PRODUCT BRIEF

Service Catalog
Enhance User Satisfaction while Reducing Costs

Overview

Service Catalog is a critical component of the Broadcom® Service Management solution, designed to reduce service delivery costs, boost business consumer satisfaction, and increase productivity. It offers a one-stop storefront where users access IT and business services seamlessly through a unified self-service portal or mobile app. The catalog manages and automates the entire request lifecycle (including submission, approval, and fulfillment) offering rich, business-oriented service descriptions in multiple languages to enhance the user experience.
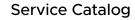
Business Challenges

Organizations struggle to balance the need for operational cost reductions with delivering business value through IT services. There is often a disconnect between IT offerings and business consumer needs, compounded by users' expectations for fast, simple, and device-agnostic self-service experiences. The request fulfillment process is typically costly, manual, and inconsistent; with limited visibility into service consumption, costs, or performance; making it hard for IT to optimize resources and justify investments.

Solution Overview

Service Catalog enables organizations to define, publish, and manage IT and business service offerings clearly and consistently in business-friendly terms. It supports publishing services in portfolios accessible enterprise-wide or to specific units, delivering offerings through web portals and mobile apps on iOS and Android. The embedded workflow orchestration engine automates service delivery across physical, virtual, and cloud environments. Financial visibility is enhanced through built-in costing, chargeback, and showback mechanisms. Integration with the configuration management database and SLA management supports operational excellence and governance.

Key Features

- **Service exposure:** Deliver service offerings across HTML portals and mobile iOS and Android apps for easy access.
- **Mobile access:** Empower users to request, approve, and track services anytime, anywhere, on any device.
- **Automation:** Streamline routine and complex fulfillment tasks with enterprise-class workflow orchestration.
- **Operational efficiency:** Maximize productivity using prebuilt workflows and out-of-the-box service templates.
- **Cost transparency:** Define services with full-cost models and associated SLAs for financial clarity.
- **Financial reporting:** Measure service consumption and costs; support chargeback or showback billing.

AT A GLANCE

Simplify service delivery with automated workflows, financial transparency, and mobile access.

KEY BENEFITS

- Strategic IT partner
- Enhanced satisfaction
- Cost reduction
- Faster delivery
- Financial insight

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Key Benefits and Results

• **Strategic IT partner:** Transform IT into a proactive business ally focused on improving customer satisfaction.

• **Enhanced satisfaction:** Boost business user contentment with simplified, user-friendly IT service requests.

• **Cost reduction:** Lower service delivery expenses through workflow automation and reduced manual effort.

• **Faster delivery:** Accelerate service fulfillment with streamlined, automated processes.

• **Financial insight:** Gain visibility into service costs and consumption for more innovative budget management.

Critical Differentiators

Service Catalog stands out by enabling services to be expressed in value-driven terms, with clear SLAs and transparent costing. Its integrated automation streamlines request approvals and fulfillment, while financial metrics tie service usage to business outcomes. The modern, unified self-service and mobile experience broadens service adoption and elevates the IT organization's perceived value. As part of a comprehensive service management suite, it aligns with 12 ITIL-certified processes and integrates closely with related products like Service Desk Manager, Client Automation, and IT Process Automation Manager.

Summary

Service Catalog empowers organizations to transform IT service delivery by providing a streamlined, user-friendly, and automated service request experience. By combining business-aligned service definitions with comprehensive workflow automation and financial transparency, IT teams can reduce costs, improve customer satisfaction, and enhance operational control to drive measurable business value and service excellence.

A One-Stop Storefront where Users Access IT and Business Services Seamlessly

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