



ServiceFlow is aligned perfectly with the recently-released ITIL v3 industry standard, giving us confidence in the strategies we're driving for both our internal business units and our customers.

– Richard Roberts, Service Control Manager, Siemens IT Solutions and Services



Service management at its best: Delivering better service, aligned with business goals, at lower cost

Whether you're a commercial service provider or an internal service provider, Digital Fuel's ServiceFlow Software Suite has what you need to better manage your service portfolio, service offerings, customers, services performance and financials. In doing so, you can get definitive answers to the three questions most important to your business, and to your customers:

- What services are available?
- How well are we doing?
- How much does it cost?

ServiceFlow applications are equally straightforward to deploy, use, and maintain. They're designed to deliver quick time to value to the people within your organization who operate and manage services, as well as to your customers.

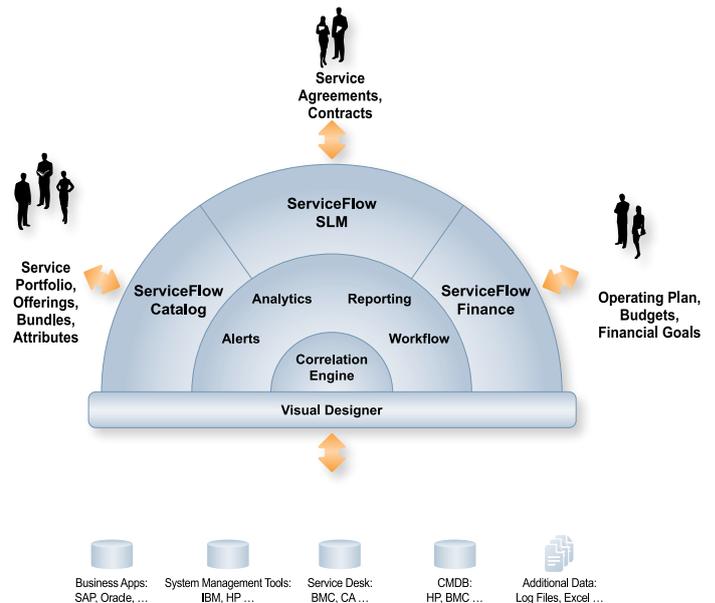
ServiceFlow Catalog: Tell your customers what you offer

ServiceFlow Catalog lets you publish and promote your services to end users in terms they can easily understand. It makes ordering services as easy as buying a book online. ServiceFlow Catalog can help your organization to:

- Define IT, F&A, HR, communications, and other services
- Manage and publish services offerings and their performance and cost attributes
- Manage the services ordering process.

With this Digital Fuel solution you can experience significant business benefits:

- Increase alignment with customers' business goals
- Reduce delivery cost by reducing the costs associated with the ordering process and with supporting non-standard service ordering and service offers
- Reduce services spend by increasing the adoption of lower-cost, centralized shared services
- Reduce the cost and spend associated with purchasing unnecessary services.



How It Works

The Digital Fuel ServiceFlow Software Suite is a powerful, Web-based management solution that can help you provide better services that are aligned with business goals and objectives, and deliver them at a lower cost.

ServiceFlow SLM: How well are you delivering services?

ServiceFlow SLM (Service Level Management) helps commercial and internal service organizations ask and answer the "how well?" question in a tangible way. This Digital Fuel solution uses Service Level Agreements (SLAs) and Operating Level Agreements (OLAs) as the mechanism for setting clear, measurable expectations and commitments for service providers and customers.

With ServiceFlow SLM you can align services performance to business goals. You can use this Digital Fuel solution to manage IT, HR, communications, F&A, and other services' business performance. It automates the process for managing SLAs, OLAs, Key Performance Indicators (KPIs), and Underpinning Contracts (UCs). ServiceFlow SLM's unique Visual Design technology and definition wizard make the process of defining and managing SLM as easy as creating a Microsoft Excel spreadsheet function.

ServiceFlow SLM provides facilities to define and proactively manage, monitor, review, and forecast all of your operational and business service level commitments. With it you can:

- Improve services
- Secure new and follow-on business
- Lower the cost of delivery by automating a complex manual process
- Invest where it matters to your customers' business
- Lower the cost of outages due to faster resolution and better prioritization.

ServiceFlow Finance: How much do services cost? How much should I charge?

ServiceFlow Finance gives commercial and internal service providers a full range of capabilities to determine services' cost, pricing, billing, and chargebacks. It also provides tools that help customers control their services spend and usage.

Service price can be defined on a unit base, by fixed price, as activity-based, by sharing costs between customers, or through other pre-defined mechanisms or a new pricing structure of your choice.

With ServiceFlow Finance all providers can:

- Reduce spend on services by driving accountability for service spend and consumption
- Lower service spend by proactive management
- Reduce the costs associated with service financial management by automation
- Reduce the use of unnecessary services.

Pre-defined solutions and packages

Digital Fuel ServiceFlow solutions are pre-packaged to speed your time to value. ServiceFlow solutions incorporate industry best practices and are pre-built, enabling you to manage specific service lines. They offer pre-defined SLAs and Service Catalog service offerings for Service Desk, Hosting, F&A, IT, HR, and communications.

Aligned with ITIL v3, COBIT, ISO 20000, and eTOM

With ServiceFlow, you can implement service management processes according to the recommendations provided by ITIL v3, COBIT, ISO 20000, and eTOM, leveraging the best practices contained in these widely adopted service management methodologies. Whether your organization is just getting started with ITIL or is a mature ITIL shop, ServiceFlow will accelerate your next step forward.

Plug into the ServiceFlow Platform

All three Digital Fuel applications are pre-integrated and run on the same ServiceFlow Platform. The platform provides key functions that make an enterprise-ready business application, such as user roles and permissions, configurable dashboards, menus, a report generator, and workflows.

If you start out with one ServiceFlow solution and want to enable any additional software capabilities, all you need to do is obtain a software key from Digital Fuel – it's as simple as that. Turning on new ServiceFlow capabilities also immediately automates additional ITIL service management processes.

ServiceFlow Platform core capabilities

The ServiceFlow Platform implements Digital Fuel's patented Visual Design technology for defining the business rules that flow into SLAs and financial calculations. Visual Designer allows business users to model the complex logic behind various types of business obligations – no coding required.

The ServiceFlow Platform also provides a wide range of required data processing capabilities utilized across the three applications. It gives users a simple, wizard-driven way to connect to external data sources, and has powerful mechanisms for collecting, cleansing, handling errors in, and finding missing data, as well as formatting, correlating, aggregating, and filtering data. These tasks are executed in accordance with the defined business rules.



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About Digital Fuel: Digital Fuel Technologies, Inc., is the leading provider of service catalog, service level management, and service financial management software solutions for IT, Communications, HR, and F&A in enterprises and commercial service providers. The company's ServiceFlow business software applications manage billions in Telco, IT, and other business services at companies and governments around the world, such as British Telecom, BearingPoint, Capgemini, Cisco, Computacenter, Capital One, CSC, Cummins, Dell, General Electric, IBM, Nestle, O2, Procter & Gamble, Siemens, SITA, Sprint, Telefonica, Telus, WiPro, Xansa, and many others. Digital Fuel is headquartered in San Mateo, California, USA, with offices globally.