

Service Catalog Template

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

a. Customer-facing services:

The focus is on the **outcomes** the IT service enables **users** to achieve. It is “a means of delivering value to customers by facilitating outcomes customers want to achieve.”¹ It is necessary to understand the business process(s) that the service will enable, and the outcomes that the service allows users to achieve. Services need to be recognizable by those who might use them. Customers are either direct or indirect users of a service.

Users:

- Internal users: Faculty, students, staff.
- External users: Services provided to people outside the University, such as prospective students, alumni, donors, fans (Athletics), and users of conference services.

Services in categories a – d, g – h.

b. Infrastructure services:

Core infrastructure services that directly enable customer-facing services.

Services in categories e and f.

¹ *ITIL Glossary and Abbreviations*, AXELOS Limited, 2011: 51. For more information about ITIL, visit the AXELOS [website](#).

2. Categories:

A service category is a logical grouping of services that benefit from being managed together.

Listed below are common IT *services* offered in each category. This list should be broadly representative but may not be comprehensive. Your division may not offer all of these or may have additional services.

a. Teaching and Learning:

Instructional technology, tools, and resources directly supporting teaching and learning. Includes, but not limited to:

- Learning management systems: Services in support of managing and sharing course materials (videos, documents, spreadsheets, etc.) and facilitating learning through collaboration.
- Classroom technology and support: Services to ensure classrooms are suitably equipped and functional to meet the needs of the education experience.
- Lecture capture: Services for recording, storing, editing, and publishing course lectures.
- In-class and online course development.
- Learning analytics.
- Course evaluation.
- Webinars.

b. Research:

Services supporting research activities, including:

- Research computing: Computing and storage resources and services to support research that has specialized or highly intensive computation, storage, bandwidth, or graphics requirements. Includes high-performance and high throughput computing (HPC/HTC).
- Advanced applications: Services for applications that could include plotting, scientific visualization, modeling, rendering, animation, graphics programming, and image manipulation.
- Visualization: Graphics, visualization, and virtual-reality facilities and services in support of research application areas such as biomedical engineering, chemistry, space weather modeling, computational fluid dynamics, archaeology, and fine arts.
- Lab-management systems: Services to record and track lab experiments, equipment, and specimens.
- Research administration systems: Services in support of systems used to secure funding, manage funding, conduct research, and facilitate compliance.

c. Administration and Business:

Enterprise and local services that support the administrative and business functions of the university/division. Includes:

- Finance, human resources, and procurement systems
- Student information systems: Services to support admissions, enrollment, registration, orientation, financial aid, student accounts and collections, advising, and career services.
- Faculty information systems: Services that support faculty administration, review, promotion, and tenure.
- Library systems: Services for library systems that provide access to local and remote information in support of teaching, learning, and research. Includes acquisitions, catalog, circulation, serials, a public user interface, interlibrary loan, discovery tools, etc.
- Conference and event management
- Reporting and analytics: Business intelligence platforms, data warehouse, dashboards, analytic tools, transactional reporting, and operational data stores.
- Alumni and advancement: Alumni portals and services that support university advancement and development.
- Athletics: Athletics administration, recruiting, procurement, and ticketing systems.

d. Communication and Collaboration:

IT services that facilitate communication and collaboration needs. Includes:

- E-Mail and calendaring: Services associated with e-mail, calendaring, contacts, broadcast mail, enterprise-wide mailing list management, and messaging.
- Telephony/VoIP: Services associated with telephony, including voice services, teleconferencing, etc.
- Video/web conferencing.
- Media and content management systems.
- Web application development and hosting.
- Emergency notification: Services in support of campus alert systems.

e. Infrastructure:

Enterprise-level hardware, software, systems, and network infrastructure that provide underlying support for the university/divisional activities. Includes:

- Data centers: Maintenance of physical data centers, including co-location services, planning, and strategy for data center management.
- Network: Includes maintenance of infrastructure items required to offer network connectivity; does not include support for end users to access the network.
- Database administration: Includes hosting and administration of databases.
- Middleware: Services in support of the layer between the operating system and the end-user application.
- Monitoring: Monitoring services for IT services and underpinning technology.
- Server Infrastructure: Provisioning, hosting, and administration of servers, physical and virtual.
- Storage: Back-end technology and services required to maintain core storage capabilities, including server storage, database backups, etc.; does not include customer-facing storage options.

f. Security:

Infrastructure and services that provide security, data integrity, and compliance for university activities. Includes:

- Identity and access management: Services relating to authentication, access, role-based provisioning, etc.
- Secure computing: Services that provide a secure computing environment for end users. Includes network security, system security, application security, virus protection, encryption, data security, audit and monitoring systems and services, etc.
- Security incident response and investigation: Services that respond to, remediate, and seek to prevent security incidents.
- Security policy and compliance: Services relating to institutional policy or compliance guidelines and requirements. Includes information risk management, privacy impact assessments, emergency preparedness, support for audit processes, etc.

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.

Services that are consultative in nature, and may be a combination of customer-facing and non-customer-facing services. Includes:

- Consulting and advising: Guidance services on how to leverage technologies and select technology solutions, including those in the cloud.

- Application development: Tools, services, and products that support the ERP, the mainframe, mobile application development, and custom application development, including tools built into ERP and mainframe systems, as well as integration with third-party systems.
- Training: Training services for end users on IT applications and systems.
- IT service management (ITSM).
- Portfolio and project management.
- Business continuity and disaster recovery: Business continuity consulting and planning and disaster recovery planning, including disaster recovery exercises.

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.
- Computer labs.
- End-point support (desktops, mobile devices, etc.): Services that support for all types of end-point devices and associated operating and application software, including user file storage, end-point computing backup solutions, desktop virtualization.
- Printing: Copy, scan, fax, and printing services, including applications for managing these services.
- Software distribution: Distribution of software and licenses via media, online methods, and license servers.

3. Template

Service Owner:

Service Category (Example: Teaching & Learning)										
Service Name	Service Description	Primary Users/Customers: Students/Faculty/Staff/External Users				Service Provider	Annual Budget/Expense			
		0-100	101-500	501-2000	>2000		\$0-\$25K	\$25-\$100K	\$100-\$500K	>\$500K
1.										
2.										
3.										

(continues)

Service Category (Example: Teaching & Learning)						
FTE to Support	Federal/State /UW-System Mandate?	Accreditation?	Divisional Use			Comments: business processes being supported; outcomes that the service enables users to achieve
			Campus-Wide	>= 2 Divisions /Departments	1 Division /Department	
1.						
2.						
3.						

4. DEFINITIONS:

1. **Service Owner:** The division who is accountable for the delivery of the end-to-end service. (Examples: WSoB; Law School; DoIT)
Comments: A Contact Name attribute can be added if needed.

2. **Service Category:** The primary category to which the service belongs.

3. **Service Name:** The full name by which the service is known.

A **service** is an end-to-end IT service that delivers value to customers; typically not named after specific products or applications. The service combines people, processes, and technology to provide outputs or results that enable business capabilities or an end user's work activities and desired outcomes.

Comments

- *Is important to capture aliases at this point?*

4. **Service Description:** A brief description of what the service is.

5. **Primary Users/Customers:** Primary users/customers are the main constituents who use and/or benefit from the service.
Users:

- Internal users: Faculty, students, staff.
- External users: Services provided to people outside the University, such as parents, prospective students, alumni, donors, and visitors and guests such as fans (athletics systems), and users of conference services.

Users are those that **directly** use the service or those that **benefit** from the outcome. For example, a lecture capture service is directly used by a professor but the published lecture benefits both the professor and the students.

Number of Users: The number of users/customers who use and/or benefit from the service.

6. **Service Provider:** The name of the unit that provides the service.

7. **Annual Budget/Expense:** The actual costs to deliver a service—including, hardware, software, licensing, maintenance, and staff resources - which is necessary for an organization to understand financial management on a service level.

8. **FTE to Support:** The number of whole Full Time Equivalent employees that support the service.

9. **Federal/State/UW-System Mandate:** Is the service mandated by an authority such as Federal, State, or the UW-System?

10. **Accreditation:** Whether or not the service is required for or contributes to any accreditation.

10. Divisional Use: The names and number of divisions to which the service is available.

Campus-wide: The service is campus-wide.

>=Divisions/Departments: Service is used by two or more divisions and/or departments.

1 Divisions/Departments: Service is used by one divisions or departments.

Enter the abbreviated name of the division(s)/departments that use the service. Include legend of abbreviations.

11. Comments: List the **business processes being supported by the service**, and the **outcomes that the service enables users to achieve**. In most cases, outcomes should be defined by the “business process owners,” i.e., the divisional or departmental leader of the business process(s) that the service supports.