MTI104 - IT Services

Session-02:

ITIL 101: Concepts and Core Foundation
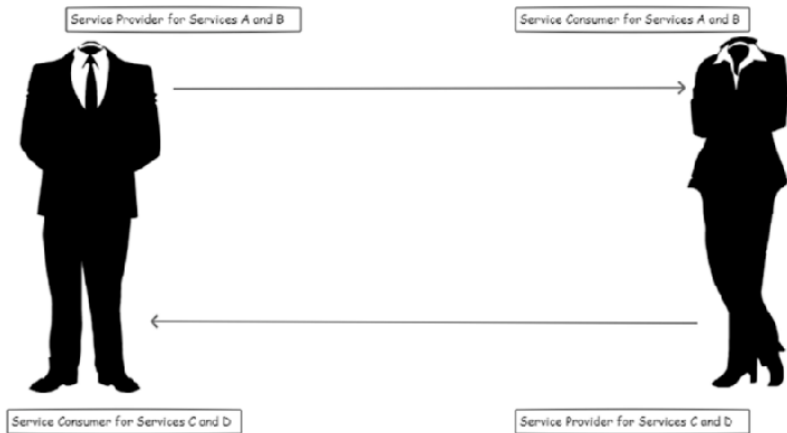
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Introduction

- ITIL 4 Foundation Certification exam study guide starts with this chapter.
- Chapter 1: Nuances and history of ITIL.
- Chapter 2: Insight into the world of DevOps and its practices.
- This chapter focuses on ITIL concepts and service management.
- Topics include value, outcomes, costs, and risks.
- Discussion on service relationships.
- Exam tips and typical questions.

Service Provider and Consumer

Service Provider for Services A and B

Service Consumer for Services A and B

Service Consumer for Services C and D

Service Provider for Services C and D

Service Management

- Importance of service-related options in products.
- Example: Apple and its service factor.
- A brand's value from services.
- Service provider's role in keeping things in motion.
- Tangibles (e.g., iPhone, Tesla) and intangibles (e.g., electricity).
- Services collectively fall under service management.
- Specializations: IT, hospitality, medicine.

ITIL Definition of Service Management

- A set of specialized organizational capabilities for enabling value for customers in the form of services.
- Technical maturity, experience, customer service, and management frameworks.
- Leadership in service management.
- Reading stakeholders accurately.
- Service management as part of product management.
- Product and service synergy.
- Exam tip: Memorize definitions.

Products and Services

- Closing gulf between products and services.
- Digital age trend: products as services.
- Example: MS Office to Office 365.
- ITIL's focus on services.
- ITIL Definition of a Product.
- Configuration of an organization's resources designed to offer value.
- Multiple forms of resources: people, processes, products.

ITIL Definition of a Service

- A means of enabling value co-creation by facilitating outcomes customers want to achieve.
- Service provider owns risks and costs.
- Office 365 example: benefits and responsibilities.
- Continuous improvement and imagination.
- Active customer involvement.
- Service provider's competitive pricing.
- Exam tip: Understand the service definition.

Organization

- Value creation with support and feedback.
- ITIL Definition of an Organization.
- Person or group with responsibilities, authorities, and relationships.
- Organizational roles: service provider and service consumer.
- Example: Microsoft and Verizon.
- Contextual roles in different services.
- Service provider and consumer mutual relationship.

People Roles

- Generic roles: customer, sponsor, user.
- ITIL Definition of a Customer.
- Customer defines service requirements.
- ITIL Definition of a Sponsor.
- Sponsor authorizes budget for service consumption.
- ITIL Definition of a User.
- User enjoys and provides feedback on the service.

Examples and Exam Tips

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- Example: Multinational organization and laptops.
- Example: Mom and pop grocery shop.
- Customer, sponsor, and user roles.
- Exam tip: Expect 1-2 questions from this section.