

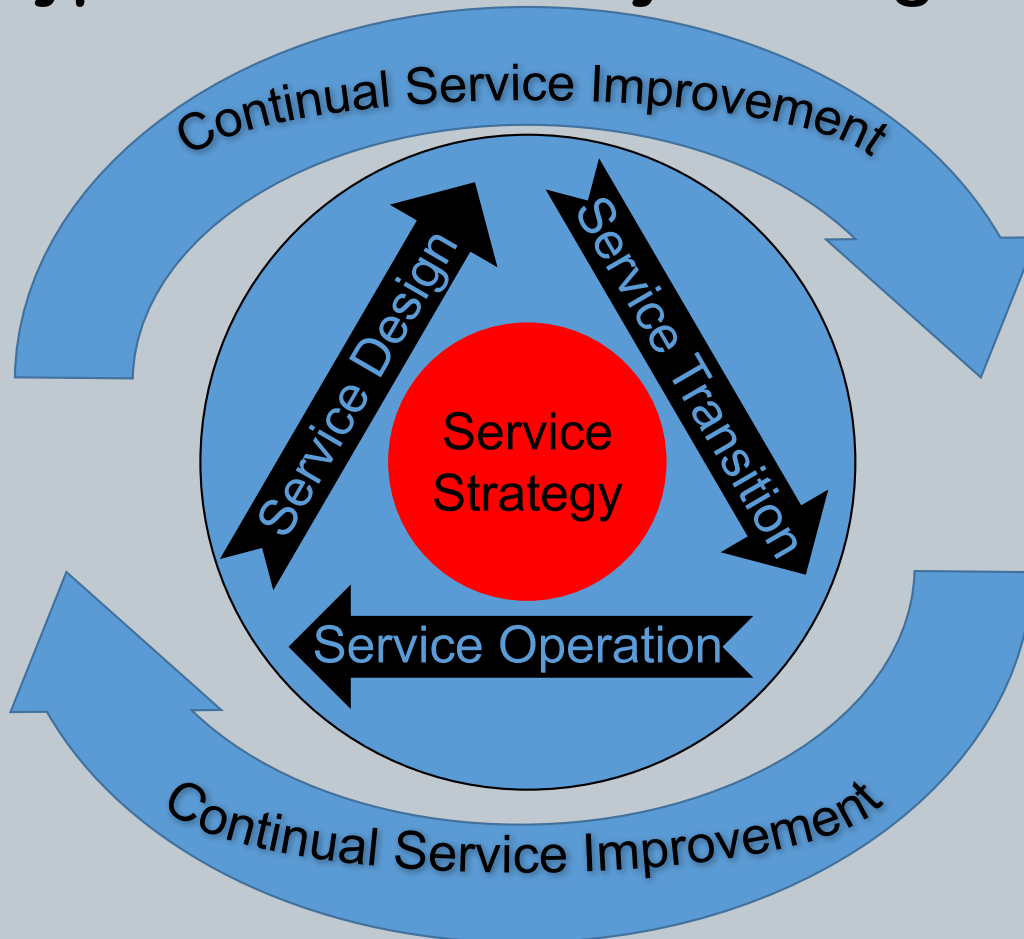


Service Strategy Phase

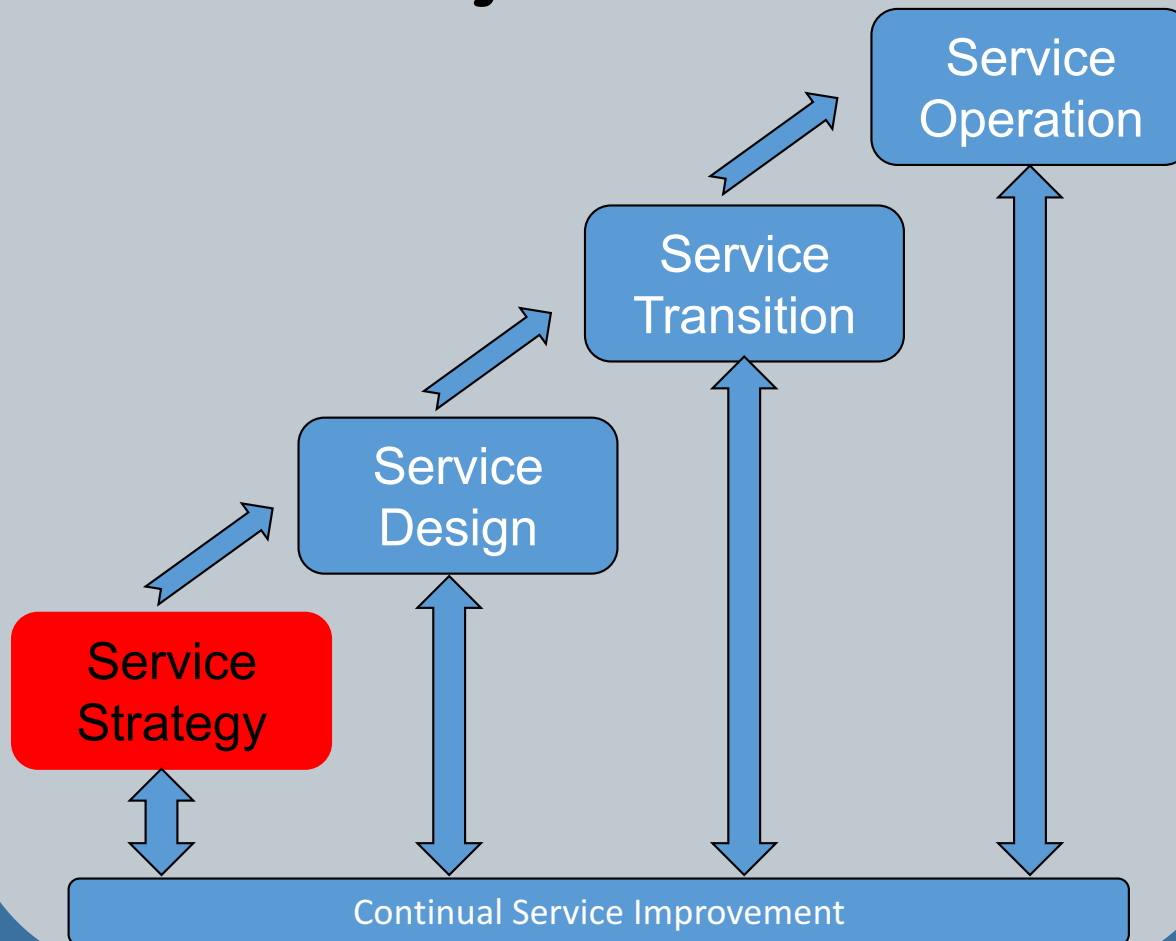
ITILv3 Foundations

<http://www.jasondion.com>

Typical ITILv3 Lifecycle Diagram



ITILv3 Lifecycle With Feedback



Service Strategy

- Establishes and manages the broadest policies and standards to govern how a Service Provider will operate
- Determines the selection of services a Service Provider will offer to its customers
- Services shall:
 - Deliver value to customers
 - Enable the Service Providers to capture value
 - Be of acceptable cost to the Service Provider
 - Be of acceptable risk to the Service Provider



Definition of a Service (again)

- A means of providing value to customers by facilitating the outcomes they want to achieve without the ownership of specific costs and risks.



Business Value

- Service Strategy creates value to the service provider and its customer
 - Services offered align with business objectives
 - Services offered are likely to offer value
 - Customers can be charged for services
 - Or services give the provider another beneficial outcome
 - Service provider must be able to handle the costs and risks associated with offering the service



Service Strategy: Processes

- Service Portfolio Management
- Strategy Operation
- Financial Management
- Demand Management

