

SERVICE OFFERING NAME: EMAIL & COLLABORATION



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SERVICE OFFERING SPECIFICATIONS

PART ONE: SERVICE OFFERING OVERVIEW

The Service Offering Overview section provides a high-level, customer-centric answer to the question, “What is being offered by the IT organization?” An effective description requires a thorough understanding of who the customer is, as well as a solid understanding of their specific needs. It clearly articulates for the customer what they should expect regarding the services to be provided.

NAME:

Email and Collaboration

Guide / Suggested Practices:

What is the outcome or reason for the service offering?

The service offering name is an integral component of its definition. This is the top-level name which will appear in your catalog, and should facilitate easy and quick browsing for your customers. For this reason, the name should immediately convey the business value and utility of the service in the language of your business customers.

SHORT DESCRIPTION:

Provides secure access to corporate email account and collaborative scheduling capabilities.

Packages are available for Standard Users, Power Users who require expanded storage and add-ons such as wireless access, and Light Users who only occasionally access email.

Guide / Suggested Practices:

What attributes of this service offering best describe and distinguish it from other related service offerings?

The goal is to describe the service offering briefly, so that your business customer can understand at a high level what this service offering provides in comparison to other service offerings.

LONG DESCRIPTION:

All email and calendar packages provide the mechanism for sending and receiving email, handling name lookups, and connections to remote mail servers.

Each package also includes:

- Integration and directory synchronization to newly acquired companies
- Automated updates of global distribution lists.
- Anti-virus protection with McAfee Groupshield
- E-mail compliance content scanning
- Retention of e-mail for seven years via tape

Guide / Suggested Practices:

What attributes of this service offering are most meaningful to your customer?

The goal is to describe the most relevant and meaningful attributes of the service in the language of your business customers. Items which the description might address are:

- Features
- Functions
- Benefits
- Scope of Service
- What is not included

Optional Features that are available with the Power User package and which can be added on an ad hoc basis to Standard and Light user accounts include:

- Remote e-mail access (remote access is through Outlook Web Access - OWA)
- Synchronization support for ActiveSync-aware devices such as Treo 650, PocketPC, Windows Mobile 5.x. Also includes synchronization support for Blackberry devices and Sprint Business Connect.
- Office Live Meeting
- MSN Messenger
- Paging services (Sprint, NEXTEL, and ARCH wireless via PageMaster)
- Spam filtering and prevention (for email).
- Management of a security model for mobile devices
- Retention of deleted mailboxes for 45 days

PART TWO: SERVICE LEVEL DETAILS

The Service Level Details section provides a summary of the service level options available, and lays the foundation for effective measurement and reporting. Too often service quality metrics are based on informal customer surveys or technical SLAs that are difficult to translate into business value. A successful catalog must describe in business relevant language the level(s) of quality that IT can commit to deliver, together with a list of choices the business customer may have regarding service level options and the impact of those choices on the overall price of the service offering.

SERVICE LEVEL DESCRIPTION:

99.9% Availability. Availability is measured in terms of %up time for the offering, excluding scheduled maintenance.

Guide / Suggested Practices:

What are the key service level commitments that IT is making to the business customer regarding this service offering?

Briefly outline the key service level metrics and their targets. Later in the service offering you will provide a detailed listing of each service level objective and its specific performance metric. Therefore, in this section you should endeavor to provide a high-level summary description of service levels. Avoid detailed SLA speak. Focus instead on those aspects of service quality that matter most to your business customer.

SERVICE LEVEL OPTIONS:

Response Time. Response time is measured in terms of how long it will take for a customer service person to respond to a customer complaint or request. Since Expedited Response time requires us to maintain a dedicated staff for the Account, it costs more than the Normal Response Time.

Guide / Suggested Practices:

Are there service level choices that could reduce costs or improve quality?

Service level options have a significant impact on the overall quality-cost balance for a service offering. Most business customers do not have the depth of understanding about IT services to immediately or fully appreciate this particular facet of the cost-quality equation. This section should describe the various service level options in terms which enable your business customer to understand the specific decisions or actions which they can take to directly impact the cost-quality balance to effectively address their particular needs and objectives. This section should also detail the impact of these decisions on the price and/or cost of service delivery.

Beyond an overview of available service level options, specific and measurable objectives should be defined. A successful catalog must provide a means to monitor performance against clearly defined, relevant, and measurable objectives which are jointly established with business customers, and which clearly articulate the business consequences of failing to meet these objectives. This enables IT to provide your business customers with accurate and up-to-the-moment information on service quality, and further enables IT to communicate what it does, how well it does it, and the business value that it represents to customers.

	Name	Description	Unit of Measure	Target	Benchmark	Business Impact
Category:	Availability					
Objective 1	High Availability	Email and Calendaring will be available 99.9 % of the time, excluding scheduled maintenance windows.	% UpTime	99.9%	99.9%	
Category:	Response Time					
Objective 3	Expedited Response	An issue reported by email, web, or phone that is related to email or calendaring will be responded to within 2 hours of reporting. This includes holidays and non-business hours.	Response Time	2 Hrs	2 Hrs	
Objective 4	Standard Response	An issue reported through the web that is related to email or calendaring will be responded to within 6 business hours of reporting.	Response Time	6 Hrs	6 Hrs	

PART 3: PRICING

Without pricing and/or costing visibility, IT spending effectively represents a “black hole” for most Business Units. To effectively measure and communicate IT business value, the catalog must provide financial transparency for your Business Unit customers, and link this information to key financial business drivers. This enables you and your customer to track IT budgets and to forecast IT cost information against clear, concise financial metrics. The addition of benchmarking data provides a more effective means to justify IT costs relative to industry averages. Benchmarking helps you answer the customer’s question, “How can we tell if what we spend on IT is reasonable?” Pricing can be derived from detailed, bottoms up, activity based costing analysis, but it doesn’t need to be. More important than providing an analysis of all relevant IT costs is the ability to provide a simple mechanism to the business to understand how changes to their operations, such as additional users or transactions, will impact what they are charged for the service.

PRICE DESCRIPTION:

To keep costs under control, you need “right-sized” solutions that allow you to avoid the expense of over-provisioning. Not all users have the same needs. **Power Users** in corporate headquarters may need full functionality from their email, including mobility. **Light Users** on factory floors or retail outlets often use only the most basic features of email.

The Email and Calendaring Service offers three packages priced according to the features required by the users in these categories. All offerings include secure email and calendaring services for retrieving and sending messages, managing calendar events, message backup and retrieval.

Standard User

- 200 MB mailbox size
- 6 hour Support Response Time

Power User

- 300 MB mailbox size
- 2 hour Support Response Time
- Support for mobile device synchronization
- Outlook web access, Live Meeting and MSN Messenger
- Paging support
- Spam filtering and prevention

Boundary User

- 100 MB mailbox size
- 6 hour Support Response Time

Guide / Suggested Practices:

What is the basis for pricing of this service offering?

The goal is to describe the most relevant and meaningful attributes of the price of this service in units that are useful for your customers’ planning and consumption management. The price or cost should reflect real world measures your customers can control to “dial up” or “dial down” expenses depending on business conditions. Examples of measures include:

- Employees
- Contractors
- Stores
- Locations

Price drivers are the units that become the means of communication between the business and IT with respect to the planning and budgeting conversation. As such, limiting the number of price drivers for a particular service to one or a few is often most effective. For each relevant price driver the applicable unit price needs to be established and communicated. If desired a unit price multiplier can be defined that adjust the unit

price based upon selected service level objectives. A simplistic example of such a multiplier would be that the unit price is 25% higher for a Gold service level.

Price Driver Name		Description	Unit Price	Benchmark Price	Service Level Multiplier
1	Standard User	Includes all basic, maintenance, and support features. This includes secure email and calendaring services for retrieving and sending messages, managing calendar events, 200 MB mailbox sizes, message backup and retrieval.	\$9.50		
2	Power Users	Includes all basic, maintenance, and support features. This includes secure email and calendaring services for retrieving and sending messages, managing calendar events, 300 MB mailbox sizes, message backup and retrieval. Includes synchronization with mobile devices and Outlook Web Access (OWA).	\$12.00		
3	Light Users	Includes all basic, maintenance, and support features. This includes secure email and calendaring services for retrieving and sending messages, managing calendar events, 100MB mailbox size, message backup and retrieval.	\$5.00		
4					
5					

PART FOUR: COMPONENT IT SERVICES

What are the standard service components that are included in this service offering? Service Components describe the details of an offering. For example, a service offering for email may or may not include the component service of Blackberry Connectivity. Similarly, a service offering for Application Hosting may or may not include the component service of Application Maintenance and Enhancements. An effective catalog provides the customer with a consolidated and detailed view of business-relevant services which are included in the service offering – essentially, a detailed bill of services. In addition, an effective service catalog details the various optional service components that can be included at an additional cost. This enables IT to work closely with customers to manage costs and budgets at a detailed level, and effectively compare offerings against those of managed service providers. Unit prices and quantities of included service components can be either predefined or established via formulas that reference service level selections and or cost driver quantities

INCLUDED SERVICE COMPONENTS - OVERVIEW:

You can easily add packaged options - such as instant messaging, NetMeeting, spam control, and BlackBerry wireless access - to any package. We've streamlined the delivery process, making it easier to map your requirements to our capabilities, and then accelerate the implementation timeframe.

It's everything you need to deliver the kind of globally available, secure mail and communications solution that your users demand - and that your adaptive enterprise needs to stay agile in the face of ever-present change.

Guide / Suggested Practices:

Explain the scope of the service offering by specifying what is and is not included. A service component should be specified if: (1) it has a significant impact on the price of the service offering; (2) it is something that is understandable to the business customer; and/or (3) is important for purposes of comparison with external service providers.

In addition, explain what optional service components can be added to this service offering for an additional charge.

Service Component Details: Categorize and describe each included and optional service component. The Category field is used to group the components in a logical set. In the Service Catalog they will appear in those groups. The most common categorization would be *included services* and *optional services*.

Pricing of the service components may not be necessary, if their costs are covered by the overall service offering price drivers and unit prices. In those cases the pricing field should read "included in the base price." Where service components are optional or where additional amounts of included service components are included, pricing should be established. Just as with service offering unit prices, the actual price can be modified via a multiplier based upon selected service level objectives. If this is the case note the appropriate condition and calculation.

Quantity of included service components can be predefined. As an example, in the service offering Service Desk the number of emergency tickets (a service component) can be derived from the number of Service Desk users (a price driver). If this is the case note the calculation.

Component Category Name: Included Services

1	Component Name	Standard User Mailbox
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	Overview	MS Exchange account + 200MB of storage. Total Storage allotment includes mailbox and public folder. Users will be able to create and modify personal and shared public (network) folders. Users will be able to synchronize their handhelds with Outlook email, calendar, tasks, and contacts.
	Service Level Description	99.9% Network Uptime. Does not include scheduled maintenance of 1 hour per month during non-peak hours. The turnaround time for requests regarding changes to mailbox such as CREATING, RENAMING, DELETING is 8 Business Hours per Request.
	Price Description (Calculation)	Included at no extra charge
	Included Qty. (Calculation)	
2	Component Name	Power User Mailbox
	Overview	MS Exchange account + 300MB of storage. Total Storage allotment includes mailbox and public folder. Users will be able to create and modify personal and shared public (network) folders. Users will be able to synchronize their handhelds with Outlook email, calendar, tasks, and contacts.
	Service Level Description	99.9% Network Uptime. Does not include scheduled maintenance of 1 hour per month during non-peak hours. The turnaround time for requests regarding changes to mailbox such as CREATING, RENAMING, DELETING is 8 Business Hours per Request.
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
3	Component Name	Light User Mailbox
	Overview	MS Exchange account + 100MB of storage. Total Storage allotment includes mailbox and public folder. Users will be able to create and modify personal and shared public (network) folders. Users will be able to synchronize their handhelds with Outlook email, calendar, tasks, and contacts.
	Service Level Description	99.9% Network Uptime. Does not include scheduled maintenance of 1 hour per month during non-peak hours. The turnaround time for requests regarding changes to mailbox such as CREATING, RENAMING, DELETING is 8 Business Hours per Request.
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
4	Component Name	Message Virus Scanning
	Overview	An antivirus engine is integrated to protect messages from known viruses and to provide critical virus definition updates. E-mail usage corporate policies and government regulations will also be enforced.
	Service Level Description	Includes Email Delivery with an average delivery commitment of less than two minutes; Virus Blocking with 100% protection against all known email viruses; Will automatically check for updates five minutes after logon. If a machine is left on, the agent will then check for an update at regular intervals, preconfigured at 12 hours, from the last successful update check. In the event of a virus outbreak, Daily Virus Definition files (DAT) are released. Typically, within an hour of its release, the Outbreak Response DAT is downloaded to computers. It is specially encoded to inform the first computer receiving it to share the update immediately with the rest of the computer network.

	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
5	Component Name	Email Distribution Lists (Up to 75 Contacts Each)
	Overview	Function of email clients where lists of email addresses are used to email everyone on the list at once. This can be referred to as an electronic mailshot. This is applicable for lists of up to 75 contacts each. The lists can be managed by the owner of the list in addition to the available support.
	Service Level Description	Includes support for managing Personal Distribution Lists and Global Distribution Lists between the hours of 9am – 5pm local time zone. The turnaround time for requests regarding Global Distribution Lists such as CREATING, CHANGING MEMBERS, and DELETING is 8 Business Hours per Request.
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
6	Component Name	Message Encryption
	Overview	Allows sending encrypted messages and decrypting them with confidence using the PKI system (Public Key Infrastructure). Users must enroll to receive a certificate, which will be signed by a certification authority (people, processes and tools to create certificates), in order to send and receive secure messages.
	Service Level Description	Once user has filled out application form and submitted it, encryption client software will be installed within 72 hours; Digital Certificate will be awarded within the 24 hours following the client software installation
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
7	Component Name	Email and Calendar Backup and Restore
	Overview	Uses a two-stage backup process (disk-to-disk and disk-to-tape) to manage email and calendar backup and restore.
	Service Level Description	Backup up to 200MB of storage per mailbox. And includes 2-hour SLA per database for backup and restore operations
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
8	Component Name	Message Archiving
	Overview	Allows making and storing a copy of each incoming and outgoing message in a security-enhanced message repository. IM can also be copied directly to the archive. Service includes comprehensive search, retrieval, reporting and, monitoring tools (for HR/legal hierarchical usage). Archives can also be used as a back up in case of partial or total damage to main email servers.
	Service Level Description	Copies of messages will be made automatically as they leave or enter the corporate network. Messages will be destroyed when the retention period expires.
	Price Description	Included at no extra charge.
	Included Qty. (Calculation)	
9	Component Name	Directory Management

	Overview	Manipulation of documents and data in files on a computer. Provides functions to delete, copy, move, rename, view files, and manage directories or folders.
	Service Level Description	The directory is current within a 48-Hour time period. For example, a mailbox that is added at 3:00 p.m. on Tuesday must appear in the directory and Offline Address Book before 3:00 p.m. on Thursday.
	Price Description	Included at no extra charge
	Included Qty. (Calculation)	
Component Category Name: Optional Services		
1	Component Name	Blackberry Wireless Access
	Overview	Ability to access email, calendar, contacts, return a phone call, quickly send a text message, or look up information on the Internet.
	Service Level Description	Blackberry hardware exchange within 1 business day; Blackberry hardware repair within 3 business days.
	Price Description	\$2.50/ Client Access License (CAL) per month plus initial hardware costs
	Included Qty. (Calculation)	
2	Component Name	Outlook Web Access (OWA) / Web Mail
	Overview	Features of OWA include sending text and Rich Text e-mail; Sending and receiving attachments; Using the calendar to schedule meetings, sending meeting requests, and booking resources; Storing and retrieving contact details; Delegating access so others can manage your mailbox while you're away or out of the office; Managing and prioritizing incoming e-mail using a variety of filter rules; Accessing your files and e-mail, anywhere, any time as long as you have an Internet connection and web browser.
	Service Level Description	99.9% Network Uptime Does not include scheduled maintenance of 1 hour per month during non-peak hours
	Price Description	\$9.99 per user per month
	Included Qty. (Calculation)	
3	Component Name	
	Overview	Office Live Meeting
	Service Level Description	Provides hosted web conferencing and application sharing; Enables users to communicate and collaborate with anyone, anywhere; Capability to show and share any document or application; Integrates with Microsoft Office and Existing Systems.
	Price Description	Features include: Automatic updates when a new version is released; 9am-5pm local time zone phone support; Online support with ability to track status; Online access to support knowledge base.
	Included Qty. (Calculation)	Pay-per-use – \$0.35/ minute with unlimited number of participants. Pricing is based on actual usage per participant, per minute.
34	Component Name	MSN Messenger
	Overview	Includes advanced voice and video communication abilities, integrated collaboration tools, PC-to-phone, and SMSing. New features include application sharing, whiteboarding, and file sharing
	Service Level Description	Free email support, automatic updates and service packs
	Price Description	\$2 per user per month

	Included Qty. (Calculation)	
5	Component Name	Paging Services
	Overview	Allows transmission of a signal, using an alarm tone, audible or visual display message, via radio from any telephone in the public-switched network to a personal, portable receiving device in a defined operating area. Features include 2-Way Alphanumeric Messaging, Reply Capability, Custom Greeting, Voicemail, Custom Coverage, Page Forwarding, Nationwide Plan
	Service Level Description	Automatically switches over to standby computer; Clients may drop connection but will reconnect using same server IP address; Time to re-establish system from notification failure = 5 minutes; Redundancy from System Failure
	Price Description	\$10 per pager with 1 year service plan for \$15 per month
	Included Qty. (Calculation)	
6	Component Name	Email Distribution Lists (More than 75 Contacts Each)
	Overview	Function of email clients where lists of email addresses are used to email everyone on the list at once. This can be referred to as an electronic mailshot. This is applicable for lists greater than 75 contacts each. The lists can be managed by the owner of the list in addition to the available support.
	Service Level Description	Includes support for managing Personal Distribution Lists and Global Distribution Lists between the hours of 9am – 5pm local time zone. The turnaround time for requests regarding Global Distribution Lists such as CREATING, CHANGING MEMBERS, and DELETING is 10 Business Hours per Request.
	Price Description	\$1.25 per mailbox per month
	Included Qty. (Calculation)	
7	Component Name	Message Spam Filtering and Prevention
	Overview	Spam filtering engine and anti-spam expert(s) will eliminate spam from inboxes; captured spam will be routed to the spam quarantine folder. An email notification that lists newly quarantined spam will be sent to each valid e-mail address.
	Service Level Description	Spam Capture: Will capture of at least 95% of all inbound spam email
	Price Description	\$2.00 per user per month
	Included Qty. (Calculation)	

PART FIVE: SERVICE MANAGEMENT DETAILS

Service Management details are those attributes of a service which a Service Level Manager may need to know but which is not necessarily published to the business customer. These are details that need to be tracked regarding a service offering in order to deliver effectively.

ANTICIPATED CUSTOMER:

Guide / Suggested Practices:

Who are the main users of the service and where are they located?

List of expected Customers (Core Business Units) that will require the service, together with contact names and locations.

DELIVERY LOCATION:

Guide / Suggested Practices:

Where is the service available?

Specify if the service is restricted to certain locations, business units and/or classes of employee.

SERVICE OWNER:

Guide / Suggested Practices:

Who is the Service Owner for this service?

Specify contact name and information.

SERVICE OFFERING CHANGE CONTROL:

E

How are changes to this service offering made?

Specify what IT and business roles are required to approve changes to this service.

PART SIX: PUBLICATION AND PRESENTATION

CATEGORIZATION and KEYWORDS: *How and where is this Service Offering located in the catalog?*

The point of a service catalog is to provide data to ITs business customers, to facilitate and enable conversations to rationalize and plan service delivery in the context of the business priorities. An effective service catalog is made available to business customers on-line, leveraging familiar e-commerce metaphors. The service offering should be searchable by keywords and accessed via intuitive drill down categories, much like one would navigate to an item on Amazon.com or any other commercial catalog. Delivering ease of use for business unit customers as they attempt to access this information is an essential component in both the initial roll-out and the long term success of the service offering catalog. Customers must be able to easily and quickly locate services and service information. Effective use of categories and subcategories ensures a positive “shopping experience” for business unit customers, increasing the speed with which they will adopt the catalog.

Category – Level 1		Sub-Category – Level 2	Sub- Category – Level 3
Name	Workplace Services	Email and Collaboration	
Description	Provides a full range of personal computing services that enable employees to do their jobs productively. Services include computers, desktop software, network access, file storage, and email.	Provides a variety of offerings for email services and tools as well as modern tools for allowing online interactive communication such as instant messaging and online meeting and presentation environments.	
Search Keywords			