Service Model

ETSZONE services are categorized by their delivery and operational models. Service offers are comprised of one or more service components, each of which are characterized by a service category. Delivery of any service component requires specific service competencies, which are accomplished skills in technical, administrative, relationship, creative or other domains.

Consulting Services

Consulting Services are used to evaluate, recommend, design or invent operational capacities or mechanisms to support business objectives and they may also be used to design, manage and coordinate the required actions to put these into place. Consulting Services may also be used to design and develop business objectives and strategies supporting or consistent with a business mission.

Consulting services are invoiced on a one-time or non-recurring basis, though retainer arrangements can be applied to reserve availability of resources in anticipation of frequent or repeated use. Consulting services may be quoted using a fixed cost model per assignment (often broken out in phases) or by time spent (hourly or daily rate) and will accommodate changes in requirements either by specifying a change order requirement or adding billable hours to the work effort. Examples of consulting services include:

- evaluating work flow processes in a business or organization to recommend areas for automation or work flow software to increase efficiencies, reduce costs, improve scalability or meet other objectives
- inventing and designing a strategy for utilizing the web to communicate to a target constituency
- analyzing a requirement for electronic discovery, designing an approach and evaluating and recommending solution
- developing a new business model that is enabled by Internet and web technologies
- identification and valuation of web technology assets

Professional Services

Professional Services are used to put operational capacities into place, to change or modify them substantially, or to educate or train others in the use of them. Characteristics of professional services are that they:

- are predictable and repeatable work efforts to accomplish well-defined jobs and goals
- require project management skills
- require resources with specific skills suited to the specific job and goal
- put documented knowledge in place that anticipates and specifies future maintenance and support requirements

- anticipate breakdowns and put redundant or back-up mechanisms in place
- provide training in the use of a capacity or in how to sustain an operational objective
- put infrastructure in place and provision providers
- monitoring, measuring and reporting facilities in place

Professional services are usually invoiced on a one-time or non-recurring basis, though retainer arrangements can be applied to reserve availability of resources in anticipation of frequent or repeated use. They may be quoted using a fixed cost model per job or goal achieved (often broken out in phases) or by time spent (hourly or daily rate) and will accommodate changes in the requirements either by specifying a change order requirement or adding billable hours to the work effort. Examples of professional services include:

- setting up and installing a voice service or expanding its features
- installing cabling
- reviewing, documenting and assessing a network
- developing or customizing a software application

Managed Services

Managed Services sustain and maintain operational capacities or objectives. They accomplish this by:

- taking measures to minimize breakdowns in operations with appropriate infrastructure, providers, capacity planning and maintenance procedures
- monitoring availability of operational capacities or objectives and issuing alerts in the event of a breakdown
- having and maintaining documented knowledge about operational capacities or objectives and the subcomponents that comprise them
- require breadth of knowledge (holistic), generalist skills and analytical thinking
- having skilled resources available who can restore service in the event that a breakdown occurs
- providing assurance of the continued availability of the operational capacity or achievement of the objective, either explicitly (with an SLA) or implicitly
- having certain redundancies or back-up mechanisms in place
- providing certain "baseline" support or assistance for using or modifying operational capacities or objectives
- reporting status and trends of operational capacities or objectives
- measuring, monitoring and reporting the usage of operational capacities or of the mechanisms underlying operational objectives

Managed services are invoiced on a recurring basis, usually with a recurring period of one month. Managed services may also include usage-based fees. Examples of managed services include:

- voice services
- network management services
- applications hosting and support services
- content management & response services
- help desk services

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