

# ITIL v.3 Service Strategy

## **Part 01**

### **Course Introduction**

Course Introduction

6min

### **Chapter 00 - Course Introduction**

Course Introduction

Course Organization

Agenda - Overview

Courseware Usage

Courseware Conventions

ITIL Capability Exam

ITIL Qualification Scheme

Getting Started

Free Stuff

Course Introduction Review

8min

### **Chapter 01 - ITIL Concepts**

ITIL Concepts

You say ITIL, I say ...

Origins of ITIL

ITSM - A Real World of Experience

Process Oriented ITIL

Lifecycle Oriented ITIL

The History of ITIL

Why Refresh?

Need-to-Know ITSM Concepts

Good Practice

IT Service Management

Service

Service Model

Framing Service Value

Function – Process - Role

What is a Process?

Process Characteristics

IT Governance & Service Lifecycle

The Service Lifecycle – Value to the Business

ITIL Concepts Review

39min

## **Part 02**

### **Chapter 02 - Service Strategy**

Service Strategy

The Service Lifecycle

Managing Across the Lifecycle

Service Strategy – Principles

Value Creation

Mind Gap

Marketing Mindset

Communicating Utility

Communicating Warranty

Utility & Warranty

Service Assets

47min

Capabilities & Resources  
Business Units  
Service Units  
Service Provider Types  
Internal Service Provider  
Shared Services Unit  
External Services Unit  
Service Structures  
Value Chain  
Value Network  
Service Strategy Fundamentals  
The 4 Ps of Strategy  
Perspective  
Position  
Plan  
Pattern  
Challenges  
CSFs  
Risks  
Service Strategy - Activities  
Service Strategy Review

### **Chapter 03 - Defining Services & Market Spaces**

21min

Defining Services & Market Spaces  
Define the Market  
Services & Strategy  
Understand the Customer  
Understand Opportunities  
Classify & Visualize  
Develop the Offerings  
Market Space  
Outcome-based Service Definition  
Service Portfolio, Pipeline & Catalog  
Service Portfolio  
Service Pipeline  
Service Catalog  
Defining Services & Market Spaces Review

### **Part 03**

### **Chapter 04 - Service Strategy across the Lifecycle**

37min

Service Strategy across the Lifecycle  
Implementation Across the Lifecycle  
Strategy-Driven Capability  
Strategy & the Lifecycle  
Strategy & Design  
Service Model  
Outcome-Driven Design  
Constraint-Driven Design  
Pricing-Driven Design  
Strategy & Transition  
Strategy & Operations  
Deployment Patterns  
Hosting the Contract Portfolio  
Managing Demand  
Strategy & CSI

Improvement-Driven Feedback  
Quality Perspectives  
Warranty Factors  
Reliability  
Maintainability  
Redundancy  
Availability Factors  
Roles & Responsibilities  
Service Strategy across the Lifecycle Review

## **Chapter 05 - Strategic Assessments**

29min

Strategic Assessments  
Develop Strategic Assets  
Service Management  
Strategic Asset  
Service Potential  
Formulating Service Strategy  
Prepare for Execution  
Strategic Assessment  
Set Objectives  
Align Service Assets  
Define CSFs  
CSF & Competitive Analysis  
Strategic Analysis of Customer Portfolio  
Prioritize Investments  
Explore Business Potential  
Alignment with Customer Needs  
Expansion & Growth  
Market Space Differentiation  
Strategic Assessments Review

## **Part 04**

### **Chapter 06 - Service Portfolio Management**

31min

Service Portfolio Management  
Introduction  
Objective  
Scope  
Value to the Business  
Concepts  
Business & IT Service Management  
Service Portfolio  
Service Portfolio Methods  
Define  
Option Space Tool  
Analyze  
Approve  
Charter  
Relationships  
Information  
Metrics & Measures  
Challenges  
Summary  
Service Portfolio Management Review

## **Chapter 07 - Demand Management**

31min

Demand Management  
Introduction  
Objective  
Scope  
Value to the Business  
Concepts  
Activity-Based Demand Management  
Business Activity Patterns  
Patterns of Business Activity  
User Profile  
Matching UP to PBA  
Demand Modeling  
Managing Demand  
Service Packages  
Relationships  
Information  
Metrics & Measures  
Challenges, CSFs & Risks  
Challenges  
CSFs  
Risks  
Summary  
Demand Management Review

## **Chapter 08 - Financial Management**

31min

Financial Management  
Introduction  
Objective  
Scope  
Value to the Business  
Concepts  
Service Valuation  
Demand Modeling  
Service Portfolio Management  
Service Provisioning Optimization  
Planning Confidence  
Service Investment Analysis  
Accounting  
Compliance  
Variable Cost Dynamics  
Methods, Models, Activities & Techniques  
Return on Investment  
Relationships  
Information  
Metrics & Measures  
Challenges  
Summary  
Financial Management Review

## **Part 05**

### **Chapter 09 - Organizing & Sourcing**

28min

Organizing & Sourcing  
Strategy & Organization  
Organizational Development

Stage 1 – Network  
Stage 2 – Directive  
Stage 3 – Delegation  
Stage 4 – Coordination  
Stage 5 – Collaboration  
Organizational Departmentalization  
Organizational Design  
Organizational Culture  
Sourcing Strategy  
Sourcing Decisions  
Sourcing Structures  
Multi-Vendor Sourcing  
Service Provider Interfaces  
Sourcing Governance  
Critical Success Factors  
Roles & Responsibilities  
Organizing & Sourcing Review  
Course Closure

Total Duration: 5 hrs 09 min