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 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: (max 2 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: (max 2 lines)

V. Remarks + other useful information about the service: