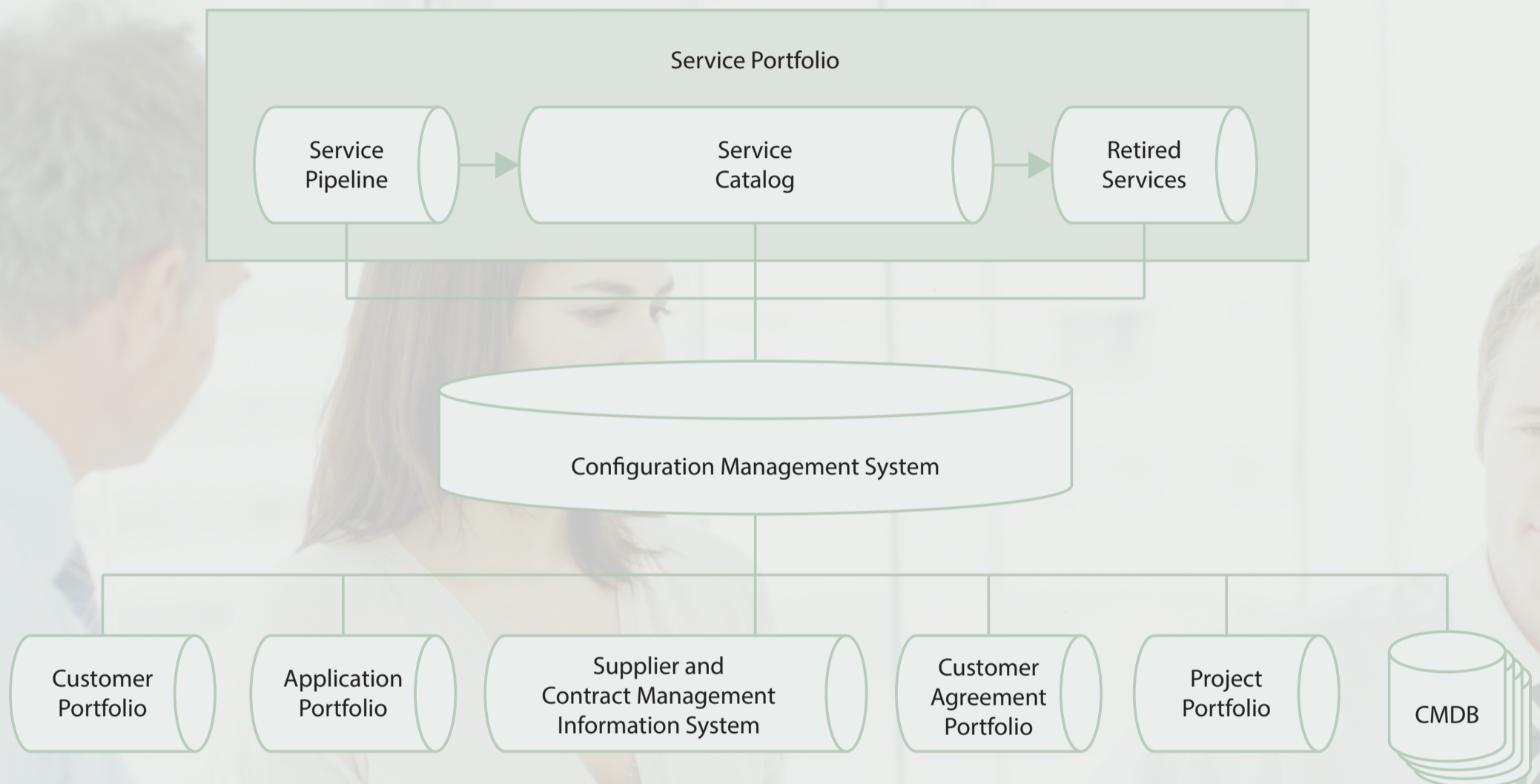


# ITIL® Poster Series #20

## Service Portfolio

The purpose of service portfolio management is to ensure that the service provider has the right mix of services to balance the investment in IT with the ability to meet business outcomes.

It tracks the investment in services throughout their lifecycle and works with other service management processes to ensure that the appropriate returns are being achieved. In addition, it ensures that services are clearly defined and linked to the achievement of business outcomes, thus ensuring that all design, transition and operation activities are aligned to the value of the services.



### Service Pipeline

The service pipeline is a database or structured document listing all services that are under consideration or development, but are not yet available to customers. It also includes any major investment opportunities, such as a data centre relocation or virtualization, so that the value of these can be assessed. It is not normally visible to customers.

Services may enter the pipeline as a result of a customer request or when the service provider identifies an opportunity, such as when a business outcome is under-served by current services. It may be as a result of new technology becoming available which could create new business opportunities.

The service pipeline ensures that all of these opportunities are properly quantified in terms of investment and return.

### Service Catalog

The role of the service catalog in service portfolio management is that the catalog is a database of information containing all live services, or those available for deployment. It is the only part of the service portfolio published to customers, and includes information about deliverables, prices, contact points, ordering and request processes. Services are included only after due diligence.

The service catalog contains details about standard service requests, enabling users to request those services using the appropriate channels. In automated service catalogs these requests can be initiated in the tool, and then routed to the appropriate request fulfilment procedure.

### Retired Services

Some services in the service portfolio are phased out or retired. There is a decision to be made by each organization, following a service review, on when to move a service from catalog to retired.

Some organizations will do this when the service is no longer available to new customers, even though the service is still being delivered to existing customers. Other organizations will only move the service out of the catalog when it is no longer delivered to any customers.

