

Slide #	Slide Title	Audio Script
1	NA	Background music
2	1	Welcome to the video course on Application Operations.
3	1	You are now watching Module 1 on Service Strategy. Capsule 3 introduces you to the basics of ITIL Service Lifecycle.
4	Mentor Introduction	Hello, welcome back! In the previous session we had looked at the core concepts of ITIL. Today, let's take a look at the ITIL Service Lifecycle stages.
5	Objectives	At the end of this video, you will be familiar with the different stages of ITIL Service Lifecycle.
6	ITIL Service Lifestyle	<p>ITIL takes a Lifecycle approach to provide best practice guidance for IT Service Management. There are five stages or Process in the ITIL Service Lifecycle.</p> <p>At the center of the service lifecycle is Service Strategy. It describes strategic service planning and principles for Service Management. This stage sets objectives and performance expectations.</p> <p>In the Service Design stage, services are designed in view of the business objectives identified in strategy. This stage provides guidance for design and development of services and service management practices.</p> <p>Service Transition consists of development and deployment of new and changed services. This stage ensures that value identified and encoded in strategy and design are effectively transitioned into operations.</p> <p>Service Operation describes best practices for managing services in live environments. This is the stage where customer realizes the value of the service.</p> <p>Continual Service Improvement covers all lifecycle stages. It provides guidance for creating and managing value for customers through better strategy, design, transition and operation of services.</p>
7	ITIL Service Lifestyle	Let us take an example of establishing a restaurant. As we progress through this experience, we will tie restaurant example to each of the lifecycle stages. We will refer to our restaurant as "Marine Drive". The owner of the restaurant is Angie. Ok, let's get started.
8	Service Strategy	<p>If we look at the restaurant, we need to understand that, a few things went into play in order for this restaurant to exist.</p> <p>Let us look at how we can relate restaurant example to Service Strategy</p>

9	Service Strategy	<p>Angie had to make a decision on a few things before she established the restaurant. Some of these decisions were very strategic in nature.</p> <p>For example</p> <ul style="list-style-type: none"> • Angie had to decide whether to build or buy the location we are standing in. • She had to decide what type of food (Italian, Greek, Mexican, etc.) her restaurant would offer • Angie also needed to take a look at how she was going to set apart her restaurant from the competitors.
10	Service Strategy	<p>In the “IT world”, the strategic decisions would include</p> <ul style="list-style-type: none"> • What IT Services should we provide? • Who should we provide these services to? • How do we genuinely set apart from competitors? <p>Angie’s strategy is not static. Angie will periodically review the strategy for her restaurant and change it as required. And just like Angie, in order to adapt and plan, your strategy will need to change as business conditions change over time.</p>
11	Service Design	<p>Now, let us look at how we can relate restaurant example to Service Design</p> <p>Imagine that we have now been seated at a table in Marine Drive restaurant. Angie and her staff took the ideas that originated from their strategy and designed a few things. Their focus was on</p> <ul style="list-style-type: none"> • Operating hours of the restaurant and the staff • Having sufficient food for the dinner rush • Provisioning infrastructure for adequate seating • Offering items listed on the menu (food and drink) • Obtaining the restaurant supplies (vegetables, groceries) • Installing back up power • Protecting customer data while managing payment
12	Service Design	<p>In the “IT-world”, our organizations follow a similar process as Angie went through. In the “IT-world”</p> <ul style="list-style-type: none"> • We design processes for how we’ll deliver our services while ensuring that the agreed upon Service Level Agreements are met

		<ul style="list-style-type: none"> • While Angie is concerned about having enough food for the dinner rush, we concern ourselves with similar issues like service availability • While Angie has designed the infrastructure for enough seating, we design service capacity to meet Business demands in a cost effective way. • We manage the items on our “menus” or Service Catalog through a process called Service Catalog Management. • We manage the third party interactions through Supplier Management • Just as Angie has provisioned the backup power, IT has backup plan to mitigate service disruptions known as IT Service Continuity Management • In IT, the process used by Angie to protect customer data while handling payment is known as Information Security Management <p>These aspects are all addressed in the Service Design stage of the Service Lifecycle.</p>
13	Service Transition	<p>At this stage, we’d like our staff to build, test, and train on the various aspects of providing these offerings (and experience) to the customers. We are truly validating the design of our services.</p> <p>Now, let us look at how we can relate restaurant example to Service Transition</p>
14	Service Transition	<p>At Marine Drive, Angie had her staff</p> <ul style="list-style-type: none"> • Evaluate the Menu offering • Prepare and test the food to make sure it tasted as it was designed to taste • Serve the food to the customer • Evaluate New Menu Offering.
15	Service Transition	<p>In the “IT world”, this would include training, building, testing, releasing, and deploying the services designed.</p> <ul style="list-style-type: none"> • While Angie is evaluating menu offering, in IT, Change Evaluation aims to assess major changes • The cook would test the food before serving to the customer. In a similar way, Service Validation and Testing ensures that the service meets the customer need.

		<ul style="list-style-type: none"> • The Release and Deployment management aims to plan, schedule and control the movement of releases to the live environment, just as the food is finally served to the customer. • We also provide a process to support changes made to services with minimum disruption (Change Management).
16	Service Operations	<p>Let us move on to Service Operation</p> <p>Since we've been seated in the restaurant</p> <ul style="list-style-type: none"> • We'll now take a look at the menu, and the waiter will take our order. • The waiter will pass our order to the kitchen • The team of cooks will work to fulfill our order as quickly as possible. <p>Let's look at this from an "IT perspective".</p> <ul style="list-style-type: none"> • Users will look at the the Service Catalog • Users will request services from Service Catalog. Requests will be taken via the Service Desk, Email. The requests will be assigned to specific groups for fulfillment. <p>Some examples of Request Fulfillment include resetting a password, providing access, requests for information, requests for applications, or even requests for assets (laptop, desktop, mobile device, etc.).</p>
17	Service Operations	<p>In some cases, Marine Drive restaurant may receive a complaint or two. For example,</p> <ul style="list-style-type: none"> • Let's say that our lunch happens to be cold. • We will notify our waiter • The waiter will proceed to take the food back to the kitchen and work on fixing (or replacing) our meal. • We will be provided with hot food <p>In the "IT world", an issue like this might be</p> <ul style="list-style-type: none"> • A broken computer, or maybe our email isn't working. Ever hear this one? "The Internet is DOWN! The entire thing!" • When service loss like this happens, we report it to the Service Desk, where they log it as an incident • They work to restore service as quickly as possible, along with updating us on the status of the incident. • This process is known as Incident Management

		<p>At Marine Drive, when Jerry comes back with our food, he informs us that multiple customers have been complaining about cold food throughout the lunch rush, and that the staff is working on finding the root cause of the problem.</p> <p>From an “IT perspective”, these recurring incidents would be handled by Problem Management, where they would diagnose the root cause, driving towards a permanent solution (or workaround) that can be implemented to solve the problem.</p> <p>As you can see, the operations team keeps things up and running, they fulfill requests and restore services when required. It is crucial that the Service Operation team is able to maintain and adapt to changes in the environment while facilitating the day-to-day operations.</p>
18	Continual Service Improvement	<p>The management of Marine Drive can improve the Service based on</p> <ul style="list-style-type: none"> • Feedback or suggestion from the customer • We left some suggestions on how to improve a few minor details. During our meal, some issues occurred in the kitchen that we didn’t see – This is why our food came out cold. The management at Marine Drive has decided to take the initiative and fix things that will improve the customer’s experience. • Review of the process and functions of the restaurant • Over time, Angie will take a look at how those processes are improving the quality of her restaurant’s food and continue to fine tune them as required. <p>In the “IT world”, we may get feedback from customer that the competency of the operations team needs improvement. Then our engineers will need more education and training to deliver and support the services offered.</p>

		We will also review the aging infrastructure and replace them if needed. These are a few things that will improve the experience and perception of value that your organization provides to its users.
19	Key Learning Points	These are the key learning points in this video. ITIL Service Lifecycle comprises of five stages. They are: Service Strategy, Service Design, Service Transition, Service Operation and Continual Service Improvement.
20	Thank You	Thank you for watching this video on ITIL Lifecycle. In next module you will look into the Service Strategy phase of the ITIL Life Cycle.