

Service Description Template : list of items to be considered

(template form -> see next page)

I. General Service description:

- 1.1 Name of the service
- 1.2 Brand name (*under which it is marketed under NREN Users*)
- 1.3 Service Category: -> see category list (to be defined)
- 1.4 Brief description of Service
- 1.5 Objective of the service (*Answer to which need ? / Solution to which problem ?*)
- 1.6 URL: (*dedicated web pages/portal for service*)

II. Scope (to whom is service offered ?)

- 2.1 Service offered to: connected institutions/ end users
- 2.2 Service offered: Implicitly - On demand
- 2.3 Service designed and offered for => (~user category): research/educational/general/...
- 2.4 Key decision factor service the NREN's user base: technology push vs demand pull/...
- 2.5 Estimated/expected usage of service
- 2.6 Possible synergies with other NREN's –

III. Development of Service

- 3.1 Technology used :
- 3.2 Development was done : in house/3rd party/ in collaboration with/...
- 3.3 Pilot tests
- 3.4 Usability test/analysis ...
- 3.5 Manpower used for development
- 3.6 Time span needed for development
- 3.7 Total budget used: xxxxxxxx EUR
- 3.8 Future (life expectancy, add. Features to be developed...)

IV. 'Marketing' aspects & Pricing

- 4.1 Service is: standard - Optional/additional (*on demand- not included in basic service*)
- 4.2 Pricing + ev. Pricing scheme
- 4.3 SLA ?
- 4.4 Promotion/communication –“Marketing” of service
- 4.5 Documentation/ manuals
- 4.6 Training
- 4.7.Support
- 4.8 Consultancy:
- 4.9 Feedback/evaluation procedure

V. Remarks + other useful information about the service:

NREN Service Description Form

I. General Service description:

1.1 Name of service:

1.2 Brand name*

(*under which it is marketed under NREN Users – if applicable)

1.3 Service Category:

1.4 Brief description of Service (2 max. lines)

1.5 Main objective of the service (max. 2 lines)*:

(Answer to which need ? / Solution to which problem ?)

1.6 URL:

(dedicated web pages/portal for service)

II. Scope (to whom is service offered ?)

2.1 Service offered to:

Connected institutions

directly to end users

2.2 Service offered:

Implicitly (part of NREN's standard servicespackage)

On demand

2.3 Service designed and offered for (~user category):

Research/scientific means

Educational means

General means: improvement for ICT-infrastructure of campus networks/LAN's connected institutions

Other:.....

2.4 Key decision factor to offer service the NREN's user base:

Technology push

User demand (pull)

Other:

(for ex.: key end user forum, political/governmental decision...)

2.5 Estimated/expected usage at present:

- Connected institutions: #: ratio:.....%

- End users of NREN #: ratio:.....%

2.6 Possible synergies with other NREN's :

No, not applicable (for ex. not a "new" type of service)

Yes, please clarify.....:

III. Development of Service

3.1 Technology used (max.. 2 lines) :

3.2 Development was done :

- in house
- by third party (outsourced)
- in collaboration with other NREN's (for ex. TERENA TF collaboration)
- in collaboration with /by a connected institution to the NREN
- other:

3.3 Pilot tests performed with NREN users/connected institutions?

- Yes, how many:....
- No

3.4 Was a usability test/analysis performed ?

- Yes
- No

3.5 Manpower used for development: ...FTE - Man days

3.6 Time span needed for development: Weeks

3.7 Total budget used: _____ EUR

3.8 Future (life expectancy, future additional features to be developed...): (max. 2 lines)

IV. Marketing aspects & Pricing

4.1 Service is:

- standard (*offered to all customers/users – in basic service offer*)
- Optional/additional (*on demand- not included in basic service offer*)

4.2 **Pricing** : Is the service charged (extra) to institution/user ?

- Yes
- No

If yes: please give some explanation on **pricing scheme** (max 2 lines – cost,...):

4.3 **SLA**: Is the service is offered with **Service Level Agreement** ?

- Yes
- No
- on best effort basis only

If yes: please describe the key conditions of this SLA max 2 lines)

4.4 Initiatives taken to **communicate about /'market'** the new service towards users/customers:

- via (e-)mailing
- via website
- via hands-on workshop
- customer visits
- other:.....

Estimated total 'marketing' budget (launch): _____ EUR

4.5 Which **guidance** documents/ information were edited & provided for the service:

- general documentation
- user manual
- best practices
- in collaboration
- dedicated web pages
- Other:...

4.6 Is/was **training** provided for users ? :

- Yes No

If yes: please describe type of training : (max2 lines)

4.7. **Support** : Is the service offered with specific dedicated support ?

- Yes No

4.8 **Consultancy**: Is dedicated consultancy available on demand for this service ?

- Yes No

4.9 Is a **feedback/evaluation** procedure for users provided ?

- Yes No

If yes: please describe this feedback procedure ? (max2 lines)

V. Remarks + other useful information about the service:
