

ITIL v3 Intermediate Lifecycle Module Service Strategy

Days of Training: 4

Overview

Participants will learn the principles and core elements along with the activities and technology & implementation considerations within the Service Strategy stage of the Service Lifecycle.

Prerequisites

ITIL v3 Foundation

Learning Objectives

At the end of this course, you will learn:

- The logic of value-creation within the context of the ITIL Service Lifecycle
- Strategic assets of an organization and their performance potential for serving particular customers or market spaces (internal or external)
- Formal definitions of services suitable for planning and execution across the Service Lifecycle
- Service valuation, demand modeling, service provisioning and analysis, and business impact analysis
- Service Portfolio Management, methods, and processes related to service management and services
- High-level strategies for demand management that can be supported by capabilities across the Service Lifecycle
- How Service Strategy is driven through and informed by other elements of the Service Lifecycle

Lesson 1: Service Strategy Principles

- The logic of value-creation within the context of the ITIL Service Lifecycle
- Capabilities and resources
- Service provider types, and be able to choose between the types
- Dynamics of a service model based on the concept of value networks
- Strategic perspectives, plans, positions and patterns as applied to service management and IT in their own organization

Lesson 2: Defining Services and Market Spaces

- Formal definitions of services suitable for planning and execution across the Service Lifecycle
- Business outcomes of customers and relating them to customer assets and service assets
- Services into customer outcomes, service assets, utility and warranty elements
- Market spaces, opportunities for new or changed services, and services as configurations and pattern

Lesson 3: Conducting Strategic Assessments

- Strategic assets of an organization and their performance potential for serving particular customers or market spaces (internal or external)
- Critical Success Factors and degree of alignment of existing services, capabilities, and strategies with customer's business
- Business potential within existing customers and in adjacent market spaces through analysis of patterns within Service Catalog, business strategy of customers, and environmental factors such as business trends, technological innovation, and regulatory compliance

Lesson 4: Financial Management

- Service valuation, demand modeling, service provisioning and analysis, and business impact analysis
- Funding the Service Portfolio and phases of the Service Lifecycle and defining expectations or return on Investments

Lesson 5: Service Portfolio Management

Service Portfolio Management, methods, and processes related to service management and services

Lesson 6: Demand Management

- Challenges, opportunities and risks in fulfilling demand for a particular customer or market space
- High-level strategies for demand management that can be supported by capabilities across the Service Lifecycle
- Demand with respect to customer outcomes, patterns of business activity, and user profiles. Sources of demand and capacity within the Service Catalog and Service Pipeline
- Core Service Packages and Service Level Packages
- The roles of Product Manager and Business Relationship Manager

Lesson 7: Defining Strategy through Lifecycle

- How Service Strategy is driven through and informed by other elements of the Service Lifecycle
- Policies and constraints for Service Design that will encode strategic objectives and customer needs
- Requirements for Service Transition to act on behalf of Service Strategy in reducing costs and risks as service progress through the Lifecycle
- Tactical plans for the Service Catalog to be effectively hosted by Service Operation phase, with adjustments by customers and contracts
- Opportunities for improvement across the Service Portfolio and Service Lifecycle

Lesson 8: Critical Success Factors and Risks

- The role of organization development and sourcing as Critical Success Factors
- Automation and tools to meet strategic objectives through the framework of service management
- Benefits and risks from factors such as complexity, coordination, intangible assets, and total cost of utilization (TCU).
- Types of risks across the Lifecycle and high-level approaches for mitigating risks

Lesson 9: Exam Preparation

- Sample Exams
- Feedback
- Recap