

# IT Products vs IT Services – What's the difference?

Unpacking key differences to support better IT delivery decisions.

## Industry



All industries

## Services



Service Management

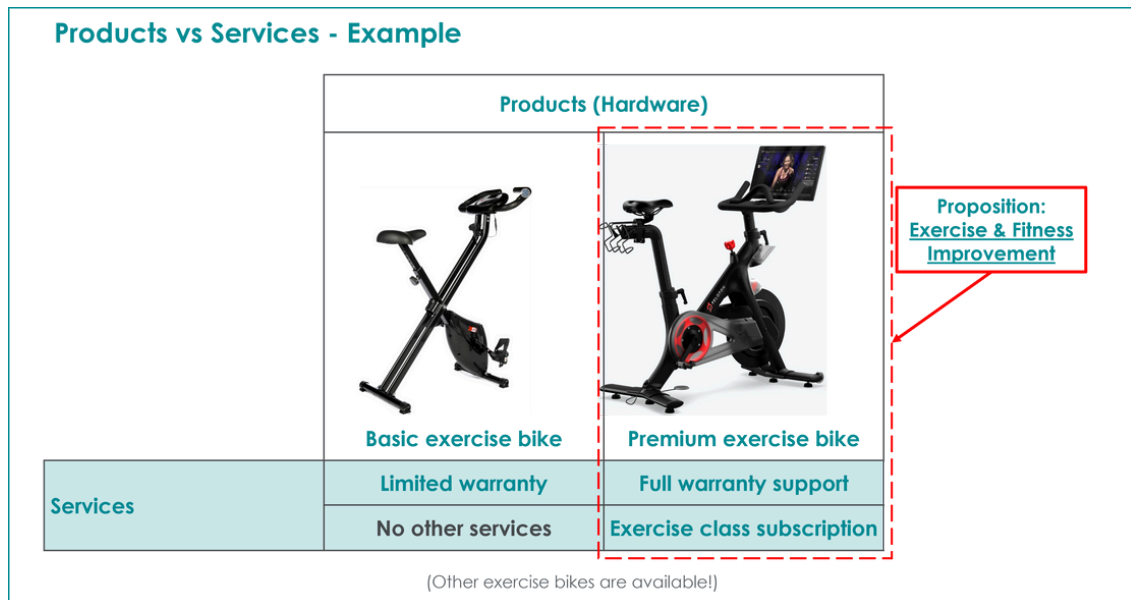


## IT Products vs IT Services – What's the difference?

As product-centric iterative delivery methods continue to grow in popularity, the debate around IT Products vs. IT Services has intensified. But what are the key differences, and does it really matter?

### A simple comparison

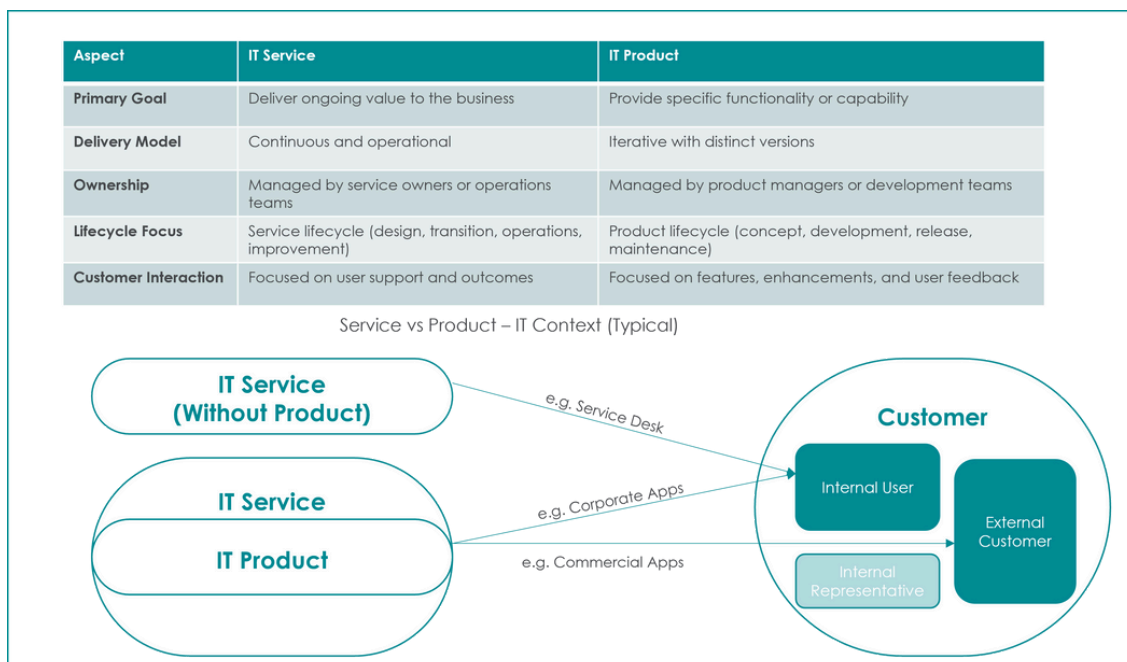
Before diving into IT, let's take a step back and consider a more tangible example: an exercise bike.



- The Product: The physical hardware – the bike itself.
- The Service: The ongoing support and maintenance of the bike, plus the subscription-based exercise classes that come with a premium model.

### Applying this to IT

Now, let's translate this concept into IT terms:





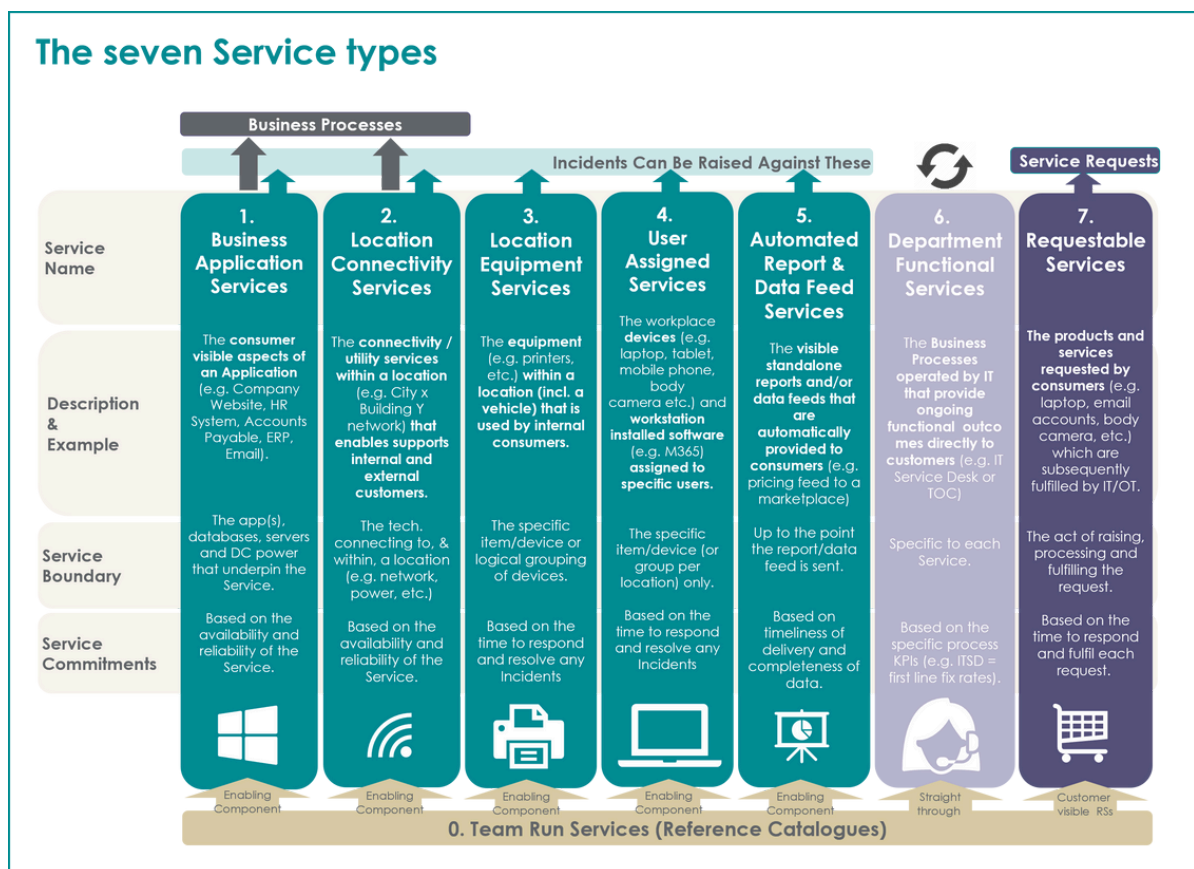
This distinction helps us understand a key insight:

👉 A Product is also a Service. But a Service is not always a Product.

### Why does this matter?

While recognising IT Products is important, especially in digital delivery efforts, effective IT operations require a focus on IT Services.

IT Services can be broken down into seven distinct types, each with different service boundaries and service levels.



Understanding these different service types is crucial for building an effective IT Service Catalogue, which, in turn, is essential for managing IT services efficiently. See this article for further details - [\(3\). What is an IT Service? The 7 categories | LinkedIn](#)

### Want to see a real-world IT Service Catalogue?

For examples of common IT Services, best-practice attribute details, and recommended associated roles & responsibilities, Chris would be happy to discuss further, email [contact@masonadvisory.com](mailto:contact@masonadvisory.com) to discuss further.

If you want to find out more about our services, click [here](#).

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### About Mason Advisory

Mason Advisory has offices in Manchester and London and employs over 100 staff, with plans to continue its expansion. We enable organisations to deliver value through digital & technology transformation, solving complex business challenges, and helping clients set strategy through the intelligent use of IT resources including architecture, cyber, operating model and organisational design, service management, and sourcing. We operate in sectors such as financial services and insurance, legal and law, government, health and social care, emergency services, retail, FMCG, transport, and not-for-profit.

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