

SERVICE DESIGN - SERVICE CATALOG MANAGEMENT

“Build and maintain a transparent, user-centric Service Catalog aligned with business needs.”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

Introduction

This course focuses on the principles and practices of Service Catalog Management, a key process within the ITIL® Service Design phase. It enables IT professionals to define, develop, and maintain a comprehensive Service Catalog that provides accurate and consistent information about all live IT services. Participants will learn how to build a catalog that enhances service visibility, streamlines user requests, and strengthens business-IT alignment.

Objectives

- By the end of the course, participants will be able to:
- Understand the purpose and scope of Service Catalog Management
 - Develop and maintain a Service Catalog aligned with business needs
 - Define service attributes, SLAs, and user access protocols
 - Integrate the Service Catalog with Service Portfolio and Request Fulfillment
 - Improve visibility and usability of IT services through catalog structuring and publishing

Why Attend

This course is essential for IT professionals seeking to enhance service delivery and transparency. A well-designed Service Catalog improves user experience, enables self-service, reduces service desk load, and helps track service performance.

Target Audience

- IT Service Managers and Designers
- ITIL® Professionals
- IT Architects and Business Relationship Managers
- Service Desk and Request Fulfillment Teams
- CIOs, CMDB and Service Portfolio Owners

Individual Benefits

- Gain expertise in structuring and managing a Service Catalog
- Improve your skills in documenting, publishing, and maintaining services
- Enable better communication between IT and the business
- Increase credibility and visibility of IT operations

Organizational Benefits

- Increased service transparency and user satisfaction
- Enhanced service request efficiency and cost control
- Improved service level management and monitoring
- Stronger business alignment through accurate service representation

Instructional Methodology

- Instructor-led sessions with ITIL® best practices
- Real-life case studies and industry examples
- Interactive workshops and catalog-building exercises
- Scenario-based role-plays and group tasks
- Continuous assessments and feedback

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3-4 Learning Modules ☕ Coffee Breaks: 09:30 & 11:15 🍽️ Lunch Buffet: 01:00 – 02:00

Day 1: Fundamentals of Service Catalog Management

- **Module 1:** Introduction to ITIL® Service Design and the Service Catalog (07:30 – 09:30)
- **Module 2:** Purpose, Objectives, and Scope of Service Catalog Management (09:45 – 11:15)
- **Module 3:** Service Portfolio vs. Service Catalog – Key Differences (11:30 – 01:00)
- **Module 4:** Types of Service Catalogs: Business, Technical, and User View (02:00 – 03:30)

Day 2: Designing the Service Catalog

- **Module 1:** Identifying Services to Include in the Catalog (07:30 – 09:30)
- **Module 2:** Defining Service Attributes (SLAs, OLAs, Service Hours, Pricing, etc.) (09:45 – 11:15)
- **Module 3:** Categorizing and Structuring the Service Catalog (11:30 – 01:00)
- **Module 4:** Workshop – Mapping Real Services into the Catalog (02:00 – 03:30)

Day 3: Building and Maintaining the Service Catalog

- **Module 1:** Tools and Technologies for Catalog Management (07:30 – 09:30)
- **Module 2:** Integration with CMDB and Service Request Management (09:45 – 11:15)
- **Module 3:** Establishing Roles and Responsibilities (11:30 – 01:00)
- **Module 4:** Review Process and Governance Models (02:00 – 03:30)

Day 4: Service Request Fulfillment and User Access

- **Module 1:** Connecting the Catalog with Request Fulfillment (07:30 – 09:30)
- **Module 2:** Enabling Self-Service Portals and Automation (09:45 – 11:15)
- **Module 3:** Managing User Expectations and Communications (11:30 – 01:00)
- **Module 4:** Case Study – Service Catalog in Action (02:00 – 03:30)

Day 5: Continuous Improvement and Publishing

- **Module 1:** Monitoring and Reporting Service Catalog Performance (07:30 – 09:30)
- **Module 2:** Managing Catalog Updates and Versioning (09:45 – 11:15)
- **Module 3:** Catalog Publishing and Accessibility Strategies (11:30 – 01:00)
- **Module 4:** Final Project Presentation – Build and Present a Service Catalog (02:00 – 03:30)

Certification

All participants will receive a **Certificate of Completion** upon successful participation. This course aligns with the ITIL® framework and supports development in IT Service Management competencies.

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