

The 4 P's

Many designs, plans and projects fail through a lack of preparation and management. The implementation of IT Service Management, and Service Design in particular is about preparing and planning the effective use of the 4 P's.



People

People are both a resource and a capability, therefore service designers must consider:

- How many people will be required to support the new service?
- What skill set they will require to do so effectively?
- Is training required in any specific processes to support the service?

- A communications plan ensuring the right information is given to the right people at the right time, by the most appropriate method will also be needed, to ensure that staff understand what is required of them.



Partners/ Suppliers

The "partners" referred to are those specialist suppliers, usually external third party suppliers, manufacturers and vendors who provide part of the overall service.

Ensuring the correct supplier is chosen is essential, as failure by a supplier will lead to a failed service level to the customer.

External suppliers are managed through the supplier management process, which ensures that the necessary contracts are put in place, and monitors the delivery by the supplier against the contract terms.



Products/ Technology

The term "products" includes not only the services that result from the service design stage itself, but also the technology and tools that are chosen to assist in the design, or to support the service later.

For example, the service design may be for an online shopping service, the other products may include a credit card processing application, an automatic stock re-ordering service when stock levels reach a threshold, monitoring tools to alert the service provider if user response time exceeds a set time and so on.



Processes

Processes may need to be designed to support the service, and while it may be tempting to shorten the "speed to market" time; this is a false economy. Failure to consider the future capacity requirements of the service could cause problems when the design is unable to support demand without a major re-design.

As part of service design, processes should be documented, together with the interfaces between them and other processes.

Existing processes should be assessed to identify if any changes are required, and all processes should be examined to ensure that the activities described are measurable.