



The ServiceFlow Catalog is critical to enable IT Cost Management initiatives and helped us realize approximately \$10 million in IT services billing reductions in our first year.

– Floyd Rutan, Executive Director of Cummins Business Services



Define, manage and promote your services the easy way

Today, more than ever, businesses depend on IT and business services to succeed – which means that line of business customers have little patience with trying to figure out the details of complex services, subscribe to them, and align them with their goals. Whether you're an enterprise IT services group or a commercial service provider (IT, HR, Finance, or communications services), it's up to you to communicate with your line of business customers in terms they can easily understand and use.

Digital Fuel's ServiceFlow Catalog provides a service portfolio catalog that lets you do exactly that. It helps you easily define your services and explain them clearly by guiding you to answer key basic questions:

- What is the name of your service?
- What is its scope?
- What is the pricing?
- What service levels do you commit to in Service Level Agreements (SLAs) or Operating Level Agreements (OLAs)?
- Do you offer differentiated service offerings, such as standard and premium levels?
- How do the services align with customers' business goals and objectives?
- Do you offer optional extensions to your service? What are they? What are the additional costs?
- Who is allowed to subscribe to what service? How do they subscribe to it?
- How long does it take to fulfill IT service subscriptions?
- Who is currently using what service? And how much of it?

Once you understand the answers, your customers will understand them, too. ServiceFlow Catalog makes all the subsequent processes – including customer communications, alignment, and subscriptions – much easier and cost-effective.

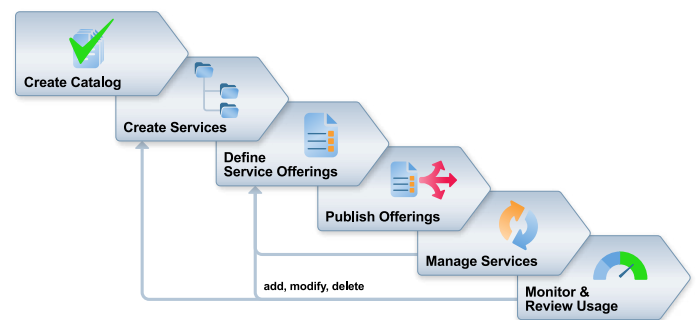
Make sure your line of business customers know

In any service delivery environment, line of business customers can utilize only the IT business services and offerings they know about. ServiceFlow Catalog makes it easy to market and publish your

services in two ways:

- Online, in an easily navigable, Web-enabled service catalog
- Offline, in an automatically-generated PDF or a Microsoft Word, Excel, or PowerPoint document

In either medium, you can explicitly define your target audience (whether they are people working in your own organization or external customers) and make sure they know which services are available to help them run their business.



ServiceFlow Catalog

ServiceFlow Catalog leads IT service organizations through a streamlined, step-by-step process to define, manage and publish their IT and business service offerings, and makes it easy for line of business customers to subscribe to them.

Make it simple to manage and use IT business services

ServiceFlow Catalog's intuitive interface makes it easy to view available IT business service offerings, search for specific services, analyze services, and subscribe to them – it's as easy as finding books online. In fact, ServiceFlow Catalog leverages multiple visual concepts that most users already know from their online experiences. It features:

- A selection cart
- Services hierarchy and classifications
- Filters to narrow selected service offerings
- Free-text search
- Photos

All of these elements combine to make your catalog easy to use, appealing to find what you need, and extremely cost-effective in managing the service lifecycle process.



The ease of using Digital Fuel's ServiceFlow Catalog has been instrumental in standardizing services and reducing our cost to serve Computacenter customers.

– Managed Services Operations Director, Computacenter PLC



Apply ITIL v3, COBIT, ISO 20000, and eTOM recommendations

ServiceFlow Catalog helps enterprise IT organizations and commercial service providers build a service portfolio catalog in a way recommended by ITIL v3, COBIT, ISO 20000, and eTOM. This makes your service portfolio catalog management process, from its inception, an integrated part of a complete service management methodology. It also provides a strong foundation for implementing all other ITIL processes. Later on, you can apply the complete set of ITIL processes to create a robust service management model.

In addition, the wide acceptance of ITIL and other similar methodologies lets you compare your services to those offered by other organizations on a one-to-one basis, so you can learn from the best practices developed by others.

Manage both business and technical services

ServiceFlow Catalog supports both business and technical IT services, allowing you to connect business services to the supporting underlying IT technical services. Being able to see this connection lets you create a comprehensive map of your service dependencies, while communicating with your line of business customers in the business terms they need.

Specifically, ServiceFlow Catalog allows you to present a high-level offering, but easily see the detailed components underneath. For example, an email service comprises storage, network connectivity, servers, anti-virus, spam filtering, OS monitoring, reporting, and many other technical services. The Technical Service Catalog component of ServiceFlow Catalog lets you easily manage this level of detail to help you best manage service delivery.

Your line of business customers, however, only want to see and subscribe to the business services they are interested in, priced in terms that reflect their business value. For them, you can present email as a simple-to-understand business service, priced by the

number of mailboxes or by headcount – exactly what they need.

Speed catalog creation with pre-built service definitions

ServiceFlow Catalog provides a library of pre-built service catalog definitions, eliminating the need for you to create them from scratch. You can start with our definitions, which are based on years of experience and industry standards, and easily adjust them to your specific needs.

Easily expand into SLM and IT Cost Management

For both enterprise internal IT organizations and commercial service providers, the value of your ServiceFlow Catalog grows when you combine it with Digital Fuel's ServiceFlow SLM (Service Level Management) and ServiceFlow IT Cost Management applications. These additional modules allow you to instantly leverage your service catalog groundwork to track service level agreements, manage IT services cost, and charge line of business customers based on service consumption.

Best of all, turning on new ServiceFlow capabilities immediately automates two additional ITIL service management processes. All you need to do is obtain a software key from Digital Fuel to enable ServiceFlow SLM and ServiceFlow IT Cost Management – it's as simple as that.

Business value

Organizations using ServiceFlow Catalog experience numerous benefits by being able to:

- Reduce delivery cost by reducing the costs associated with the IT service lifecycle management, the subscription process and with supporting non-standard IT and business services
- Reduce IT services spend by increasing the adoption of lower-cost, centralized shared services
- Increase alignment with line of business customers' business goals and their needs that drive business value



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About Digital Fuel: Digital Fuel Technologies, Inc., is the leading provider of service catalog, service level management, and IT cost management software solutions for IT, Communications, HR, and F&A in enterprises and commercial service providers. The company's ServiceFlow business software applications manage billions in Telco, IT, and other business services at companies and governments around the world, such as ACS, British Telecom, Capgemini, Cisco, Computacenter, Capital One, CSC, Cummins, Dell, General Electric, IBM, Nationwide, Nestle, O2, Procter & Gamble, Siemens, SITA, Steria, Sprint, Telefonica, Telus, VW, Wipro, and many others. Digital Fuel is headquartered in San Mateo, California, USA, with offices globally.