Foundational capabilities enable the UW to differentiate itself in alignment with our mission, as defined in the UW brand strategy and strategic planning. These nine foundational capabilities are relied upon by people throughout the UW to carry out their part of the UW mission. They enable daily work, keep our information safe and compliant, and enable the institution to function in alignment with our values.

SMB and other governance groups contribute to the alignment capability. Together, governance groups evolve the mission, differentiators, frameworks, and values that inform the foundational business capabilities, and communicate to campus about available services.
Service Sets

Service Management Board (SMB)
Updated 11/13/2015
SMB seeks to align business capabilities with sets of services

**Business Capabilities**

<table>
<thead>
<tr>
<th>Student Information Access</th>
<th>Instructor Information Access</th>
<th>Researcher Information Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a student, access and manage all the information needed to maximize the UW experience.</td>
<td>As an instructor, create and manage information related to students, courses, and the curriculum.</td>
<td>As a researcher, administer research awards and create and manage research data with collaborators around the world.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial Information Access</th>
<th>Development Information Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a steward of UW resources, manage financial information and complete financial transactions.</td>
<td>As a representative of the UW, manage information about relationships with prospects and donors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individual Technology Access</th>
<th>Communication and Collaboration</th>
<th>Information Access and Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be individually ready to work, using the information technology devices, software, connectivity, skills, and support needed for each role.</td>
<td>Work together interactively and dynamically, without being constrained by location or other unnecessary boundaries.</td>
<td>Fully utilize the best information available, and effectively share and re-use new information.</td>
</tr>
</tbody>
</table>

**Alignment**

SMB defines business capabilities and prioritizes business needs. Service providers manage set of services to enable capabilities.

**Service Providers**

Service providers use service sets to communicate:

- How related services enable business activities and outcomes
- A roadmap for changes to related services in response to demand or technology changes
- How services are measuring up to values

**The business uses capabilities to communicate:**

- Desired business outcomes
- Business activities to be enabled by services
- Changes in business needs
- Values by which the maturity of each capability will be measured
Layers of Services

Based on ITIL/ITSM, there are multiple ways for an IT organization like UW-IT to organize its services, rather than a monolithic portfolio in which all services are treated the same.

“Core” or “customer facing” services directly enable business capabilities.

“Enabling” or “supporting” services are required to make core services work.

Based on: ITIL Foundations Course, slide 96
What information does SMB need to govern service sets?

**Capability definition**
- Description
- Business outcomes
- Business activities

**Service set**

*What core services enable this capability?*
- Service A
- Service B
- Service C
...

*What enabling services are also required?*
- Service 1
- Service 2
- Service 3
...

**Assessment**
- How does the set, as a whole, designed to enable business outcomes?
- What are the current services in the set? How are they organized?
- How are the services measuring up to values:
  - Anytime & Anywhere, Quickly, Predictably, Flexibly, Safely, Securely, In Compliance, Resilient

**Trends**
- Changes in business needs within the capability (new activities, goals, etc.)
- Changes in how the capability is utilized (demand/volume, satisfaction, etc.)
- Changes in how the capability can be enabled with services (future/current/deprecated technologies, opportunities, etc.)

**Roadmap**
- Within this service set, what are priorities for:
  - Improving alignment with the business capability
  - Improving alignment with values
  - Responding to changes in enabling technologies
- At a high level, how will these priorities by translated into changes in the set of services? (Detailed planning and execution is the responsibility of the service provider)
Example: Communication and Collaboration

Communication and Collaboration
Work together interactively and dynamically, without being constrained by location or other unnecessary boundaries.

Service set (strawman)

Core Services
- Audio and Video Conferencing
- Campus Event Calendars
- Catalyst Web Tools
- Google Collaborative Applications
- MSCA (Microsoft Collaborative Applications)
- Notify.UW
- Telephones and Voicemail Services
- UW Directories
- UW Email
- UW Emergency Notification
  … etc. …

Enabling services
TBD

Assessment
- UW-IT enables everyone at the UW to work together by ...
- The current service offerings provide ...
- Known areas for improvement are ...

Trends
- Because collaboration is a strategic differentiator for the UW, we foresee increased online collaboration in ...
- Services that are trending upward in usage are …
- Services that are trending downward in usage are ...
- UW-IT sees a major opportunity to better enable collaboration through cloud offerings in ...

Roadmap
- UW-IT’s top priorities for this service set are to:
  - Stay ahead of the trend toward increased online collaboration between researchers by ...
  - Make the following services more flexible by …
  - Make the following services more secure by ...
  - Take advantage of cloud offerings to …
- As part of this roadmap, UW-IT plans to:
  - Create a new service for …
  - Expand capacity in services that …
  - Modernize IT infrastructure services to enable …
  - Incrementally phase out services that …
Example: Individual Technology Access

Assessment
- UW-IT enables every individual to ...
- The current service offerings provide ...
- Known areas for improvement are ...

Trends
- Consistent with overall consumer trends, people at the UW are increasingly using multiple mobile devices to ...
- Services that are trending upward in usage are ...
- Services that are trending downward in usage are ...
- UW-IT sees a major opportunity to improve software licensing by partnering with ...

Roadmap
- UW-IT’s top priorities for this service set are to:
  - Stay ahead of the trend toward more mobile devices by ...
  - Make the following services more flexible by ...
  - Make the following services more secure by ...
  - Take advantage of cloud offerings to ...
- As part of this roadmap, UW-IT plans to:
  - Create a new service for ...
  - Expand capacity in services that ...
  - Modernize IT infrastructure services to enable ...
  - Incrementally phase out services that ...
Example: Information Access and Creation

**Information Access and Creation**
Fully utilize the best information available, and effectively share and re-use new information.

**Service set (strawman):**

**Core Services**
- Enterprise Data & Analytics
- Google Collaborative Applications
- MSCA (Microsoft Collaborative Applications)
- MediaAMP
- Shared File Service
- UW Shared Web Hosting
  … etc …

**Enabling services**
- TBD

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**Assessment**
- UW-IT enables access and creation of content through …
- The current service offerings support multiple approaches by …
- Known areas for improvement are …

**Trends**
- Consistent with overall consumer trends …
- Services that are trending upward in usage are …
- Services that are trending downward in usage are …
- UW-IT sees a major opportunity to …

**Roadmap**
- UW-IT’s top priorities for this service set are to:
  - Stay ahead of the trend toward …
  - Make the following services more flexible by …
  - Make the following services more secure by …
  - Take advantage of cloud offerings to …
- As part of this roadmap, UW-IT plans to:
  - Create a new service for …
  - Expand capacity in services that …
  - Modernize IT infrastructure services to enable …
  - Incrementally phase out services that …
Framework Overview

Service Management Board
- Make business recommendations on service sets

TRF Committee
- Make funding recommendations on service sets

Service Set Roadmaps
- Provide roadmaps for service sets

Capabilities
- Capability Map based on UW mission
- Capability Definitions framing business outcomes
- Decision Criteria based on existing UW frameworks

Evolve service sets in response to business capabilities

UW-IT
- Make changes to and manage services

Service Investment Board
- Make investment decisions on service sets