Overview

Hands-on System

Contents

Hands-on System

- Introduction
- Purpose
- Benefits of ITIL
- Key Difference b/w ITIL V3 & V4
- Key Concepts
- Four Dimension
- Service Value System
- Guiding Principles
- Service Value Chain
- Practices

Introduction (To be visulalized)

Before we start, take a pause and a deep breadth and thanks everyone who has been a support for this session.

- Name
- Product-line
- Role
- Why do you want to attend this training?
- Previous Experience with ITIL
- Hobbies / What do you enjoy most ?

Purpose

Purpose of this training is to

- Give the audience knowledge of ITIL 4
- Explain the updates from previous version
- Explain Value Co creation
- Encourage for Certification

Need for Service Management

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Technology is advancing faster today than ever before . Cloud computing , Infrastructre as a Service , Machine learning , and blockchain, have opened fresh opportunities for value creation, and let to IT becoming an important business driver and source of competetive advantage.

Every organization is a service organization

Almost all Services are IT Enabled

Service Management is defined as a set of specialized organizational capabilities for enabling value to customers in the form of Services.

ITIL is a collection of books which contain recommendations & suggestions to improve provision of IT Services. It is **Not** a standard but a Best Practices Framework

Service Management Key Concepts

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Think About .....

The products and Services that we buy need to add values to our life , or we won't continue to consume them.

- ❑ What products and services are essential to your day to day life?
- ❑ How many of them rely on technology? (also defined as 'IT enabled')

Possible considerations…

Think about a typical day in your life. When your alarm goes off, do you check your phone? Or turn on the TV and watch the news? Do you drive to work or get public transport? Or maybe work from home using a laptop and cloud-based software packages.

Subscription TV packages, the apps on your cell phone, online banking, public transport ticketing systems…technology is now embedded in many areas of our lives.

Benefits & Advantage of ITIL

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Organizational benefits of adopting ITIL include:

- Faster and more flexible service delivery practices to support digital transformation
- Better strategic alignment between IT and the business
- Smoother integration between evolving software delivery practices and the enterprise customer support framework
- Improved service delivery and customer satisfaction
- Reduced costs through improved use of resources
- Greater visibility of IT costs and assets
- Better management of business risk and service disruption or failure

Evolution of ITIL

- Originally created in late 80s by the UK government
- Now truly global and applicable to all IT Services

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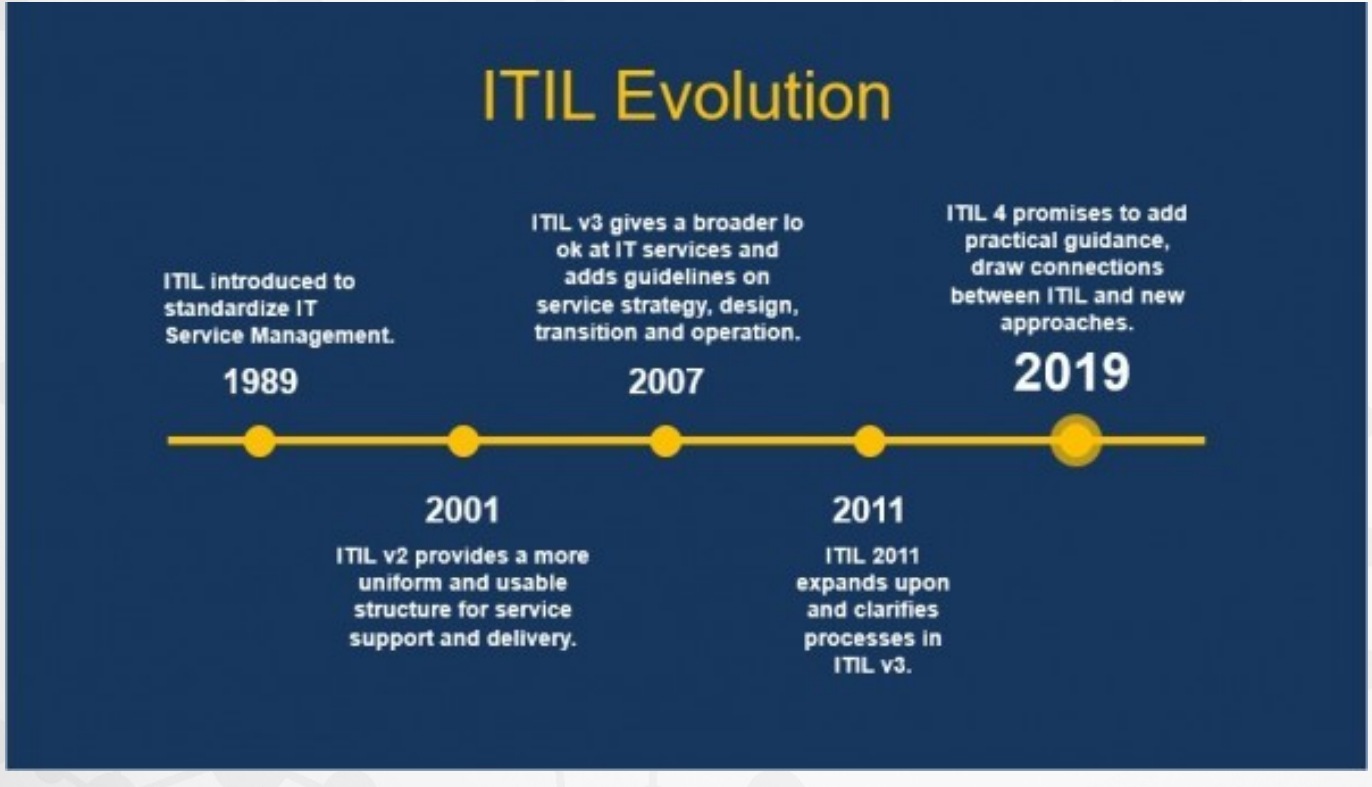
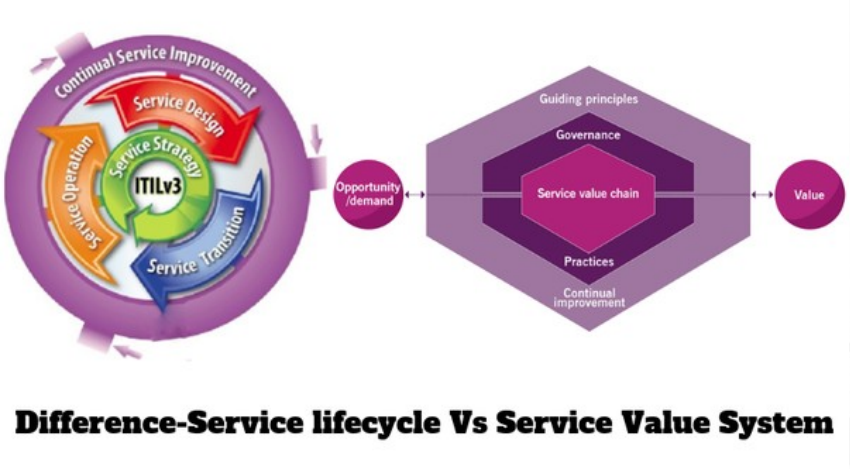
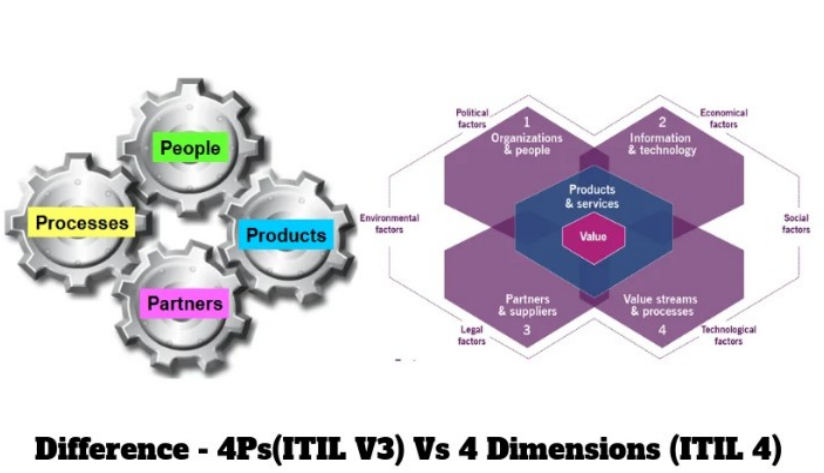


ITIL 4 provides the guidance organization need to address changing Service Management Challenges and use the potential of modern tehnology.

Key Difference between ITIL V3 & ITIL4



Difference-Service lifecycle Vs Service Value System



Difference - 4Ps(ITIL V3) Vs 4 Dimensions (ITIL 4)

Service Lifecycle: Service lifecycle covered five stages of service lifecycle in ITIL V3 2011. It followed more of a waterfall method.

Service Value System:The ITIL SVS describes how all the components and activities of the organization work together as a system to enable value creation.

More focus towards co creating values giving space to Culture , SIAM, Guidance,etc.

Key Difference between ITIL V3 & ITIL4

ITIL v3	ITIL 4
26 Processes, organized according to the ITSM lifecycle phases listed below.	34 Practices, each of which may include several processes, loosely organized into three practice types.
ITIL Service Management Lifecycle ▪ Service Strategy ▪ Service Design ▪ Service Transition ▪ Service Operation ▪ Continual Service Improvement	Service Value Chain (SVC): ▪ Plan ▪ Improve ▪ Engage ▪ Design and Transition ▪ Obtain/Build ▪ Deliver and Support
4 Ps of Service Design: ▪ People ▪ Processes ▪ Partners ▪ Products	▪ 4 Dimensions of Service Management: ▪ Organization and People ▪ Value Streams and Processes ▪ Partners and Suppliers ▪ Information and Technology

Key Difference between ITIL V3 & ITIL4

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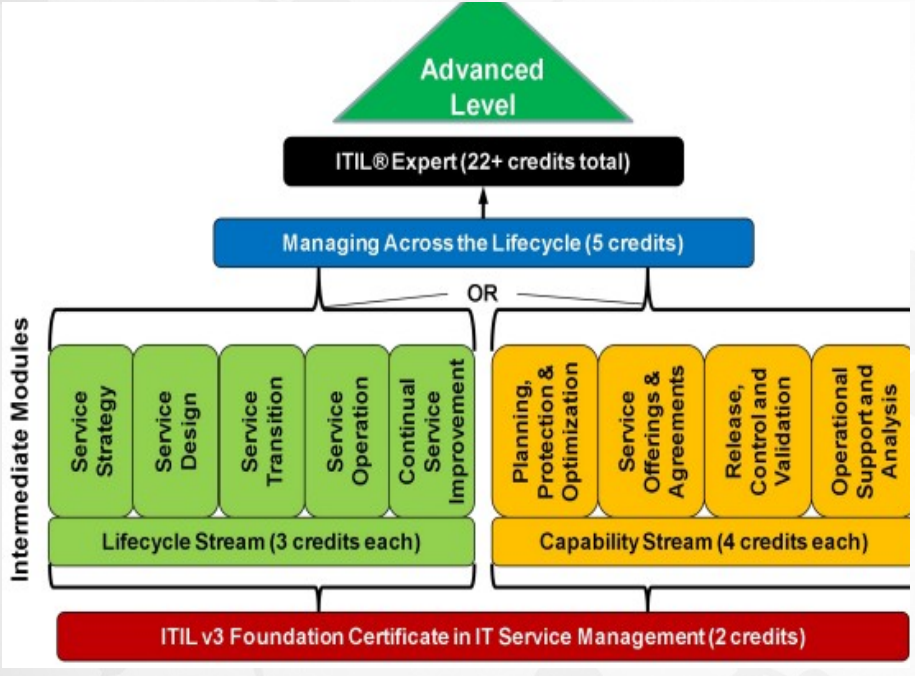
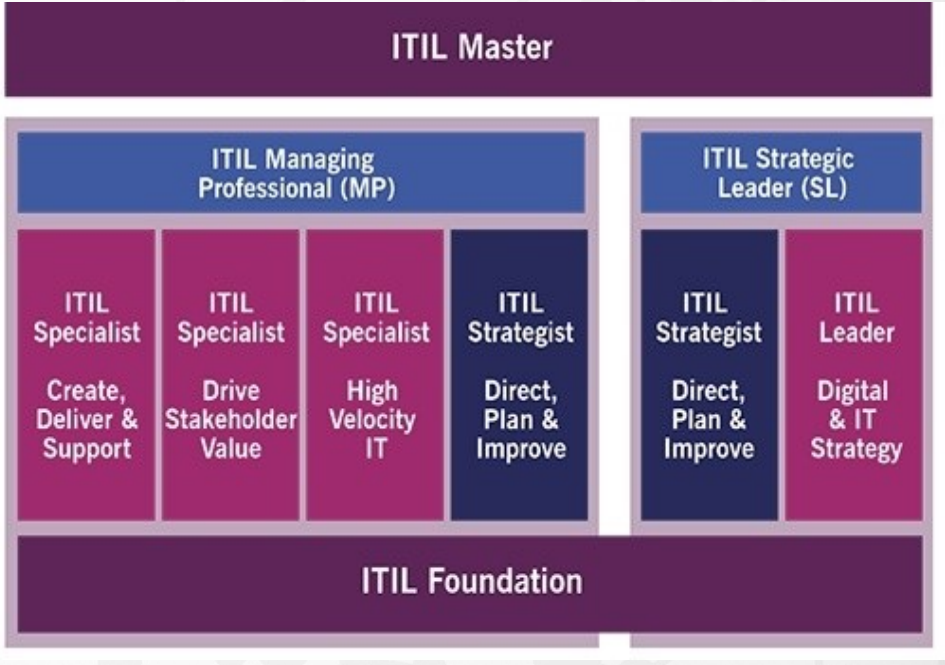




ITIL V3 vs ITIL 4 Certification Scheme.

Values, Outcome, Cost & Risk

Service - A means of enabling value co creation by facilitating outcomes that the customer want to acheive without managing specific cost and risk.

Value - is perceived benefits, usefulness and importance of something

– Utility: Attributes of service that have a positive effect on the performance of tasks associated with desired outcomes
– Warranty: positive effect available when needed in sufficient capacity or magnitude and is dependable

Affected Outcomes

Costs Introduced

Risk Introduced

Goal

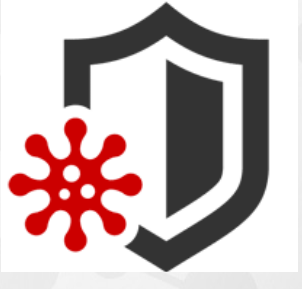
Support Outcomes

Costs Removed

Risks Removed

Example

Anit Virus Software



ITIL 4 StakeHolders

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- **Organization**: A person or a group of people that has its own functions with responsibilities, authorities and relationships to achieve its objectives.

- **Service Consumers**: When receiving services, an organization takes the role of the service consumer. The service consumer is a generic role that is used to simplify the definition and description of the structure of service relationships. In practice, there are more specific roles involved in service consumption, such as customers, users and sponsors. These roles can be separate or combined.

  - Customer:A person who defines the requirements for a service and takes responsibility for the outcomes of service consumption.
  - User: A person who uses services.
  - Sponsor:A person who authorizes the budget for service consumption.

ITIL4 Focus

ITIL 4 Focuses on

An outcome is the result of the Service

To deliver high quality output , Service Provider should maintain an interactive relation wih the stakeholders.

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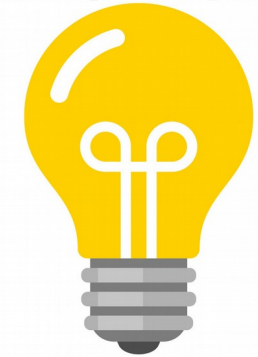
Outcome

Co-creation of Value



Value

Managing Specific Cost & Risk

Value must be clearly defined as the purpose of the organization

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e clearly defined as the purpose of the organization

What is Value Co-Creation

ITIL 4 takes a different perspective, putting more of a concentrated focus on the idea that service providers and service consumers must work together to create value, thereby co-creating it. Service providers cannot and should not create products and services (see diagram below) in a vacuum. Instead, we should actively collaborate with our customers on what is of value to them

Service Relationship Model

Four Dimensions

1. **Organizations and People**
Organizations should understand the prevailing culture, and take action to steer it towards the organization's aspirations

2. **Information & Technology**
Data, Information , Knowledge, Wisdom.

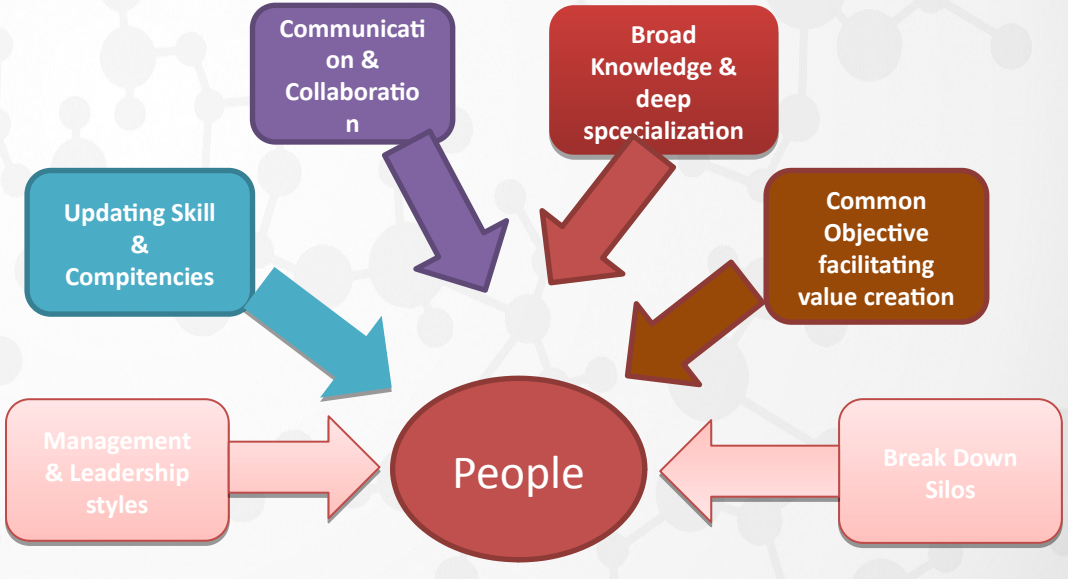
3. **Value stream & processes**
Value stream is defined as a series of steps an organization undertakes to create and deliver products and services to consumers

4. **Partner & Suppliers**
Service Integration and Management

Dimension 1: Organization & People

This Dimension focuses on the value of the People (whether customers, employees of suppliers, employees of Service Providers, or any other stakeholder in the Service relationship. People are the key element in this dimension. Everyone is responsible on an individual level, Management level , Organizational Level to enhance their skill , how to communicate in between , well defined role and responsibilities and moreover focus on organization values.

Output: It is important that every person in the organization has a clear understanding of their contribution towards creating value for the organization, its customer and other stakeholders.



Dimension 2: Information & Technology

This dimension includes the information created , managed in the course of Service Provision and Consumption.

In relation to the information component of this dimension, organizations should consider:

- What information is managed by the services?
- What supporting information and knowledge is needed to deliver and manage the services?
- How will the information and knowledge assets be protected, managed, archived and disposed of?

Information management is the primary means of enabling customer value. Availability, reliability, accessibility, timelines, accuracy and relevance are Information Criteria.

The Technology that Supports Service Management include: Workflow Management , Knowledge Base , Communication system, analytical tool, inventory system.

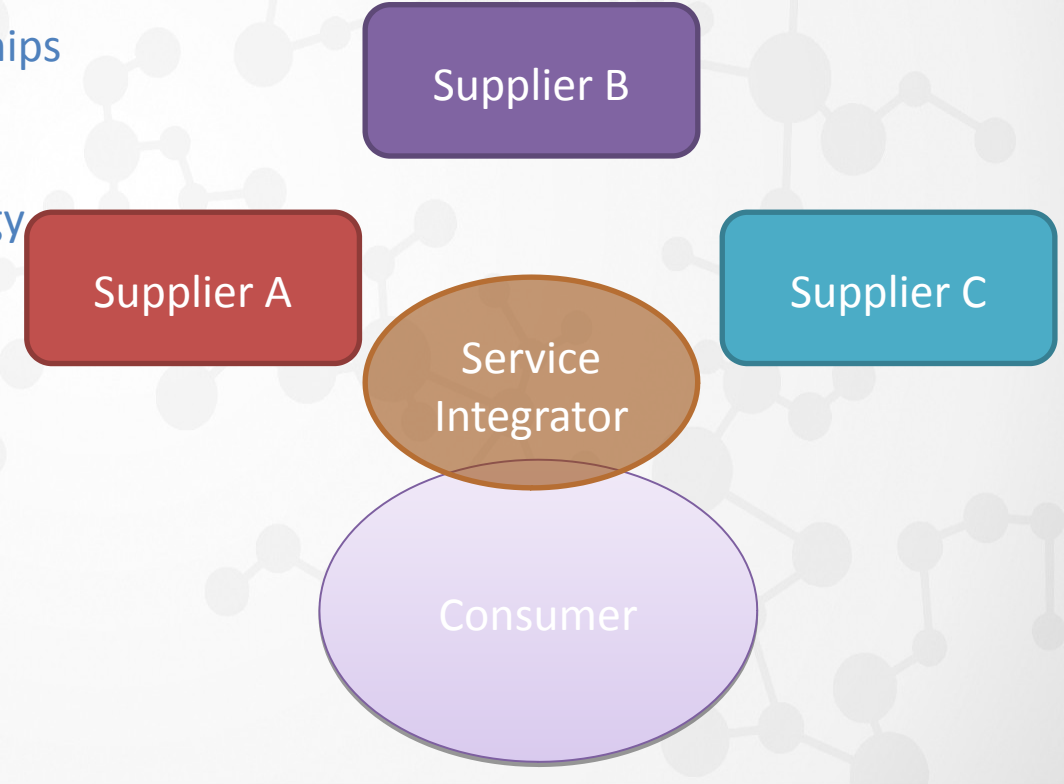
The Technology that supports IT Service include : IT Architechture , applications, database.

Dimension 3: Partners & Suppliers

Partners and Suppliers: The partners and suppliers dimension includes an organization's relationships with other. The main four aspects are :

- Service Provider or Consumer Relationships
- Factors that influence supplier strategy
- Service Integration and Management
- Organization's partner & supplier strategy

Service integration and management:Involves the use of a specially established integrator to ensure that service relationships are properly coordinated.



Dimension 4: Value Stream & Processes

Value streams and processes define the activities, workflows, controls and procedures needed to achieve agreed objectives. The dimension focuses on what activities the organization undertakes, and how they are organized, as well as how the organization ensures that it is enabling value creation for all stakeholders efficiently and effectively.

Value stream : A series of steps an organization undertakes to create and deliver products and services to consumers.

Process : A set of interrelated or interacting activities that transform inputs into outputs. A process takes one or more defined inputs and turns them into defined outputs. Processes define the sequence of actions and their dependencies.

Four Dimensions

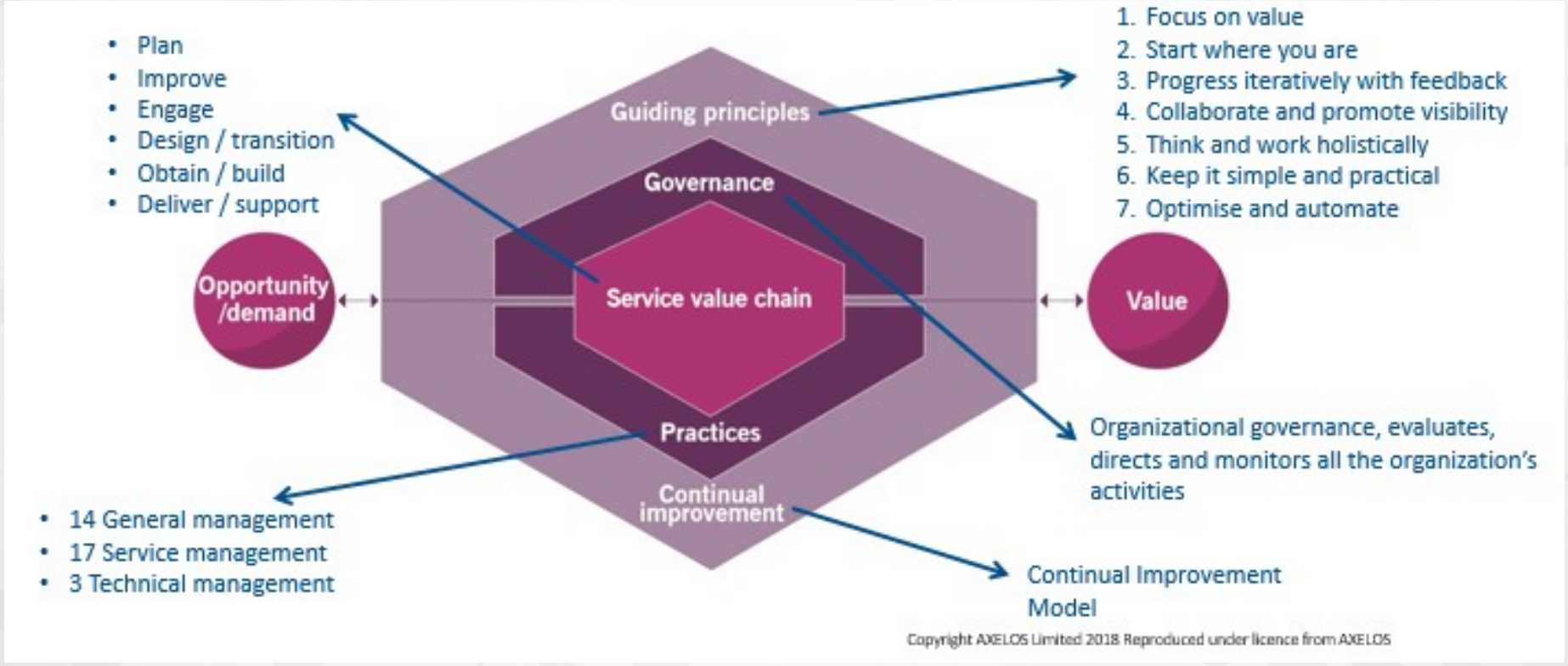
The four dimensions relating to the example of Online Shopping Portal services would be:

Organizations and people	Function, entire organization & employees
Information and technology	Portal, Services, Network (LAN / WAN) etc.
Partners and suppliers	IT Function (Internal), An external organization
Value streams and processes	Supplying server/router etc.All the Business value stream activities mentioned above

To understand this better , lets go through the **PESTLE** factor

Service Value System

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



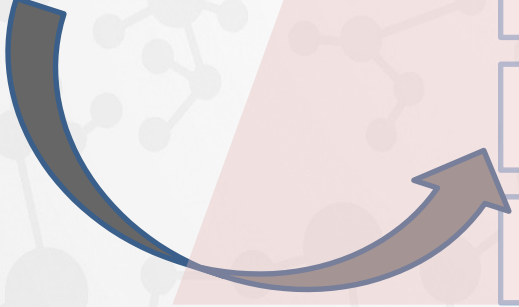
Service Value System

Organizations maximize co-creation of value with their customers by facilitating the outcomes they want to achieve. The four dimensions of service management have shown that a holistic approach is the best way for an organization to meet its goals in delivering quality and cost effective services, which meet the needs of its customers, and satisfy the requirements of its stakeholders.

SVS Element	Definition
Guiding Principles	Recommendations that can guide an organization in all circumstances, regardless of changes in its goals, strategies, type of work, or management structure
Governance	The means by which an organization is directed and controlled
Service Value Chain	A set of interconnected activities that an organization performs to deliver a valuable product or service to its consumers and to facilitate value realization
Practices	Sets of organizational resources designed for performing work or accomplishing an objective
Continual Improvement	A recurring organizational activity performed at all levels to ensure that an organization's performance continually meets stakeholders' expectations

SVS Guiding Principle

Seven Guiding Principles of ITIL4 focus on costs , outcomes , risk, and value.

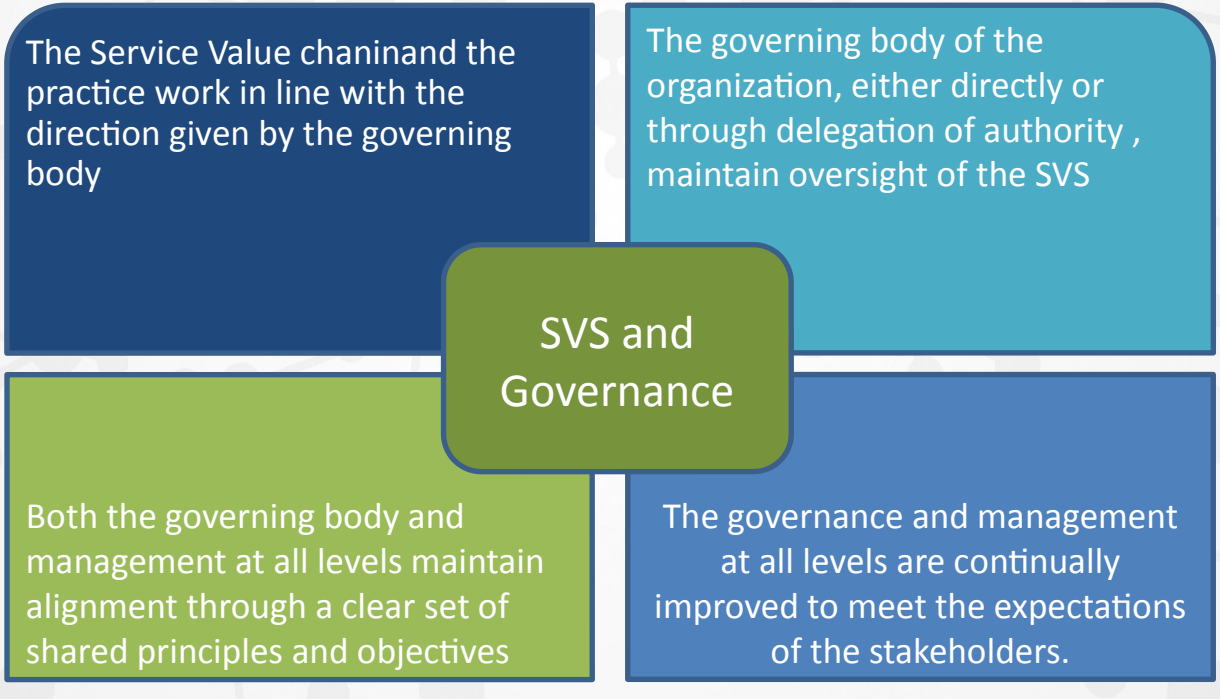


- Focus on Value
- Start Where you are
- Progress Iteratively with Feedback
- Collaborate and Promote Visibility
- Think and Work Holistically
- Keep it simple and practical
- Optimize and Automate

Hands-on System

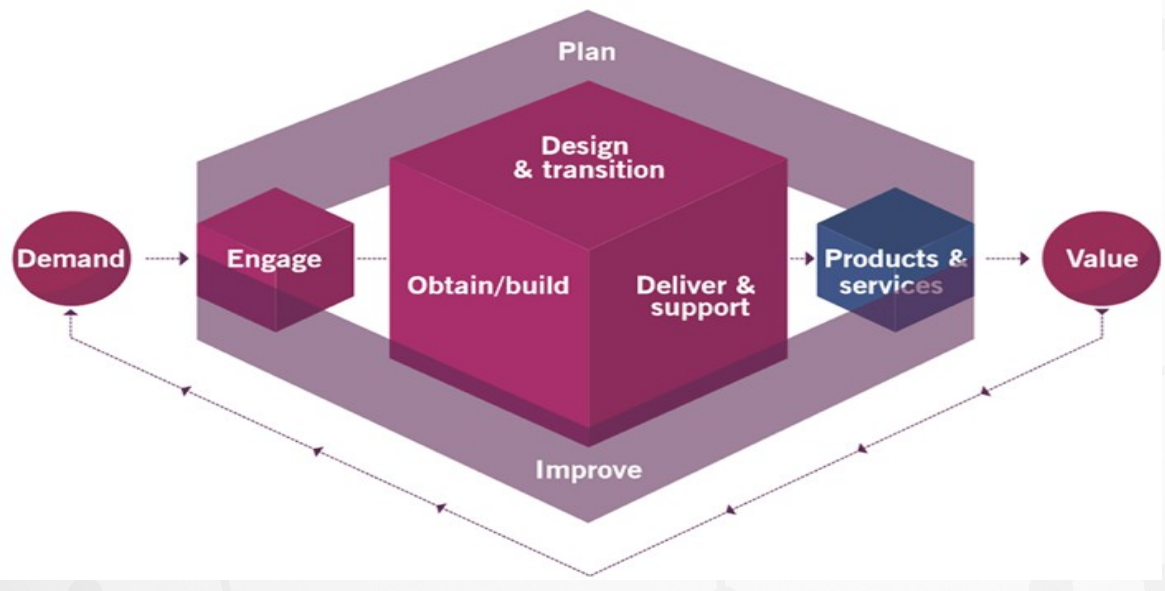
SVS Governance

ITIL 4 recognizes that governance is an essential part of the Service Value System. Governance directs and control the organization , ensuring that management activities are aligned with the overall goals and intentions.



Service Value Chain and Activities in SVS

Central to the SVS in the **Service Value Chain** . This is an operating model for delivery of services through six key activities , which can be combimed in a variety of ways to provide a **flexible set of value streams**.



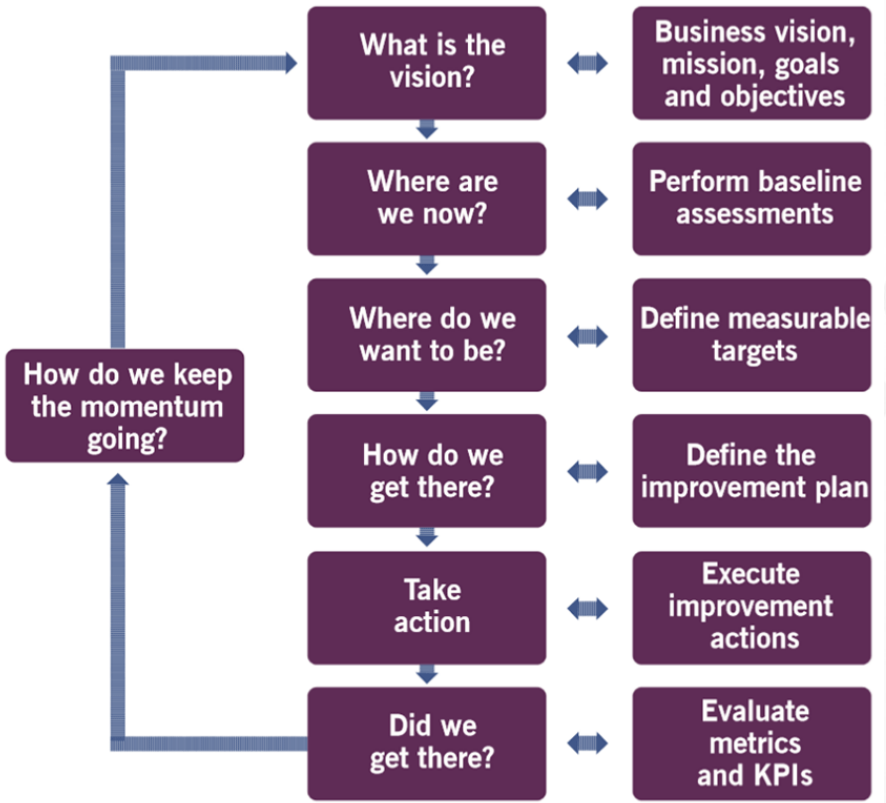
Key activities of Service Value Chain are :

- ❑ Plan
- ❑ Improve
- ❑ Engage
- ❑ Design and Transition
- ❑ Obtain/Build
- ❑ Deliver and Support

The Service Value Chain is the set of interconnected activities that, when sequenced in the right way, provides and operating model for the creation and the continual improvement of services.

SVS Continual Improvement

The ITIL continual improvement model can be used as a high-level guide to support improvement initiatives



Focus on Value,Collaborate & Promote Visibility , Think and work holisticlaly

Start where you are Collaborate & Promote Visibility.

Progress Iteratively with Feedback, Think and work holisticlaly, Keep it Simple & Practical , Optimize and Automate

Progress Iteratively with Feedback, Collaborate & Promote Visibility,Think and work holisticlaly, Keep it Simple & Practical

Focus on Value,Progress Iteratively with Feedback,Collaborate & Promote Visibility

Focus on Value,Collaborate & Promote Visibility,Think and work holisticlaly

Supporting Guiding Principles

7 Guiding Principles

Hands-on System

Agile Manifesto	Guiding Principle
Individuals and interactions over processes and tools	Keep it simple and practical Start where you are
Customer collaboration over contract negotiation	Focus on value Collaborate and promote visibility
Responding to change over following a plan	Progress iteratively with feedback Keep it simple and practical

7 Guiding Principles

1. Focus on value

- Know how service consumers use each service.
- Encourage a focus on value among all staff.
- Include a focus on value in every step of any improvement initiative.

2. Start where you are

- Look at what exists as objectively as possible, using the customer or the desired outcome as the starting point.
- Apply your risk management skills.
- Recognize that sometimes nothing from the current state can be re-used.

3. Progress iteratively with feedback

- Comprehend the whole, but do something.
- The ecosystem is constantly changing, so feedback is essential.
- Fast does not mean incomplete.

4. Collaborate and promote visibility

- Developers working with other internal teams & Suppliers collaborating with the organization
- Internal and external suppliers collaborating with each other
- Collaboration does not mean consensus

7 Guiding Principles

5. Think and work holistically

- Recognize the complexity of the systems
- Collaboration is key to thinking and working holistically
- Where possible, look for patterns in the needs of and interactions between system elements
- Automation can facilitate working holistically

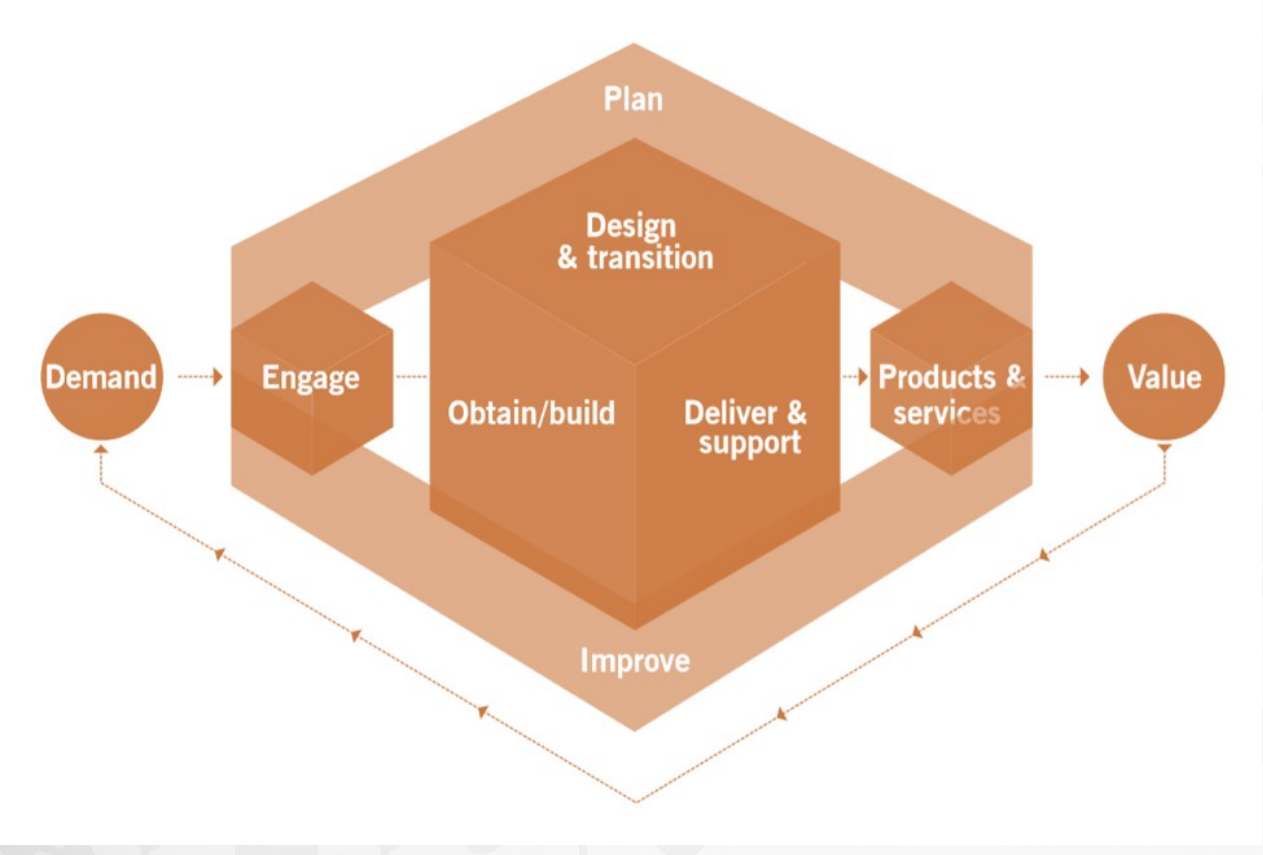
6. Keep it simple and practical

- Simplicity is the ultimate sophistication
- Do fewer things, but do them better
- Respect the time of the people involved

7. Optimize and automate

- Agree what the future state and priorities of the organization should be, focusing on simplification and value
- Ensure the optimization has the appropriate level of stakeholder engagement and commitment
- Execute the improvements in an iterative way
- Understand and agree the context in which the proposed optimization exists

Service Value Chain



Hands-on System

Plan
Engage
Design and Transition
Obtain/Build
Deliver and Support
Improve

Service Value Chain- Activities

Hands-on

Activities	Purpose	Inputs	Outputs
Plan	Ensure a shared understanding of the vision	• Policies, requirements, and constraints • Value chain performance information	Strategic, tactical, and operational plans
Engage	To provide a good understanding of stakeholder needs, ensure transparency	A product and service portfolio provided by plan Requests and feedback from customers	Consolidated demands and opportunities for plan
Design and Transition	To ensure that products and services continually meet stakeholder expectations for quality, cost, and time to market.	Portfolio decisions, provided by plan Knowledge and information about third-party service components from engage	Requirements and specifications for obtain/build Contract and agreement requirements for engage
Obtain/Build	To ensure that service components are available when and where they are needed, and that they meet agreed specifications.	Architectures and policies provided by plan Contracts and agreements with external and internal suppliers and partners, provided by engage	Service components for deliver and support Service components for design and transition
Deliver and Support	To ensure that services are delivered and supported according to agreed specifications and stakeholders' expectations.	Service components provided by obtain/build Improvement initiatives and plans, provided by improve	Services delivered to customers and users Information on the completion of user support tasks for engage

ITIL 4 - Practices

ITIL 4 shifts to a focus on practices, giving the organization more flexibility to implement specific processes that are closely aligned to the specific needs of their customers, well as innovating new processes to embrace modern ways of working such as DevOps

Hands-on

General Management Practice	Service Management Practices	Technical Management Practice
1. Architecture management 2. Continual improvement 3. Information security management 4. Knowledge management 5. Measurement and reporting 6. Organizational change management 7. Portfolio management 8. Project management 9. Relationship management 10. Risk management 11. Service financial management 12. Strategy management 13. Supplier management 14. Workforce and talent management	1. Availability management 2. Business analysis 3. Capacity and performance management 4. Change enablement 5. Incident management 6. IT asset management 7. Monitoring and event management 8. Problem management 9. Release management 10. Service catalogue management 11. Service configuration management 12. Service continuity management 13. Service design 14. Service desk 15. Service level management 16. Service request management 17. Service validation and testing	1. Deployment management 2. Infrastructure and platform management 3. Software development and management

ITIL 4 - Practices

ITIL 4 defines 34 management practices to adopt the modern organization dynamics. It considers all the dynamics of the current organization scenarios like innovation, speed to market, responding to the market dynamics quickly, scaling resources dynamically etc.

This needs appropriate management practices for services, projects, products, design, transition, build, test, delivery, support by adapting and adopting to drastic changing scenarios. IT Service management defined in ITIL4 considers the concepts defined in DevOps, Agile, Lean.

General management practices (14) which are applicable across the organization for the success of business and services provided by the organization.

Service management practices (17) which are applicable for specific services being developed, deployed, delivered and supported in an organization environment.

Technical management practices (3) have been adapted from technology management domains for service management purposes by expanding or shifting their focus from technology solutions to IT services.

ITIL 4 - Practices (General Management Practices)

Hands-on System

Architechture Management	Provide an understanding of all the different elements that make up an organization and how those elements interrelate, enabling the organization to effectively achieve its current and future objectives
Continual Improvement	Align the organization's practices and services with changing business needs through the ongoing identification and improvement of services.
Information security management	Understanding and managing risks to the confidentiality, integrity, and availability of information, as well as other aspects of information security such as authentication and non-repudiation.
Knowledge management	To maintain and improve the effective, efficient, and convenient use of information and knowledge across the organization
Measurement and Reporting	To support good decision-making and continual improvement by decreasing the levels of uncertainty

ITIL 4 - Practices (General Management Practices)

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Organizational change management	To ensure that changes in an organization are smoothly and successfully implemented, and that lasting benefits are achieved by managing the human aspects of the changes.
Portfolio management	To ensure that the organization has the right mix of programs, projects, products, and services to execute the organization's strategy within its funding and resource constraints.
Project management	To ensure that all projects in the organization are successfully delivered. This is achieved by planning, delegating, monitoring, and maintaining control of all aspects of a project, and keeping the motivation of the people involved.
Relationship management	To establish and nurture the links between the organization and its stakeholders at strategic and tactical levels. It includes the identification, analysis, monitoring, and continual improvement of relationships with and between stakeholders.
Risk management	To ensure that the organization understands and effectively handles risks. Managing risk is essential to ensuring the ongoing sustainability of an organization and creating value for its customers.

ITIL 4 - Practices (General Management Practices)

Hands-on System

Service financial management	To support the organization's strategies and plans for service management by ensuring that the organization's financial resources and investments are being used effectively.
Strategy management	To formulate the goals of the organization and adopt the courses of action and allocation of resources necessary for achieving those goals.
Supplier management	To ensure that the organization's suppliers and their performances are managed appropriately to support the seamless provision of quality products and services.
Workforce and talent management	To ensure that the organization has the right people with the appropriate skills and knowledge and in the correct roles to support its business objectives through planning, recruitment, onboarding, learning and development, performance measurement, and succession planning activities.

ITIL 4 - Practices (Service Management Practices)

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Availability management	To ensure that services deliver agreed levels of availability to meet the needs of customers and users.
Business analysis	To analyze a business or some element of it, define its associated needs, and recommend solutions to address these needs and/or solve a business problem, which must facilitate value creation for stakeholders.
Capacity and performance management	To ensure that services achieve agreed and expected performance, satisfying current and future demand in a cost effective way.
Change enablement	To maximize the number of successful IT changes by ensuring that risks have been properly assessed, authorizing changes to proceed, and managing the change schedule.
Incident management	To minimize the negative impact of incidents by restoring normal service operation as quickly as possible.

ITIL 4 - Practices (Service Management Practices)

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IT asset management	To plan and manage the full lifecycle of all IT assets, to help the organization maximize value; control costs; manage risks; support decision-making about purchase; re-use, and retirement of assets; and meet regulatory and contractual requirements.
Monitoring and event management	To systematically observe services and service components, and record and report selected changes of state identified as events.
Problem management	To reduce the likelihood and impact of incidents by identifying actual and potential causes of incidents, and managing workarounds and known errors.
Release management	To make new and changed services and features available for use.
Service catalogue management	To provide a single source of consistent information on all services and service offerings, and to ensure that it is available to the relevant audience.

ITIL 4 - Practices (Service Management Practices)

Hands-on System

Service configuration management	To ensure that accurate and reliable information about the configuration of services, and the configuration items (CIs) that support them, is available when and where it is needed.
Service continuity management	To ensure that the availability and performance of a service is maintained at a sufficient level in the event of a disaster.
Service design	To design products and services that are fit for purpose, fit for use, and that can be delivered by the organization and its ecosystem.
Service desk	To capture demand for incident resolution and service requests. It should also be the entry point and single point of contact for the service provider with all of its users.
Service level management	To set clear business-based targets for service performance, so that the delivery of a service can be properly assessed, monitored, and managed against these targets.

ITIL 4 - Practices (Service Management Practices)

Hands-on System

Service request management	To support the agreed quality of a service by handling all pre-defined, user-initiated service requests in an effective and user-friendly manner.
Service validation and testing	To ensure that new or changed products and services meet defined requirements. The definition of service value is based on input from customers, business objectives, and regulatory requirements, and is documented as part of the value chain activity of design and transition.

ITIL 4 - Practices (Technical Management Practices)

Hands-on System

Deployment management	To move new or changed hardware, software, documentation, processes, or any other component to live environments. It may also be involved in deploying components to other environments for testing or staging.
Infrastructure and platform management	To oversee the infrastructure and platforms used by an organization. When carried out properly, this practice enables the monitoring of technology solutions available to the organization, including the technology of external service providers.
Software development and management	To ensure that applications meet internal and external stakeholder needs, in terms of functionality, reliability, maintainability, compliance, and auditability.

ITIL 4 - Exam Format

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- Multiple choice examination questions
- 40 questions
- 26 marks required to pass (out of 40 available) - 65%
- 60 minutes' duration
- Closed book.

Please post all your questions to Hands On System and we will try our best to answer all.

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Thank you