



Strategy Management Process

ITILv3 Foundations

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Strategy Management Process

- Purpose is to ensure a service strategy is defined, maintained, and managed
- Concerned with development of service concepts in preparation for selection of services to be provided
- Also known as Strategy Operation Process



Key Activities

- Understand the market
- Develop the offerings/services
- Develop strategic assets
- Prepare for service execution



Understand the Market

- Who is the customer?
- What do they value?
- How do they define value?



Develop the Offerings/Services

- What services could be offered to provide value to your customers?
- How can we offer a unique or distinctive value?



Develop Strategic Assets

- What resources would be required to offer the proposed services?
- What capabilities would need to be used to provide the services?



Prepare for Service Execution

- How can we prepare to develop the service?
- What are the service objectives?
- What critical success factors must be met to achieve the objectives?



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