



Your business
running smoothly

Our customisable
service model

The future is exciting.
Ready?



A flexible approach to your service

Tailored to your business and its individual needs

Building on proven foundations

Each one of our customers is unique in some way; this means that we need to offer a customisable service model to meet the broad spectrum of requirements we encounter. We have taken the industry-standard ITIL framework and compartmentalised the most critical elements. This forms the basis of our Tiered Support Services Model (TSSM) approach to Service Management.

ITIL is the Information Technology Infrastructure Library. It began life in the 1980's as a British government project to improve the level of IT service quality it was receiving. The idea was to develop a framework to support IT service providers

in setting up services and running them efficiently, cost-effectively, and to a high standard.

The proven benefits of following the ITIL framework include increased customer satisfaction and improved service availability, alongside financial savings from better resource management. All these things lead to increased revenue and profits.

Indeed, over the years, ITIL has evolved to focus more on supporting the integration of IT within businesses and its contribution to positive business outcomes.

ITIL principles have been widely adopted by governments and businesses – including being the basis for Microsoft's Operations Framework – and it's now the world's most widely-used model for IT service management, so that's why we've chosen to use it as the basis for our Support Service propositions.



Our people and processes know how to
keep your business running smoothly

The principles behind the practice

ITIL's principles are centered on a set of five core volumes – a library of 'best practices' - arranged around the concept of the Service Lifecycle.

This is broken down into five stages:

1. Service Strategy
2. Service Design
3. Service Transition
4. Service Operations
5. Continual Service Improvement

These are combined in **Figure 1** to deliver end-to-end service management for you and your business.

The focus on an end-to-end delivery dovetails perfectly with our Vodafone Project Delivery Lifecycle to make sure that your services are in good hands from start to finish.

We use ITIL as a framework for service management, but add in a flavour of our experience to make it fit your business

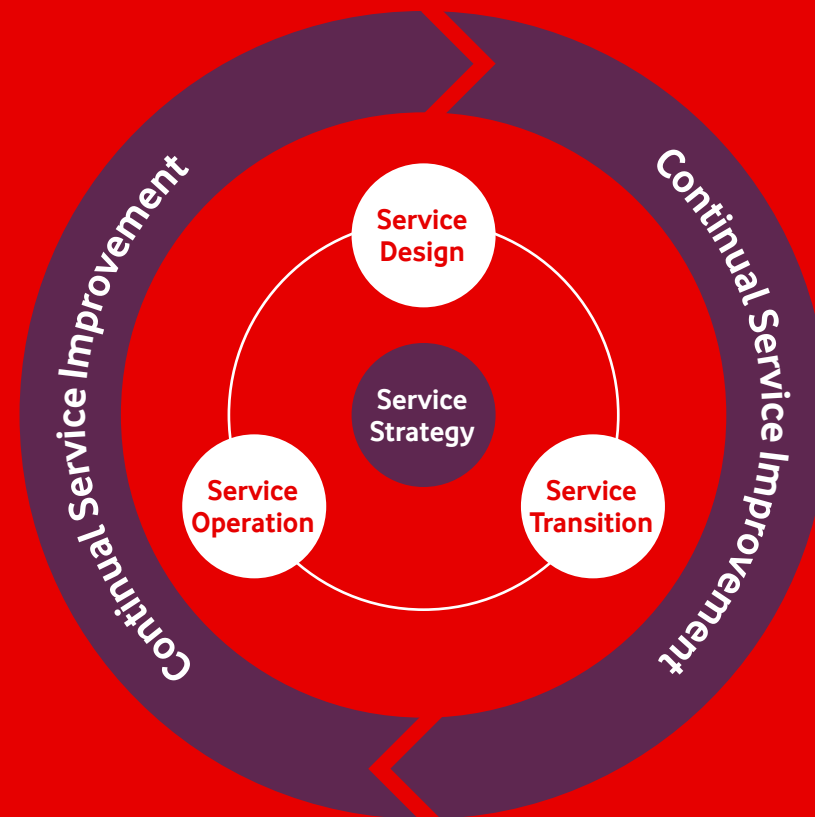


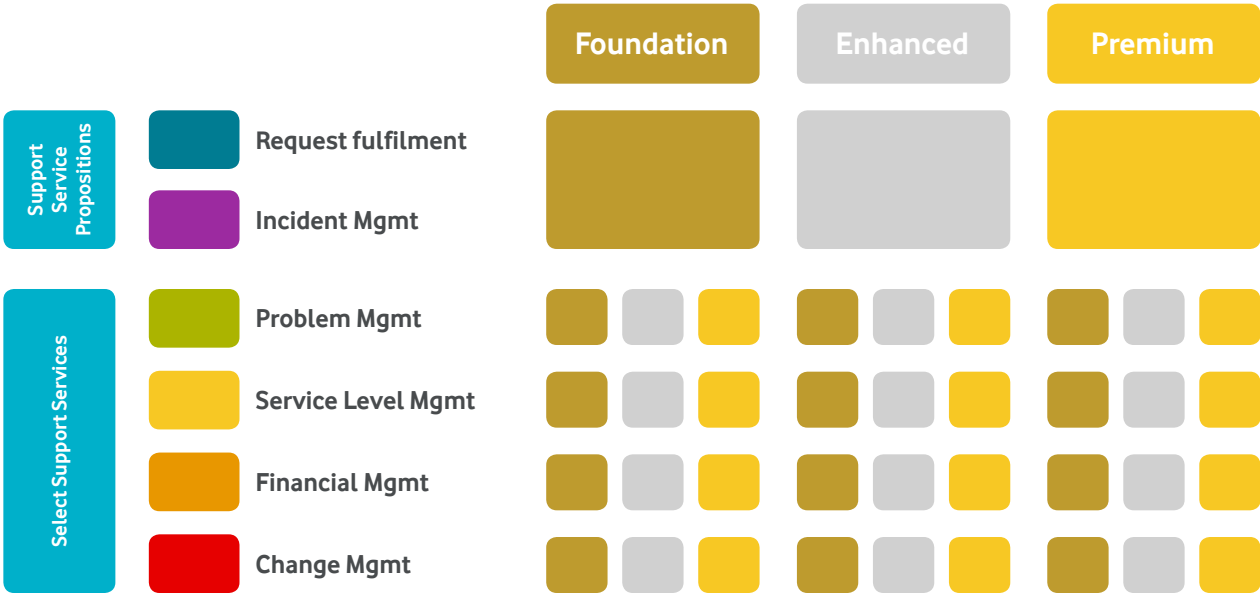
Figure 1 - The ITIL lifecycle we use to shape our service management model

Introducing the Tiered Support Service Model

The Tiered Support Services Model combines six of the ITIL support service families, with three levels of service capability, to provide clearly defined and transparent service operations for your solution.

Within TSSM we have three service support tiers. Each tier has a defined set of deliverables to ensure a consistent service experience, and offers our customers flexibility and choice in how they are supported by Vodafone. The three levels of capability are:

- Foundation: Support Services included as standard with each aligned product.
- Enhanced: Support Services designed to complement our customer’s operations and increase the level of support.
- Premium: Support Services to integrate with our customer’s operations and provide the highest levels of support.



Customising the model to meet your needs

You can choose from a number of options:

- The first option will define the tier of service related to **Request Fulfilment** and **Incident Management**. These crucial services are intrinsically linked, so we ensure the same tier is applied to them both for consistency.
- The remaining choices cover the tier of service related to **Problem Management, Financial Management, Change Management** and **Service Level Management** (Enhanced/ Premium tiers only). These support services are chosen depending on what’s important to you.

The service families are described in **Table 2** on the next page.

TSSM was designed to give you control over the way we deliver your services

| FAMILY | OPTIONS | DETAILS |
|--------------------------------------|---------------------------------------|---|
| Request Fulfilment | Foundation / Enhanced / Premium | <ul style="list-style-type: none">• Service Requests may include change requests, small orders, or billing enquiries.• Request Fulfilment includes response and acknowledgement, and routing and resolution services. It is provided by web portal and Service Desk teams. |
| Incident Management | Foundation / Enhanced / Premium | <ul style="list-style-type: none">• Incident Management is delivered through our experienced Service Desk teams.• Vodafone's Incident Management includes acknowledgement, routing, initial diagnosis and escalation management. |
| Problem Management | Foundation / Enhanced / Premium | <ul style="list-style-type: none">• Problem Management provides a reporting and review service to support you where recurring incidents have occurred.• Problem Management is also engaged if a major incident happens. |
| Service Level Management | Enhanced / Premium | <ul style="list-style-type: none">• Reporting teams create and make available reports on performance which are analysed and reviewed regularly with you.• When required, Service Improvement or Development Plans are created and delivered against. |
| Financial Management (Billing) | Foundation / Enhanced / Premium | <ul style="list-style-type: none">• Billing and reporting teams create and make available billing reports based on your solution and service tier.• Where a Service Request has been raised about invoicing and billing, our teams will carry out the review and resolution. |
| Change Management (Core Products) | Foundation / Enhanced / Premium | <ul style="list-style-type: none">• Targeted on supporting you with configuration changes, operational Change Management is an important part of our services.• Customer notification of scheduled or unplanned outages is also included. |

Table 2 - The customisable service options you can choose from to suit your business

Supporting your services in the way you choose

We have the people and the processes to deliver a great service experience for you. We will provide:

- Continuity of service – keeping the lights on for your organisation will be one of the main areas of focus for our teams.
- A single service desk for you to call – this means you can be confident of getting through to the right person first time.
- Customisable service wrap aimed at your key priorities – you are in control of the service approach we take. If you have a strong focus on Change Management in your organisation, that can be set to Premium while the other operations are delivered at the Foundation or Enhanced tiers.
- The benefit of years of experience – you can be reassured that our processes work. Our ability to manage Enterprise solutions has been proven time and again.



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