



# ServiceNow Evolution of the IT Service Catalog

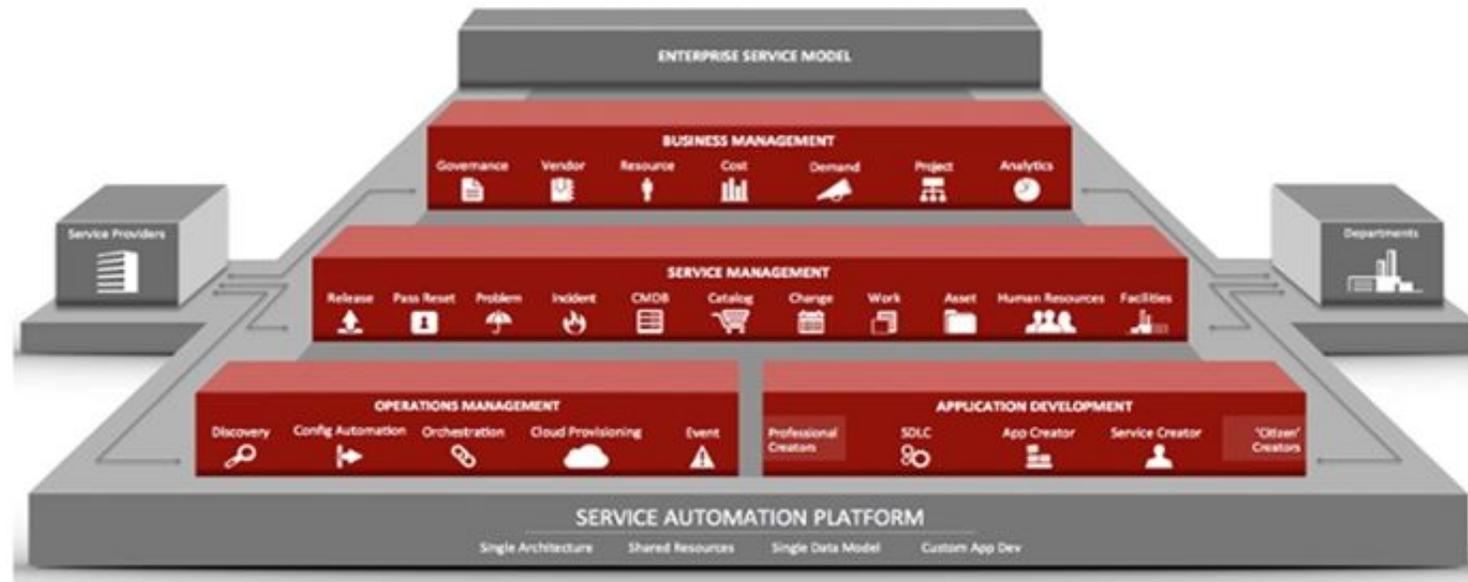
DCSS 2016

Anne Sheppard, [ashepard@vt.edu](mailto:ashepard@vt.edu)

Kevin Davis, [kdavis1@vt.edu](mailto:kdavis1@vt.edu)

IT Experience & Engagement

# ServiceNow Modules



ServiceNow, our incident management replacement tool, comes with many additional modules

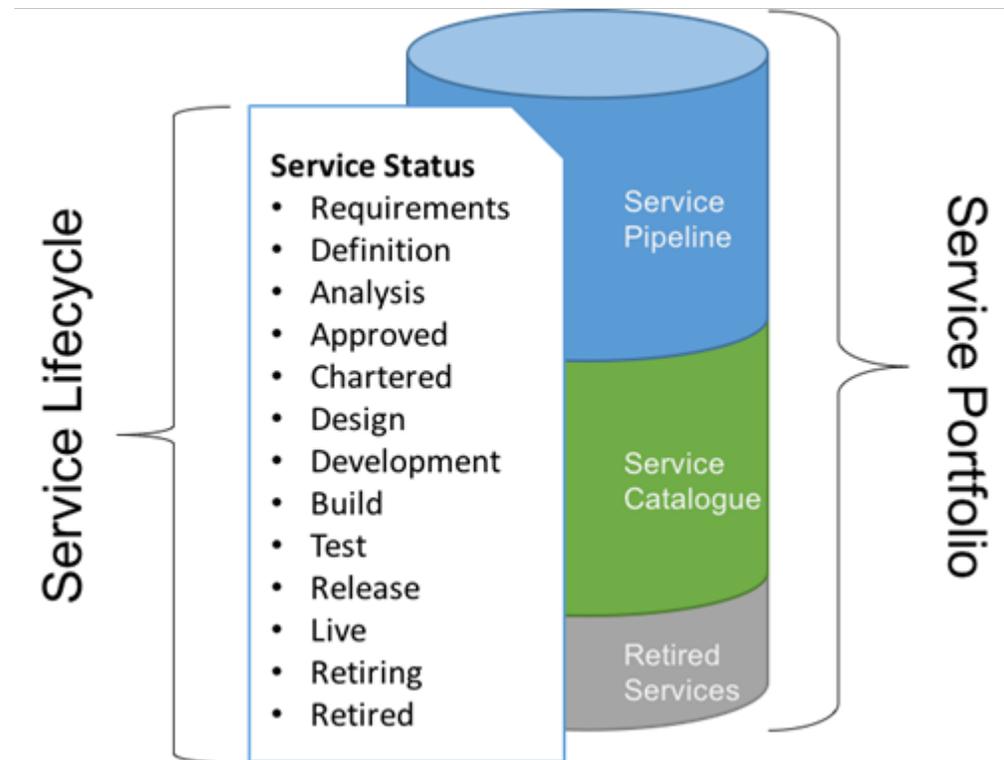
Additional modules add significant value to IT

IT is piloting a Knowledge Management Module and Service Catalog Module

A beta Service Catalog was released in December as a part of the organization's IT Portfolio implementation



# IT Service Portfolio: IT Service Catalog





# Current and Future Goals for the IT Service Catalog Project

- ▶ To create a new, unified IT Service Catalog for all university-level IT services
- ▶ Provide a single, easy-to-use, well-organized online catalog for all public-facing external services provided by VT IT departments
- ▶ Remove individual IT service pages and other replicated IT documentation to avoid duplication and confusion to our customers
- ▶ Provide broad, strategic customer innovative, self-service empowerment to give our customers the power to address their problems and needs



# Phase 1: Concept Pilot

- ▶ Using the ITIL Framework, work began work on the IT Service Catalog in fall 2014. Starting with Phase I, a pilot group of four of IT's largest units was established to:
  - ▶ Benchmark peer institution catalogs and best practices and make recommendations about look, feel, and service catalog content areas
  - ▶ Engage in initial documentation of both internal and user-facing services for each pilot unit
  - ▶ Identify gaps, opportunities, and develop a better understanding of services in the context of a catalog



# Phase 2: Implementation

- ▶ Using the recommendations and findings from Phase 1, Phase 2 involved all Division units to:
  - ▶ Identify service owners/service catalog content providers who worked with their units to validate existing information in the service matrix
  - ▶ Define a new role for a Service Catalog Manager - Process Owner
  - ▶ Test and launch a beta catalog:
    - Vet content, look, and feel with unit leaders
    - User Experience testing (students, team members, distributed IT leaders) to validate/make minor modifications was completed along with requests for feedback from two Peer Universities
    - Current and Future design enhancements are made from feedback from the Virginia Tech IT Community at large, User Experience Testing, and feedback from Peer Universities as appropriate and applicable.



# Important Features of a Service Catalog

- ✓ Service Owners and Content
  - Detailed Information about their services
  - Defined Service Owners = accountability and better levels of support
  
- ✓ User Experience Testing
  - Usability, accessibility and visual appeal
  - More Valuable and accessible for everyone
  - Part of the continuous improvement process
  
- ✓ Your Feedback
  - From our IT community, Users, IT Council members and others
  - Is important to us and enables us to continue making improvements



# Important Features of a Service Catalog

- ✓ \*Requestability \* Automation\*
  - **Real value and benefit comes in the form of automation**
  - Users have a more streamlined, efficient way to obtain services
  - User satisfaction goes up
  - Time and costs go down when we don't have fulfill requests manually
  
- ✓ Continuous Improvement
  - Needed for the Service Catalog to remain relevant to our users
  - A significant part of our service strategy



Which brings us to where we are today:

[www.4help.vt.edu](http://www.4help.vt.edu)

- 13 Categories
- 28 High-level “Umbrella” Service Groupings
- 120+ Services with entry ongoing
  
- Eventual goal is that all user-facing, university-level, services be included here



## Feedback

Our intention is for the Service Catalog to be a living resource that adapts to the needs of the university

We highly value your feedback and appreciate all the ideas for enhancements that you've shared with us so far. We will continue to incorporate changes (as appropriate) to make improvements to it

As you have thoughts, please feel free to send them directly to me, or to the group we specifically created to receive feedback



# Service Catalog Feedback: [sc-feedback-g@vt.edu](mailto:sc-feedback-g@vt.edu)

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