



UNIVERSITAS  
**Dinamika**  
STIKOM SURABAYA

Dinamic Movement Towards Excellence



PROGRAM STUDI S1  
**SISTEM INFORMASI**

# **MANAJEMEN LAYANAN SISTEM DAN TEKNOLOGI INFORMASI**

# **IT SERVICE MANAGEMENT**

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# BISNIS DAN TI

## Business and Information Technology (IT)

- Information has become a value in itself
- IT aids existing businesses by increasing efficiency and effectiveness
- IT enables new types of businesses

Efficiency:  
"doing things right"

Effectiveness:  
"doing the right things"

## Business - IT Alignment

- Customers of IT (businesses) require IT services that continually support their business needs
- The IT organization must understand the needs of the business
- Internal providers face possible outsourcing and must run their IT as a business

## The World is Changing

- Speed of business increasing
- Globalization and lower transaction costs redefine business
- Business models are redefined

**How we can we (as IT) ... ?**



# SERVICE ?

## Services

**Services** are a means of delivering **value** to customers by facilitating the **outcomes** customers want to achieve without the ownership of specific **costs** and **risks**.

## Service Provider

A **Service Provider** is an Organization supplying Services to one or more Internal or External Customers.

### Services

#### Internal

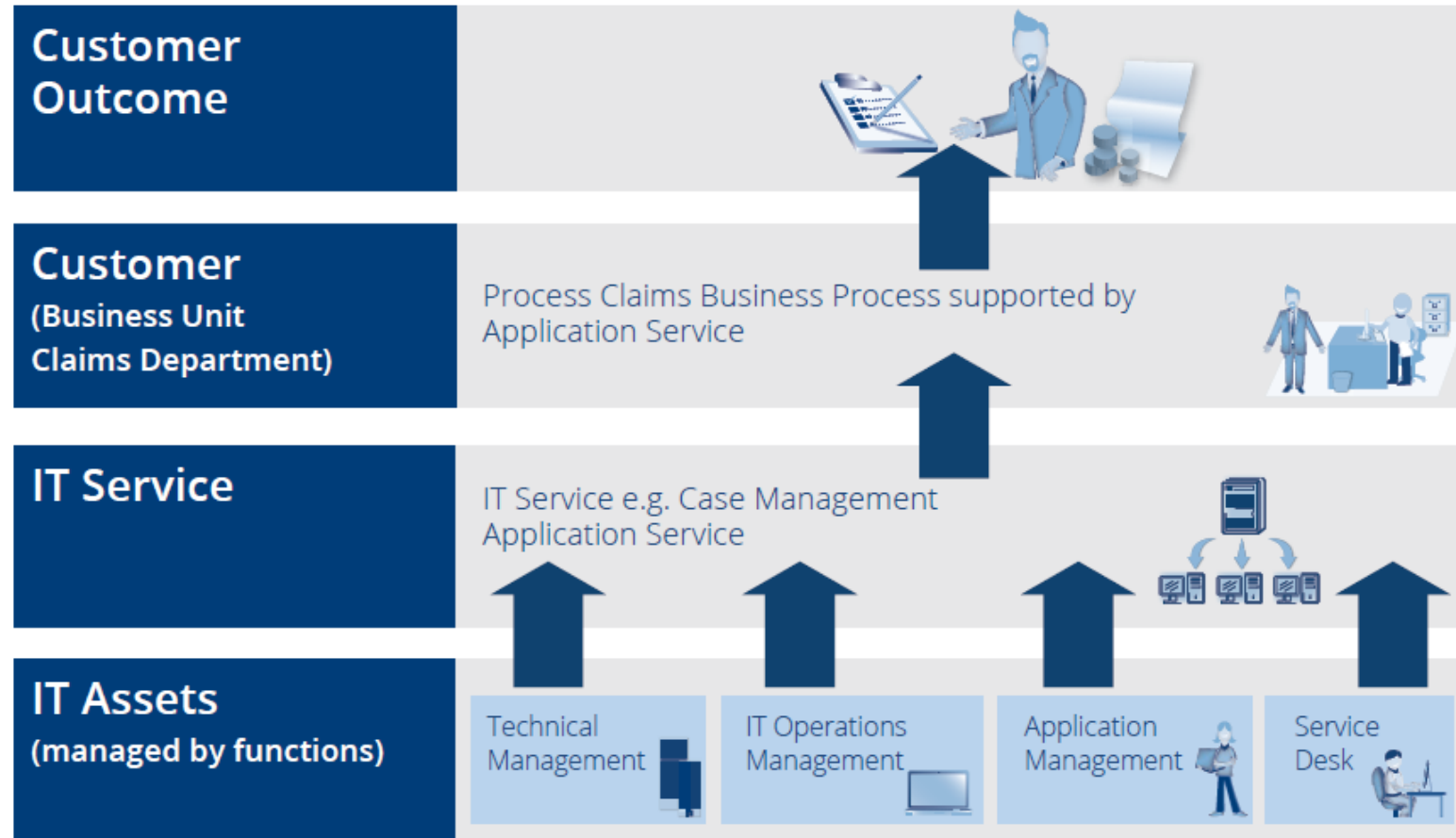
Delivered between business units or departments in the same organization

#### External

Delivered to external customers



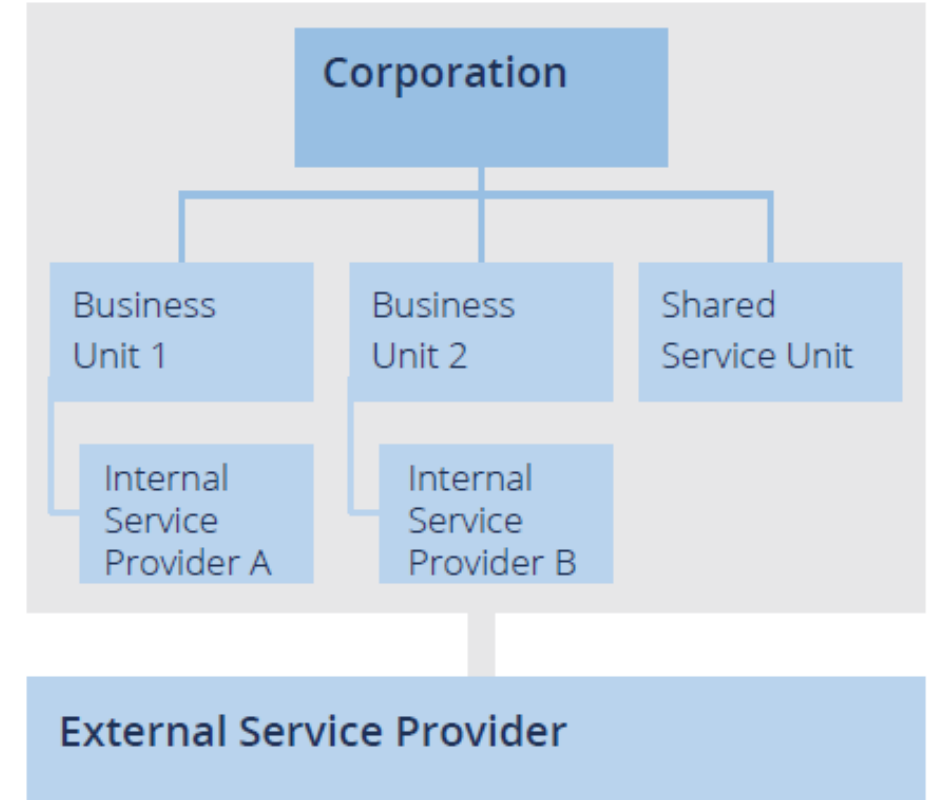
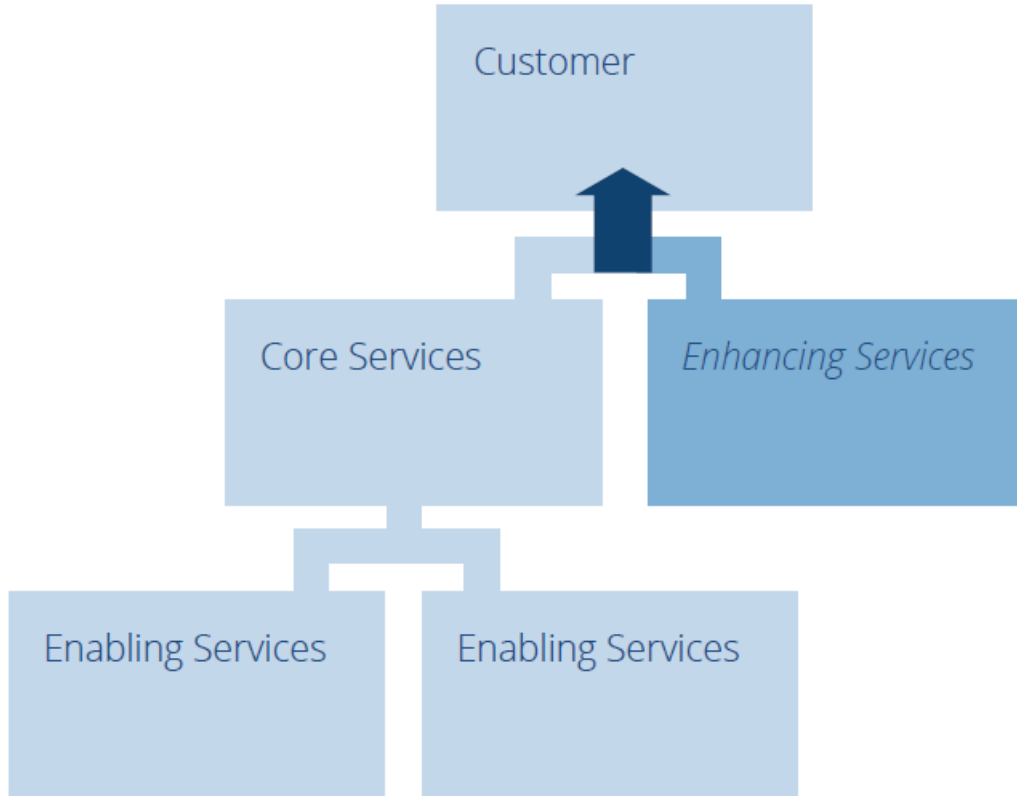
# LAYANAN TI ?



An **IT Services** is a service provide by an **IT service provider**



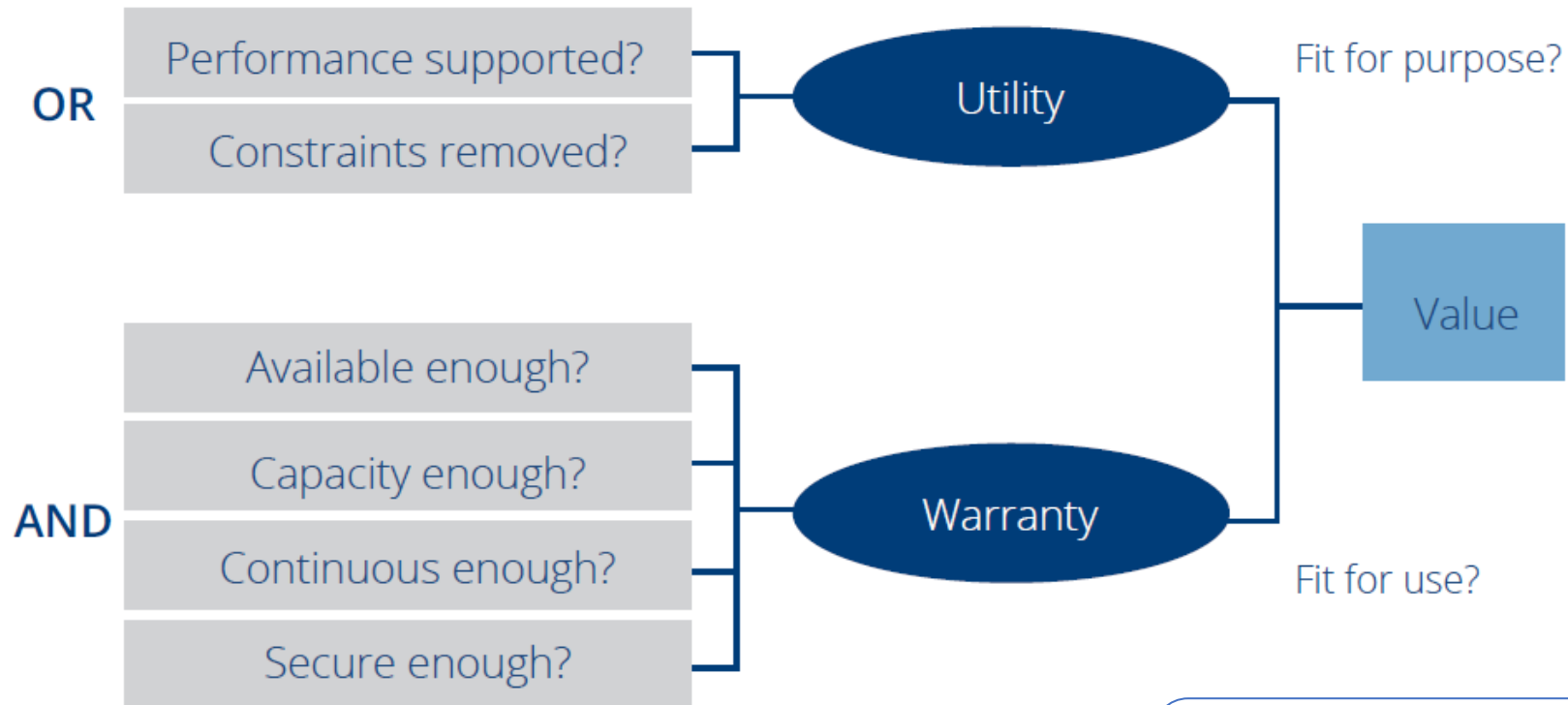
# TIPE dan PENYEDIA LAYANAN



- 1. Type I - Internal Service Provider:**  
An internal service provider is embedded within the business unit
- 2. Type II - Shared Services Unit:**  
An internal service provider that provides shared services to more than one business unit
- 3. Type III - External Service Provider:**  
A service provider that provides services to external customers

# VALUE CREATION THROUGH SERVICES

$$\text{Service Value} = \text{Utility} + \text{Warranty}$$



**VALUE** yang didapat customer merupakan gabungan antara **fitur/fungsi** layanan dan **kualitas** layanan

