

## ITIL® Intermediate Qualification: Service Strategy - 3 Days

*Course 982 Overview*

- You Will Learn How To**
- Prepare for and take the ITIL Intermediate Qualification: Service Strategy Certification Exam
  - Analyze principles, techniques and relationships to create effective service strategies
  - Identify the purpose, scope and objective of each service strategy process
  - Assess IT governance to set strategy and leverage governance frameworks and bodies
  - Determine opportunities for service automation and technology application
  - Evaluate service strategy using critical success factors and risk assessment
- Course Benefits** Service strategy provides the skills to leverage the service lifecycle as a strategic asset. Service strategy offers guidance on designing, developing and implementing ITIL service management. In this course, you learn how to plan, implement and optimize the service strategy processes and gain the skills required to take the ITIL Intermediate Qualification: Service Strategy Certification Exam.
- Who Should Attend** This course is valuable for those who want to achieve the ITIL Intermediate Qualification: Service Strategy Certificate. The ITIL Foundation Certificate (or v2-v3 bridge equivalent), or the ITIL Expert Certificate achieved via a bridging route, is required to attend this course and take the ITIL Certification Exam on the final day.
- Workshop Course** Through extensive activities, you gain knowledge of the development and implementation of an appropriate service strategy. Workshops include:
- Matching service strategy terms and definitions
  - Carrying out strategic assessments
  - Assessing viability and priority of a business case using net present value and internal rate of return

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### Course 982 Outline

#### Introduction to Service Strategy

##### Core concepts

- Purpose and objectives of service strategy
- Scope of service strategy and value to business

##### Service strategy and the overall ITIL lifecycle

- Strategy concepts and practices applied to service management and IT
- The context of service strategy in relation to design, transition, operation and continual process improvement
- Exploring strategic perspectives, plans, positions and patterns

#### Service Strategy Principles

##### Deciding on service strategy

- Defining services
- Basic approach to deciding a strategy

##### Utilizing the four Ps of service strategy

- Perspective
- Position
- Plan
- Pattern

##### Strategy and opposing dynamics

- Leveraging the combined use of utility and warranty
- Defining and creating value
- Assets: customer, service and strategic
- Choosing service providers

##### Meeting business outcomes

- Outperforming competitors
- Service economics and sourcing strategies
- Strategy inputs and outputs within the service lifecycle

#### Service Strategy Processes

##### Creating effective service strategies

- Integrating the five service strategy processes with the lifecycle
- Creating value for the business
- Strategy execution

##### Strategy and financial management for IT services

- Purpose and objectives
- Describing the process activities

##### Service portfolio management

- Identifying process activities, methods and techniques
- Applying value to business

##### Demand management

- Strategies for demand management
- Profiling, segmentation and service packaging strategies
- Demand and customer outcomes

##### Business relationship management

- Distinguishing triggers, inputs, outputs and interferences
- Critical success factors and key performance indicators
- Challenges and risks

#### Analyzing IT Governance

##### What is IT governance?

- How strategy relates to governance
- Setting strategy
- Leveraging governance frameworks and bodies to set strategy

##### Implementing governance

- Evaluate, direct, monitor
- Producing a governance framework
- Distinguishing governance bodies

#### Technology Considerations

##### Organizing for service strategy

- Identifying organizational development
- Applying organizational departmentalization
- Deciding organizational design

##### Technology and service strategy

- Automating service
- Analyzing and producing service interfaces

#### Implementing Service Strategy

- Developing implementation strategies that follow a lifecycle approach
- Implementation through the lifecycle
- Following a lifecycle approach

#### Critical Success Factors and Risks

- Providing insight and guidance for strategic challenges, risks and critical success factors
- Determining the viability of strategic positions and plans
- Challenges, benefits and risks

- Types of risks and high-level approaches for mitigating risk