# SERVICE CATALOG DESIGN

Transform your service request process from unique and custom to a finite set of choices aligned with the needs of your applications

How many meetings does it take to nail down each new *custom* request for storage, backup and archive? Do you have a questionnaire or checklist for all the information you need to allocate storage and protect that data for those applications teams? For most, every new request is custom, potentially making each new storage allocation unique. This is the most complex way to deliver products and services.

You deliver more than just storage or a backup service. Your internal clients are keenly aware of this, and this reality is underlined each time they make a new request. Storage and backup teams ask:

- *What are your requirements?*
- *What kind of performance do you require?*
- *What availability do you need?*
- *Do you need a local and/or a remote copy?*
- *What is your RPO or RTO?*

These are all separate service option features. If you have not "landscaped" your applications (see Mainline's service capability called Infrastructure Application Landscaping) or profiled your data (see Mainline's Infrastructure Data Analysis), then you don't know the needs of the application or the relative utilization of the storage already allocated in order to properly manage your resources. You also don't know whether this application team is asking for what they need or inflating those requirements because they believe their application is mission critical. Building a service catalog will further enhance Application Landscaping and/or Infrastructure Data Analysis, or enable initial efficiencies by simply reducing the nearly infinite set of service combinations down to a menu of options. One menu of options is good. Three or four varying options mapped to use cases or service classes is ideal.

## Building a service catalog based on service classes/application landscaping offers significant value

Think about the process of buying a new car. Once you choose between base models, manufacturers then offer packages like a sound package, a navigation package or a sports package, as well as accessories you can buy regardless of package such as spoilers and cargo nets. So instead of offering the world of options in buying a car, they offer you the options you need without a week of meetings and a spreadsheet to determine that you want a BMW 5 series 528 model, in black, with the navigation package and some floor mats. The same is true for data storage. What server and how much storage could be all you need to know if you already know which application team made the request. Without service classes, you need to know all about the application… what RAID level, how many SAN ports, the LUN size, the zoning specifics, the security requirements, the replication requirements. All these questions are already answered and architected by service classification documented within a service catalog (see Infrastructure Application Landscaping for more details).

Without service classes based on application scoring and the optional data characteristics defining placement and residency/retention (see Infrastructure Data Analysis), we can still build a service catalog and even presume service classes based on your team's experience. You already know what requests you get and what solutions you provide, and Mainline can help you define your services and can bring a format to help outline best practices within your service catalog. Together we can factor in future solutions to enable the simplification of your service request process so you have options.

Simply build a service catalog for storage and data and manage that catalog over time, or include Mainline's other service capabilities at the same time and get the definitive answer on application's real requirements, both subjectively and objectively grouping applications into service classes.

### Service Features

- Ownership of the service catalog process
- Clear view of the storage and backup services you offer to your clients sequenced over three choices for your internal customers
- Three estimated storage architectures required to address the defined business tiers that the sample applications fit into
- Facilitated with a business consultant and a storage expert
- Easily bolted on to a larger initiative to enhance the results

### Service Benefits

- Reduces unique and custom service requests to a finite number of solutions for customers, providing effective implementation
- Provides a rational and well-established process to proactively offer a set of services as models and packages
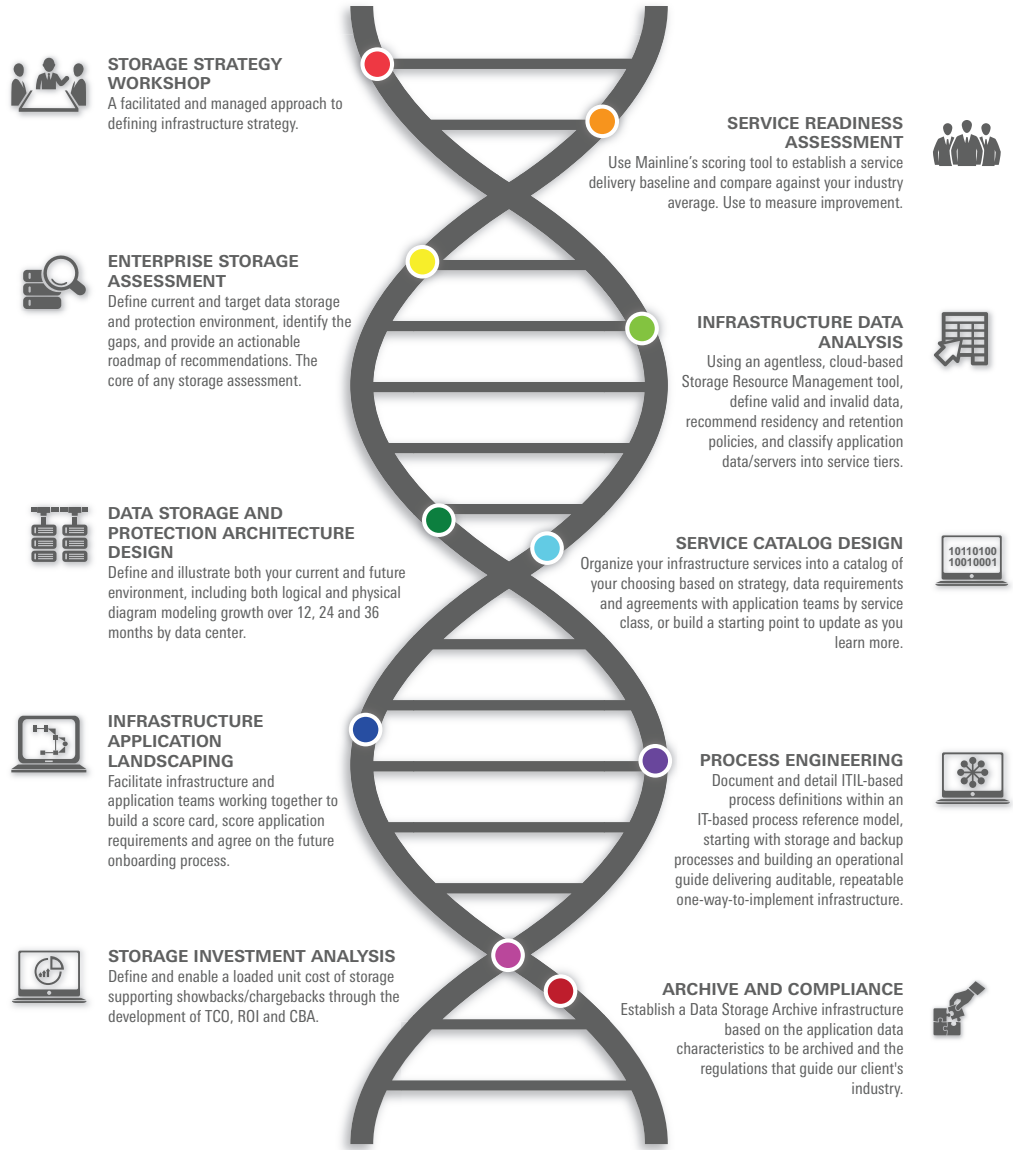- Improves internal customer satisfaction and reduces storage and backup teams' cycle time

# Service Catalog Design is part of Mainline's larger storage assessment methodology

Mainline's Storage Enterprise Assessment methodology consists of ten service areas that can be delivered as a whole to exploit the inherent synergy, or they can be delivered as stand-alone services, depending upon where you are in the storage transformation journey.

**Service Catalog Design provides additional value when delivered with the following services within the methodology...**

- **Enterprise Storage Assessment** with a defined storage strategy reduces up-front data gathering and time spent defining a target environment and provides excellent content in the prioritization of identified gaps. Also see service components synergistic with Enterprise Storage Assessment.

- **Infrastructure Application Landscaping** is for most a missing part of the storage strategy - to work closely with application teams to specifically address their wants and needs.

- **Infrastructure Data Analysis** provides an objective measure of the needs of applications through the analysis of metadata, offering a starting point for application landscaping.

- **Data Storage and Protection Architecture Design** completes the target environment definition first drafted in an Enterprise Storage Assessment and completes architecture definition document and allowing all of its features to be included in the catalog.

**STORAGE STRATEGY WORKSHOP**
A facilitated and managed approach to defining infrastructure strategy.

**SERVICE READINESS ASSESSMENT**
Use Mainline's scoring tool to establish a service delivery baseline and compare against your industry average. Use to measure improvement.

**ENTERPRISE STORAGE ASSESSMENT**
Define current and target data storage and protection environment, identify the gaps, and provide an actionable roadmap of recommendations. The core of any storage assessment.

**INFRASTRUCTURE DATA ANALYSIS**
Using an agentless, cloud-based Storage Resource Management tool, define valid and invalid data, recommend residency and retention policies, and classify application data/servers into service tiers.

**DATA STORAGE AND PROTECTION ARCHITECTURE DESIGN**
Define and illustrate both your current and future environment, including both logical and physical diagram modeling growth over 12, 24 and 36 months by data center.

**SERVICE CATALOG DESIGN**
Organize your infrastructure services into a catalog of your choosing based on strategy, data requirements and agreements with application teams by service class, or build a starting point to update as you learn more.

**INFRASTRUCTURE APPLICATION LANDSCAPING**
Facilitate infrastructure and application teams working together to build a score card, score application requirements and agree on the future onboarding process.

**PROCESS ENGINEERING**
Document and detail ITIL-based process definitions within an IT-based process reference model, starting with storage and backup processes and building an operational guide delivering auditable, repeatable one-way-to-implement infrastructure.

**STORAGE INVESTMENT ANALYSIS**
Define and enable a loaded unit cost of storage supporting showbacks/chargebacks through the development of TCO, ROI and CBA.

**ARCHIVE AND COMPLIANCE**
Establish a Data Storage Archive infrastructure based on the application data characteristics to be archived and the regulations that guide our client's industry.

# EXPERTISE YOU CAN TRUST

- Eighty-five storage experts skilled in storage solutions from every major vendor
- Decades of industry expertise in designing, implementing and optimizing storage solutions for environments of all sizes
- Services covering product implementations, complex data migrations, information lifecycle management, storage assessments, and advanced archiving and protection strategies
- Residencies and managed storage services to improve storage operations and reduce operating cost

## Next Steps:

Contact your Account Executive, or you can reach us at StorageServices@mainline.com.

For more information on our storage services, go to http://mainline.com/storage-transformation.