

ITIL Service Lifecycle: Service Strategy

Duration: 3 Days

Description

In this course, you will be immersed in the overall concepts associated with the service strategy phase of the service lifecycle. You will get an introduction to the key principles of service strategy, and you will learn about the service strategy processes. You will discover the importance of governance and related frameworks, and you will examine implementation considerations and approaches, including organizational design, the role of technology, and service automation. Through lecture, exercises, and scenario-based exam questions, you'll learn the core disciplines of ITIL best practices.

The main process focus areas of this course include:

- Strategy management for IT services
- Service portfolio management
- Financial management for IT services
- Demand management
- Business relationship management

What You'll Learn

- Key service management concepts
- Service strategy principles related to the design of effective service and service management strategies
- Service strategy processes, including strategy management for IT services, service portfolio management, financial management for IT services, demand management, and business relationship management
- Importance of governance and related frameworks for creating and managing effective service strategies
- Relevant organizational and departmental design methods and techniques
- Service strategy technologies and service automation to support the service lifecycle
- Implementation strategies that follow and support a service lifecycle approach

Audience

- CIOs, CTOs, managers, supervisory staff, and team leaders
- Service designers, IT architects, planners, consultants, and security managers
- Any other IT operations, technical, or IT management personnel requiring more information about ITIL best practices related to service strategy
- Anyone responsible for managing, implementing, or consulting on ITIL processes within IT or in conjunction with IT

Outline

Introduction to Service Strategy

- Key Service Management Concepts
- Purpose and Objectives of Service Strategy
- Scope of Service Strategy
- Business Value of Service Strategy
- Service Strategy Interfaces across the Service Lifecycle

Service Strategy Principles

- Basic Approach to Deciding Strategy
- Services
- Elements of Value
- Utility and Warranty
- Customer, Service, and Strategic Assets
- Service Providers
- Strategies for Customer Satisfaction
- Service Economics
- Sourcing Strategies and Governance

Strategy Management for IT Services Process

- Purpose, Objectives, and Scope of Strategy Management for IT Services
- Business Value of Strategy Management for IT Services
- Policies, Principles, and Basic Concepts of Strategy Management for IT Services
- Process Activities, Methods, and Techniques
- Triggers, Inputs, and Outputs of Strategy Management for IT Services
- Critical Success Factors (CSFs) and Key Performance Indicators (KPIs)
- Challenges and Risks

Service Portfolio Management Process

- Purpose, Objectives, and Scope of Service Portfolio Management
- Business Value of Service Portfolio Management
- Policies, Principles, and Basic Concepts of Service Portfolio Management
- Process Activities, Methods, and Techniques
- Triggers, Inputs, and Outputs of Service Portfolio Management
- CSFs and KPIs
- Challenges and Risks

Financial Management for IT Services Process

- Purpose, Objectives, and Scope of Financial Management for IT Services
- Business Value of Financial Management for IT services
- Policies, Principles, and Basic Concepts of Financial Management for IT Services
- Process Activities, Methods, and Techniques
- Triggers, Inputs, and Outputs of Financial Management for IT Services
- CSFs and KPIs
- Challenges and Risks

Demand Management Process

- Purpose, Objectives, and Scope of Demand Management
- Business Value of Demand Management
- Policies, Principles, and Basic Concepts of Demand Management
- Process Activities, Methods, and Techniques
- Triggers, Inputs, and Outputs of Demand Management
- CSFs and KPIs
- Challenges and Risks

Business Relationship Management Process

- Purpose, Objectives, and Scope of Business Relationship Management
- Business Value of Business Relationship Management
- Policies, Principles, and Basic Concepts of Business Relationship Management
- Process Activities, Methods, and Techniques
- Triggers, Inputs, and Outputs of Business Relationship Management
- CSFs and KPIs
- Challenges and Risks

Governance

- Strategy for Governance
- Governance Frameworks and Bodies
- How Service Strategy Relates to Governance

Organizing for Service Strategy

- Service Strategy Roles
- Organizational Development
- Organizational Departmentalization
- Organizational Design

Technology Considerations

- Service Automation, Instrumentation, and Analytics
- Service Interfaces and Self-Service Channels

Implementing Service Strategy

- Implementation through the Service Lifecycle
- Following a Lifecycle Approach
- Impact of Service Strategy on the Other Service Lifecycle Stages

Service Strategy Challenges, Risks, and CSFs