

Top 5 Reasons that Service Catalogs Fail



Life is good. The stars have aligned and your team has finally gotten all the approvals necessary to move forward with a service catalog initiative. BUT before you celebrate, be careful to avoid the traps that can sabotage the initiative, and multiply your headaches. Take a look below at the top five reasons that service catalogs fail. Then you'll be prepared to ensure that your service catalog initiative will be a success.

TRAP #1: LACK OF OWNERSHIP

The service catalog initiative must have a project champion. Not a cheerleader on the sidelines, but a quarterback who has 100% ownership and is committed to running the plays. This champion needs to represent the project well – both within the IT department and externally across the enterprise. When selecting a project champion take a good look at the individual's other responsibilities. The right person needs to be 100% focused on the implementation, or have enough bandwidth to give the project the full attention it needs to be successful. With a dedicated project champion you'll avoid this trap that can quickly derail your service catalog initiative.

TRAP #2: A TECHNOLOGY MINDSET

IT can easily get stuck in the ITIL mindset. Simply because ITIL is technology driven, IT teams tend to present all of their services in technology terms, focusing on the details and technical aspects of the service being provided. The reality is that business users only care about the ultimate end product: what it is they need and how quickly they will receive it. For example, a business user only cares about receiving a top-of-the-line laptop within 5 days. They are not concerned with the build of the laptop, the amount of memory, the CPU model or how much disk space is required. They just want a great laptop as quickly as possible.

Delivering a service catalog framed in technology mindset often discourages adoption by users within the organization who don't have that same technology mindset, but are more business focused. In order to avoid this trap, IT teams must move beyond the ITIL aspects of a service catalog and offer services presented in terms that business users will easily recognize and understand.

TRAP #3: LACK OF PROCESS DEFINITION

Lack of business process definition and understanding is a dangerous trap and there's no quick fix. Some organizations don't have internal processes set up to automate, or the existing processes are complicated and broken. In some situations, the IT team may not understand the processes that exist outside of the IT department. Regardless of the situation, the lack of clear understanding of

"The most common cause of failure of a service catalog implementation is lack of sponsorship."

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business process makes it almost impossible to fully grasp the efficiencies that will be created and redundancies that can be eliminated. The project champion will have to lead the effort to gain clear definition of the each business process so it can be properly modeled in the service catalog. And using service catalog software that includes the ability to graphically model business processes means that you can adjust or update the workflow as needed.

TRAP #4: LACK OF SYSTEM INTEGRATION

System integration is not optional. The service catalog software must be fully integrated with the service desk system. Having a service catalog that is not integrated with the Service Desk creates a gap in automation, therefore rendering the service catalog static, rather than actionable. If you don't integrate the systems then additional personnel, time, and processes will be required and the chance for errors is increased.

Don't fall into the trap of negating the value of a service catalog with a lack of system integration. Look for a service catalog solution that offers packaged connectors for leading service desk and enterprise software packages to speed the system implementation and increase the overall value provided.

TRAP #5: POOR ADOPTION BY THE BUSINESS

Poor adoption is a trap that can result from several causes. The roll out of the service catalog across the organization certainly plays a critical role. Poor adoption can also result from ignoring change management issues if old processes are left in place. Adoption may also suffer if the IT department didn't understand the business user needs. Adoption will be successful if the IT team creates the catalog with the business in mind, and engages business users from the start. This team effort will ensure that the service catalog is useful and relevant to the business users.

BE PREPARED: AVOID THE TRAPS AND ENSURE SUCCESS

Don't worry, these top 5 reasons that service catalogs fail are all avoidable. Just watch out for the traps so you can ensure that your service catalog initiative will be a success.

At PMG we've seen the good, the bad and the ugly of service catalogs. Our experts have learned valuable lessons while helping a significant number of the Global 2000 deploy our enterprise service catalog software. We'd like to help your team streamline operations, lower costs and improve efficiency by leveraging a smarter way to automate business processes ranging from IT financial management to identity management, employee onboarding and cloud provisioning. To learn more please visit pmg.net.

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PMG's powerful yet easy to develop solutions go beyond traditional IT service management, helping you create a better, smarter set of automated business processes that streamline operations, reduce costs and improve efficiency. The PMG Enterprise Service Catalog unites the best features from e-Commerce, Business Process Management (BPM) and content management systems (CMS) into one tightly integrated solution. By implementing a flexible PMG solution that easily integrates with existing tools and your established business environment, you can handle internal service requests faster with fewer manual processes and less reliance on staff intervention. The result is a more efficient, less costly set of business operations. And that's just smart!