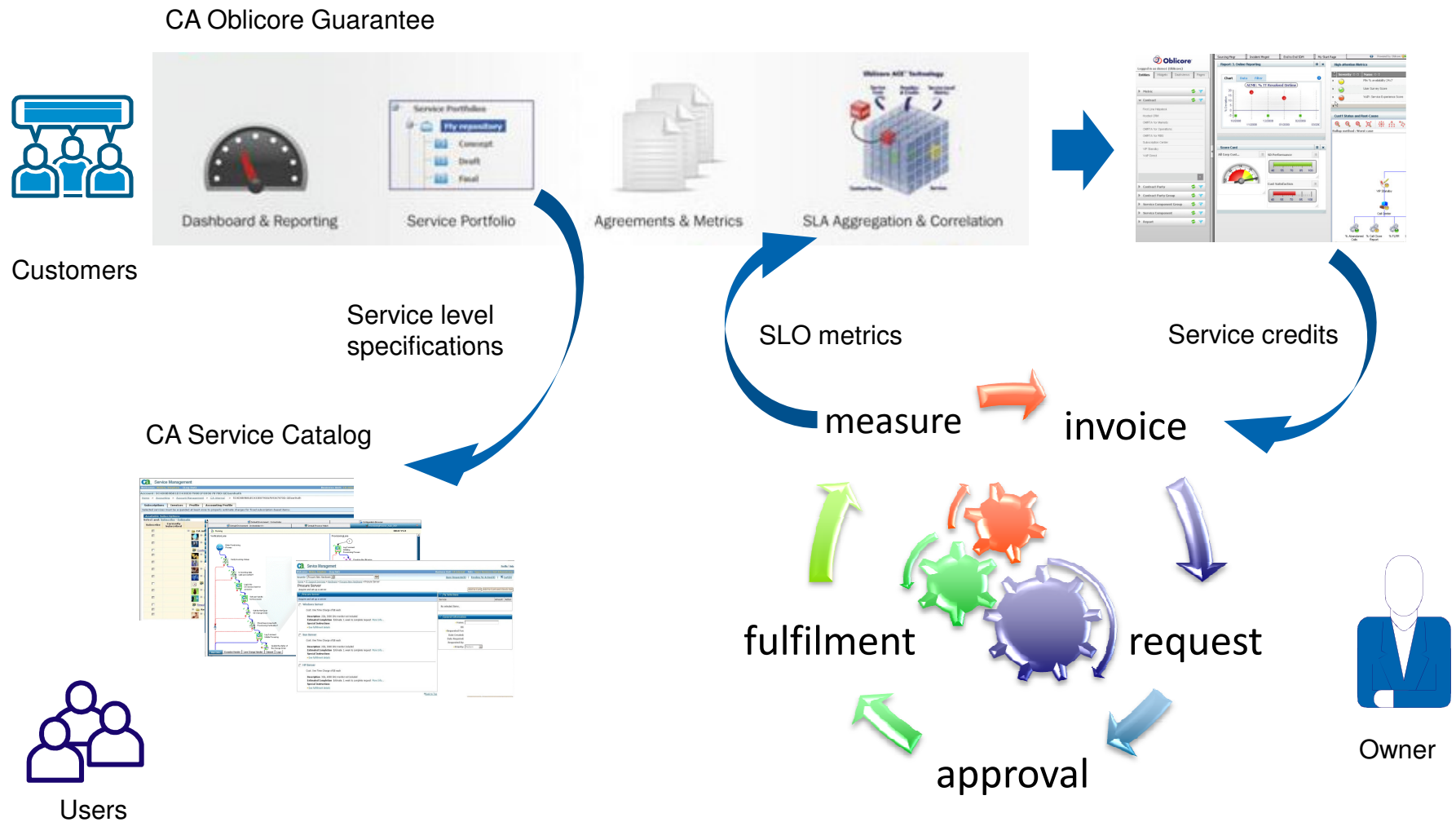


**Difficult to provide financial insight to prove IT value**



**End users don't know where to go to get what they need!**

# CA Service Level and Catalog Management - process





# Service Catalog Management

## define business and IT service offerings

- Define business and IT services in an easy to manage web-based service catalog using value oriented language
- Create a single point of contact for user requests
- Organizational modeling tool maps your enterprise and supports multiple tenants
  - Define businesses, subsidiaries, vendors, customers, regional offices, accounts, cost centers
  - Native multi-tenancy enables multiple service providers with unique offerings
  - Support for multiple physical catalogs or permission-based access
- Model service offerings using ITIL best practice
  - Look for out-of-the-box service definitions, forms, report, and workflow templates
- Manage expectations service provisioning tracking
  - Permits the quantitative measure of service delivery



# The Use of Project & Portfolio Management

# Starting with Releases:

## Idea Capture

Ideas, Project requests as well as release requests start in Clarity through Demand Management. Things like ROI and Benefits can be captured as well as additional content like priority, strategy and cost.

Portfolio: Pipeline Planning - Request Vault

Request Vault												
Request	Approved	Scenario Details	Priority	Business Alignment	Corporate Priority	Business Unit Priority	Regulatory Compliance	Architectural Fit	Commercial Value	Technology Compliance	Planned Cost	Role Demand
On Demand Portal for PPM Product	✓		1	62							130,864	1,392.00
Cloud Computing Enhancements	✓		1	56							109,259	2,784.00
Report Writer Enhancements	✓		2	56							149,340	696.00
Launch OD Version 12	✓		3	79							110,959	2,088.00
Green IT Initiative	✓		3	58							314,038	2,784.00
New Online Application	✓		3	42							350,000	704.00
Email archival repository	✓		3	67							380,000	1,048.00
Regulatory Reporting			1	62							105,806	348.00
AP Architecture Consolidation			1	50							800,000	2,096.00
Datacenter Performance Upgrade			2	71							198,113	2,784.00
Online Order Improvements			2	67							387,417	4,176.00
Network Monitoring Upgrade			2	82							46,014	4,176.00
Security Enhancements			3	67							41,803	1,530.00
<b>Request Total</b>											<b>3,126,614</b>	<b>26,606.00</b>

*Demand Management – unified in Clarity*

# Releases Decompose into features and requirements

## Release Support

Often overlooked within an organization, good requirements drive good features and map to execution tasks (even waterfall)

Web-...					
2012 Su...					
Web-Based Trading Winter 2012 Release					
Org release mgmt					
Trading System Release					
Web-Based Trading 2013 FALL Release					
Unassigned					
Infrastructure support					
Active Directory Support					
Chrome Support					
Siteminder support					

View: Traceability Matrix Filters: Select a filter + Add/Edit Filter X Clear Filter

Must be able to work on the quote either online...		
Must have Communication and Training Solutions	Must allow for multiple Training File Formats	As an employee, I should be able to download ...
	Must contain operations training	As an operations manager, I should be able to t...
	Must contain Professional Development Training	
	Must contain Sales Training	
	Must have Facebook like Interactive Community	As a franchise manager I should be able to join
	Must provide Rich-Media Experience	
Must have Development Solutions and Support	Broker Management	
	electronic FDD delivery	As a franchise accountant, I should be able to s...
	Ensure FTC compliance	
	Receive an electronic receipt when the item 23...	
	Track the status of your FDD	
		should be able to s...

*Traceability and roadmap support*



With Clarity Agile you have Resource Visibility  
which includes:

Resource  
Visibility

Insight into where your teams  
are working both  
geographically and on what  
projects



*Looks at ALL projects, even agile*

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Any Questions ...Please?