

Service Catalog Template

1. **Definition.** Two types of IT services:

a. **Customer-facing services:**

The focus is on the **outcomes** the IT service enables **users** (faculty, students, staff) to achieve. It is “a means of delivering value to customers by facilitating outcomes customers want to achieve.” It is necessary to understand the business process that the service will enable, and the outcomes that the service enables users to achieve.

Services in categories a – d, g – h.

b. **Enabling services:**

Core infrastructure services that directly enable customer-facing services.

Services in categories e and f.

2. **Categories:**

a. **Teaching and Learning:**

Instructional technology, tools, and resources directly supporting teaching and learning. Includes (examples only!) learning management systems, classroom technology, in-class and online course development, learning analytics, course evaluation, lecture capture, webinars, and other academic tools for faculty and students.

b. **Research:**

Services supporting the research activities, including specialized storage and computation, high-performance and high throughput computing (HPC), visualization, lab-management systems, and research administration.

c. **Administration and Business:**

Enterprise and local services that support the administrative and business functions of the university/division. Includes finance, human resources, student information systems, conference and event management, business analytics, business intelligence, reporting.

d. Communication and Collaboration:

IT services that facilitate communication and collaboration needs. Includes e-mail, calendaring, telephony/VoIP, video/web conferencing, unified communications, media and content management systems, and web application development and hosting.

e. Infrastructure:

Enterprise-level hardware, software, systems, and network infrastructure that provide underlying support for the university/divisional activities. Includes data centers, network backbone, wireless (mobile app development), database administration, central storage and system backup solutions, server virtualization, visualization, and systems management and operations.

f. Security:

Infrastructure and services that provide security, data integrity, and compliance for university activities. Includes security services such as virus protection, encryption, privacy impact assessments, information risk management, emergency preparedness, data security, identity management solutions, access controls (i.e., passwords, accounts, and authentication), audit and monitoring systems and services, and data access and stewardship

g. IT Professional Services:

Services that are consultative in nature. May include IT training, consulting/advisory services (help desk), business continuity/disaster recovery, enterprise architecture, portfolio/project management, and IT service management and operations.

h. End-Point Computing:

User productivity services that enable community members to perform their day-to-day work, including providing access to enterprise services. Includes network access, user file storage, end-point computing backup solutions, desktop virtualization, computer labs, and printing.

3. Template

Service Owner: The unit/person who is accountable for the delivery of the end-to-end service. (Examples: DoIT; WSoB;...)

Service Category (Example: Teaching & Learning)									
Service	Target Audience: Students/Faculty/Staff				Annual Budget/Expense				FTE to Support
	0-100	101-500	501-2000	>2000	\$0-\$25K	\$25-\$100K	\$100-\$500K	>\$500K	
1.									
2.									
3.									

(continues)

Federal/State/UW-System Mandate?	Deployment Method			Comments (business processes being supported; outcomes that the service enables users to achieve)
	Central	>= 2 Divisions /Departments	1 Division /Department	
1.				
2.				
3.				

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