

# QITIL<sup>®4</sup> training course

FOUNDATION

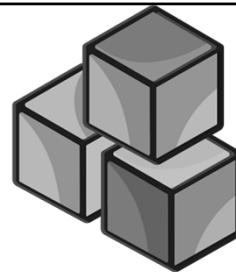
The diagram illustrates the QITIL<sup>®4</sup> Foundation model. It shows a central hexagon divided into five sections: 1. Guiding principles, 2. Governance, 3. Service value chain, 4. Practices, and 5. Continual improvement. Arrows point from 'Opportunity and demand' to the 'Service value chain' and from 'Value' back to the 'Continual improvement' section. Below this is a second hexagon representing the delivery process, divided into four phases: Plan, Design & transition, Obtain/build, and Deliver & support. Arrows show a flow from 'Demand' through these phases to 'Value'. To the right is a complex diagram showing 'Products and services' at the center, surrounded by four interconnected hexagons: 1. Organizations and people, 2. Information and technology, 3. Partners and suppliers, and 4. Value streams and processes. These are further connected to various external factors: Environmental, Economic, Social, Technological, Legal, and Political. A note states: 'Factors Every dimension is affected by multiple factors'. At the bottom left is a large 'Day 02' graphic. At the bottom right is a QR code and the name 'Khaled El Sherif' along with his qualifications: BSc. Eng., PgMP®, PMP, ITIL, MBA (Heriot-Watt university).

Day 02

Khaled El Sherif  
BSc. Eng., PgMP®, PMP, ITIL, MBA (Heriot-Watt university)

1

# Course plan



- Introduction
- What is ITIL?
- Basis for ITIL V4



- SVS
- Value
- SVC

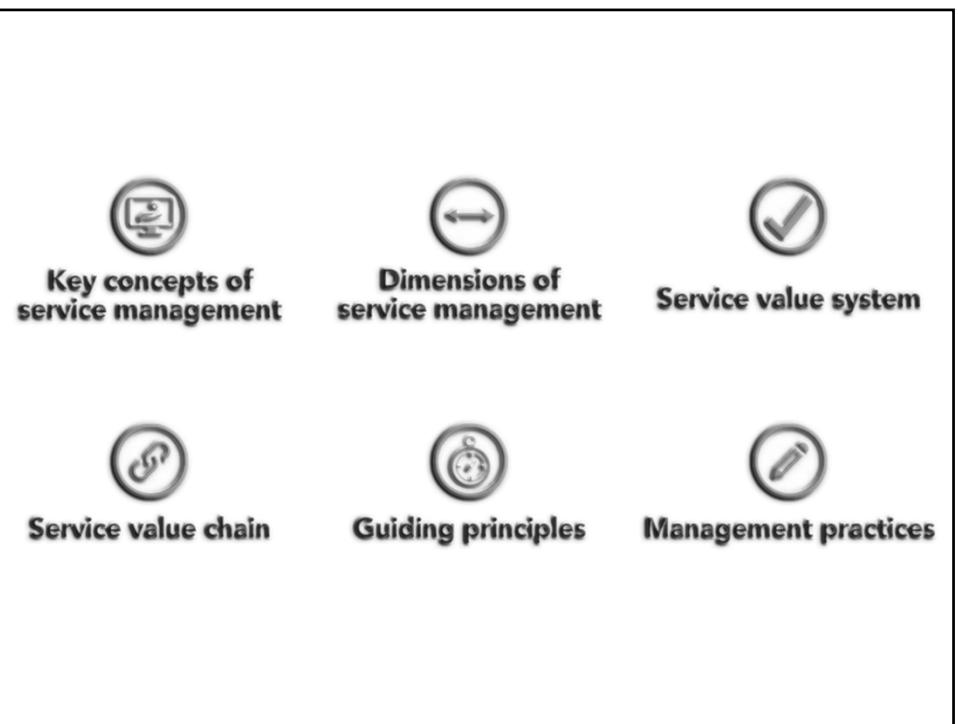


- ITIL V4 Practices

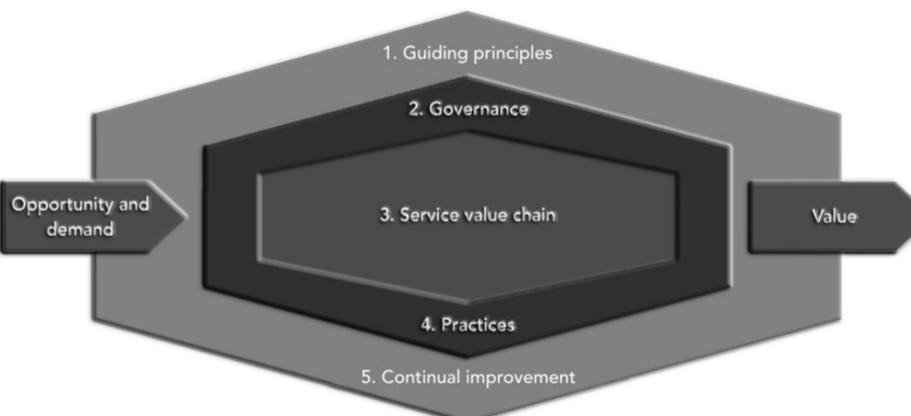
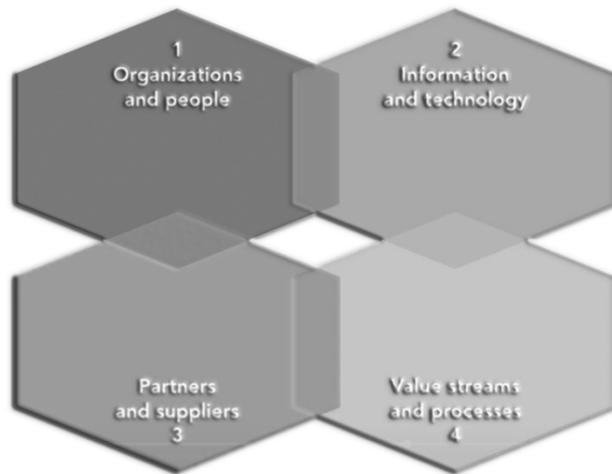
# Agenda

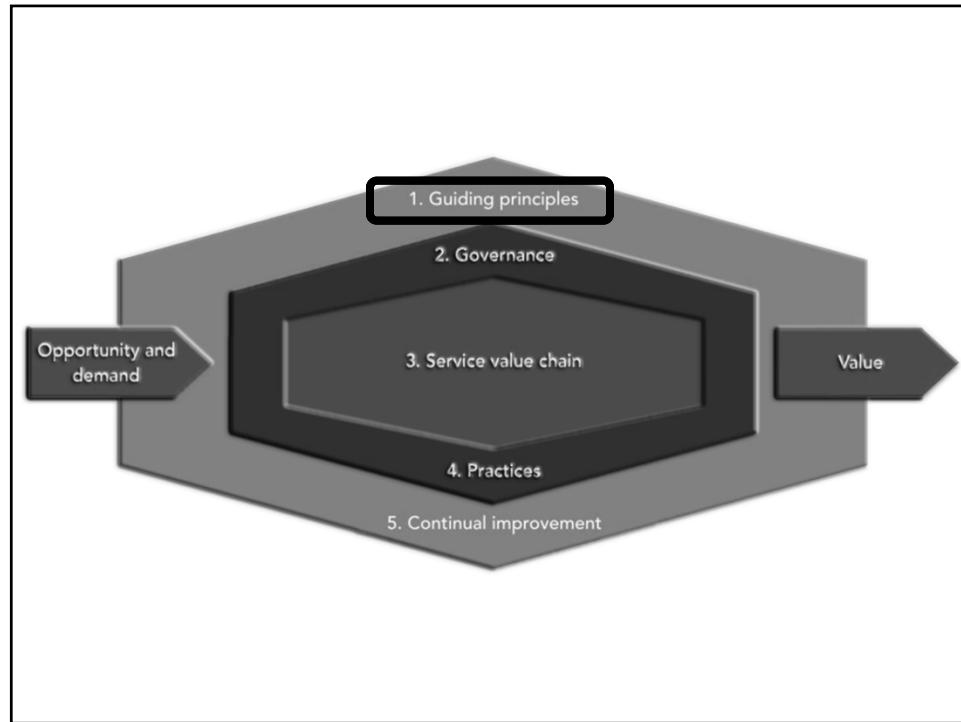


- Background and nature of SVS
- What is value?
- Connecting the service value chain.
- How the SVC interconnects and supports the value stream.
- The inputs of the value chain activities.
- The outputs of the value chain activities.
- The purpose of the value chain activities.



## ITIL®: Four Dimensions of Service Management





Seven Guiding Principles	Nine Guiding Principles
<ul style="list-style-type: none"> <li>1. Focus on value</li> <li>2. Collaborate and promote visibility</li> <li>3. Start where you are</li> <li>4. Think and work holistically</li> <li>5. Progress iteratively with feedback</li> <li>6. Keep it simple and practical</li> <li>7. Optimize and automate</li> </ul>	<ul style="list-style-type: none"> <li>1. Focus on value</li> <li>2. Design for experience</li> <li>3. Start where you are</li> <li>4. Work holistically</li> <li>5. Progress iteratively</li> <li>6. Observe directly</li> <li>7. Keep it simple</li> <li>8. Collaborate</li> <li>9. Be transparent</li> </ul>

## Seven Guiding Principles

- Focus on value
- Collaborate and promote visibility
- Start where you are
- Think and work holistically
- Progress iteratively with feedback
- Keep it simple and practical
- Optimize and automate

### 1. Focus on Value

- Everything we do must add value from the stakeholders' perspective

## **2. Start Where You Are**

- Don't start from scratch—leverage what's already available
- Observe directly and fully understand the current state first

## **3. Progress Iteratively with Feedback**

- Don't try to do everything at once
- Organize work into smaller, manageable chunks done more often
- Use feedback in each iteration to ensure actions are appropriate

## 4. Collaborate and Promote Visibility

- Work together across boundaries for more buy-in and success
- Share information and build understanding and trust
- Make work and consequences visible

## 5. Think and Work Holistically

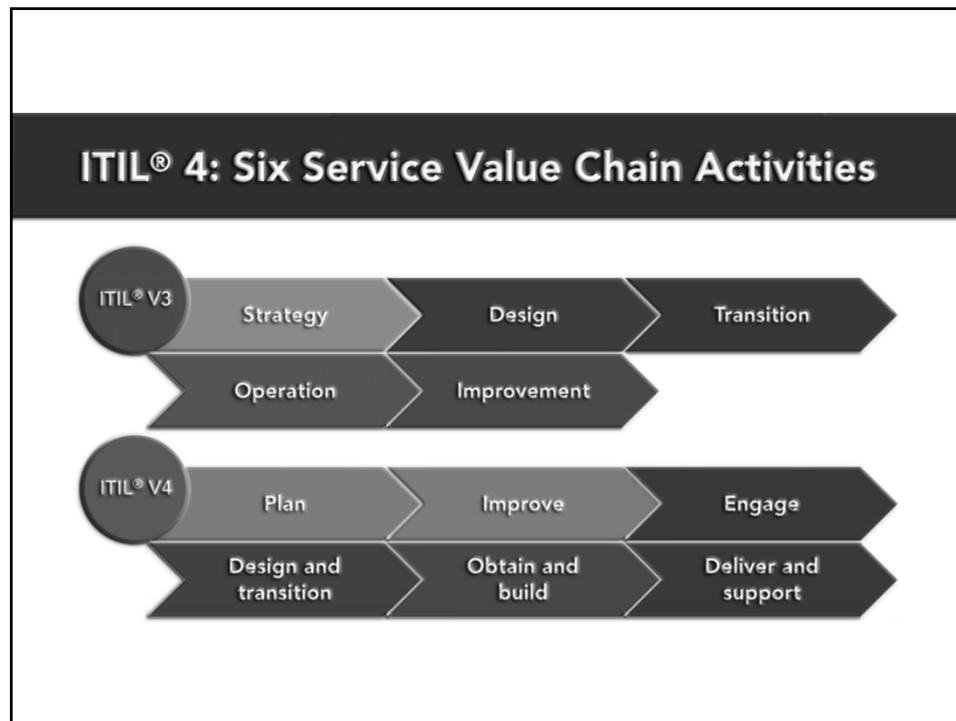
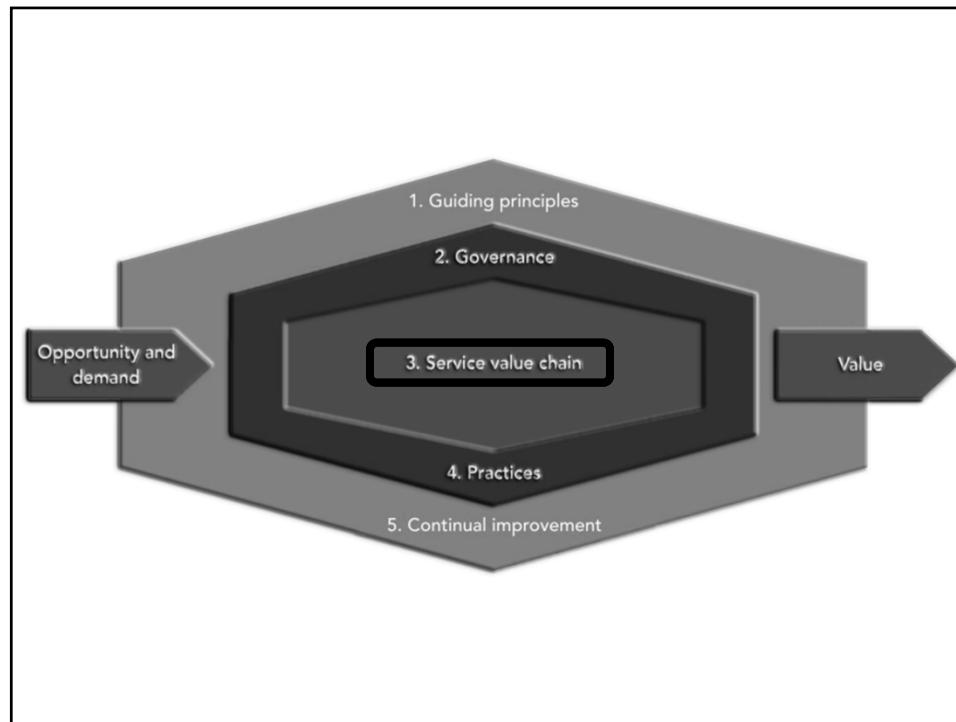
- Work on the service, not just its parts
- Integrate information, technology, organization, people, practices, partners, and agreements

## **6. Keep It Simple and Practical**

- Eliminate anything that provides no value
- Use the minimum number of steps to accomplish objective(s)
- Use outcome-based thinking for practical solutions and results

## **Optimize and Automate**

- Use resources, particularly human resources, to best effect
- Eliminate anything wasteful
- Use technology to achieve whatever it can do
- Only use human intervention where it adds value



## ITIL® 4 Foundation: Service Value System

---

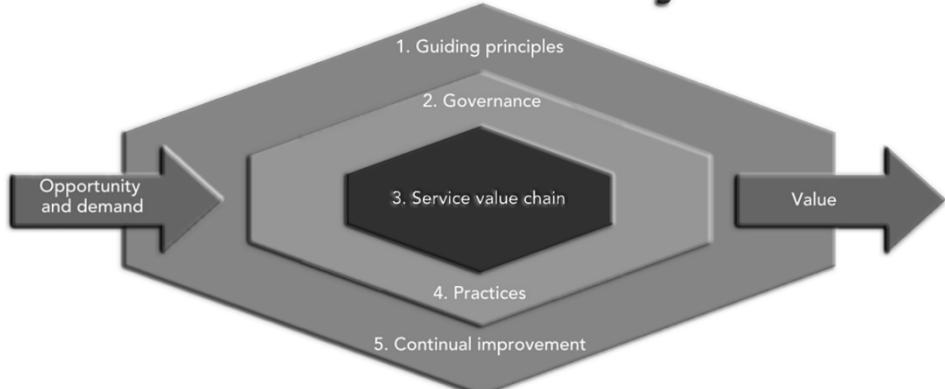
INTRODUCING THE ITIL® SERVICE VALUE SYSTEM: WHAT IT IS AND WHY YOU SHOULD KNOW IT

The ITIL® 4 Framework in a Snapshot:  
The Service Value System (SVS)

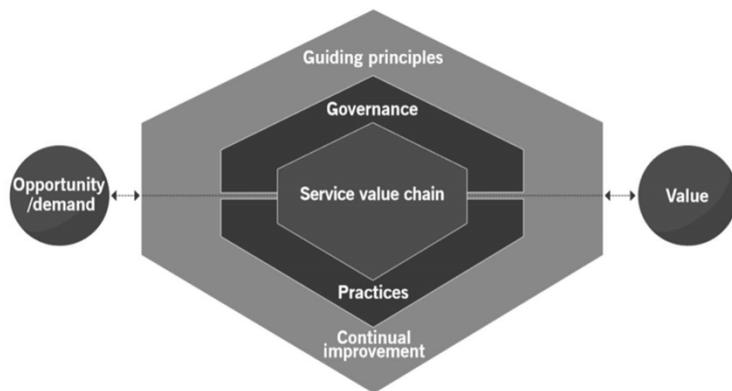
---

The SVS describes how all the components and activities of the organization work together as a system to enable value creation

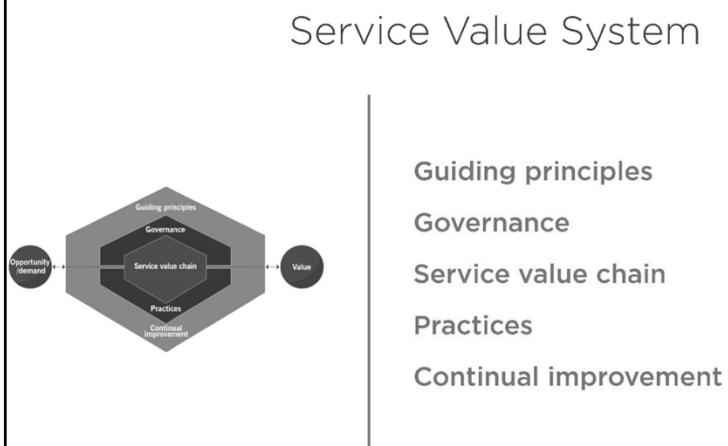
## The ITIL® Service Value System



## Service Value System



## Service Value System



### **Challenges**

- Organizational silos
- Adapting to Agile methodologies
- Understanding continual improvement
- Understanding how to use the guiding principles

### **The Core Concepts of Value**

---

## Value

*The perceived benefits, usefulness, and importance of something.*

## Where Does Value Co-creation Come From?



Services



Products

## Service Offering

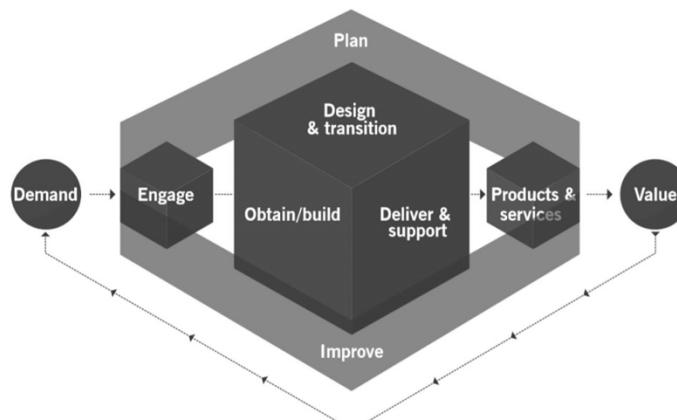
*A formal description of one or more services, designed to address the needs of a target consumer group. A service offering may include goods, access to resources, and service actions.*



POS service  
Inventory control  
Payroll service  
Customer rewards

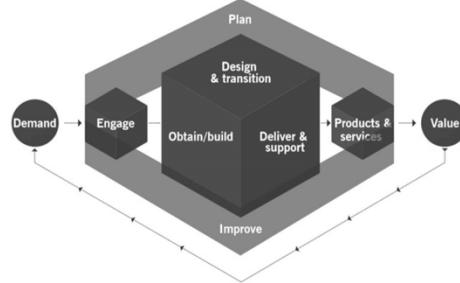
## Connecting the Dots: The Service Value Chain

The Service Value Chain (SVC)



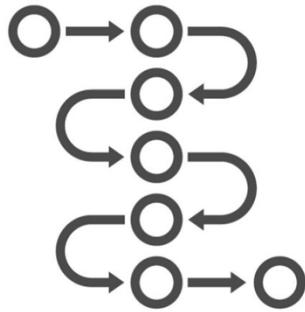
## The Service Value Chain (SVC)

Plan  
Improve  
Engage  
Design and transition  
Obtain/Build  
Deliver and support



### Common rules of SVC

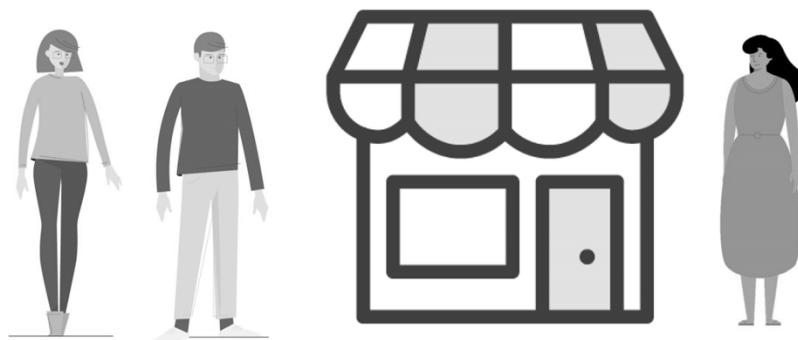
- All incoming and outgoing interactions to external parties are via *engage*
- All new resources are obtained through *obtain/build*
- Planning at all levels is via *plan*
- Improvements at all levels are initiated and managed via *improve*



#### Value stream

- Created to carry out a certain task
- Generally responds to a particular situation an organization encounters
- Specific combinations of activities and practices
- Once designed, subject to continual improvement

#### Service Value Chain Example



## Following the Connections: The Service Value Chain

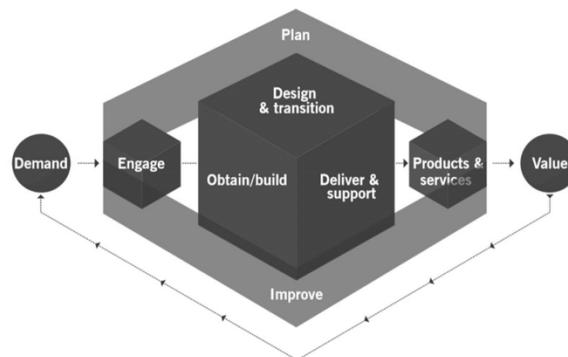
---

Putting the Pieces Together: The SVC

---

The SVC is an operating model which outlines the key activities necessary to respond to demand and facilitate value creation

### The Service Value Chain (SVC)



P – Plan  
I – Improve  
E – Engage  
D – Design and transition  
O – Obtain/Build  
D – Deliver and support

Getting Things Started: Plan, Improve, Engage

## The SVC



Plan



Improve



Engage



Design and transition



Obtain/Build



Deliver and support

## Plan



### Purpose

- To ensure a shared understanding of the
- Vision
- Current status
- Improvement direction

## Plan

Key Inputs	Key Outputs
Policies, requirements, and constraints from governing body	Strategic, tactical, and operational plans
Knowledge and information about new and changed products	Portfolio decisions for design and transition
Improvement status reports from improve	Improvement opportunities for improve
Consolidated demands from engage	Contract and agreement requirements for engage

## The SVC



Plan



Improve



Engage



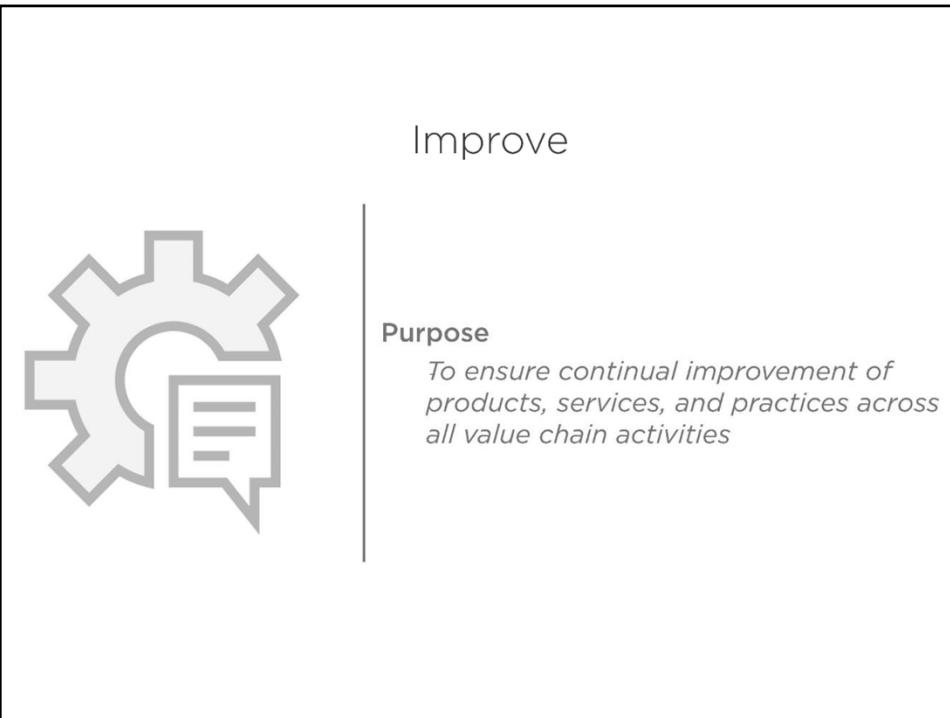
Design and transition



Obtain/Build



Deliver and support




Improve

Key Inputs	Key Outputs
Product and service information from deliver and support	Improvement initiatives and plans for all SVC activities
Stakeholder feedback from engage	Performance information for plan and governing bodies
Knowledge and information about new and changed products	Contract and agreement requirements for engage
Knowledge and information about third-party service items	Service performance info for design and transition

## The SVC



Plan



Improve



Engage



Design and transition



Obtain/Build



Deliver and support

## Engage



### Purpose

- To provide a good understanding of stakeholder needs, transparency, and continual engagement for good relationships with all stakeholders

## Engage

Key Inputs	Key Outputs
Detailed requirements for services/products provided by customers	Consolidated demands and opportunities for plan
Requests and feedback from customers	Product and service requirements for design
Marketing opportunities	Change or project initiation requests for obtain/build
Contract/agreement requirements from all SVC activities	Contracts and agreements with suppliers for obtain/build

Getting Down to Business:  
Design and Transition, Obtain/Build,  
Deliver and Support

## The SVC



Plan



Improve



Engage



Design and transition



Obtain/Build



Deliver and support

## Design and Transition



### Purpose

*- To ensure that products and services continually meet stakeholder expectations for quality, costs, and time to market*

## Design and Transition

Key Inputs	Key Outputs
Portfolio decisions provided by plan	Requirements and specifications for obtain/build
Architectures and policies approved by plan	Contract and agreement requirements for engage
Improvement initiatives approved by plan and improve	New and changed products and services for deliver and support
Product and service requirements provided by engage	Performance information for improve

## The SVC



Plan



Improve



Engage



Design and transition

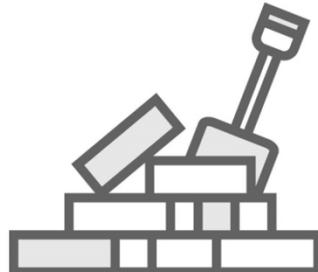


Obtain/Build



Deliver and support

## Obtain/Build



### Purpose

- To ensure that service components are available when and where they are needed, and meet agreed specifications

## Obtain/Build

Key Inputs	Key Outputs
Architectures and policies provided by plan	Service components for deliver and support/design-transition
Good and services provided by external suppliers through engage	Knowledge and info about new and changed components
Change or project initiation request provided by engage	Contract and agreement requirements for engage
Change requests provided by deliver and support	Performance information for improve

## The SVC



Plan



Improve



Engage



Design and transition



Obtain/Build



Deliver and support

### Deliver and Support



#### Purpose

- *To ensure that services are delivered and supported according to agreed specifications and stakeholder's expectations*

## Deliver and Support

Key Inputs	Key Outputs
New and changed products/services from design	Services delivered to customers and users
Contracts and agreements with external suppliers from engage	Information on the completion of user tasks for engage
Service components from obtain/build	Product and service performance information for all
User support tasks from engage	Change requests for obtain/build and design

## What You Learned



Background and nature of the SVS

What is value?

Connecting the service value chain

## What You Learned



How the Service Value Chain (SVC) interconnects and supports the value stream

What are the inputs, outputs, and purpose of the value chain activities