

ITIL Service Strategy

1. Introduction to Service Strategy

- a. Key Service Management Concepts
- b. Purpose and Objectives of Service Strategy
- c. Scope of Service Strategy
- d. Business Value of Service Strategy
- e. Service Strategy Interfaces across the Service Lifecycle

2. Service Strategy Principles

- a. Basic Approach to Deciding Strategy
- b. Services
- c. Elements of Value
- d. Utility and Warranty
- e. Customer, Service, and Strategic Assets
- f. Service Providers
- g. Strategies for Customer Satisfaction
- h. Service Economics
- i. Sourcing Strategies and Governance

3. Strategy Management for IT Services Process

- a. Purpose, Objectives, and Scope of Strategy Management for IT Services
- b. Business Value of Strategy Management for IT Services
- c. Policies, Principles, and Basic Concepts of Strategy Management for IT Services
- d. Process Activities, Methods, and Techniques
- e. Triggers, Inputs, and Outputs of Strategy Management for IT Services
- f. Critical Success Factors (CSFs) and Key Performance Indicators (KPIs)
- g. Challenges and Risks

4. Service Portfolio Management Process

- a. Purpose, Objectives, and Scope of Service Portfolio Management
- b. Business Value of Service Portfolio Management
- c. Policies, Principles, and Basic Concepts of Service Portfolio Management
- d. Process Activities, Methods, and Techniques
- e. Triggers, Inputs, and Outputs of Service Portfolio Management
- f. CSFs and KPIs
- g. Challenges and Risks

5. Financial Management for IT Services Process

- a. Purpose, Objectives, and Scope of Financial Management for IT Services
- b. Business Value of Financial Management for IT services
- c. Policies, Principles, and Basic Concepts of Financial Management for IT Services
- d. Process Activities, Methods, and Techniques
- e. Triggers, Inputs, and Outputs of Financial Management for IT Services
- f. CSFs and KPIs
- g. Challenges and Risks

6. Demand Management Process

- a. Purpose, Objectives, and Scope of Demand Management
- b. Business Value of Demand Management
- c. Policies, Principles, and Basic Concepts of Demand Management
- d. Process Activities, Methods, and Techniques
- e. Triggers, Inputs, and Outputs of Demand Management

- f. CSFs and KPIs
- g. Challenges and Risks
- 7. Business Relationship Management Process**
 - a. Purpose, Objectives, and Scope of Business Relationship Management
 - b. Business Value of Business Relationship Management
 - c. Policies, Principles, and Basic Concepts of Business Relationship Management
 - d. Process Activities, Methods, and Techniques
 - e. Triggers, Inputs, and Outputs of Business Relationship Management
 - f. CSFs and KPIs
 - g. Challenges and Risks
- 8. Governance**
 - a. Strategy for Governance
 - b. Governance Frameworks and Bodies
 - c. How Service Strategy Relates to Governance
- 9. Organizing for Service Strategy**
 - a. Service Strategy Roles
 - b. Organizational Development
 - c. Organizational Departmentalization
 - d. Organizational Design
- 10. Technology Considerations**
 - a. Service Automation, Instrumentation, and Analytics
 - b. Service Interfaces and Self-Service Channels
- 11. Implementing Service Strategy**
 - a. Implementation through the Service Lifecycle
 - b. Following a Lifecycle Approach
 - c. Impact of Service Strategy on the Other Service Lifecycle Stages