

# Professional Qualifications for ITIL® PRACTICES FOR SERVICE MANAGEMENT:

## The ITIL Foundation Certificate in IT Service Management

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Additional reading for in-depth knowledge  
Not a syllabus requirement

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# Unit 1: Logistics

- Meet and Greet
- Goal of the class
- Course Program

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# Meet and Greet



- Sign-up sheet
- Facility - Emergency exits and bathrooms
- Tell us about yourself
  - What is your name?
  - How many years of IT related experience do you have?
  - What is your current role and responsibilities (map to ITIL if possible)?
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# Goal of this class

- Provide the student with knowledge to successfully pass the Certification exam
- This is not a process improvement class
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# Review the Course Program

- Start of day
- End of day
- Breaks
- Lunch
- Exam time
- Cross-references

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## Unit 2: ITIL® Qualification Scheme

- Explain the ITIL® Qualification scheme, distinguish between the purposes of the two intermediate streams, mention the included certificates and diplomas, and understand the different options for further training (Non examinable).

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## The ITIL Foundation Bridge Certificate in IT Service Management

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# Unit 1: Logistics

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## Unit 2: ITIL® Qualification Scheme

- Explain the ITIL® Qualification scheme, distinguish between the purposes of the two intermediate streams, mention the included certificates and diplomas, and understand the different options for further training (Non examinable).

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**The ITIL Manager's Bridge Certificate  
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# Unit 1: Logistics

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# Meet and Greet



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# Goal of this class

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## Unit 2: ITIL® Qualification Scheme

- Explain the ITIL® Qualification scheme, distinguish between the purposes of the two intermediate streams, mention the included certificates and diplomas, and understand the different options for further training (Non examinable).

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Professional Qualifications for  
ITIL® PRACTICES FOR SERVICE MANAGEMENT:  
INTERMEDIATE STREAM

**The ITIL Intermediate Qualification:  
Introduction**



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## Meet and Greet



- Sign-up sheet
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- Courseware content: Pre-study declaration and course binder
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- Daily Feedback Form: Please provide any comments, corrections or suggestions – we strive to improve the quality of our course and your assistance is greatly appreciated

## Goal of this class

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## Review the Course Program

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## Review Syllabus

- Purpose
- Target Audience
- Learning Objectives
- Prerequisites – Entry Criteria
- Eligibility for Examination
- Difficulty Level
- Format of the Examination



# History of ITIL

- 1980s: The British government determined that the level of IT service quality provided to them was not sufficient
  - The Central Computer and Telecommunications Agency (CCTA) was tasked with developing a framework for efficient and financially responsible use of IT resources within the British government and the private sector
  - Originally called GITIM, Government Information Technology Infrastructure Management; Dozens of books were published; Integration was an issue
- 1990s: Large companies and government agencies in Europe adopted the framework very quickly
- 2000: Version 2 was published; The Service Support and Service Delivery books were redeveloped into more concise usable volumes
- 2001: The CCTA merged into the Office of Government Commerce (OGC); BS15000 Standard was published by the BSI
- 2005: ISO20000 Standard was published
- 2007: Version 3 was published. A lifecycle approach to service management, with greater emphasis on IT business integration



# Functions in the Service Lifecycle

- Functions
  - Service Desk \*\*
  - Technical Management
  - Application Management
  - IT Operations Management (IT Operations Control and Facilities Management)

Professional Qualifications for  
ITIL® PRACTICES FOR SERVICE MANAGEMENT:  
INTERMEDIATE STREAM

**The ITIL Intermediate Qualification:  
Managing Across the Lifecycle Certificate**



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## MALC01: Introduction to ITSM Business and Managerial Issues

- This unit introduces the candidate to the management concepts and terminology used in the field of IT Service Management.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:
  - Lifecycle positioning and transition
    - The difference between open-loop and closed-loop systems (SS 2.4.4, SS 4.3.1, SO, 5.1.2)
    - Complex Monitor Control loops (SO 5.1.2)
    - ITSM Monitor Control loops (SO 5.1.2)
  - Relationship between Business and IT
    - How to achieve business value with people, process and function (SS 2.1, SS 2.2, SS 2.3, SS 2.4, SS 2.6.1, SS 2.6.2, SS 3.1.1, SS 3.1.2)
    - How to achieve business value with supplier relationship and technology alignment (SS 3.3.4, SS 3.4, SS 4.3.2, SD 4.7.1, SD 4.7.3)
- The recommended minimum study period for this module is 2.0 hours.

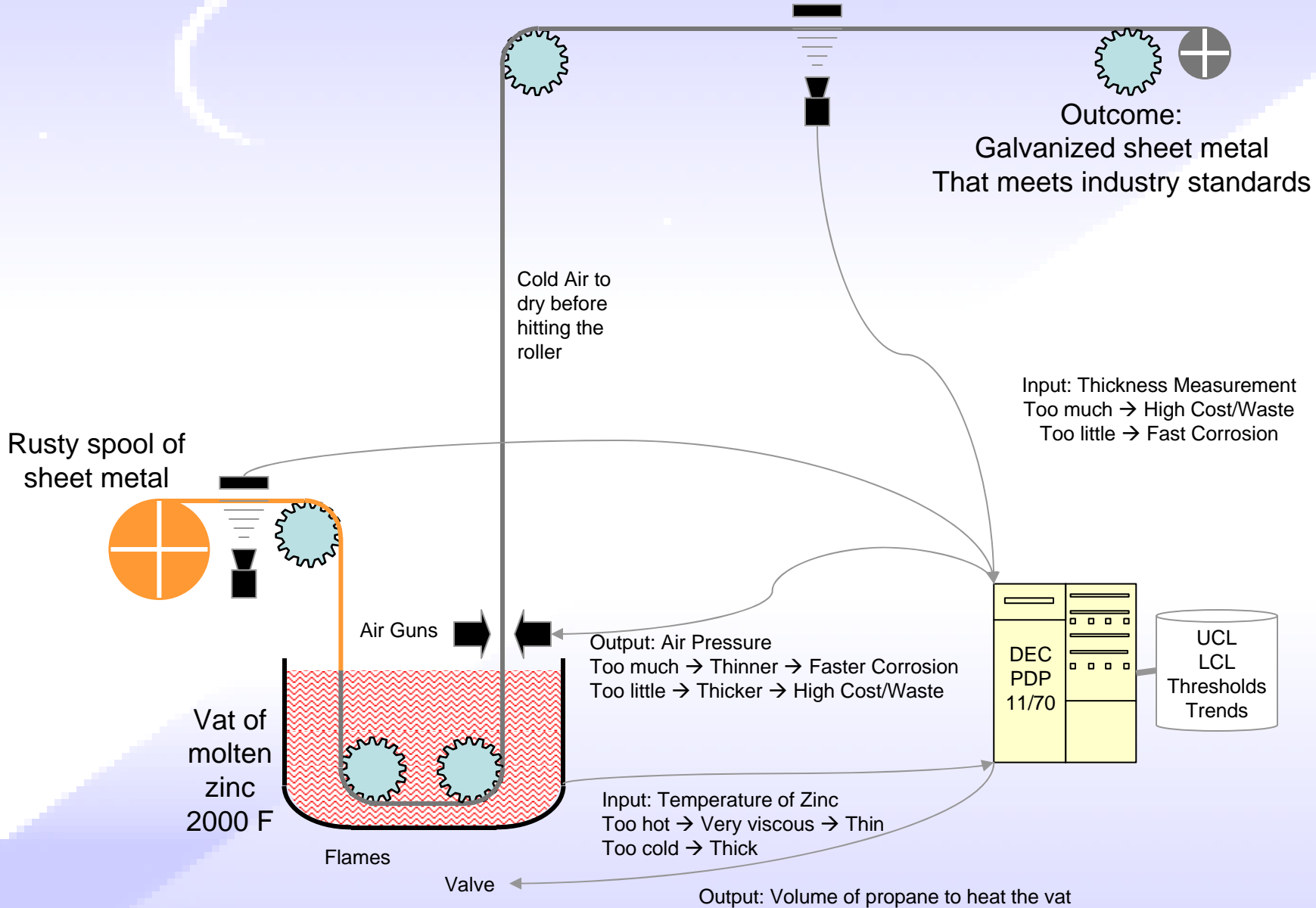
# Lifecycle positioning and transition

- The difference between open-loop and closed-loop systems
- Complex Monitor Control loops
- ITSM Monitor Control loops

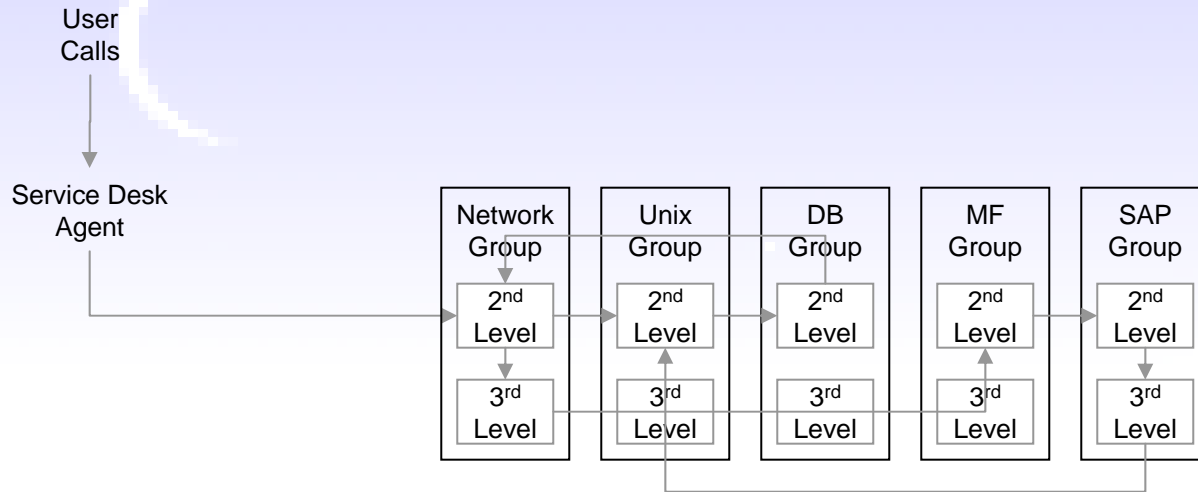
# The difference between open-loop and closed-loop systems

- Both are types of control processes
- Open-loop
  - Control processes in which the value of the outcome has no influence on the process input
  - Take controlling action based simply on inputs
  - Changes in inputs result in changes in action
  - Effectiveness of open-loop systems depends excessively on foresight in design of all possible conditions associated with outcomes
  - When there are exceptions, open-loop systems are unable to cope
  - Open-loop solutions attempt to solve the problem by good design, to make sure it does not occur in the first place.
  - Once a design is implemented, mid-course corrections are not made.
- Closed-loop
  - Control processes in which the value of the outcome has influence (with or without some delay) on the process input in such a manner as to maintain the desired value
  - Control action in closed loop systems is goal driven and sensitive to disturbances or deviations
  - Closed-loop solutions are based on compensating feedback

# Closed-loop: Zinc Galvanizing Mill in Monterey, Mexico



# Open-loop: Incident Management Example

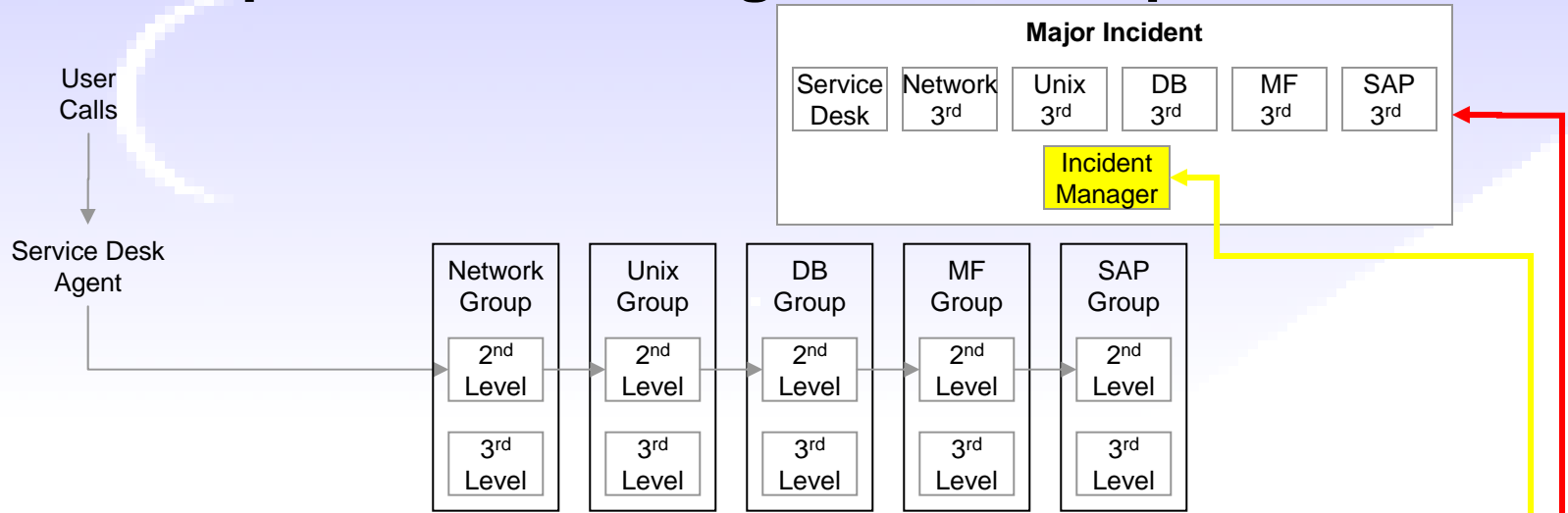


- What is the desired outcome of Incident Management?
- What happened to the duration of the incident?
- What happened to customer satisfaction?
- What is the perception of the user?
- What happened to the Service Level Target?
- What is the CIO thinking?
- What is the manager of each group thinking?
- What is each 2<sup>nd</sup> / 3<sup>rd</sup> resource thinking?
- What is the Service Agent thinking?
- Is the desired outcome achieved?

**Incident Record**  
 ID: INC101  
 Caller/Source: Fred Flintstone  
 Impact: High  
 Urgency: High  
 Priority: Top  
 Assigned to:

- Service Desk
- Network Group 2
- Unix Group 2
- DB Group 2
- Network Group 2
- Network Group 3
- MF Group 2
- SAP Group 2
- SAP Group 3
- Unix Group 2
- Etc

# Closed-loop: Incident Management Example



- What is the desired outcome of Incident Management?
- What happened to the duration of the incident?
- What happened to customer satisfaction?
- What is the perception of the user?
- What happened to the Service Level Target?
- What is the CIO thinking?
- What is the manager of each group thinking?
- What is each 2<sup>nd</sup> / 3<sup>rd</sup> resource thinking?
- What is the Service Agent thinking?
- Is the desired outcome achieved?

**Incident Record**  
 ID: INC102  
 Caller/Source: Barney Rubble  
 Impact: High  
 Urgency: High  
 Priority: Top  
 Assigned to:

- Service Desk
- Network Group 2
- Unix Group 2
- DB Group 2
- MF Group 2
- SAP Group 2

Professional Qualifications for  
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INTERMEDIATE CAPABILITY STREAM

**The ITIL Intermediate Qualification:  
Planning, Protection and Optimization Certificate**



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# PPO01: Introduction

- This unit introduces the candidate to the concepts and terminology of the Service Lifecycle and the role of PPO within the Lifecycle.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - Service Management as a practice (SD 2.1.1)
  - The concept of Service, its value proposition and composition (SD 2.2.1)
  - The functions and process across the Lifecycle (SD 2.3.1, 2.3.2, 2.3.3)
  - The role of the processes in the Service Lifecycle (SS 2.6.3)
  - How Service Management creates business value (SS 3.1, ST 2.4.3, SO 2.4.3, SD2.4.3)
  - How the processes within Planning, Protection and Optimization practices support the Service Lifecycle, including their roles and responsibilities (ST 2.4.6, SO 2.4.5.4, SD 4.6)
- The recommended minimum study period for this unit is 1.5 hours.

# Service Management

- A set of specialized organizational capabilities for providing value to customers in the form of services
- Capabilities are functions and processes for managing services over a lifecycle, with specializations in strategy, design, transition, operation and continual improvement
- Capabilities represent a service organization's capacity, competency and confidence for action
- Transforming resources into valuable services is at the core of Service Management
- Without capabilities, a service organization is merely a bundle of resources has relatively low intrinsic value for customers

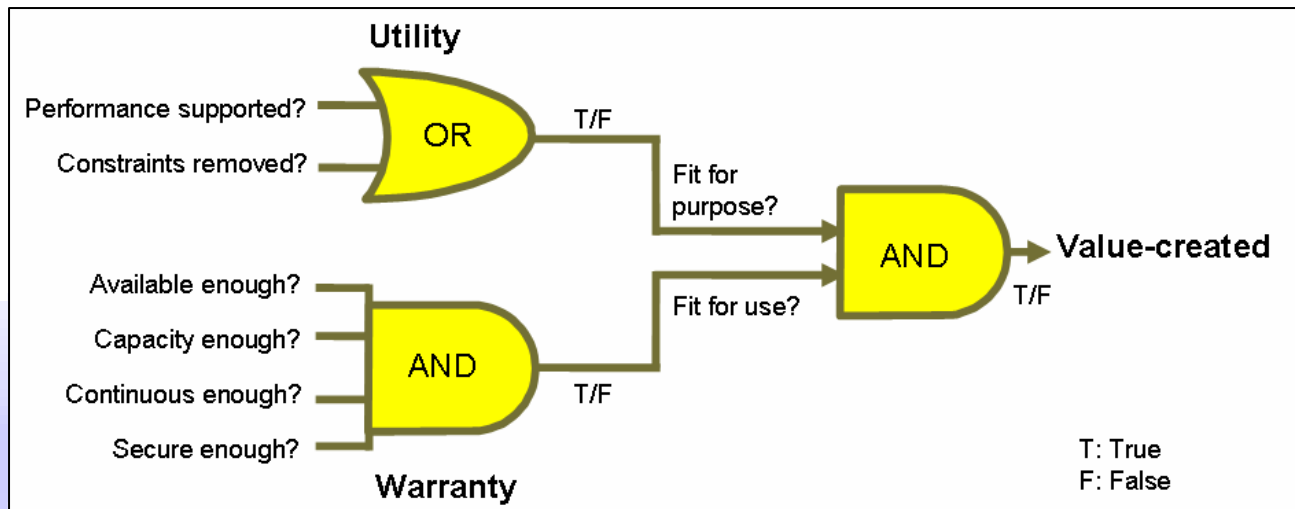
# The Value Proposition

- Services are a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
- Services facilitate outcomes by improving the efficiency and effectiveness of activities to create conditions for better performance, thus the probability of desired outcomes is higher
- The Customer does not want to be accountable for the costs and risks but wants the outcome
- The Customer would rather specialize in the outcomes from the services
- The Provider takes ownership of services because the provider is specialized with capabilities for dealing with those costs and risks
- The Provider can spread the costs and risks across many customers



# Utility and Warranty

- Value consists of two elements from the customer's perspective
- Utility
  - Utility is what the customer gets
  - Fitness for purpose
  - Removal or relaxation of constraints on performance also positive
- Warranty
  - Warranty is how it is delivered
  - Fitness for use
  - Adding sufficient capacity, availability, continuity, security also positive

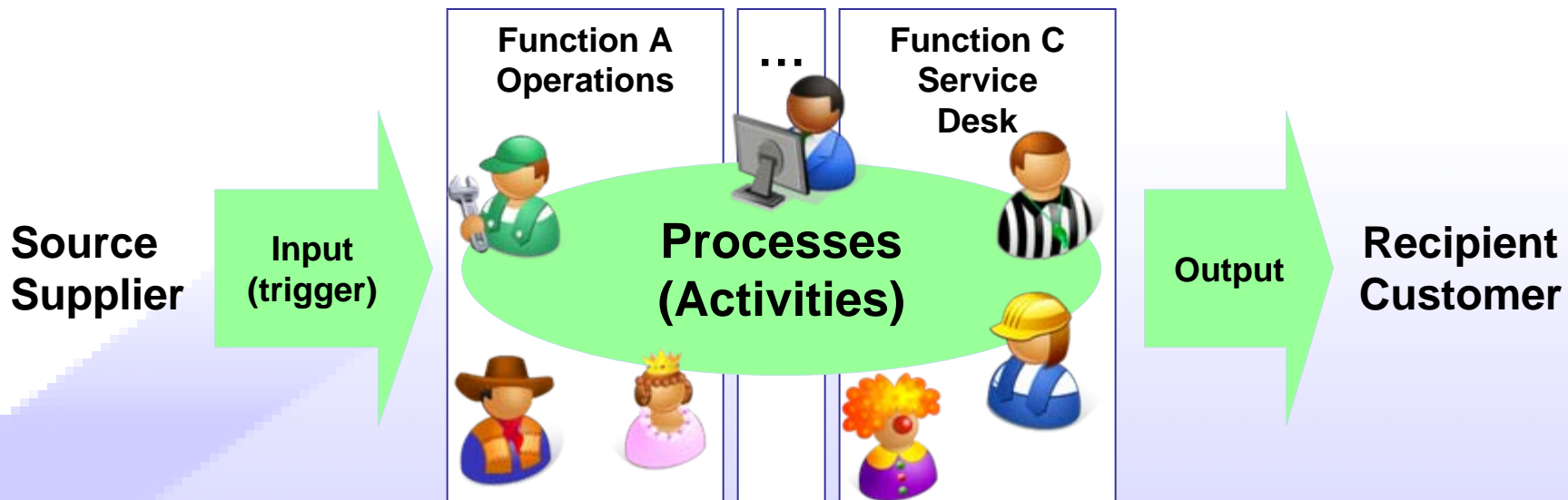


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# Functions; Roles; Processes

- Functions are units of organizations specialized to perform certain types of work and are responsible for specific outcomes
- Role refers to a set of connected behaviours or actions that are performed by a person, team or group in a specific context
- Processes define actions, dependencies, and sequence. A process is a set of coordinated activities combining and implementing resources and capabilities in order to produce an outcome which, directly or indirectly, creates value for an external customer or stakeholder.



# Process Characteristics

- Measurable
  - Able to measure the process in a relevant manner
  - Performance driven
  - Managers want to measure cost, quality and other variables
  - Practitioners are concerned with duration and productivity
- Specific results
  - Deliver a specific result
  - Result must be individually identifiable and countable
- Customers
  - Every process delivers its primary results to a customer or stakeholder
  - Customers may be internal or external to the organization
  - Process must meet their expectations
- Responds to a specific event
  - A process may be ongoing or iterative
  - Should be traceable to a specific trigger

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Service Offerings and Agreements Certificate**



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# SOA01: Introduction

- This unit introduces the candidate to the concepts and terminology of the Service Lifecycle and the role of SOA within the Lifecycle.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - the concept of Service Management as a practice (SS 2.1, ST 2.1)
  - the concept of Service, its value proposition and composition (SS 2.2, ST 2.2)
  - the functions and process across the Lifecycle (SS 2.6, ST 2.3)
  - the role of Processes in the Service Lifecycle (SS 2.6.2, SS 2.6.3)
  - how Service Management creates business value (SS 3.1, SD 2.4.3, ST 2.4.3, SO 2.4.3, CSI 3.7.2)
  - how the processes within the Service Offerings and Agreement curriculum supports the Service Lifecycle (SD 2.4.5, SS 5.1 up to 5.1.2, SS 5.5.1, SS 5.3 up to 5.3.1)
- The recommended minimum study period for this unit is 1.5 hours.



# Definition of Service Management

- Service management is a set of specialized organizational capabilities for providing value to customers in the form of services.
- Capabilities such as:
  - provide value to customers in the form of services
  - establish functions and processes for managing services
  - define the capacity, competency, and confidence for action
  - transform resources into valuable services
- Without these capabilities, a service organization is merely a bundle of resources that by itself has relatively low intrinsic value for customers.





# Definition of a Service

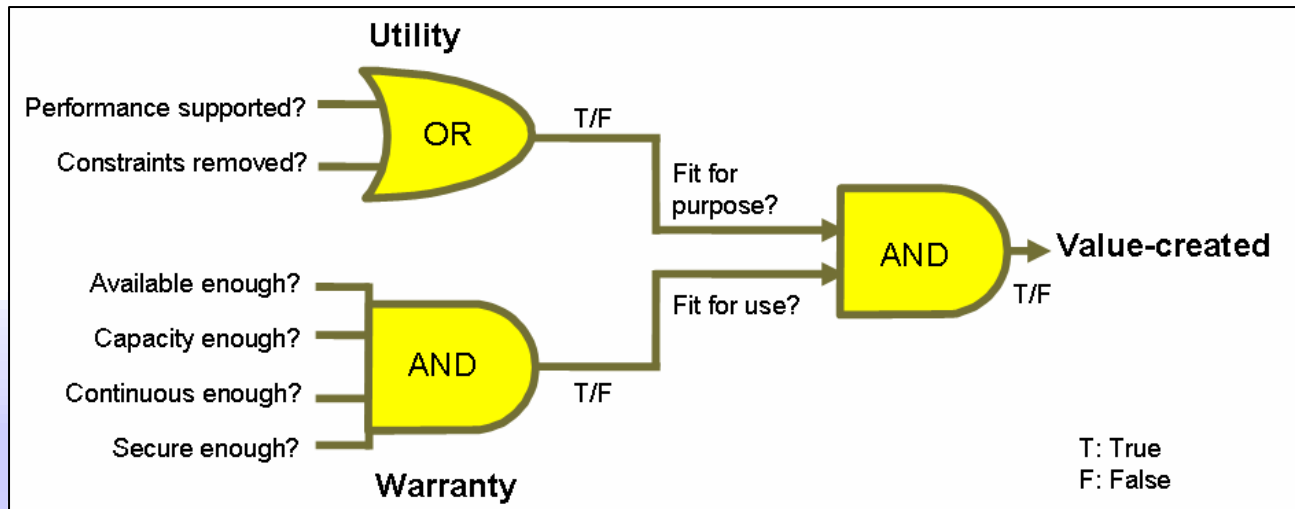
- A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
- Customers are then freed to focus on what they consider to be their core competence
- From the customer's perspective, value consists of two primary elements: utility or fitness for purpose and warranty or fitness for use





# Utility and Warranty

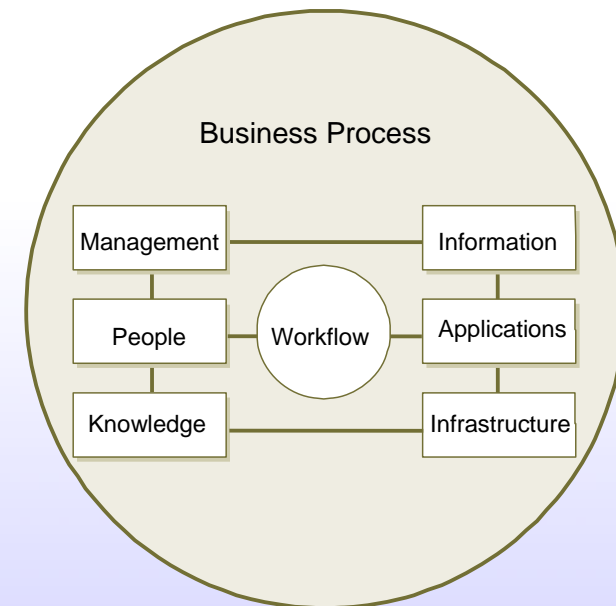
- Value consists of two elements from the customer's perspective
- Utility
  - **Utility is what the customer gets**
  - Fitness for purpose
  - Removal or relaxation of constraints on performance also positive
- Warranty
  - **Warranty is how it is delivered**
  - Fitness for use
  - Adding sufficient capacity, availability, continuity, security also positive



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# The Business Process

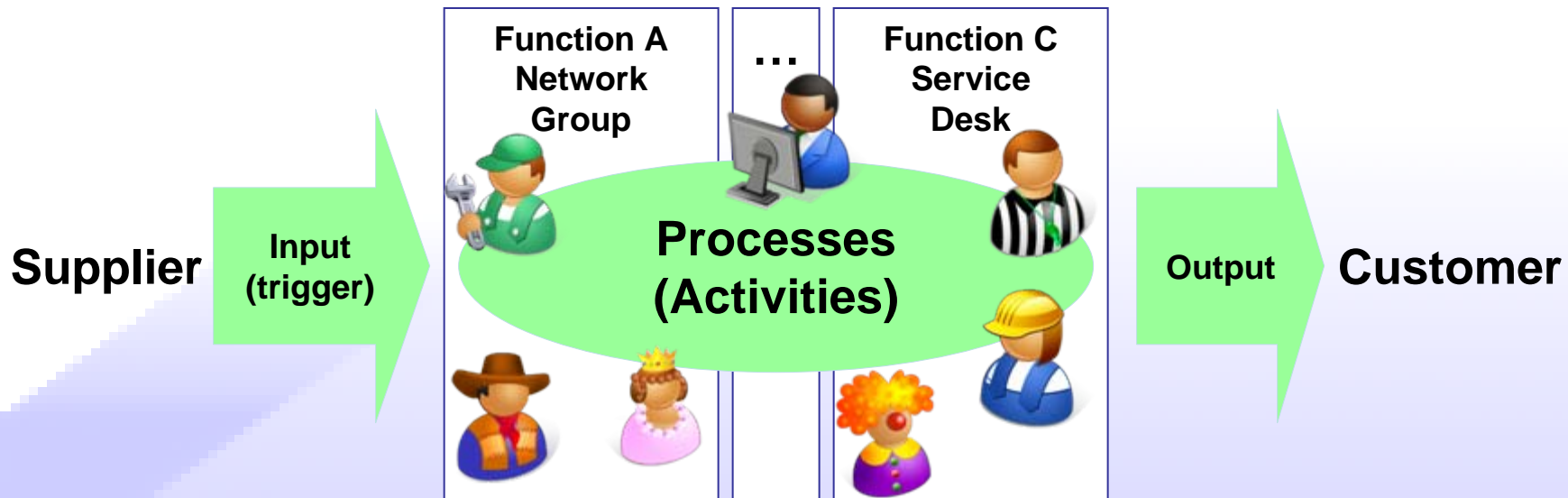
- Business outcomes are produced by business processes governed by objectives, policies and constraints
- The processes are supported by resources including people, knowledge, applications and infrastructure
- Workflow coordinates the execution of tasks and flow of control between resources, and intervening action to ensure adequate performance and desired outcomes
- Business processes are particularly important from a service management perspective
- They apply the organization's cumulative knowledge and experience to the achievement of a particular outcome





# Functions; Roles; Processes

- Functions are units of organizations specialized to perform certain types of work and are responsible for specific outcomes
- Role refers to a set of connected behaviours or actions that are performed by a person, team or group in a specific context
- Processes define actions, dependencies, and sequence. A process is a set of coordinated activities combining and implementing resources and capabilities in order to produce an outcome which, directly or indirectly, creates value for an external customer or stakeholder.



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- [OSA9 Technology and Implementation considerations](#)
- [OSA10 Summary, Exam Preparation and Directed Studies](#)

# OSA01: Introduction

- This unit Introduces the candidate to the concepts and terminology of the Service Lifecycle and the role of OSA within the Lifecycle.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - the concept of Service Management as a practice (SS 2.1, ST 2.1)
  - the concept of Service, its value proposition and composition (SS 2.2 , ST 2.2)
  - the functions and processes across the Lifecycle (SS 2.6, ST 2.3)
  - the role of processes in the Service Lifecycle (SS 2.6.2. 2.6.3)
  - how Service Management creates business value (SS 3.1, ST 2.4.3, SO 2.4.3, CSI 3.7.2)
  - how Operational Support and Analysis supports the Service Lifecycle (SO 2.2, SO 2.4,)
- The recommended minimum study period for this unit is 1.5 hours.



# Definition of Service Management

- Service management is a set of specialized organizational capabilities for providing value to customers in the form of services
- Capabilities such as:
  - provide value to customers in the form of services
  - establish functions and processes for managing services
  - define the capacity, competency, and confidence for action
  - transform resources into valuable services
- Without these capabilities, a service organization is merely a bundle of resources that by itself has relatively low intrinsic value for customers.





## Definition of a Service

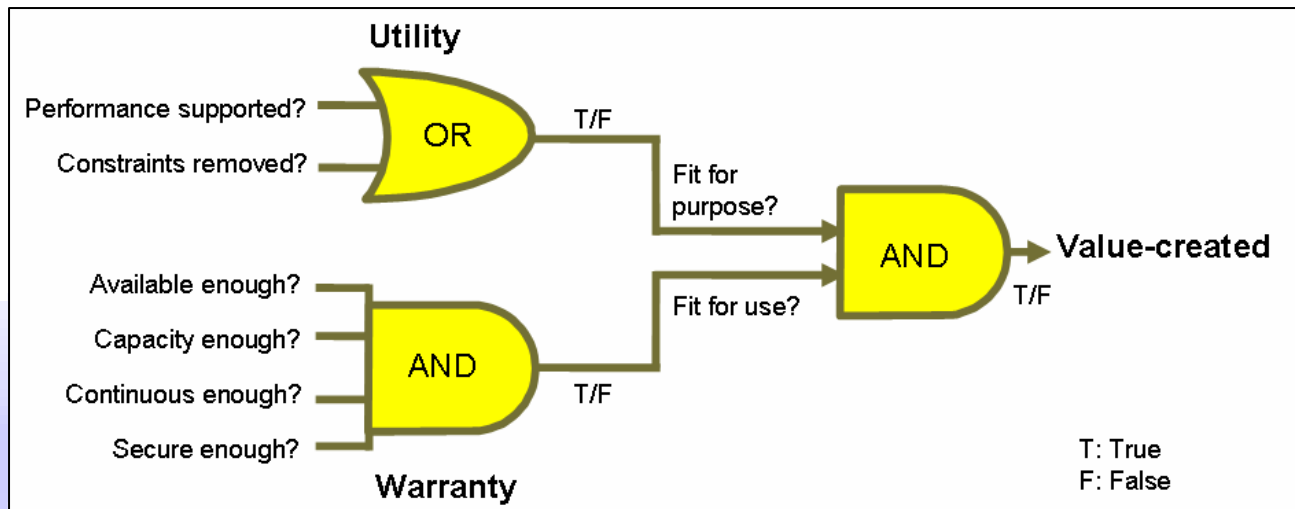
- A service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
- Customers are then freed to focus on what they consider to be their core competence
- From the customer's perspective, value consists of two primary elements: utility or fitness for purpose and warranty or fitness for use





# Utility and Warranty

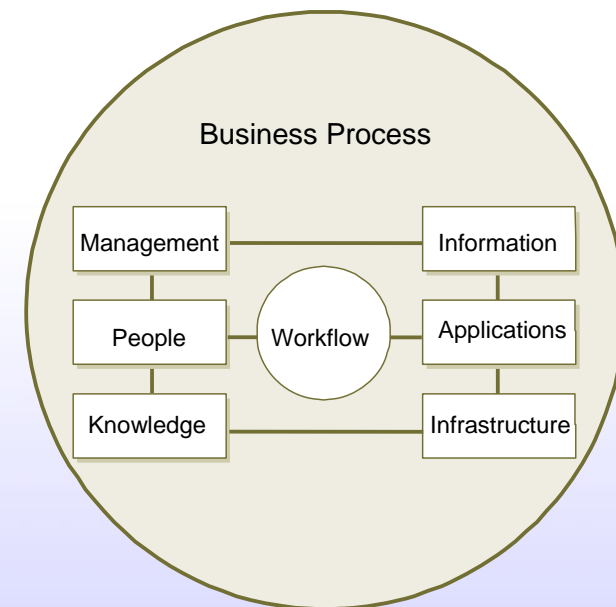
- Value consists of two elements from the customer's perspective
- Utility
  - Utility is what the customer gets
  - Fitness for purpose
  - Removal or relaxation of constraints on performance also positive
- Warranty
  - Warranty is how it is delivered
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# The Business Process

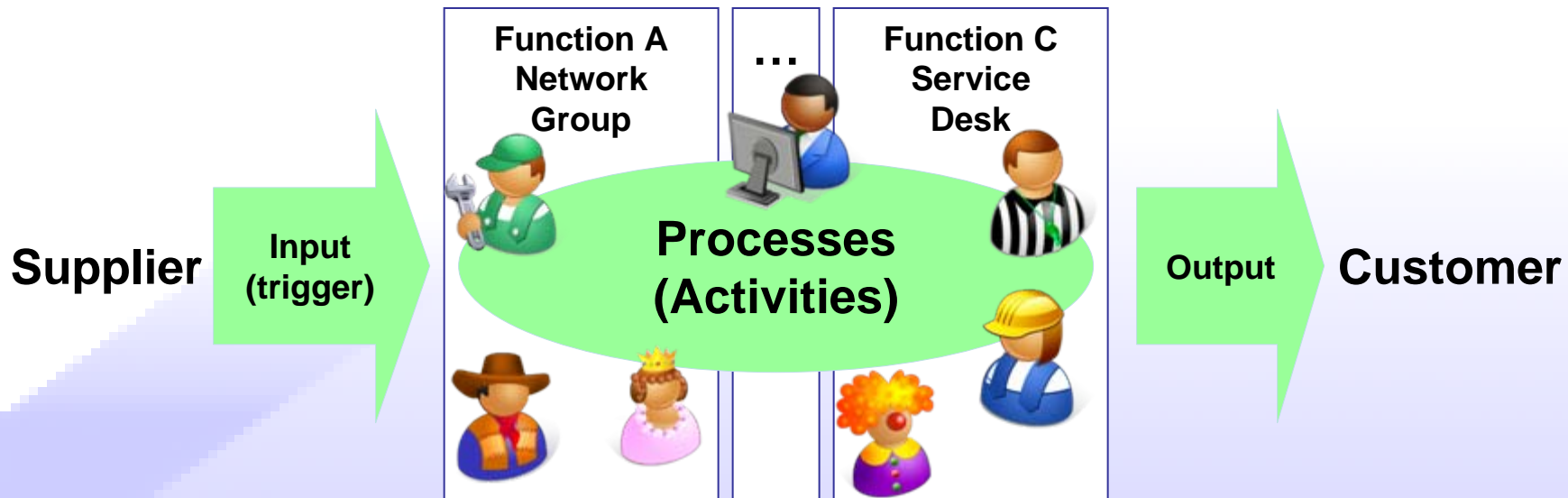
- Business outcomes are produced by business processes governed by objectives, policies and constraints
- The processes are supported by resources including people, knowledge, applications and infrastructure
- Workflow coordinates the execution of tasks and flow of control between resources, and intervening action to ensure adequate performance and desired outcomes
- Business processes are particularly important from a service management perspective
- They apply the organization's cumulative knowledge and experience to the achievement of a particular outcome





# Functions; Roles; Processes

- Functions are units of organizations specialized to perform certain types of work and are responsible for specific outcomes
- Role refers to a set of connected behaviours or actions that are performed by a person, team or group in a specific context
- Processes define actions, dependencies, and sequence. A process is a set of coordinated activities combining and implementing resources and capabilities in order to produce an outcome which, directly or indirectly, creates value for an external customer or stakeholder.



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- [RCV10 Technology and Implementation Considerations](#)
- [RCV11 Summary, Exam Preparation and Directed Studies](#)

# RCV1: Introduction

- This unit covers the importance of Service Capability Stream: Release, Control and Validation in the context of the Service Lifecycle.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - the concept of Service Management as a practice (ST 2.1)
  - the concept of Service, its value proposition and composition (ST 2.2)
  - the functions and processes across the Lifecycle (ST 2.3)
  - how service management processes are defined, and how they can be applied across the Service Lifecycle with different perspective (SS 2.6.2, 2.6.3)
  - how Service Management creates business value (SS 3.1, ST 2.4.3, SO 2.4.3, CSI 3.7.2)
  - scope of the Service Transition Lifecycle in relation to the RCV processes, its value to the business and how the RCV processes interact with processes within other Lifecycle stages (ST 2.4.2, 2.4.5, 2.4.6)
- The recommended minimum study period for this unit is 1.5 hours.



# Definition of Service Management

- Service management is a set of specialized organizational capabilities for providing value to customers in the form of services.
- Capabilities such as:
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# Definition of a Service

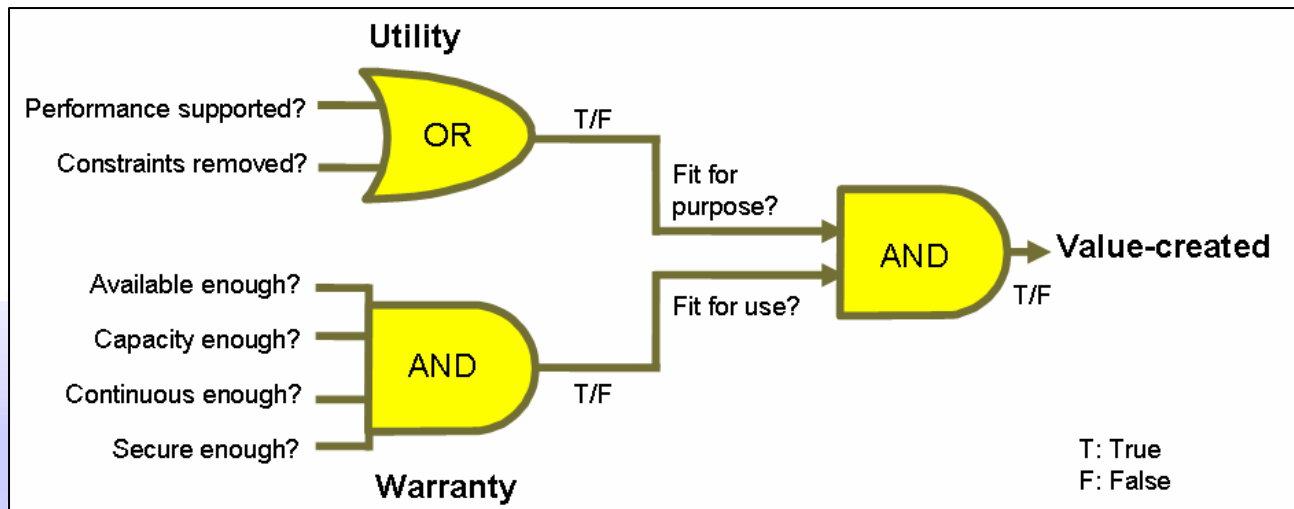
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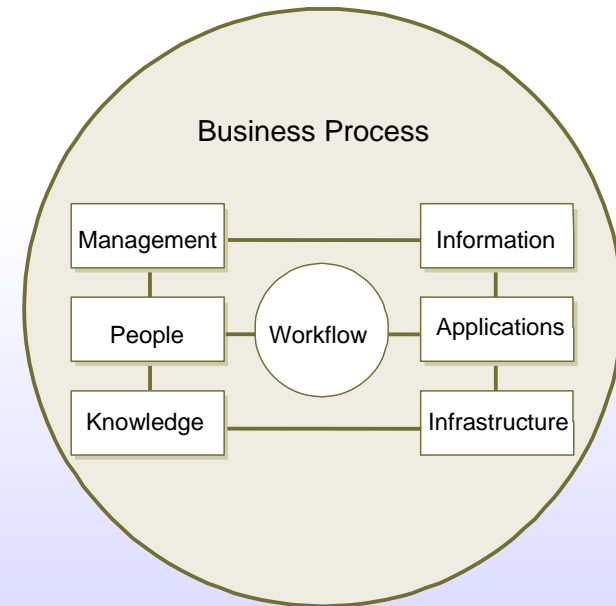
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# The Business Process

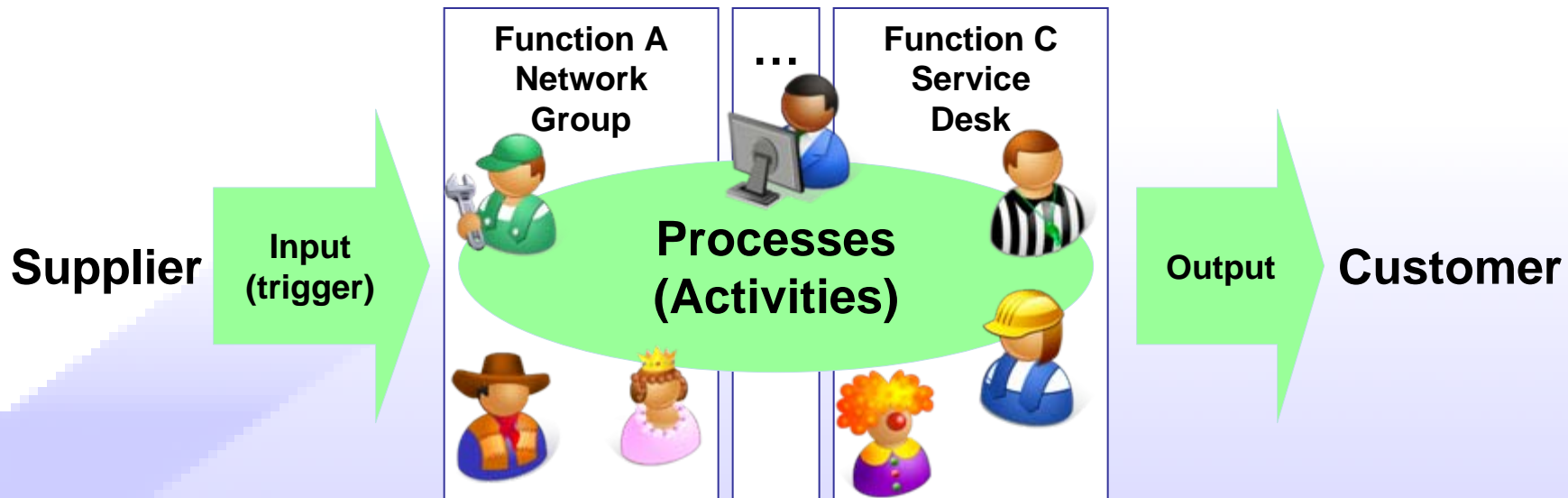
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# CSI Overview

- This section cover some of the basic concepts of CSI

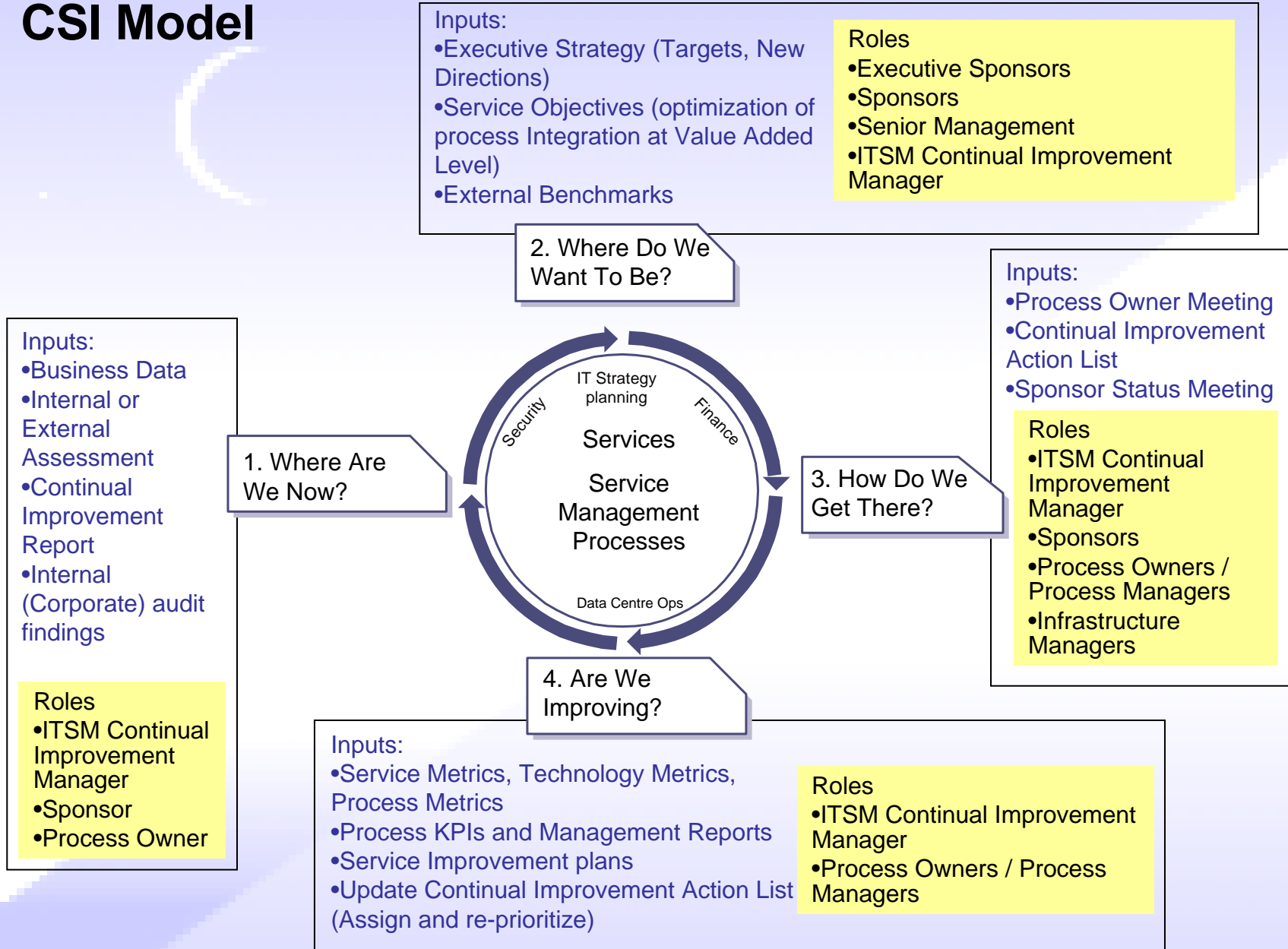
# CSI: Continuous Service Improvement Processes

- The 7 Step Continuous Improvement Method
- Service Reporting
  - Reporting policy and rules
- Service Measurement
  1. Objective (Availability, Reliability, Performance of the Service)
  2. Developing a Service Measurement Framework
  3. Different levels of measurement and reporting
  4. Defining what to measure
  5. Setting targets
  6. Service management process measurement
  7. Creating a measurement framework grid
  8. Interpreting and using metrics
  9. Interpreting metrics
  10. Using measurement and metrics
  11. Creating scorecards and reports
  12. CSI policies

# CSI: Continuous Service Improvement Processes

- Return on Investment for CSI
  - Creating a Return on Investment
  - Establishing the Business Case
  - Measuring benefits achieved
- Business Questions for CSI
  - Where are we now?
  - What do we want?
  - What do we actually need?
  - Service Level Management plays a key role in working with the business to provide answers to the business questions.
    - What can we afford?
    - What will we get?
    - What did we get?
- Verifying Service Level Management
  - Service Improvement Plan (SIP)

# CSI Model

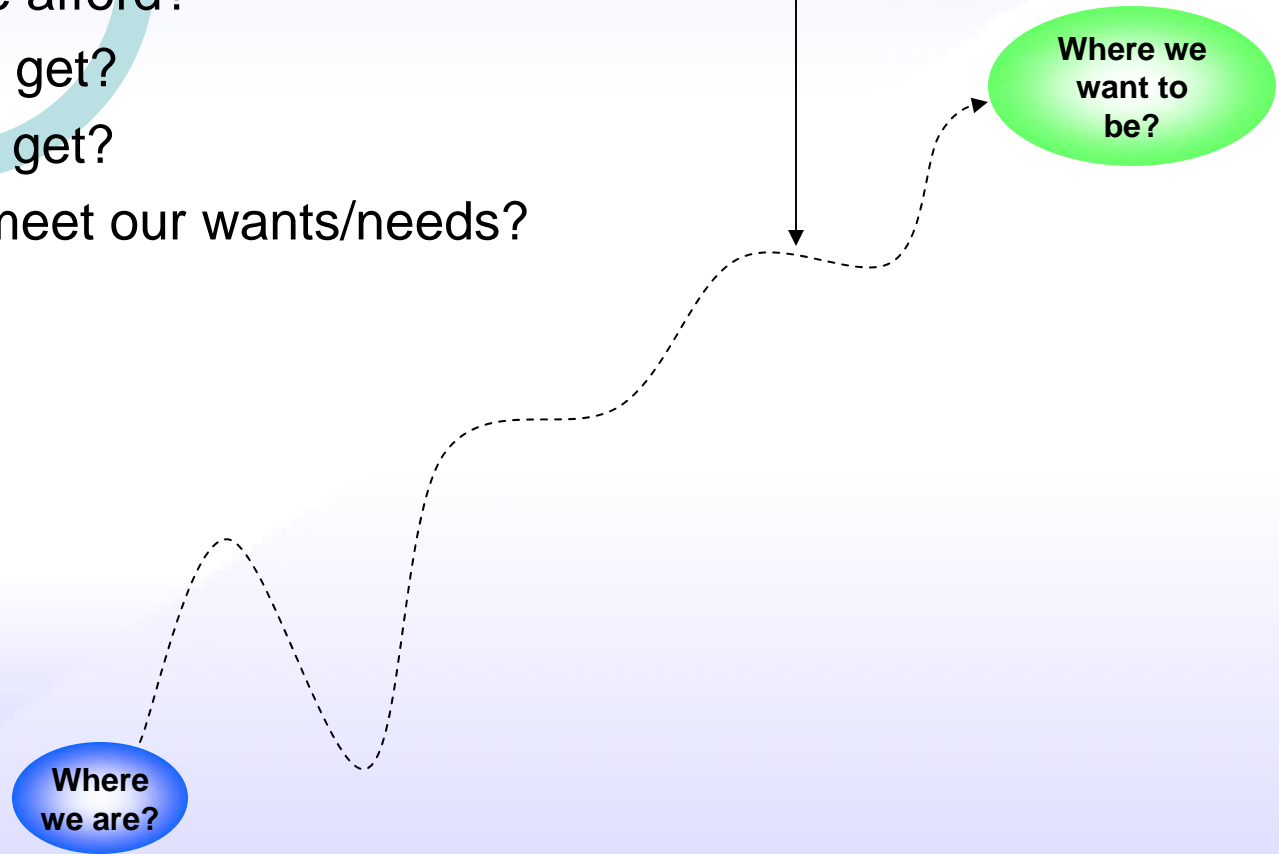




# CSI: Continual Service Improvement Model Illustrated

- Where are we now?
- What do we want?
- What do we need?
- What can we afford?
- What will we get?
- What did we get?
- Does it still meet our wants/needs?

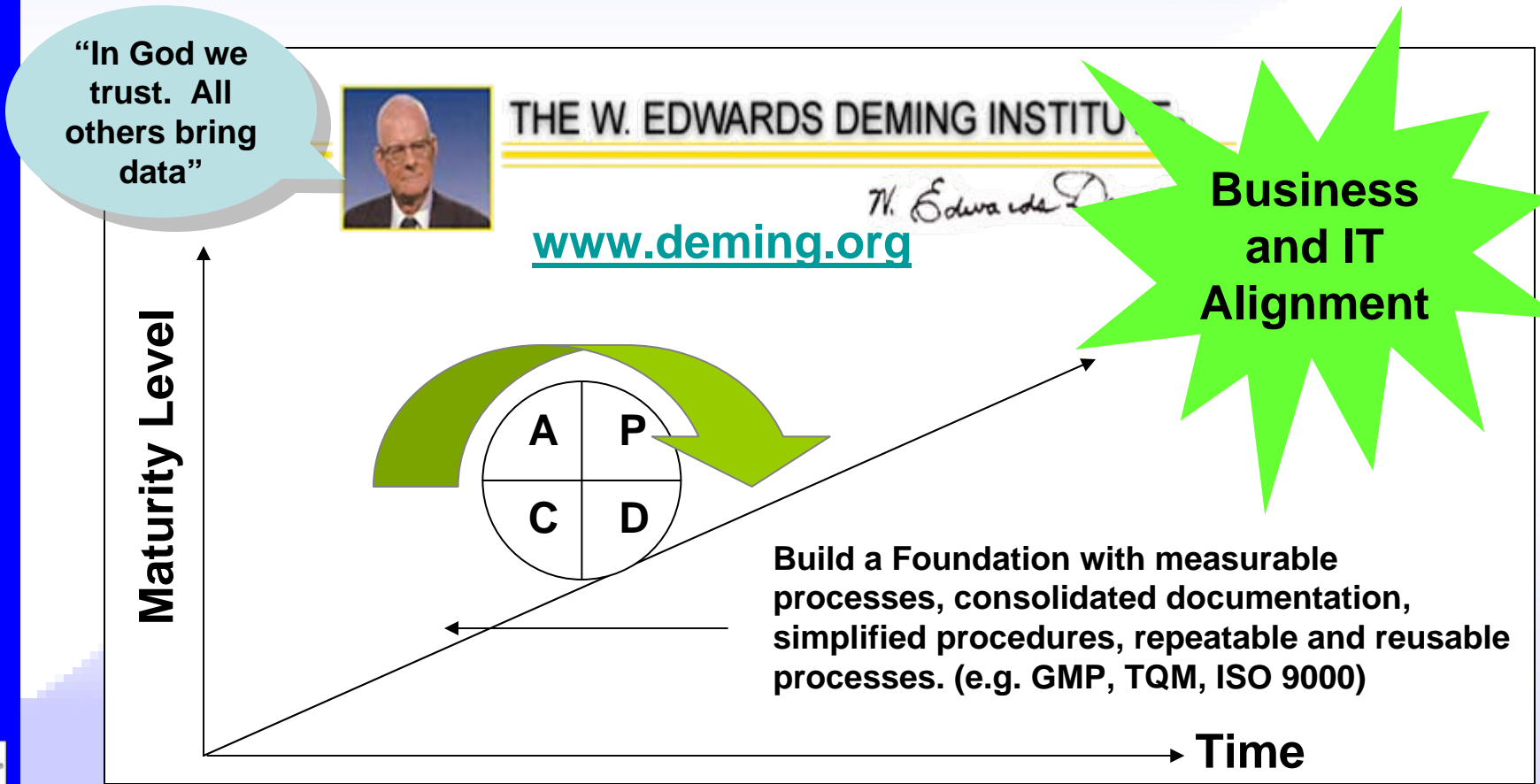
An ITSM Program is the Roadmap to get you to your destination





# CSI: Plan Do Check Act (PDCA) Model

- Continuous Service Improvement
- A formal recurring project undertaken within an organization to identify and introduce measurable improvements



Professional Qualifications for  
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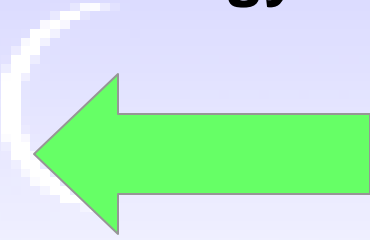
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- [SS09: Summary, Exam Preparation and Directed Studies](#)

## Service Strategy





# Service Strategy Goal and Objectives

- To provide guidance on how to how to design, develop and implement service management, whilst providing direction for growth not only as an organizational capability, but as a strategic asset
- Answers questions such as:
  - What services should we offer and to whom?
  - How do we differentiate ourselves from competing alternatives?
  - How do we truly create value for our customers?
  - How do we capture value for our stakeholders?
  - How can we make a case for strategic investments?
  - How can we provide visibility and control over value creation?
  - How should we define service quality?
  - How do we choose paths for improving service quality?
  - How do we efficiently allocate resources across a portfolio of services?
  - How do we resolve conflicting demands for shared resources?



# Service Strategy Goals and Objectives [2]

- Guidance is provided for developing service management policies, guidelines and processes across the ITIL Service Lifecycle
- Topics covered in SS include:
  - the development of markets, both internal and external
  - service assets
  - Service Catalogue
  - implementation of strategy through the Service Lifecycle
  - Financial Management
  - Service Portfolio Management
  - Organizational Development
  - Strategic Risks
- Sets objectives for performance towards serving customers and market spaces, and to identify, select, and prioritize opportunities
- Addresses that costs and risks of Service Portfolios, operational effectiveness for distinctive performance
- Audits current ITIL-based service management capabilities to improve the alignment between those capabilities and business strategies

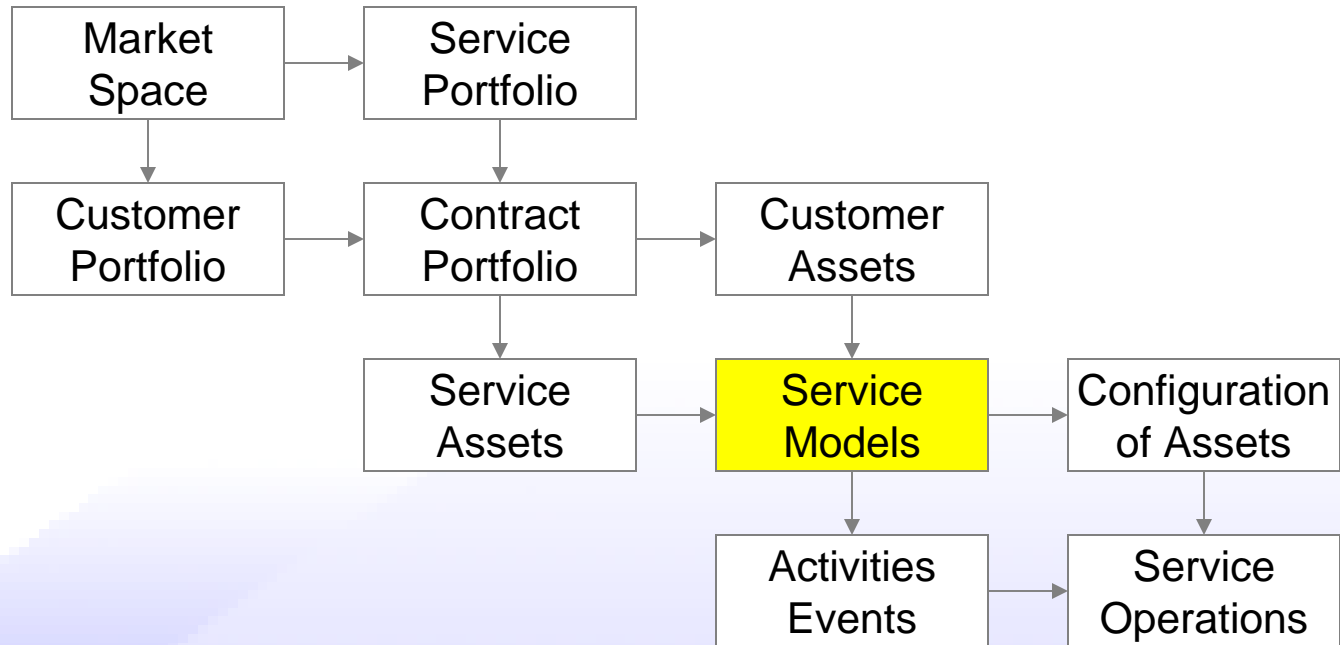


# Service Model

- Classifies the service strategy for a market space.
- Describes how service assets provide the capacity for customers
- Creates value for a given portfolio of contracts
- SLAs specify the terms and conditions in which such interaction occurs with commitments and expectations
- Classifies the structure and dynamics of services
  - The structure and dynamics are influenced by factors of utility and warranty to be delivered to customers
  - The structure and dynamics have consequences for Service Operations,

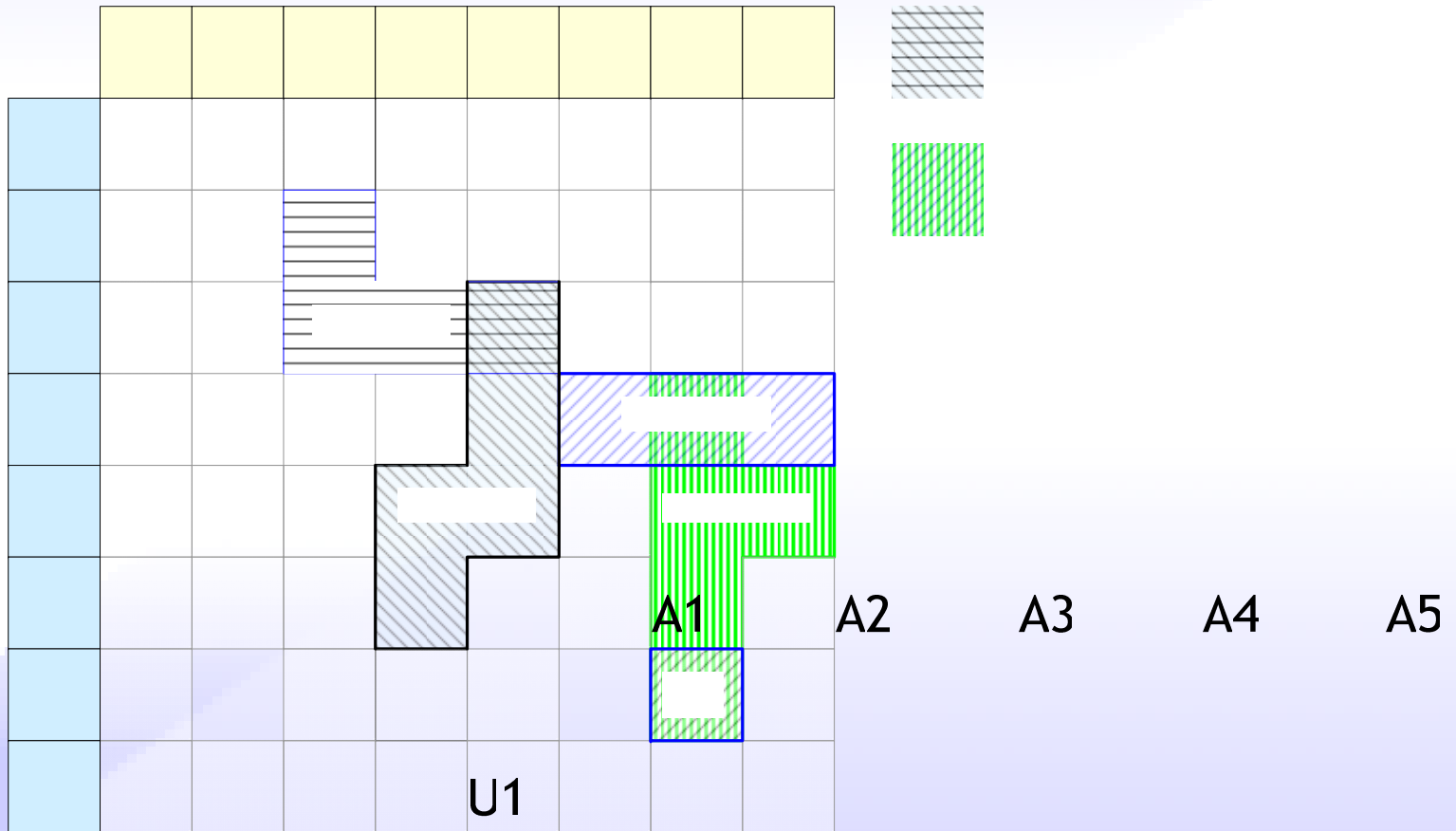
# Service Models Influenced by Market Space

- Market Spaces determine/influence Service Models
- Service Models determine/influence the structure and dynamics of a Service



# Market Space

- All opportunities that an IT Service Provider could exploit to meet business needs of Customers
- Identifies the possible IT Services that an IT Service Provider may wish to consider delivering



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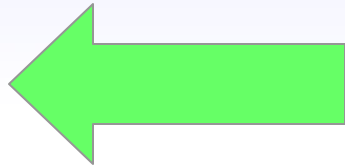
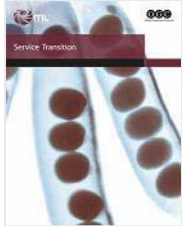
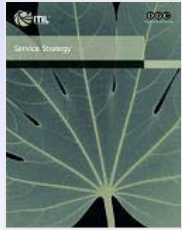
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## Service Design Overview

- This unit introduces the candidate to the overview of the concepts and of Service Design.

## Service Design



## Service Design Processes (SD)

- **Service Level Management**
- Service Catalogue Management
- Availability Management
- Information Security Management
- Supplier Management
- Capacity Management
- IT Service Continuity Management



# SD01: Introduction to Service Design

- This unit introduces the candidate to the concepts and terminology in the field of Service Design.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - the concept of Service Management as a practice (SD 2.1)
  - the concept of Service, its value proposition and composition (SD 2.2 and SS 2.2)
  - the concepts of Function, Process and Role (SD 2.3, glossary)
  - the purpose, goals and objectives of Service Design (SD 2.4.1, SD 3.1)
  - the scope of Service Design (SD 2.4.2)
  - the business value (SD 2.4.3)
  - the contents and use of the Service Design Package (SD 4-introduction, Appendix A (SDP))
  - the contents and use of Service Acceptance Criteria (Appendix B (SAC))
- The recommended minimum study period for this unit is 2.0 hours.

# Service Management

- A set of specialized organizational capabilities for providing value to customers in the form of services
- Capabilities are functions and processes for managing services over a lifecycle, with specializations in strategy, design, transition, operation and continual improvement
- Capabilities represent a service organization's capacity, competency and confidence for action
- Transforming resources into valuable services is at the core of Service Management
- Without capabilities, a service organization is merely a bundle of resources has relatively low intrinsic value for customers

# The Value Proposition

- Services are a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
- Services facilitate outcomes by improving the efficiency and effectiveness of activities to create conditions for better performance, thus the probability of desired outcomes is higher
- The Customer does not want to be accountable for the costs and risks but wants the outcome
- The Customer would rather specialize in the outcomes from the services
- The Provider takes ownership of services because the provider is specialized with capabilities for dealing with those costs and risks
- The Provider can spread the costs and risks across many customers

Professional Qualifications for  
ITIL® PRACTICES FOR SERVICE MANAGEMENT:  
INTERMEDIATE LIFECYCLE STREAM

**The ITIL Intermediate Qualification:  
Service Transition Certificate**



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- [ST08: Summary, Exam Preparation and Directed Studies](#)

# ST01: Introduction to Service Transition (ST)

- This unit introduces the candidate to the concepts and terminology in the field of Service Management in general and the main goals and objectives of Service Transition.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - Service Transition as a practice (ST 2.1)
  - Service, its value proposition and value composition (ST 2.2)
  - Functions, Processes and Roles (ST 2.3)
  - The purpose, goals and objectives of Service Transition (ST 2.4.1)
  - The scope of Service Transition (ST 2.4.2) and the types of processes used by Service Transition (ST 2.4.6)
  - The position of Service Transition within the service lifecycle , the interfaces, inputs and outputs (ST 2.4.5)
  - Potential value to business (ST 2.4.3)
- The recommended minimum study period for this unit is 2.5 hours.

# Service Management as a Practice

- **Service Management**
  - ‘A set of specialized organizational capabilities for providing value to customers in the form of services.’
- Service Management, however, is more than just a set of capabilities
- Also a professional practice supported by an extensive body of knowledge, experience and skills
- A global community of individuals and organizations in the public and private sectors fosters its growth and maturity
- Formal schemes exist for the education, training and certification of practicing organizations and individuals influence its quality
- Industry best practices, academic research and formal standards contribute to its intellectual capital and draw from it
- The origins of Service Management are in traditional service businesses such as airlines, banks, hotels and phone companies
- Grown with the adoption by IT organizations of a service-oriented approach to managing IT applications, infrastructure and processes

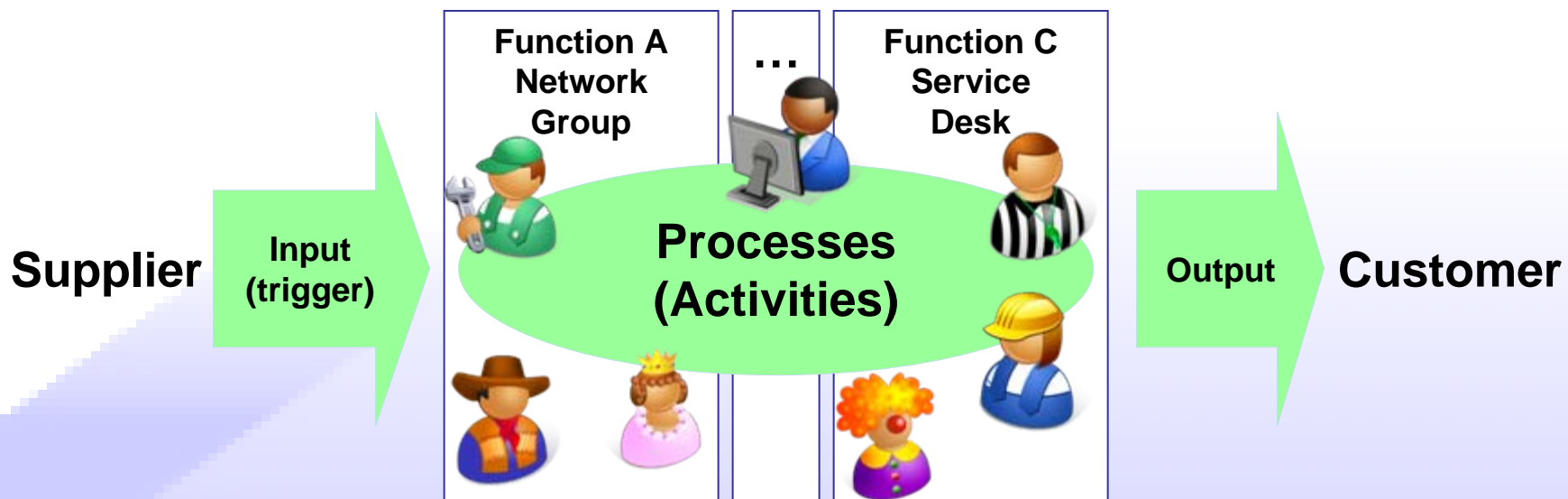
# Service Value Proposition & Composition

- Service
  - ‘A means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.’
- Services are a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks
- Services facilitate outcomes by enhancing the performance of associated tasks and reducing the effect of constraints
- The result is an increase in the probability of desired outcomes



# Functions; Roles; Processes

- Functions are units of organizations specialized to perform certain types of work and are responsible for specific outcomes
- Role refers to a set of connected behaviours or actions that are performed by a person, team or group in a specific context
- Processes define actions, dependencies, and sequence. A process is a set of coordinated activities combining and implementing resources and capabilities in order to produce an outcome which, directly or indirectly, creates value for an external customer or stakeholder.



## Purpose, Goal and Objectives

- Plan and manage the capacity and resources required to package, build, test and deploy a release into production
- Establish the service specified in the customer and stakeholder requirements
- Provide a consistent and rigorous framework for evaluating the service capability and risk profile before service is released
- Set customer expectations on how the performance and use of the service can be used to enable business change
- Enable the business change project or customer to integrate a release into their business processes and services
- Plan and manage the resources to establish successfully a service into production within the predicted cost, quality and time
- Ensure there is minimal unpredicted impact on the production services, operations and support organization

## Scope

- Management and coordination of the processes, systems and functions to package, build, test and deploy a release into production
- Establish the service specified in the requirements
- The following lifecycle processes support all lifecycle stages:
  - Change Management
  - Service Asset and Configuration Management
  - Knowledge Management.
- Service Transition uses all the processes as it is responsible for testing these processes

Professional Qualifications for  
ITIL® PRACTICES FOR SERVICE MANAGEMENT:  
INTERMEDIATE LIFECYCLE STREAM

**The ITIL Intermediate Qualification:  
Service Operation Certificate**



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- [SO9 Summary, Exam Preparation and Directed Studies](#)



# SO01: Introduction to Service Operation

- This unit covers and introduction of the concepts and terminology in the field of Service Operation.
- To meet the learning outcomes and examination level of difficulty, the candidates must be able to understand and describe:
  - the term 'Service Operation', and how it fits in the overall core ITIL Lifecycle (SO 1.2.3)
  - the main purpose and objectives of Service Operation (SO 1.3, 2.4.1)
  - the ITIL processes primarily covered in Service Operation (SO 2.4.5)
  - the functions within Service Operation (SO 2.4.6)
  - the value to the business (SO 2.4.3)
- The recommended minimum study period for this unit is 45 minutes.

# Service Operation how it fits into core ITIL Lifecycle

- Provides guidance on achieving effectiveness and efficiency in the delivery and support of services to ensure value for the customer and SP
- Strategic objectives are ultimately realized through Service Operations, therefore making it a critical capability
- Guidance is provided on how to maintain stability in Service Operations, allowing for changes in design, scale, scope and service levels
- Organizations are provided with detailed process guidelines, methods and tools for use in two major control perspectives: reactive and proactive
- Managers and practitioners are provided with knowledge allowing them to make better decisions in areas such as:
  - Managing the availability of services
  - Controlling demand
  - Optimizing capacity utilization
  - Scheduling of operations
  - Fixing problems

# Service Operation Goals and Objectives

- To provide guidance to coordinate and carry out the activities and processes required to deliver and manage services at agreed levels to business users and customers by the ongoing management of the technology that is used to deliver and support services.
- Control and manage operational processes
- Monitor performance, assess metrics and gather data during Service Operation
- Achieve effectiveness and efficiency in the delivery and support of services to ensure value for the customer and the service provider
- Maintain stability in service operations, allowing for changes in design, scale, scope and service levels.
- Support of operations through new models and architectures such as shared services, utility computing, web services and mobile commerce.



## Primary Processes in Service Operations

- Event Management
- Incident Management
- Problem Management
- Request Fulfilment
- Access Management



## Functions within Service Operation

- Service Desk
- Technical Management
- IT Operations Management
  - IT Operations Control,
  - Facilities Management
- Application Management

# Value of Service Operations to the Business

- From a customer viewpoint, Service Operation is where actual value is seen
- Maintain operations within the budget and within the Return on Investment targets established earlier in the lifecycle
- Recognize and fix design flaws or unforeseen requirements
- Provide a formal mechanism to review operational services for design and value
- Use Incident and Problem Management to resolve operational issue
- Justify additional funding for tools or actions (including training) aimed at improving the efficiency of Service Operation
- Link functionality of a specific service to the cost expectation from the customer
- Deploy solutions through very high rate of technological change
- Optimize the service to use new tools to manage it more effectively, efficiently and economically



# Professional Qualifications for ISO/IEC 20000:2005 Foundation Certification

IT Service Management  
according to ISO/IEC 20000



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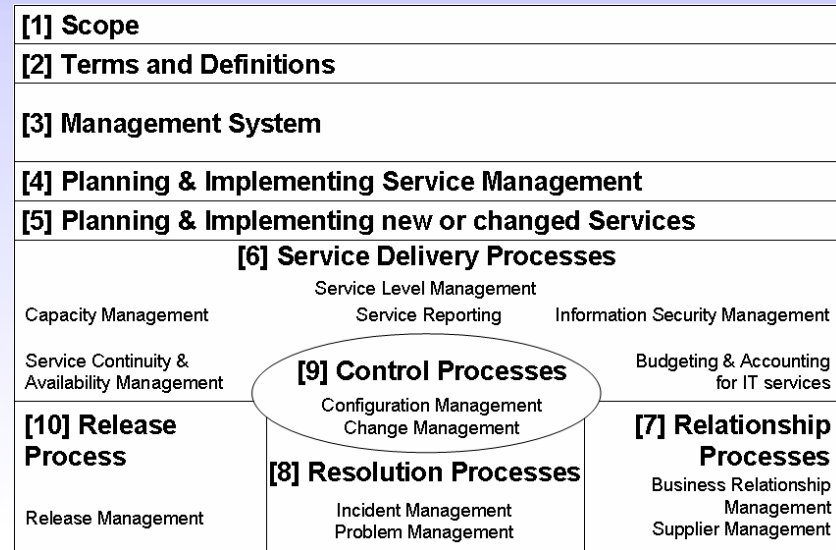
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# Introduction



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## Meet and Greet

- Sign-up sheet
- Tell us about yourself
  - What is your name?
  - How many years of IT related experience do you have?
  - What is your current role and responsibilities
  - What is your objective from this course?
- About the instructor



# Expected Study Time By Subject

Title	Effort (hrs)	
Service Management as a Practice	1	
The Service Lifecycle	1.5	
Generic concepts and definitions	1.5	
Key Principles and Models	2.5	
Processes	5	
Functions	1	
Roles	0.25	
Technology and Architecture	0.5	
ITIL® Qualification scheme	0.25	
Mock exam	2	



## Documentation

- Course Manual - Slides
- Feedback form
- Glossary and Acronyms
- Mock Exam

