

The Service Catalog - Mark O'Loughlin

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Reviews IT Service Catalog has been ranked as the top3 IT Management 'Must-haves' for 2010 by ComputerWorld, [Read More](#) The Latest Review By TechCentral.ie, [Read More](#) The Service Catalog means many different things to many different people. However most would agree that a catalog that helps customers and users to quickly identify the services they require clearly adds value. In turn this helps organizations identify key services that support business processes, understand the contribution made by those services and manage them appropriately. This well-constructed book provides practical advice and information that will help organizations to understand how to design and develop a service catalog and to understand the role that the service catalog performs within the service portfolio. Readers will gain practical information and knowledge that will help with: Understanding the full concept of the service catalog Understanding the scope of the service catalog Building an appropriate service catalog for your organization Identifying the true value that the service catalog can deliver to your organization Understanding services and the value that they provide to your organization and customers Managing the service catalog In addition, a complete service catalog schematic is provided and the service portfolio pyramid, which is unique to this book, is introduced showing how all the pieces of the puzzle fit together. Widely researched and reviewed by some of the world's leading experts, this book provides a down-to-earth and practical resource for not only those who are developing Service Catalogs for the first time but also for those looking to refine their services according to agreed and established best practice concepts. Endorsements "I love this book. Anyone who is working in (or about to work in) the area of service portfolio management and service catalogue management should have this book on their desk. This is one of those books that you will see dog-eared, well worn and notated throughout by the owner" - Karen Ferris. itSMF Australia Board Member. "This is a good book. Take the time to understand the issues and if you decide to start collecting for your catalog you will have a better chance of doing it well". Brian Johnson. Hon. Lifetime vice president itSMF & ITIL Author. "The Service Catalog was the most popular topic of presentations in ITSM in 2009, and 2010 promises to be no different. This publication fills a niche in the market, by providing real detail on service catalogues, their

design, their use, and their benefits"Kevin Holland. UK Public Sector National Competency Lead for Service Management "ITSM Practitioners and Program Sponsors alike must add this practical, highly instructional book to their ITSM toolkit, especially for succeeding with the cornerstone of business to IT alignment" the Service Catalog" - Steve Loftness, Sundoya, Inc. 'This book jump-starts and clarifies the way to go for your Service Catalog initiatives, focusing on the right place to start: the Customer' - Rui Soares, GFI Portugal, itSMF Portugal "The Service Catalog was the most popular topic of presentations in ITSM in 2009, and 2010 promises to be no different. This publication fills a niche in the market, by providing real detail on service catalogues, their design, their use, and their benefits" - Kevin Holland, UK Public Sector National Competency Lead for Service Management 'At last a practical, independent, hands on guide to design, develop, maintain an almost universal Service Catalog!' - Herve Meslin, ICT Services Department of Immigration and Citizenship, Australia "Service Management starts with IT Services and the definition of IT Services starts with the Service Catalog. With this in mind, this book has been a long time coming. It fills a large hole in the Service Management toolset, giving for the first time details regarding the IT Service Catalog and how we construct it. It details not on

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