

Service Lifecycle Management: Pruning Gives Other Services Room to Grow

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Service Portfolio Management:

- A holistic view of your service strategy, and your current and future offerings
- Provides the capability of viewing and managing your high-risk/high-growth services with your conservative offerings, and determining which services may not be on track and need help or need to be pulled

Portfolio Approach: Objectives

- Maximize value of services in terms of the organization's objectives
- Balance services offerings
- Ensure you don't have more offerings than you can manage/support
- Align services with strategy



Current service management practice

Our current approach to managing our service portfolio or offerings is:

Strengths	Weaknesses

Maximize value?
Achieve balance?
Align with strategy?

Strategic alignment

What are the community's, organization's or university/college's goals or priorities?

What are the library's goals or priorities?

Market Segmentation = Client Focus

Who are your target or primary clients?

Describe distinct primary & secondary target markets

- what do you know about how these groups?
 - How do they work, study, live?
 - How do/will they apply your products/services in their work?
 - *If they don't 'apply', they won't continue to 'buy'.*

Inventory offerings

Services

Products

Programs

Offering profile: _____

Description

Role: (what is it? what does it do?)

Strategic fit:

Parts: (what are its key elements?)

Delivery: (how is it offered?)

Benefits: (what pain does it ease for clients?)

Competition: (what can they buy/use instead?)

Assessment of organizational capabilities

Key inputs/resources:

Specialized skills/capabilities:

Technology:

Issues:

Market interest

Target:

Size:

Current interest:

Growth potential:

Uniqueness:

Positioning:

Client Interest & Strategic Fit

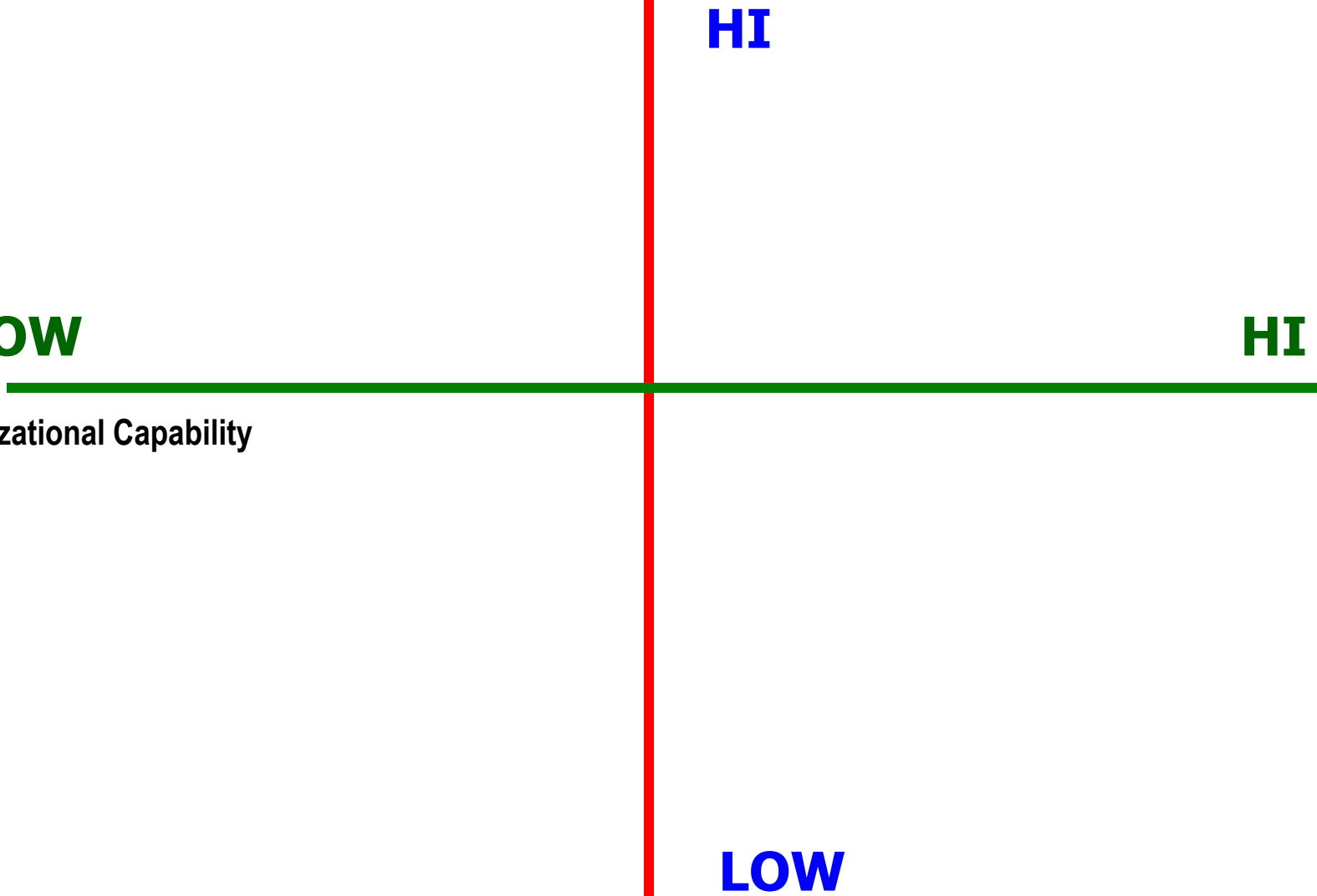
HI

LOW

HI

Organizational Capability

LOW



Potential impact of portfolio approach

Advantages	Issues

Maximize value?
Achieve balance?
Align with strategy?