FLYER

VALUEMATION SERVICE DESIGNER

Right from the start of designing services, you establish the basis for ensuring your products and services are devised to meet customer needs and produce added value. If the process for designing services remains unstructured, products and services can end up being expensive and prone to failure later when they go live as well as end up wasting resources or lacking enough customer focus in their design. For this reason, taking a comprehensive, value-oriented approach to both devising new services and modifying and improving existing services is crucial for best achieving the customer's goals.

Objectives

—— The Valuemation Service Designer enables you to interactively define services in consultation with your customers. You do this by using a toolkit comprising predefined, modular services that you can directly combine, edit and adapt using drag and drop. The service modules also contain their structural dependencies (to, for example, business processes) as well as interconnections with supporting service components. In addition, these modules already include standardized service attributes (service parameters) for further specification of service delivery.

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Valuemation enables you to:

Align the service requirements of customers with the performance of IT operations through a shared agreement

Accelerate the delivery of customer-specific services through a high level of standardization

React flexibly to changing customer needs by rapidly adapting existing services and individual options

Achieve a high degree of transparency by depicting service structures and highlighting dependencies between services and service components

Service design using drag and drop according to the principle of modularity

Design services in consultation with customers

—— Until recently, services were often discussed in workshops by service providers and service consumers and then outlined on paper. The subsequent documentation and forwarding for release or transfer of the services to go live involved a correspondingly significant amount of effort. The Valuemation Service Designer enables you to begin with a laser-sharp focus on the customer right from the start: Services can be designed with the support of the system as well as in direct consultation with customers. An intuitive graphical user interface and a toolkit comprising predefined services help you complete this work. The service is initially placed in the phase "in design," then after completion it goes into the "draft" phase before it's finally released and made available in the customer-specific service catalog. The services that can now be ordered by the customer are transferred into live operation through the service instantiation.

Utilize standardized service modules

—— In general, service managers and product managers are the primary users of the Valuemation Service Designer. They have a comprehensive toolkit of ready-to-use, fully developed service modules they can access right out of the box. This toolkit model was developed by USU in cooperation with the independent ITIL® and management consulting firm SERVIEW. The service modules form the basis for new services in the design phase. Should you, for example, want to design an application service to deliver SAP components, you would follow these steps: Select the relevant service module from the toolkit using drag and drop. All service components along with their dependencies are then automatically added. The graphical depiction enables you to create a high degree of transparency in the service structure. And through the use of differentiated colors, you can make easy distinctions: The yellow services are "in design" and can still be modified. The green standard components cannot be modified as they are finished modules that are approved for use and may already be used in other service structures. Once the design phase is completed, the status "draft" is immediately applied to the service, which then enters the release process to go live in the end.

Create your own service modules

—— Valuemation Service Designer does, of course, allow you to modify the design of an existing service module at any time. In addition, you can use existing components to newly create your own service modules. You define the functionality of the service module by configuring the service parameters. And then you can make these service modules available through the modular toolkit.