

# Service Strategy (SS)

## an ITIL® v3 Service Lifecycle Course

### Introduction

The Service Strategy 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 Service Strategy environment and who require a deeper understanding of the underlying concepts, the processes involved and the management activities – and how they may all be used to enhance overall service quality and service provision during the Service Strategy 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 operational 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 Strategy Principles:***  
Understand the common principles and guidelines that influence the performance of SS processes and functions, including the logic of value creation; capabilities and resources as service assets; service provider types and choices; service models based on the concept of value networks; and strategic perspectives, plans, positions and patterns
- ***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 SS processes, including:
  - *Demand Management*
  - *Service Portfolio Management*
  - *Financial Management*

*Note: In-depth discussions around the daily operational activities of each process/function are part of the Service Offerings and Agreements (SOA) course.*

- ***Strategy through the Lifecycle***  
Understand how Service Strategy is driven through and informed by other elements of the Service Lifecycle; the policies and constraints for Service Design that will encode strategic objectives and customer needs; the requirements for Service Transition to act on behalf of Service Strategy in reducing costs and risks as services progress through the Lifecycle; the tactical plans for the Service Catalog to be effectively hosted by Service Operation phase, with adjustments by customers and contracts; and the opportunities for improvement across the Service Portfolio and Service Lifecycle
- ***Risk and Success Factors***  
Understand the common risks and success factors associated with implementing a Service Strategy.

## 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 SS 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 SS 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 Strategy* 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](mailto: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 Strategy. 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).

## 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 Strategy* 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.