ITIL 2011 Service Strategy Certification Program

Course Summary

Description

ITIL is a set of best practices guidance that has become a worldwide-adopted framework for IT Service Management by many Public & Private Organizations. Since early 1990, ITIL has been evolving from focusing on Functions and Processes under versions 1 and 2 to focusing on the Full Service Lifecycle Management under current version.

In addition to the existing benefits of aligning IT goals and objectives with the business, improving quality and reducing cost of operation; ITSM and ITIL now emphasizes the following areas:
- Assist in transforming IT Service Management onto a strategic business asset
- Assist in defining and managing the complete lifecycle of IT Service Management Process
- Provide guidance on the development of Services Strategy, the development of Service Design, the Transition of Services from current to desired state, the Implementation and the Continuous improvement of the those Services

Through lectures and practice exam questions participants explore the concepts of good practice in IT Service Management based on the ITIL Edition 2011Framework.

The ITIL Intermediate Qualification: Service Strategy Certificate is a free-standing qualification, but is also part of the ITIL Intermediate Lifecycle stream, and one of the modules that leads to the ITIL Expert in IT Service Management. The purpose of this training module and the associated exam and certificate is, respectively, to impart, test, and validate the knowledge on industry practices in Service Management as documented in the ITIL publication.

Note:
The success in achieving this certification is highly dependent upon participants' effort in doing their homework, and self-study before and during the program. Therefore, it is highly recommended that course participants purchase the appropriate TSO publication to complete at a minimum 21 hours of personal study by reviewing the syllabus and the pertinent areas of the ITIL Service Management Practice core guidance.

Objectives

Through a series of lectures designed at achieving a clear understanding of the ITIL Best Practice lifecycle approach and through various exercises, assignments and discussions, participants will gain the necessary knowledge of the following subjects:
- Introduction to service strategy
- Service strategy principles
- Service strategy processes
- Governance
- Organizing for service strategy
- Technology considerations
- Implementing service strategy
- Challenges, critical success factors, and risks.

Topics

- Introduction
- Service Strategy Principles
- Service Strategy Processes
- Governance
- Organizing for service strategy
- Technology Considerations
- Implementing Service strategy
- Service Strategy challenges, critical success factors and risks
- Summary, Exam Preparation and Directed Studies

ITIL 2011 Service Strategy Certification Program

Course Summary (cont'd)

Audience

The main target group for this ITIL Intermediate Qualification Certificate includes, but is not restricted to:

- Chief information officers (CIOs)
- Chief technology officers (CTOs)
- Managers
- Supervisory staff
- Team leaders
- Service designers
- IT architects
- IT planners
- IT consultants
- IT audit managers
- IT security managers
- ITSM trainers involved in the on-going management, co-ordination and integration of strategizing activities within the service lifecycle
- Individuals who require a deeper understanding of the ITIL service strategy stage of the ITIL service lifecycle and how activities in it may be implemented to enhance the quality of IT Service Management within an organization
- IT professionals working in roles associated with strategic planning, execution and control within a service-based business model, seeking an understanding of the concepts, processes, functions and activities involved in service strategy
- Individuals who have attained the ITIL Foundation Certificate in IT Service Management and wish to advance to higher level ITIL certifications
- Individuals seeking the ITIL Expert Certification in IT Service Management for which this qualification can be one of the prerequisite modules
- Individuals seeking progress toward the ITIL Master Certificate in IT Service Management for which the ITIL Expert is a prerequisite.

Prerequisites

Candidates wishing to be trained and examined for this qualification must already hold the ITIL Foundation Certificate in IT Service Management (or other appropriate earlier ITIL and bridge qualifications)

Additionally, to be eligible for this ITIL Intermediate qualification, candidates shall fulfill the following requirements:

- At least 21 contact hours (hours of instruction, excluding breaks, with an Accredited Training Organization (ATO) or an accredited e-learning solution) for this syllabus, as part of a formal, approved training course/scheme
- It is recommended that students should complete at least 21 hours of personal study by reviewing the syllabus and the Service Design publication in preparation for the examination
- There is no minimum requirement but a basic IT literacy and around 2 years IT experience are highly desirable

Duration

Three days

ITIL 2011 Service Strategy Certification Program

Course Outline

I. Introduction
- A. The purpose of Service Strategy
- B. The relationship of the Service Strategy to other ITIL stages

II. Service Strategy Principles
This unit introduces the candidate to the core concepts and practices in Strategy and organization applied to Service Management and IT.
- A. Fundamental aspects of service strategy
- B. Basic approach to deciding a strategy
- C. Strategy and opposing dynamics
- D. Outperforming competitors
- E. The four P's of service strategy
- F. Services
- G. Value
- H. Utility and warranty
- I. Assets – customer, service and strategic
- J. Service Providers – types and choosing between them
- K. Defining services
- L. Strategies for customer satisfaction
- M. The Kano model
- N. Service economics
- O. Sourcing strategy
- P. Strategy inputs and outputs with the service lifecycle

III. Service Strategy Processes
- A. Strategy management for IT services
  1. The high level steps of performing a strategic assessment
  2. Analyze the internal and external environment
  3. Define market spaces and establish objectives
  4. Strategy execution
- B. Service portfolio management
- C. Financial management for IT services
- D. Demand management
- E. Business relationship management

The following will be discussed for each of the Service Strategy processes:
- Purpose and objectives
- Scope
- Value to Business
- Policies, principles and basic concepts
- Process activities, methods and techniques
- Triggers, inputs, outputs and interfaces
- Critical success factors and key performance indicators
- Challenges and risks

IV. Governance
- A. Setting the strategy for governance
- B. Evaluate, direct, monitor
- C. Governance framework
- D. What is IT governance
- E. Governance bodies
- F. How service strategy relates to governance

V. Organizing for service strategy
- A. Organizational development
- B. Organizational departmentalization
- C. Organizational design
- D. The role of service owner and business relationship manager
- E. Strategy, portfolio, financial, and demand roles

VI. Technology Considerations
- A. Service automation
- B. Service interfaces

VII. Implementing Service strategy
- A. Implementation through the lifecycle
- B. Following a lifecycle approach
- C. The impact of service strategy on other lifecycle stages

VIII. Service Strategy challenges, critical success factors and risks
- A. Challenges
- B. Risks
- C. Critical success factors

IX. Summary, Exam Preparation and Directed Studies
This module summarizes the material covered in the previous modules and prepares candidates for the examination through the review and practice of a mock examination. The Examination is comprised of eight (8) multiple choice, scenario-based, gradient scored questions. The standard duration of the exam is Maximum 90 minutes.

* ITIL is a registered trade mark of AXELOS Limited. The Swirl logo™ is a trademark of AXELOS Limited.