Service Offering Naming Convention

Service Offering naming will be based on the underlying product name:

- Always, when one of the following conditions is true:
  - The product is a well-known, commercially recognized solution (e.g., U of I Box, Exchange, Munki)
  - The product offers one functionality, or a collective set of features commonly thought of as one (e.g., Google Apps @ Illinois)
  - There is significant difficulty in changing the underlying product theme/branding

- In these situations, care should be taken to distinguish our instance of the products from others
  - Product name should be first followed by differentiator of campus level or system level to make it easier to find in a service catalog. Whenever possible, avoid special characters such as @, &, *, and #.
    - Available/supported/affiliated with the Urbana-Champaign campus, append the name with ‘at Illinois’
    - Available/supported/affiliated with the University, append with ‘at U of I’

- Exceptions include:
  - Names for professional service offerings should be based on the function offered (e.g., Usability Consulting and Field Consulting)
  - Names for service offerings developed in-house should be based on the function offered (e.g., Cloud Dashboard)
  - There is not one underlying product used to provide the service offering so name should be based on the function offered (e.g., Campus Network and Wireless)
  - There is an existing service offering on campus by the same name or acronym

- In general, any service offering name should:
  - Be based upon the product name or professional service
  - Avoid redundant wording
  - Not be the same as another campus service offering
  - Not infringe upon trademarks
  - Not be lengthy, mouthful
  - Not be an acronym, unless is it commonly known as the acronym (e.g., VPN)
  - Not include metadata such as keywords for search terms or referencing previous names; This information should be included in the Service Catalog entry.
  - Not use special characters

In addition, if there is a suite of products (e.g., Office 365), follow the vendor's naming recommendation. A product may be part of a suite and be listed as a service offering. For example, Exchange is an email and calendaring service offering, and part of the Office 365 suite.