

## ITIL V3 Service Strategy Certification Training

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### Course Summary

#### Description

This Service Strategy (SS) course provides you with an intense and focused exploration of the new and modified topics in ITIL® 2011. The course is intended for those who work within a Service Strategy environment and require a deeper understanding of the underlying concepts, processes and activities involved and associated management responsibilities and how they may be used to enhance overall service quality and service provision. The course focuses on the managerial and control aspects of the operational environment. This course has a number of study units and supporting exercises that reinforce the knowledge gained.

#### Objectives

At the end of this course, students will be able to:

- Discuss the Service Lifecycle and Service Management as a Practice: Understand the Service Lifecycle and the objectives and business value for each phase in the lifecycle; understand and articulate “service” and be able to explain the concept of Service Management as a practice
- Explain basic Service Strategy Principles: Understand the key concepts, common principles and guidelines that will influence the performance of SS processes
- Identify Service Strategy Processes: Understand the managerial and supervisory aspects of the SS processes. Other areas of discussion include the roles and responsibilities (and their relationship to other Service Management processes), challenges, critical success factors and risks within each of the processes. The processes include:
  - Strategy Management for IT Services
  - Service Portfolio Management
  - Financial Management for IT Services
  - Demand Management
  - Business Relationship Management
- Describe Governance & Organizing Service Strategy: Understand the role and impact of governance to the delivery of appropriate and effective services as well as the organizational requirements for strategy development
- Explore Technology and Implementation Considerations: Understand the role of technology to Service Strategy and explore concepts that have great impact on SS process implementation

#### Topics

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| • Course Introduction                              | • Service Portfolio Management (SPM) Part 2     |
| • Exam Tips  | • Financial Management (FM) Part 1              |
| • Service Management as a Practice Part 1          | • Financial Management (FM) Part 2              |
| • Service Management as a Practice Part 2          | • Demand Management (DM) Part 1                 |
| • Exercise: ITSM and Failure                       | • Demand Management (DM) Part 2                 |
| • Strategy and Services                            | • Business Relationship Management (BRM) Part 1 |
| • Services and Value                               | • Business Relationship Management (BRM) Part 2 |
| • Customers and Service Providers                  | • Governance & Organizations Part 1             |
| • Defining Services                                | • Governance & Organizations Part 2             |
| • Service Economics                                | • Implementation & Technology Part 1            |
| • Sourcing Strategies                              | • Implementation & Technology Part 2            |
| • Strategy Management for IT Services (StM) Part 1 |   |
| • Strategy Management for IT Services (StM) Part 2 |   |
| • Service Portfolio Management (SPM) Part 1        |   |

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### Course Summary (cont'd)

#### Audience

The course is intended for those who work within a Service Strategy environment and require a deeper understanding of the underlying concepts, processes and activities involved and associated management responsibilities and how they may be used to enhance overall service quality and service provision

#### Prerequisites

ITIL® Foundations training is required prior to taking this course and it is highly recommended that all ITIL Intermediate Candidates have 2 to 4 years of Service Management Experience. If you plan on taking the ITIL® 2011: Service Strategy certification exam, then you must have taken and passed the ITIL® Foundations exam (or v2, v3 or 2011 equivalent) and present the certificate to the testing organization in order to sit for this exam.

Before attending training for the certification it is also strongly recommended that candidates read the ITIL Service Lifecycle core publications and, in particular, the ITIL Service Strategy publication.

#### Duration

Two days

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### Course Outline

- I. *Course Introduction*
- II. *Exam Tips*
- III. *Service Management as a Practice Part 1*
  - A. Components of the Service Lifecycle
  - B. What is a Service?
  - C. What Comprises Value?
  - D. What is Service Management?
  - E. Processes
  - F. Generic Roles
- IV. *Service Management as a Practice Part 2*
  - A. Purpose & Objectives of Service Strategy
  - B. Value to the Business
  - C. Service Strategy Inputs/Outputs
  - D. SS Challenges, Risks, CSFs
- V. *Exercise: ITSM and Failure*
- VI. *Strategy and Services*
  - A. Deciding a Strategy
  - B. Four Ps of Strategy
- VII. *Services and Value*
  - A. Service Breakdown
  - B. Value
  - C. Utility & Warranty
- VIII. *Customers and Service Providers*
  - A. Customer & Service Assets
  - B. Service Providers
- IX. *Defining Services*
  - A. Steps to Define Services
  - B. Strategies for Customer Satisfaction
  - C. KANO model
- X. *Service Economics*
  - A. ROI
  - B. The Business Case
  - C. Business Impact Analysis (BIA)
- XI. *Sourcing Strategies*
  - A. Sourcing Structures
  - B. Outsourcing
  - C. Sourcing Governance
- XII. *Strategy Management for IT Services (StM) Part 1*
  - A. Purpose & Objectives
  - B. Value to the Business
  - C. Policies/Principles/Basic Concepts
  - D. Activities
- XIII. *Strategy Management for IT Services (StM) Part 2*
  - A. Roles
  - B. Triggers, Inputs/Outputs & Interfaces
  - C. Metrics
  - D. Challenges & Risks
- XIV. *Service Portfolio Management (SPM) Part 1*
  - A. Purpose & Objectives
  - B. Value to the Business
  - C. Policies/Principles/Basic Concepts Part 1
- XV. *Service Portfolio Management (SPM) Part 2*
  - A. Policies/Principles/Basic Concepts Part 2
  - B. Activities
  - C. Roles
  - D. Triggers, Inputs/Outputs & Interfaces
  - E. Metrics
  - F. Challenges & Risks
- XVI. *Financial Management (FM) Part 1*
  - A. Purpose & Objectives
  - B. Value to the Business
  - C. Policies/Principles/Basic Concepts
- XVII. *Financial Management (FM) Part 2*
  - A. Activities
  - B. Roles
  - C. Triggers, Inputs/Outputs & Interfaces
  - D. Metrics
  - E. Challenges & Risks
  - F. Exercise: Cost Model for Desktop Deployment
- XVIII. *Demand Management (DM) Part 1*
  - A. Purpose & Objectives
  - B. Value to the Business
  - C. Policies/Principles/Basic Concepts

Activities

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### Course Outline (cont'd)

#### *XIX. Demand Management (DM) Part 2*

- A. Roles
- B. Triggers, Inputs/Outputs & Interfaces
- C. Metrics
- D. Challenges & Risks

#### *XX. Business Relationship Management (BRM) Part 1*

- A. Purpose & Objectives
- B. Value to the Business
- C. Policies/Principles/Basic Concepts

#### *XXI. Business Relationship Management (BRM) Part 2*

- A. Activities
- B. Roles Triggers, Inputs/Outputs & Interfaces
- C. Metrics
- D. Challenges & Risks
- E. Exercise: Melchester PBAs/UPs

#### *XXII. Governance & Organizations Part 1*

- A. Governance Basics
- B. Governance Framework
- C. Service Strategy & Governance

#### *XXIII. Governance & Organizations Part 2*

- A. Organizational Development
- B. Organizational Departmentalization
- C. Organizational Design

#### *XXIV. Implementation & Technology Part 1*

- A. Implementing Service Strategy
- B. Strategy Implementation via the Lifecycle
- C. Strategy Impact on Lifecycle Phases

#### *XXV. Implementation & Technology Part 2*

- A. Service Automation
- B. Service Interfaces