OVERVIEW

A Service Catalog is an important component of any successful IT Service Management program. The UC Davis IT Service Catalog is a combined effort - involving all IET departments and participating colleges and administrative units - to identify and provide information about services offered to the campus community. The overarching purpose is to provide a one-stop location for our customers to find information regarding available IT services.

IET’s service management team focuses on helping our customers - students, faculty and staff - navigate their IT service journey at UC Davis. Part of this journey includes helping our customers find the services they need, when they need them. The Service Catalog is a key component of this endeavor.

HOW DO I GET STARTED?

First things first, how can you get your services into the IT Catalog? We have a simple process to get you started:

1. Get set up as a service manager.
   a. Email itsm@ucdavis.edu and request to be added to the service catalog environment as a service manager.
   b. Ensure that your organization is listed as an IT Provider.
2. Determine whether you need a support center added to the service catalog. If not, the default support center, IT Express, will be added to your services.
3. Once you’re set up as a service manager and your organization is listed as an IT Provider, you can request that your services are uploaded to the site. They will be listed as unpublished until you have filled in the service details and the listing is reviewed by an editor.

Take a few minutes to review the content of this overview to familiarize yourself with the UC Davis IT Catalog purpose and environment.

WHICH SERVICES BELONG IN THE SERVICE CATALOG?

Choose services that can stand on their own; if someone can order it or pay for it, it should be published in the catalog. At UC Davis, an IT service can either be something we “sell” to faculty, staff and students, or it can be a service we provide to our IT partners in colleges and administrative units. For instance, IET provides database administration services for Banner, but does not provide the Banner service. In this case, the Banner service manager would be our customer, and the service would be database administration. Therefore, as you review your services, consider these questions:

Would our customers consider it a service and/or request it by name?

Can the service “stand alone,” or is it related to another service?

Is it an option, or feature, or another service entirely?

Is the service something that could be listed as a major service (e.g., conference calling, web hosting) and the service options presented within one of the service detail fields?

WHY YOU SHOULD ADD YOUR SERVICE TO THE SERVICE CATALOG

Do you have multiple web pages with outdated information? Do you want to find a place to house your service information with flexible fields to use for multiple information types?
Some service managers are transitioning service information from project pages to the service catalog. We have also created a space for “emerging services,” which are services that are in the pipeline but are not yet ready for wide release.

Your service will be included in all searches from the service catalog. It will appear in category, affiliation, and free text searches. A detailed service page will be maintained in the service catalog which includes both required and optional fields.

**ROLES**

**SERVICE MANAGER**

A service manager is the person responsible for the service. He/she is responsible for uploading the service information to the service catalog and maintaining it as new features are added or deleted.

The service manager is assigned rights within the service catalog to maintain the services assigned to him/her.

If you want to add a new service or support center to the Service Catalog, please contact itsm@ucdavis.edu and open a ticket to get started.

**SERVICE CATALOG EDITOR**

A service catalog editor has access to all services in the service catalog and is responsible for the standardization of look, feel, and tone of content in the service catalog. An editor has rights to either change or suggest change to services in the service catalog. Editors also have rights to publish and unpublish services as the need arises.

**SERVICE CATALOG VIEWS**

There are five different views within the IT Service Catalog: home page; search results; browse all categories; service listing by category; and service detail page.

1. **Home page includes:**
   - Free text search for service catalog
   - Category search by icon
   - New services
   - Emerging services
   - Featured services
   - Events
2. Search results page includes:
   - Filters by consumer, category
   - Service listing with:
     i. Description
     ii. Link to service detail page (or external URL)

3. Browse all categories page includes:
   - Category listing with:
     i. Category name
     ii. Category icon
     iii. Filters: All, Faculty, Staff, Student, IT Provider, ATR

4. Service listing by single category includes:
   - Filters by category, consumer
   - Service listing with:
     i. Description
     ii. Link to service detail page (or external URL)

5. Service detail page includes:
   - All details included in service details (only fields with values will appear)
   - Details must include, at minimum:
     i. Category
     ii. Consumer
     iii. Provider
     iv. Description
     v. Features/Benefits
     vi. Availability
     vii. Get Started
Creating an effective service detail page allows you to clearly communicate the value of your service to your customers and give them all of the information they need to understand how to order it. The UC Davis IT Catalog offers plenty of flexible fields to capture all the details of your service.

We created a service detail page that is separated into three sections – the primary and the secondary areas, and the Support Center in the right hand column.
Images are optional and if uploaded, appear in both the primary and secondary areas of the service detail page (the first four images uploaded appear in the primary area and any additional images uploaded appear at the bottom of the secondary area).

**Primary area of service detail page:**

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ServiceNow is an enterprise application that provides a robust suite of applications to automate and streamline IT and business unit operations. ServiceNow is offered under a Software-as-a-Service (SaaS) business model and is accessed through a web-based interface that can be easily configured to adapt to a variety of workflow and processes. ServiceNow is a leading provider of cloud-based services that automate enterprise IT operations and is used nationwide by Fortune 100 and 500 companies and leading universities, including many in the University of California system.

Automatic upgrades to ServiceNow occur three times a year and are designed to be compatible with configuration changes. Application enhancements are implemented approximately once a month.

Our goal is to share this tool broadly across all IT units at UC Davis and offer the campus community a single interface/gateway to learn about and order IT services. Departments currently using ServiceNow include: College of Engineering, HARCS-IT, Information and Educational Technology, Office of the Chancellor and Provost, School of Education, and the School of Law.

**Features/Benefits:**

- There are many applications available through ServiceNow, based on the Information Technology Infrastructure Library (ITIL) framework. Each application contributes to IET’s overall IT Service Management strategy to improve our efficiency and align our offerings with the campus needs.
- As of January, 2015, IET has enabled:
  - Incident and Request Management
  - Contract Management
  - Change Management
  - Knowledge Management
- In addition, enhancements to existing modules are implemented on a monthly basis.

**_get started:**

1. **Contact Client Services** – Send an email to itsm@ucdavis.edu and let us know that you’re interested.

2. **Receive an overview of services.** The Service Management team will provide you with a complete overview of the services, the ServiceNow platform, our team’s role in meeting your service needs and what you need to do to join.

3. **Tell us what you do.** The Service Management team collaborates with you to collect the detailed information needed to get you on board.

4. **Analysis and design.** Our team works with technical experts in the IET organization to analyze and design a solution that meets your needs.

5. **Get training.** Your support team receives detailed guidance and training on how to use ServiceNow.

6. **Test drive.** In this final step you will use your newfound knowledge and training to “test drive” the tool, fix any last minute issues, and finalize your processes before going live.

See Attachments and Downloads below for the onboarding template and information. For more information about IT Service Management at UC Davis, go to itsm.ucdavis.edu.

**Availability:**

24/7

**Rates:**

For IET rates or service consultation, contact IET’s Business Relationship Management office at:
The primary area of the service detail page includes the following required* fields:

- *Description – a summary statement of your service which will appear in search results and will also appear in the primary area of the service detail page serving as a summary/introduction of the service.
- *Features & Benefits lists the main features and benefits or selling points of your service.
- *Availability of service
- *Rates
- *Get Started - this field should include information about how to order or acquire the service.

Secondary area of service detail page:

<table>
<thead>
<tr>
<th>ADDITIONAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learn More:</strong></td>
</tr>
<tr>
<td>Learn more about ServiceNow</td>
</tr>
<tr>
<td><strong>Attachments &amp; Downloads:</strong></td>
</tr>
<tr>
<td>- Onboarding Glossary.pdf</td>
</tr>
<tr>
<td>- ServiceNow Onboarding Template.pdf</td>
</tr>
</tbody>
</table>

- Learn more includes links and additional reference information about the service.
- Attachments & Downloads
- Related Services
- Policies & Guidelines
- For IT Providers is a field to add technical information directed to IT providers
A Service Support Center listing in the right hand column is required. This is a display of the support center associated with the service. If no support center is selected or created, IT Express will list as the default.

- Order Now button (appears right above the support center. Title language can be customized and used to direct link to a service ordering process (i.e., “Order Now” for Amazon Web Services) or used as a link to
start the conversation (“Free Consultation” when clicked opens up an email to contact Web Services about web site creation or hosting)

- Related Services
- Related Knowledge links directly to knowledge articles in the IT Knowledge Base (kb.ucdavis.edu)
- Get Answers includes a search field for the Knowledge Base
- IT Express or other support center
- Related Events - events are related to a specific service, i.e., the SNUG meeting is related to ServiceNow
- Service Level Agreement

Images: You can upload images to your service detail page. Your top choices appear in the primary area of the service detail page, above the summary/introduction. Additional photos will appear below the additional information section of the service page. When an image is clicked, it opens in slide show format.

Emerging Service Detail Page:

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**SETTING UP YOUR SERVICE FRAMEWORK**

You MUST verify or complete these fields in order to publish your service. **THESE FIELDS ARE ALL REQUIRED:**

- Service Title

- Choose no more than two categories to list your service under (there are 14 categories to choose from: Accounts & Passwords; Classrooms, Labs & Printing; Desktop Services; Educational Technology; Email & Collaboration; Internet & Network; Media & Events; Professional Services; Security; Servers & Data; Software & Business Applications; Voice Communications; Web Services)

- Consumer (multiple consumer types are OK but make sure that they are realistic and not hypothetical)
• Selection of a Support Center (a place to call for Help; IT Express is the default if no Support Center is selected or created)

• Status (select **Emerging, New, or Retiring** based on the current status of your service; if your service is a regular, production service, your service will not have a status flag associated with it and you don’t have to select one)

### ACCESS THE SERVICE CATALOG

Access your services: itcatalog.ucdavis.edu/user

Select “Log in” for CAS authentication

![UC Davis IT Service Catalog](image)

Validate your information

### EDIT SERVICES

Select “My Services”

Now you’re ready to update your services!

![UC Davis IT Service Catalog](image)

### REVISION HISTORY

This section records the history of significant changes to the Service Catalog. Only the most significant changes are described here.

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Author</th>
<th>Description of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>v1.0</td>
<td>9/6/2013</td>
<td>Service Management Office</td>
<td>Initial Draft</td>
</tr>
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