

PRODUCT SHEET:
CA Service Catalog r12.5

CA Service Catalog

How can you transform IT from a reactive cost center to a proactive strategic business partner?

we can



With CA Service Catalog you can increase value by communicating service offerings in rich, descriptive business language, reduce costs by understanding the value of services consumed in financial terms, and realize agility faster by automating service delivery.

Challenge

IT is under greater pressure to reduce operational costs and demonstrate value in the services it delivers. These pressures are often a result of a disconnect between what IT provides and the perception of delivery from their business users, and fulfillment of service requests that are costly, labor intensive, and prone to errors. In addition, companies often have no visibility into service costs, consumption, and performance in financial terms.

Opportunity

CA Service Catalog enables you to publish a top-down-oriented service catalog that provides a 360-degree view of offerings and helps remove the disconnect between what IT provides and the perception of what is delivered to the business. CA Service Catalog allows your IT organization to set expectations and replace costly and labor-intensive manual fulfilling methods. In addition, you can manage service costs and consumption and provide visibility into service usage in financial terms, not operational metrics.

Benefits

CA Service Catalog enables your IT organization to document and increase value by communicating your service offerings in rich, descriptive business language in a centralized service catalog. The solution aids in cost reduction by understanding the value of services consumed in financial terms, and calculating and comparing per-unit rates to industry benchmarks. With CA Service Catalog you can automate service delivery from request to approval to fulfillment processes, and speed time-to-service provisioning.

Key Operational Challenges

IT is under greater pressure to reduce operational costs and demonstrate value in the services it delivers.

IT organizations are often challenged from the perspective they are often seen as a cost center, one that reacts to “break fix” types of issues. This is exacerbated by the degree and quantity of service requests that tax resources and cause user frustration. In addition, IT has no visibility into the cost of its service operations, meeting service levels, or setting expectations. As a result, IT is not empowered to become a strategic partner to the business.

There is a disconnect between what IT provides and the perception of delivery

Many companies utilize multiple systems, applications, and processes to facilitate user requests. Business users may not know about available services, how to request a service, or quality expectations for fulfillment. The result is often a multitude of calls to the service desks, and valuable analyst time spent on reacting to user concerns and follow-up just to answer basic questions, such as the status of a request. In addition, there is often a lack of centralized and automated service request reporting tools. This adds to overhead and inhibits IT from setting appropriate user expectations.

Service request fulfillment is costly, labor intensive, and prone to errors

IT often fulfills user requests through ad hoc processes. Entry to IT often comes through manual methods, including phone calls and emails, which require additional data entry into the fulfillment and tracking systems. Request approvals are routed, not by established business rules, but by the experience of the person assigned to the task. Delays and human errors do not just result in issues for the requestor, as this also negatively affects user perception of the IT organization.

In addition, many service requests require provisioning through the manual activities of multiple functional groups. Often, these are uncoordinated and require sequential steps before fulfillment of the service request. Reporting and notification methods are either reactive or nonexistent.

There is no visibility into service costs, consumption, and performance

IT is always looking to reduce costs, but it can be difficult when you do not know where your money is spent. This lack of visibility into the true cost of service operations often results in budget overruns and the inability to secure funding for new business initiatives. The lack of a documented and published catalog of offerings representing the services IT provides to the business results in an increased demand for nonstandard and ad hoc service requests. This unplanned work can be costly and difficult to control.

In addition, this lack of visibility into service costs and usage in financial terms means that IT does not know their unit cost of service delivery. For example, if an outsourcer or cloud provider were to offer you an email service at a fixed price per month, would you know if they were price competitive to your internal offerings? Do you even know what each mailbox costs you?

Opportunities to transform IT

CA Service Catalog is an enterprise-class solution designed to define and publish business and IT services and gain financial insight. CA Service Catalog enables your organization to define its service offerings in business terms. These service definitions can include any number of text or graphical descriptions. Services are published throughout the enterprise or to individual business units via permission controls. Native multi-tenancy allows multiple physical catalogs to support a wide variety of provider/consumer business models. A built-in workflow orchestration engine automates the delivery of services across physical, virtual, and cloud environments. Fixed or usage-based pricing can be added with just a couple of mouse clicks to provide financial transparency. A billing engine automatically associates service usage to departments, cost centers, and customers, and can even send out invoices for cost recovery if desired, and request Service Level Agreements (SLAs) enable you to set expectations and track service fulfillment commitments.

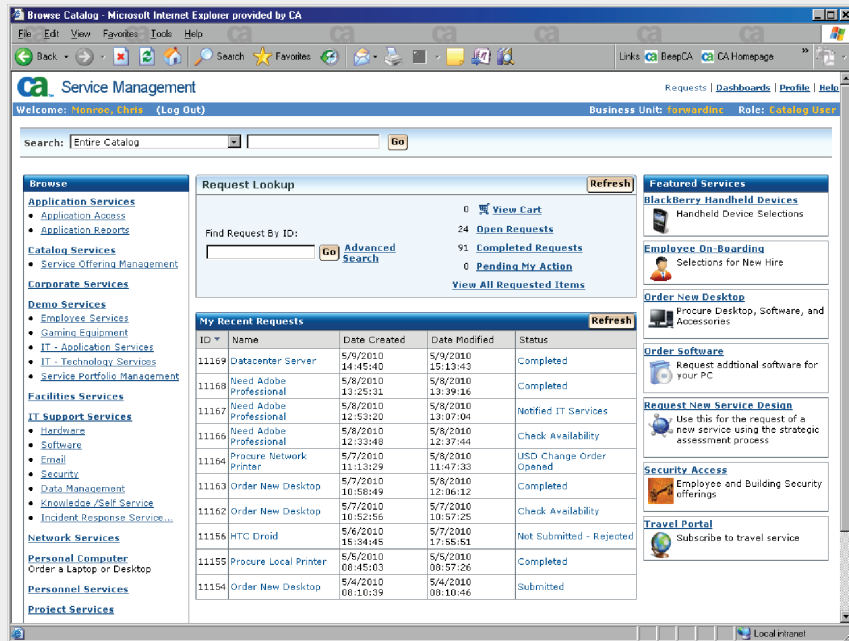
Create a centralized location of all service offerings

- Define business and IT services in an easy-to-manage Web-based Service Catalog using value-oriented business language
- Create a single point of contact using a familiar shopping cart for all user requests based on role
- Native multi-tenancy maps your enterprise and enables multiple provider/consumer businesses
- Publish your catalog in less time using over 100 included best practice service definitions and workflow templates
- Manage expectations with built-in request SLA service level agreement tracking and reporting
- Speed user requests, validate data, reduce errors, and enable automated tasks with the built-in form designer
- Analyze and present vital information required for effective enterprise IT management with the business intelligence enterprise reporting engine
- Enhanced request automation controls, including assignment and automatic delegation, alleviate administrative overhead and provide greater flexibility

Figure A

End-user view of CA Service Catalog

Define services, create a single point of contact, and enable user self-selection and request tracking.



The screenshot displays the CA Service Management web application. The interface includes a search bar at the top, a navigation menu on the left, and a main content area with several sections:

- Request Lookup:** A search section with a 'Find Request By ID' field and a 'Go' button. It also features a 'Refresh' button and summary statistics: 0 View Cart, 24 Open Requests, 91 Completed Requests, and 0 Pending My Action. A link for 'View All Requested Items' is also present.
- My Recent Requests:** A table listing recent requests with columns for ID, Name, Date Created, Date Modified, and Status.

ID	Name	Date Created	Date Modified	Status
11169	Datacenter Server	5/9/2010 14:45:40	5/9/2010 15:13:43	Completed
11168	Need Adobe Professional	5/8/2010 13:25:31	5/8/2010 13:39:16	Completed
11167	Need Adobe Professional	5/8/2010 12:53:20	5/8/2010 13:07:04	Notified IT Services
11166	Need Adobe Professional	5/8/2010 12:33:49	5/8/2010 12:37:54	Check Availability
11164	Procure Network Printer	5/7/2010 11:13:29	5/8/2010 11:47:33	USD Change Order Opened
11163	Order New Desktop	5/7/2010 10:58:49	5/8/2010 12:06:12	Completed
11162	Order New Desktop	5/7/2010 10:52:56	5/7/2010 10:57:25	Check Availability
11156	HTC Droid	5/6/2010 15:34:45	5/7/2010 17:55:51	Not Submitted - Rejected
11155	Procure Local Printer	5/5/2010 06:45:03	5/5/2010 06:57:26	Completed
11154	Order New Desktop	5/4/2010 08:10:39	5/4/2010 08:10:46	Submitted
- Featured Services:** A sidebar on the right containing several service tiles:
 - BlackBerry Handheld Devices:** Handheld Device Selections
 - Employee On-Boarding:** Selections for New Hire
 - Order New Desktop:** Procure Desktop, Software, and Accessories
 - Order Software:** Request additional software for your PC
 - Request New Service Design:** Use this for the request of a new service using the strategic assessment process
 - Security Access:** Employee and Building Security offerings
 - Travel Portal:** Subscribe to travel service

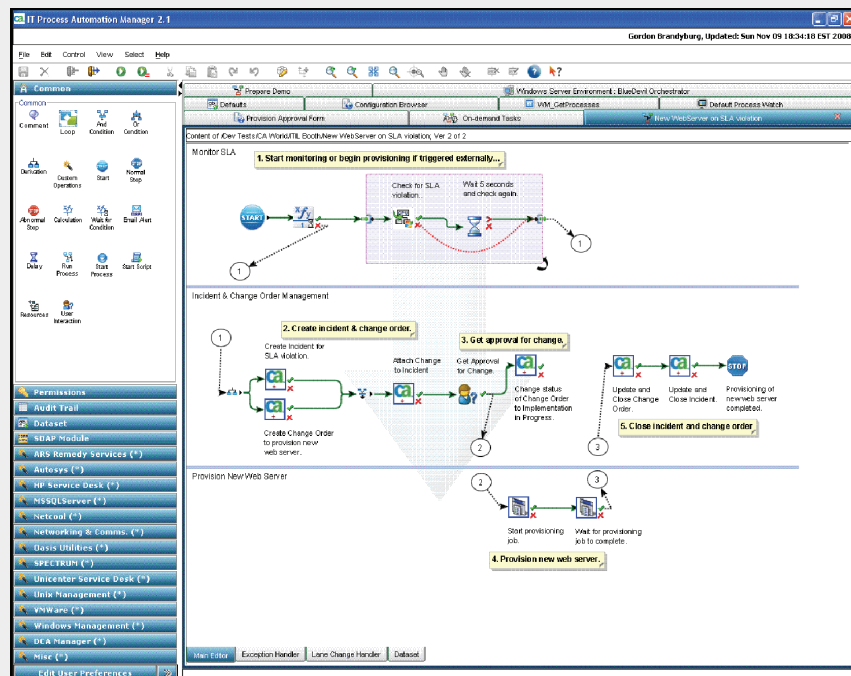
Orchestrate service delivery

- New CA IT Process Automation Manager (CA IT PAM)—an enterprise-class workflow tool—provides repeatable and extensible automation of service delivery
- Automate routine, time-consuming manual or scripted tasks, including approvals based on business rules and fulfillment activities
- Integrate with a large number of solutions from CA Technologies and third-party tools with connectors for operating systems, workload managers, systems and network managers, and service desk tools
- Maximize IT operational efficiencies across departments and tools
- Enhance the delivery of services and increase user satisfaction through faster time-to-service delivery
- Improve operations through new process auditing and tracking
- Control costs by reducing manual and redundant efforts for fulfilling service requests

Figure B

CA IT Process Automation Manager

Automates the service request process, including interfacing with external systems.



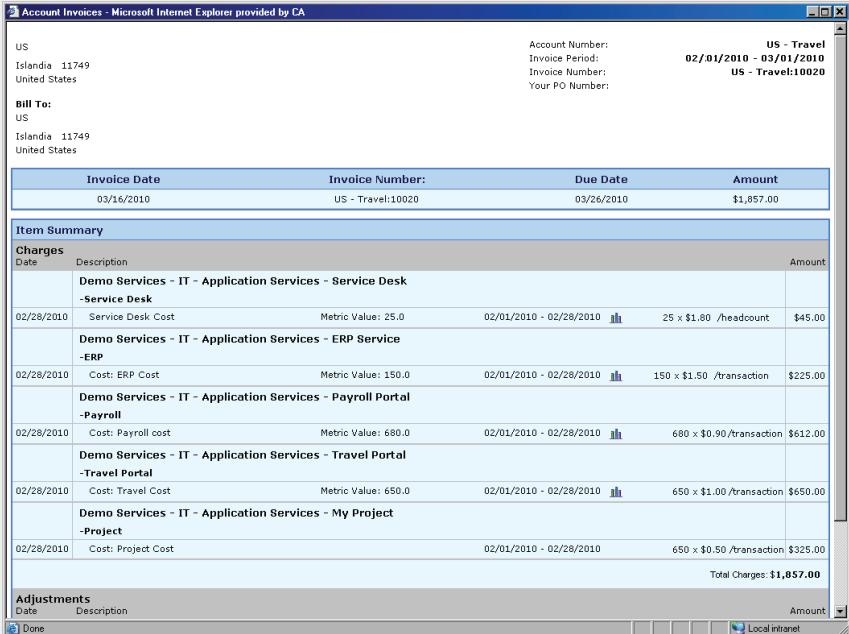
Powerful financial management

- Calculate service usage in financial terms, not operational metrics
- Automatic billing statement generation based on actual service consumption—supports shared services and distribution of direct and indirect costs
- Consolidate mainframe and distributed charges on one billing statement
- Automatic rollout of charges based on your organization’s structure
- Show service value using a variety of pricing plans and standardized cost allocation methodologies, including flat rate, tiered rate, and usage-based pricing schemes
- Automatically calculate per-unit rates for comparison with industry benchmarks from outsourcers and cloud-based service providers

Figure C

Automatic generation of billing statements

Allocates service usage to the business to gain financial insight or transparency.



Invoice Date	Invoice Number:	Due Date	Amount
03/16/2010	US - Travel:10020	03/26/2010	\$1,857.00

Item Summary			
Date	Description	Metric Value	Amount
Demo Services - IT - Application Services - Service Desk			
-Service Desk			
02/28/2010	Service Desk Cost	25.0	25 x \$1.80 /headcount \$45.00
Demo Services - IT - Application Services - ERP Service			
-ERP			
02/28/2010	Cost: ERP Cost	150.0	150 x \$1.50 /transaction \$225.00
Demo Services - IT - Application Services - Payroll Portal			
-Payroll			
02/28/2010	Cost: Payroll cost	680.0	680 x \$0.90 /transaction \$612.00
Demo Services - IT - Application Services - Travel Portal			
-Travel Portal			
02/28/2010	Cost: Travel Cost	650.0	650 x \$1.00 /transaction \$650.00
Demo Services - IT - Application Services - My Project			
-Project			
02/28/2010	Cost: Project Cost	650.0	650 x \$0.50 /transaction \$325.00
			Total Charges: \$1,857.00

Key Benefits Delivered

Change IT to a proactive strategic business partner

CA Service Catalog enables you to become a proactive strategic business partner by communicating your value in terms of services delivered, exceeding expectations, improving customer relationships, reducing costs, gaining efficiencies, and making better decisions with financial insight.

Define your value, set expectations, and improve delivery

By publishing your offerings in CA Service Catalog, you create a single point of entry into IT, listing available IT and business services. Business users know exactly what services are offered, the price of the services, and the timeframe for delivery. This sets expectations, increases user satisfaction, and enables IT to define its value to the organization.

Service Request SLAs permit the definition and monitoring of service fulfillment, from the entering of a service into a shopping cart to the completion of all request tasks. Your users know the expected timeframe of service delivery before making a request. And built-in request reporting enables your administrators to focus on those request activities that are not meeting commitments, to support continuous improvement of processes and to enable operational excellence.

Reduce the cost of fulfillment, reduce manual efforts, and alleviate errors

CA Service Catalog automates your service requests. Process orchestration enables the automation of complex compound or bundled services such as employee onboarding activities that include touchpoints to multiple functional groups or external vendors. This helps reduce your manual labor costs, enables parallel tasks, and speeds your ability to provision physical, virtual, and cloud-based services.

CA Service Catalog also enforces business rules and policies, such as approvals and data entry requirements. For example, service request forms can be pre-populated to reduce errors. Also, automatic routing of a request to the appropriate manager is based on validated user-entered data. Your result is an enablement of IT governance best practices and also enforcement of business policies over services.

Provide service cost visibility, gain insight to consumption in financial terms

CA Service Catalog includes powerful financial management capabilities. You can easily associate direct and indirect costs to your services and provide cost transparency while aligning to your budgets and fiscal periods. In addition, support for multiple pricing schemes and standardized allocation methodologies enables you to understand service usage in financial terms, and the true cost of service delivery.

CA Service Catalog can also automatically calculate the per-unit cost of service consumption. This provides you with the ability to make meaningful comparisons of service costs to outsourcers, cloud providers, and industry benchmarks. And if you need to manage demand for services, automatic billing statement generation and financial reporting enables the business to make fact-based decisions on service delivery.

The CA Technologies advantage

CA Service Catalog provides a comprehensive enterprise-class business solution to define and measure your service offerings. In one package is everything you need to describe your services in value-oriented language with clearly published SLAs and costs, automate the approval and fulfillment of requests, and associate service usage in financial terms.

CA Service Catalog helps you to orchestrate changes across IT, maximize your investments, control IT spending, drive operational excellence, increase productivity at lower cost, and align service quality and costs with business objectives.

Achieve rapid time-to-value and better business results with CA Services

Get maximum value from your investment in CA Technologies' products by leveraging the expertise of CA Services. Through our proven nine-stage deployment methodology and best practices documented in our Deployment Playbooks, we help you implement solutions in a way that accelerates time-to-value and lowers risk. One way to get started is with the CA Service Catalog Rapid Implementation, a fixed-price, bounded service that implements a development and production environment of CA Service Catalog in 40-60 days.

Optimize your investment, mitigate risk, and improve productivity with CA Education

CA Education helps you maximize your business results with CA Technologies software by delivering robust training solutions that develop agile, competent, and proactive professionals who can successfully support your IT requirements. Our certified and experienced team, in collaboration with leading education partners, transfers deep expertise in CA Technologies software products and IT best practices to over 25,000 students per year. The result is you can get more done in less time, see less downtime, and deliver faster service.

Maximize your investment in CA Technologies solutions with CA Support

Protect and enhance your investment in CA Technologies solutions with CA Support. Increase your productivity and minimize risk with robust support maintenance tiers and offerings, highly experienced technicians, and diagnostic tools and programs. With CA Support you get easy access to technical support resources that are always available.

Next steps

Are you under greater pressure to reduce operational costs? Does your IT organization suffer from the perception of no business-to-IT alignment, experience costly, labor-intensive service fulfillment, or have no visibility into your service costs or consumption?

Transform your IT organization to a proactive strategic business partner today with CA Service Catalog.

For more information about CA Service Catalog, visit ca.com/servicecatalog