



Service Management For Dummies

By Judith Hurwitz, Robin Bloor, Marcia Kaufman, Fern Halper

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A plain-English guide to managing IT from the customer's perspective

- Practical guidance on delivering and managing IT so that it meets the multiple needs and demands of a company and its customers and end-users—both inside and outside the organization—is hard to come by; this accessible book takes a common-sense approach that explains exactly what IT services are and how to fit them most effectively into a business
- Topics include setting a framework, keeping costs down, improving efficiency, and maintaining standards and best practices
- This concept of how IT should be wired specifically into the goals and need of the company and its customers is part of a broader picture that includes ITIL, BPM, SOA, and Six Sigma

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Editorial Review

From the Back Cover

Manage your business from a services perspective

What if technology was designed to serve the business — every time? That's service management! Done properly, it can make everybody happy — the customer, the service provider, and the business owner. Understand the value of managing your physical environments and IT systems with an integrated approach. Learn how real companies improve business performance by streamlining business processes and applying service management standards and best practices.

- Define service — identify what the customer wants, how the business can provide it, and which technological tools will make it happen
- Who's king? — whether you're the IT manager or the business owner, see how to think like the customer
- Standards are key — understand the standards and best practices that can improve quality and reduce costs
- Strategically speaking — develop and implement a service management strategy
- What's it worth? — assess the costs and return associated with service management
- Get down to business — discover how to manage data centers, support services, desktops and devices, IT security, and other business services
- See it at work — explore case studies of service management in the manufacturing, retail, health care, hospitality, and other business sectors

Open the book and find:

- How the digital world has altered service
- Service management assets and tools
- Resources for best practices and standards information
- Advice for defining, creating, and maintaining a service management plan
- The six layers of service management
- How to optimize a data center
- Ideas for managing your business assets as services
- The role of virtualization and cloud computing

About the Author

Judith Hurwitz (president and CEO), **Robin Bloor** (partner and senior consultant), **Marcia Kaufman** (partner and COO), and **Fern Halper** (partner and senior data management strategist) are executives at Hurwitz & Associates, strategy consultants specializing in information and service management, cloud computing, and service oriented architecture. The team works with industry leaders on strategy and planning.

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