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## ITIL® Service Lifecycle: Service Strategy E-learning

**Duration: 1 Day    Course Code: E-LSS**

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### Overview:

The Service Lifecycle stream contains five courses that all focus on concepts relevant to management and control.

This ITIL V3 Intermediate Qualification: Service Strategy is a free-standing qualification, but is also part of the ITIL Intermediate Service Lifecycle stream, and one of the courses that leads to the ITIL Expert in IT Service Management Certificate.

The learning units within each module of the Service Lifecycle stream are Introduction and Principles, Processes and Activities, Technology, Implementation, Challenges, and critical success factors and risks

An understanding of all elements of the Lifecycle stage, processes, activities, technology, organization, challenges are all included and are to be used within a management and control context.

**The duration of this e-learning title is at least 21 hours combined study time.**

Also available to purchase with core volume for £459+vat.

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### Target Audience:

This course is primarily for IT Managers and Practitioners involved in the strategy, design, and implementation and on-going support and delivery of business IT services and those interfacing with information systems who require an insight into Service Management best practice. This may include Business Analysts, Business Relationship Managers, Project and Programme staff.

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### Objectives:

- The Definition of Service Strategy, including its purpose and objective
  - Defining services and market spaces
  - Conducting Strategic Assessments
  - Financial Management
  - Service Portfolio Management
  - Managing demand
  - Driving strategy through the Service Lifecycle
  - Understanding Critical Success Factors and risks
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### Prerequisites:

- All candidates must already hold the Foundation Certificate in IT Service Management - this means either the ITIL V3 Foundation Certificate (or the ITIL V2 Foundation and the ITIL V2-V3 Foundation Bridge Certificate).
- All candidates will also obtain a personalised Certificate of Course Completion at the end of this training course. This is your proof of attendance.
- Electronic copies of all the above certificate(s) must be provided to us before successfully gaining admission to the associated exam for this course.

### Testing and Certification

- For this certificate in IT service management, the examination is a 90 minute exam with eight (8) complex multiple choice, scenario-based questions. The pass mark is 28/40 (70%).
  - A number of options exist to sit the examination which include traditional paper based, on-line utilising a webcam and on-line at a testing centre.
  - The exam will be charged separately.
  - Please note you must provide proof of your ITIL foundation certification to be eligible to sit the paper.
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### Follow-on-Courses:

- LCSI, ITIL® Service Lifecycle: Continual Service Improvement
  - LSD, ITIL® Service Lifecycle: Service Design
  - LSO, ITIL® Service Lifecycle: Service Operation
  - LST, ITIL® Service Lifecycle: Service Transition
  - MALC, ITIL® Managing Across The Lifecycle
  - IOSA, ITIL® Capability: Operational Support & Analysis
  - PPO, ITIL® Capability: Planning, Protection & Optimisation
  - RCV, ITIL® Capability: Release, Control & Validation
  - SOA, ITIL® Capability: Service Offerings & Agreements
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## Content:

### Service Strategy Principles

This unit introduces the candidate to the core concepts and practices in Strategy and organization applied to Service Management and IT.

Be able to understand and describe:-

- The logic of value-creation within the context of the ITIL Service Lifecycle
- Capabilities and resources
- Service provider types, and be able to choose between the types
- Dynamics of a service model based on the concept of value networks
- Strategic perspectives, plans, positions and patterns as applied to service management and IT in their own organization

### Defining Service and Market Spaces

This unit covers the core concepts and practices in internal marketing, business development, and opportunity analysis.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:-

- Formal definitions of services suitable for planning and execution across the Service Lifecycle
- Business outcomes of customers and relating them to customer assets and service assets
- Services into customer outcomes, service assets, utility/warranty elements
- Market spaces, opportunities for new or changed services, and services as configurations and patterns

### Conducting Strategic Assessments

This unit covers the process of conducting strategic assessments with respect to customers, market spaces, and existing capabilities of a service provider.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:-

- Strategic assets of an organization their performance and potential for serving particular customers or market spaces (internal or external)
- Critical Success Factors and degree of alignment of existing services, capabilities, and strategies with customer's business
- Business potential within existing customers and in adjacent market spaces through analysis of patterns within Service

### Financial Management

This unit covers Financial management and investments applied to Service Management.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:

- Service valuation, financial modelling, service provisioning and analysis, and business impact analysis
- Funding the Service Portfolio and phases of the Service Lifecycle and defining expectations or return on investments

### Service Portfolio Management

This unit covers Portfolio management concepts, methods, and principles applied to Service Management.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:-

- Service Portfolio Management, methods, and processes related to service management and services

### Managing Demand

This unit covers Demand Management, profiling, segmentation, and service packaging strategies to effectively serve different types of customer needs and business activity patterns.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:-

- Challenges, opportunities and risks in fulfilling demand for a particular customer or market space
- High-level strategies for demand management that can be supported by capabilities across the Service Lifecycle
- Demand with respect to customer outcomes, patterns of business activity, and user profiles.
- Sources of demand and capacity within the Service Catalogue and Service Pipeline
- Core Service Packages and Service Level Packages
- Roles of Product Manager and Business Relationship Manager

### Driving Strategy Through The Service Lifecycle

This unit covers How Service Strategy is implemented through tactics and operations framed by the Service Lifecycle.

Be able to understand, describe, identify, demonstrate, apply, distinguish, produce, decide or analyze:-

- How Service Strategy is driven through and informed by other elements of the Service Lifecycle
- Policies and constraints for Service Design that will encode strategic objectives and customer needs
- Requirements for Service Transition to act on behalf of Service Strategy in reducing costs and risks as service progress through the Lifecycle
- Tactical plans for the Service catalogue to be effectively hosted by Service Operation phase, with adjustments by customers and contracts
- Opportunities for improvement across the Service Portfolio and Service Lifecycle

### Critical Success Factors and Risks

This unit covers Critical Success Factors and risks that determine the viability of strategic positions and plans.

- The role of organization development and sourcing as Critical Success Factors
- Automation and tools to meet strategic objectives through the framework of service management
- Benefits and risks from factors such as complexity, coordination, intangible assets, and total cost of utilization
- Types of risks across the Lifecycle and high-level approaches for mitigating risks

- Catalogue, business strategy of customers
  - Environmental factors such as business trends, technological innovation, and regulatory compliance
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### Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

[info@globalknowledge.co.uk](mailto:info@globalknowledge.co.uk)

[www.globalknowledge.co.uk](http://www.globalknowledge.co.uk)

Global Knowledge, Mulberry Business Park, Fishponds Road, Wokingham Berkshire RG41 2GY UK