

# What are services and service offerings?

## Questions addressed:

### Page 1:

- What is a service and a service offering?
- How is a service different from a project?

### Page 2:

- What are the different types of services? Examples?
- How do different services relate to each other?
- How should we categorize services?

### Page 3:

- What best practices should I consider?

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please [contact us](#).

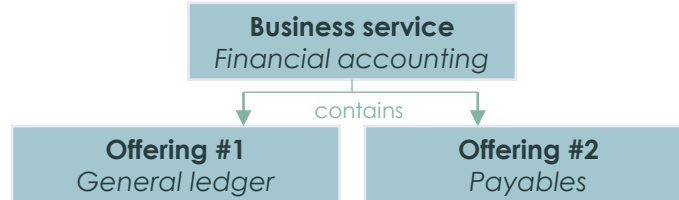
A **service** is a means of delivering value to customers by facilitating outcomes that customers want to achieve without owning the costs and risks.

A **service offering** consists of one or more service commitments that uniquely define the level of service in terms of availability, scope, pricing, and packaging options. Customers can choose to receive different levels of performance and features for a given service through service offerings (typically made available as distinct items in the service catalog).

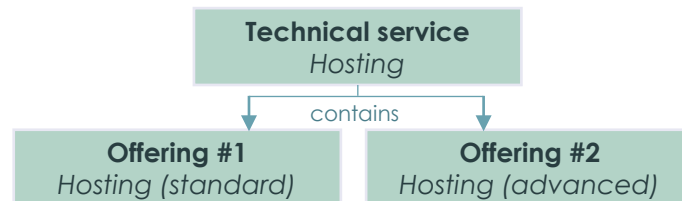
A service can have multiple service offerings (each made available as separate catalog items) with different service level agreements (SLAs).

## Examples of a service and service offerings

Example #1:



Example #2:



## How is a service different from a project?

### Project

- This is a point-in-time effort to build new functionality or deliver a business change, such as deploying a new application.
- Success is measured in terms of project delivery (schedule, budget, scope).
- A project is managed by a project manager who moves to a new project once the current project is complete.

### Service

- This is the ongoing management and enhancement of existing functionality or a business activity, like server management.
- Success is measured in terms of ongoing service performance (quality, cost, demand, and business impact).
- A service is managed by a service manager who owns the entire service lifecycle from launch to retirement.

# What are services and service offerings? (Continued)

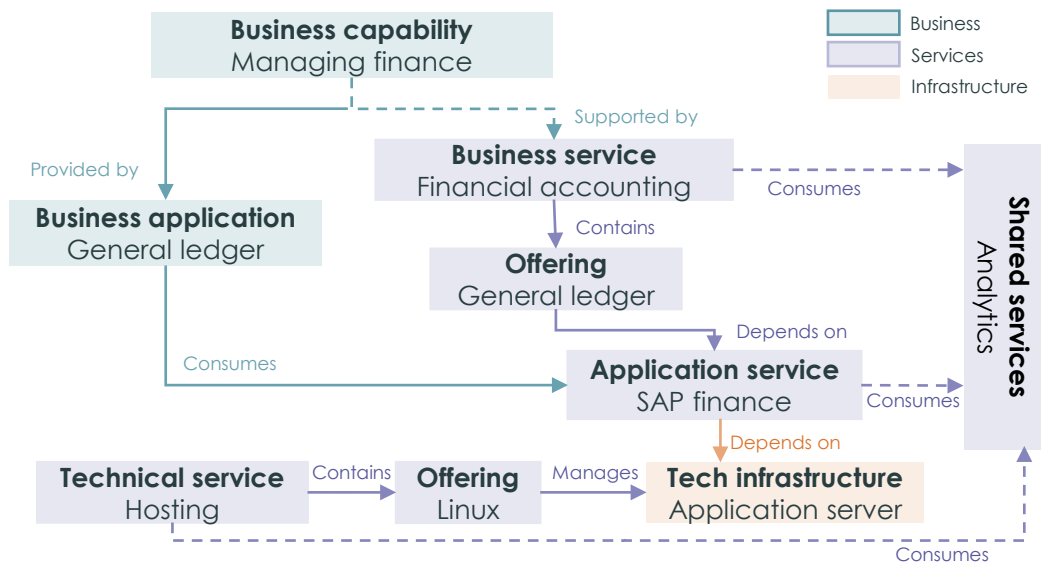
## What are the different service types available in ServiceNow?

ServiceNow® ships with three fundamental service types (below). You can define new types to align with the service architecture in your organization. For example, if you have shared services, such as an analytics service, you can have a separate service type defined in ServiceNow.

- 1 A **business service** is a service type that is published to business users. It typically supports one or more business capabilities. A business capability is a high-level capability (or a set of specific tasks) that an organization requires to execute its business model or fulfill its mission.
- 2 An **application service** is a service type that is a logical representation of a deployed application stack. Note: An application service is different from an application, and there is no one-to-one relationship between them. (See the example in the figure below.)
- 3 A **technical service** is a service type that is published to service owners. It typically underpins a business or application service.

## Can you give examples of different service types and their relationships?

Here's one example:



## How should we categorize services into different types?

Use these questions to effectively categorize a service:

- What are the outcomes enabled through this service?
- Can this service stand alone, or does it need to be used in conjunction with another one?
- Who owns this service?
- Who will pay for this service?
- Who are the key users of this service?

# What are services and service offerings? (Continued)

What service management best practices should we consider?

## Best practice

1. Create a standard set of definitions for service reporting and service modeling.
2. Define and categorize service offerings in the service catalog based on user needs.
3. Understand the request management process within the Now Platform®.
4. Align your services model with the data model in the CMDB.
5. Manage all services and service offerings within the service portfolio.
6. Define user roles and limit access to service types based on those roles.

## Resources to help you implement

- Refer to the ServiceNow [Common Services Data Model](#).
- Refer to our Success Playbook on [designing a world-class service catalog](#).
- Refer to our process guide on [service catalog and request management](#).
- Start with our Success Playbook on [planning your successful CMDB deployment](#).
- Learn about the ServiceNow [Service Portfolio](#) module and its benefits.
- Learn about how to enable [subscribe by user](#) for your service offerings.