Requestable Offerings vs. Service Offerings

What is the difference between a Requestable Offering and a Service Offering and why is it important to distinguish between the two?

Requestable Offering

A Requestable Offering is what you are requesting to be delivered or provisioned for you. For example, you would request a new mailbox, a laptop, facility access, access to an application or install software.

A Requestable Offering enables you to enter all the details for the fulfillment team so they can deliver the service to you. For example you would enter your location, user ID or role etc.

The Requestable Offering is really the "Order Form" used when requesting the service.

Service Offering

A Service Offering is the description of a Service in common every day "business" language that customers understand and the value delivered to them. The Service Offering also includes the options you have (e.g. Standard laptop or Road warrior laptop), the cost for the different options and SLAs like delivery time and availability time etc.

A Service Offering can have multiple Requestable Offerings associated to one Service Offering. Examples of Service Offering would be Off Premise Worker (OPW), New Associate, Standard Platform Service, Email, Storage and Capacity Management to name just a few.

A Service Offering is like the Sears Catalog. You would look at it to understand the different services an organization or company offers as well as its features, options and cost. Do you want the standard gadget for $X with option A or gadget B for $Y with all bells and whistles?

Why do we need Service Offerings when we already have Requestable Offerings?

IT must have a Service Catalog with a customer focus to be able to communicate what we do for our customers and the services that can be ordered, the cost, options available, the SLAs and so on.

If our customers don't know what we offer them, IT will be perceived as the "black hole" with limited understanding of what IT delivers and its value to our customers. IT will be seen as a cost center and overhead with expensive "cool technology"

IT needs to "sell" and "market" its services just like any other business and the customer should be able to select what is the best value most useful for them (e.g. a Standard laptop delivered within 5 business days for $1,000 or a Road Warrior laptop for $3,000 delivered within 24 hours).

Having a true customer centric Service Catalog with Service Offerings enables IT to engage with the customer and understand what they value and deliver those services. If the customer is not

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interested in the Road Warrior laptop for $3,000, IT should not spend time, resources, or any effort providing this particular service.

The identification and strategic decisions for which Service Offerings IT should develop and deliver based on business needs and customer value is managed by one of the ITIL processes – Service Portfolio Management. The Service Portfolio Management process manages the IT Service portfolio, which represents the investments made by IT developing and delivering IT Services to best serve the organization as a whole. This ITIL process acts as a decision framework and has the following objectives:

- Decide on which IT Services to provide based on business needs, priorities, risks and return on investment
- Maintain the definitive portfolio of services provided to IT customers
- Provide a mechanism for the organization to evaluate what IT Services to deliver, sunset or modify
- Track the investments in IT Services throughout the IT Service lifecycle

Some of the key benefits of having Service Offering

Service Focus – IT will be able to discuss in business terms with our customers what IT Services they need. Based on this discussion the IT organization can improve and alter the Service Offerings based on business needs rather than technology capabilities.

- VALUE: Alignment based on Business needs and priorities

Delivery Optimization – IT can now staff and allocate resources (FTE, $, tools, time etc.) based on known Service Offering needs and specific Service Level requirements e.g. Uptime, Availability, speed of delivery etc.

- VALUE: IT resources are applied where it has the most business value and impact, generating cost take out

Customer Expectations – By associating IT Services with defined and understandable Service Levels and quality metrics the customer expectations can be managed and measured

- VALUE: Clear customer expectation and improved customer satisfaction.