

To: TF-LCPM
From: Walter van Dijk
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Version: 1.0

Enclosed please find a service description template. This document is used within SURFnet since January 2006.

Each operational service is adopted by a team of two Product Managers that are jointly responsible for all aspect of the service. The teams are made up of SURFnet employees from different departments and with different backgrounds and competences in order to get a balance between the technical perspective and a customer-oriented approach.

SURFnet has five departments, three that are primarily focused on technological aspects (Network Services, Middleware Services and Advanced Services) and two that are customer-oriented (Account Advising – for connected institutions and Customer Support – for end-users). The documents need approval from the department heads of the two departments that are jointly responsible for the service.

Filled-in documents are available for all major SURFnet services. These documents however include financial details and hence can not be used in the public domain. For that reason a template for these documents is enclosed.

Service Description <name service>

Author(s) :
Versionnummer :

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1 Document history

1.1 Ownership template

The owner of this template is [fill in]. Suggestions for template changes can be directed to him/her. The latest version of the template is available at [URL].

1.2 Revisions

The table below indicates the history of this document.

[The Service Description is a living document! The product manager for the service is responsible for a yearly update of the Service Description. For the purpose of version management it is mandatory to include subsequent versions – including date and a short description - in the table below.

Tabel 1.1 Revisions

Version	Date	Description

1.3 Approval

This document requires formal approval from [fill in].

[Approval of the Service Description is given by [fill in]. The product manager is responsible for the approval process]

Tabel 1.2 Approval

Name	Function	Version	Date	Initials

1.4 Review

This document has been reviewed by the following persons.

[Think of external experts, colleagues etc.]

Tabel 1.3 Review

Name	Function	Version	Date	Initials

2 Introduction

- This Service Description provides information on
- It is written by....
- Primary audience of this document is.....

3 Abbreviations en Terminology

3.1 Abbreviations

In the table below abbreviations that are used in this document are listed including their meaning.

[Indicate meaning of abbreviations used]

Tabel 3.1 Abbreviations with their meaning

Abbreviation	Meaning

3.2 Terminology

In the table below terminology that is used in this document is listed including definitions.

[Explain definitions.]

Tabel 3.2 Terminology and definitions

Terminology	Definitions

4 Service Description

Main question: which functionality is provided?

- Which functionality is provided?
- Which service components can be identified?
- For which purposes can the service be used?
- What are the main strenghts of the service?

5 Description of market- and target group

Main question: which users should be using this service?

- What is the primary target group?
- Which needs can be identified within this target group?
- How can the service accommodate these needs on the long and short run?
- Are there any competitors and/or alternatives in sight? Please specify these?
- What is the potential for the service?
- What are the threats?

6 Relation with the mission of the NREN

Main question: in which way is the service aligned with the mission and strategy of the NREN?
What are the main reasons for delivering this service?

7 Market approach and targets

Main question: what are the main goals that we want to accomplish with this service?

Market approach

- Which market segments do we focus on?
- Which functionality do we deliver per market segment?
- Who is the DMU? (who decides on the use of the service within connected institutions)
- What are the unique selling points (USPs)? How do these differentiate from competitors and/or alternatives?
- Will the customer be charged for use of the service? Has a tariff model been defined?

Actions to be taken

- How will the customers be informed about the service?
- Which marketing instruments will be used (portal, brochure, leaflet etc.)?
- Has a procedure been defined for application of the service?

Targets: what are the targets of the market approach and associated actions?

- Number of users?
- Specify financial targets. Detailed information on financial aspects should be included in the financial paragraph of this document.
- Other targets like NREN reputation, attitude regarding the service etc.

8 Product Life Cycle and Developments

Main question: how will the service remain state-of-the-art?

- Which development phases and steps are anticipated with respect to the service?
- Planning with respect to the expected usage of the service.
- Is the end of the lifecycle anticipated? When?

9 Internal aspects

Main question: which internal aspects require attention?

An adequate impact analysis of internal organizational aspects of the service is crucial for the quality of service delivery. Take both the short and the long term into consideration.

9.1 Responsible department

- Which department is primarily responsible for the service?

9.2 Required number of fte's

- Which individuals are involved in the development and delivery of the service and how much time is allocated (example: 0,2 fte for productmanagement en 0,3 fte for service development)

9.3 Which resources are required from the Communications Department

- Type of communication activities.

Specify in consultation with the Communications Department.

9.4 Which resources are required from the Network Services Department

- Be specific in the efforts that are required from the Network Services Department.

Specify in consultation with the Network Services Department.

9.5 Which resources are required from the Middleware Services Department

- Be specific in the efforts that are required from the Middleware Services Department.

Specify in consultation with the Middleware Services Department.

9.6 Which resources are required from the Advanced Services Department

- Be specific in the efforts that are required from the Advanced Services Department.

Specify in consultation with the Advanced Services Department.

9.7 Which resources are required from the subcontractor (if applicable)

- What exactly is required from the subcontractor, how is a subcontractor selected?
- Has an implementation procedure for the service been defined?
- Has a (service parameter) change procedure been defined?
- Have the NOC and/or Helpdesk and/or relevant subcontractors been informed?
- Have service-levels been defined and published?
- Are there management tools in place for the monitoring of the service-levels?
- Is (internal) reporting regarding service-levels taken care of?
- Is reporting regarding usage and service levels towards customers/users taken care of?
- Are required security-measures (service machines, router etc) in place?
- Have these security-measures been defined and are these monitored (ACL's)?

9.8 Market research

- Indicate how market research will be conducted

9.9 User support

- How will user support be provided (online FAQ, portal, on-site support etc.) ?

10 Planning and coordination

Main question: how will realization of identified targets (including quality) be monitored?

- How will progress with regard to planning and realization be monitored?
- Which performance indicators can be identified?

11 Financial aspects

Main question: what is the cost-structure and which income is anticipated?

- Make a financial businesscase including all relevant cost components including cost-estimates after 1, 2 and 3 years.
- If any income from tariffs is anticipated, then specify these per year.

The financial businesscase indicates how costs and income are expected to develop over time.