COURSE AGENDA
ITIL® INTERMEDIATE SERVICE STRATEGY (SS)

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LEARNING UNITS

1. Introduction to Service Strategy

Purpose, objectives, scope and value to business

The context of service strategy in relation to: Service design, Service transition, Service operation & Continual service improvement

2. Service Strategy Principles

Basic approach to deciding a strategy

Strategy and opposing dynamics

Outperforming competitors

The 4P's of service strategy

Services

Value

Utility and warranty

Assets

Service providers

Defining services

Strategies for customer satisfaction

Service economics

Sourcing strategy

Strategy inputs & outputs with the service lifecycle

3. Service strategy processes

Strategy management for IT services

Each process will consist of:
- Purpose, objective, scope, value to business
- Policies, principles & basic concepts
- Process activities, methods & techniques
- Triggers, inputs, outputs & interfaces
- Critical success factors and Key performance indicators
- Challenges & risks

Service portfolio management

Financial management for IT services

Demand management

Business relationship management

4. Governance

Governance

Setting the strategy for governance

Evaluate, direct, monitor

Governance framework

What is IT governance

Governance bodies

How service strategy relates to governance

5. Organizing for Service strategy

Organizational departmentalisation

Organizational design

The role of service owner and business relationship manager

Strategy, portfolio, financial and demand roles

6. Technology Considerations

Service automation

Service interfaces

7. Implementing service strategy

Implementation through the lifecycle

Following a lifecycle approach

The impact of service strategy on other lifecycle stages

8. Service strategy challenges, critical success factors and risks

Challenges

Risks

Critical success factors

9. Summary & directed studies

Review of key concepts

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Ref: AXELOS The ITIL Intermediate Qualification Service Strategy Certificate v5.

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