

Service Design (SD)

an ITIL® v3 Service Lifecycle Course

Introduction

The Service Design course is an intensive 3-day course that builds on the general principles covered as part of the ITIL®v3 Foundation course. It is intended for those who work in a Service Design environment and who require a deeper understanding of the underlying concepts, the processes and functions involved and the management activities – and how they may all be used to enhance overall service quality and service provision during the Service Design phase of the ITIL v3 Service Lifecycle as an integral part of the overall business-focused Service Management framework.

Course Duration

This is an intensive three-day course that includes the official APMG certification exam.

What You Will Learn

The main focus of this course is on the managerial and control aspects of the service design environment. This course has a number of study units with practical application to reinforce the knowledge gained. These include:

- ***The Service Lifecycle and Service Management as a practice:***
Understand the Service Lifecycle and the objectives and business value for each phase in the lifecycle; understand and articulate “service” and be able to explain the concept of Service Management as a practice
- ***Service Design Principles:***
Understand the common principles and guidelines that influence the performance of SD processes and functions, including service requirements, business requirements and drivers; requirement types and their management techniques; the principles and the five aspects of service design; business service management and service oriented architectures; and service design models
- ***Service Strategy Generation:***
Understand how to define the market; develop the offerings; develop strategic assets and plan for execution
- ***Service Strategy Processes:***
Understand the purpose, goals, objectives and management/control activities of the SD processes and functions, including:
 - *Service Catalog Management*
 - *Service Level Management*
 - *Capacity Management*
 - *Supplier Management*
 - *Availability Management*
 - *Information Security Management*
 - *IT Service Continuity Management*

Note: In-depth discussions around the operational activities of each process/function are part of the Service Offerings & Agreements (SOA) and Planning, Protection & Optimization (PPO) courses.

- ***Organizing Service Design***
Including, exploring the use of a RACI chart in defining not only the SD processes but overall organizational functionality and the roles necessary to manage the SD processes

Prerequisites

- The ITIL v3 Foundation Certification in IT Service Management or the v2 to v3 Foundation Bridge equivalent.
- Two to four years of professional experience within Service Management as well as defined experience in at least one of the SS or SD processes is highly desirable.

Who Should Attend

- This course is one of the Intermediate Level certification courses and is recommended for individuals who require a deeper understanding of the SD element of the ITIL Service Lifecycle and how it may be implemented to enhance the quality of ITSM within an organization, for example:
 - IT professionals working in roles associated with strategic planning, execution and control within a service-based business model.
 - Individuals seeking the *ITIL Expert™* level certification in ITSM for which these are prerequisite modules.
 - Individuals seeking progress towards the *ITIL Master™* standing in ITSM for which the *ITIL Expert™* certification is a prerequisite.

Student Responsibilities

The SD course and exam are very challenging and it is therefore recommended that students complete at least 21 hours of personal study by reviewing the *Service Design* publication prior to the course start and allow for a minimum of 90 minutes of study per evening during the course.

Note: This ITIL publication is **NOT** included with the course but can be purchased from orders@diymonde.com.

Professional Qualification

This course forms part of the ITIL v3 Intermediate qualification program.

Successfully passing the 90 minute in-class exam, consisting of 8 complex, multi-part, multiple-choice, scenario-based, gradient-scored questions leads to the ITIL v3 Intermediate Service Lifecycle Certificate: Service Design. The pass mark is 70% (28/40) or more.

Successful completion of this course and exam provides 3 points of the necessary 15 'electives' to achieve the *ITIL Expert™* certification (2 points for Foundation and 5 points for Managing Across the Life Cycle are mandatory).

Note: The Lifecycle courses 'Service Design' and the Capability course 'Service Offerings & Agreements' have a significant amount of overlap of topics and therefore, in the interests of achieving the broadest possible education, it is **NOT** recommended that all three feature in the selection of courses taken in order to acquire the points necessary for the award of *ITIL Expert™* status – even though all points acquired will be credited.

Course Documentation

Each student will receive a full color course binder containing lecture notes, in-course exercises and answers, homework, practice questions and a practice exam. The ITIL *Service Design* Key Element Guide will also be provided. All materials are distributed on the first day.

Instructors

All DIYmonde instructors are fully qualified and accredited by the appropriate examination board.