# What is a product?

A **product** is configuration of resources, created by the organization, that will be potentially valuable for their customers.

- An **organization** is a person or group of people that has its own functions with responsibilities, authorities, and relationships to achieve its objectives.
- A **customer** is the role that defines the requirements for a service and takes responsibility for the outcomes of service consumption.
- The **user** is the role that uses services.
- The **sponsor** is the role that authorizes the budget for service consumption. The term is also used to describe an organization or individual that provides financial or other support for an initiative.

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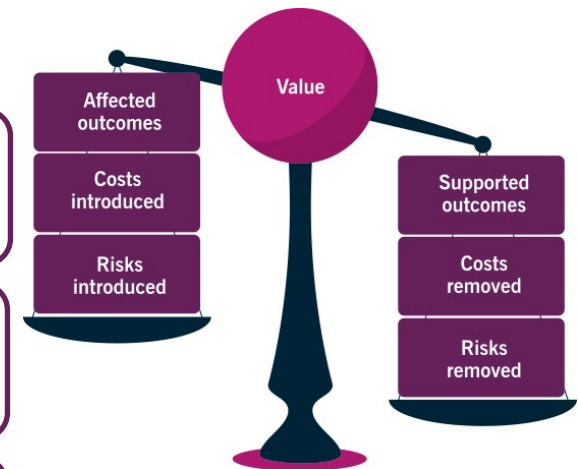### www.DionTraining.com

Service management
is a set of specialized organizational capabilities for enabling value for customers in the form of services.
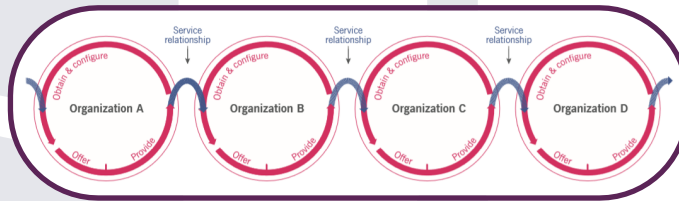
What is a service?

A **service** is a means of enabling value co-creation by facilitating outcomes that customers want to achieve without the customer having to manage specific costs and risks.

- **Value** is the perceived benefits, usefulness, and importance of something.
- An **outcome** is a result for a stakeholder enabled by one or more outputs.
- An **output** is a tangible of intangible deliverable of an activity.
- **Cost** is the amount of money spent on a specific activity or resource.
- **Risk** is a possible event that could cause harm or loss, or make it more difficult to achieve objectives (*uncertainty of outcome).*

What are service relationships?

Service relationship management are the joint activities performed by a service provider and a service consumer to ensure continual value
co-creation based on agreed and available service offerings.

- A **service offering** is a formal description of one or more services, designed to address the needs of a target consumer group. A service offering may include goods, access to resources, and service actions.
- A **service provision** is the activities performed by an organization to provide services, including management of the provider's resources, configured to deliver the service; ensuring access to these resources for users; fulfillment of the agreed service actions; service level management; and continual improvement. It may also include the supply of goods.
- **Service consumption** is the activities performed by an organization to consume services. It includes the management of the consumer's resources needed to use the service, service actions perform by users, and the receiving (acquiring) or goods (if required).

Goods
have the ownership transferred to a consumer

Access
Does not have the ownership transferred to a consumer

Actions
are performed by the provider to address a consumer need

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Utility/Warranty

Utility is the functionality offered by a product or service to meet a particular need.
- What a service does (fit for purpose)

Warranty is the assurance that a product or service will meet agreed requirements.
- How a service performs (fit for use)

What is the service value system?

The **Service Value System (SVS)** is a model representing how all the components and activities of an organization work together to facilitate value creation.

What is the service value chain?

The **Service Value Chain (SVC)** is s the innermost cube containing 6 main activities in the Service Value System.

- **Plan** ensures a shared understanding of the vision, current status, and improvement direction for all four dimensions and all products and services across an organization.
- **Improve** ensures continual improvement of products, services, and practices across all value chain activities and the four dimensions of service management.
- **Engage** provides a good understanding of stakeholder needs, transparency, continual engagement, and good relationships with all stakeholders.
- **Design & Transition** ensures products and services continually meet stakeholder expectations for quality, costs, & time to market.
- **Obtain/Build** ensures service components are available when and where they are needed, and that they meet agreed specifications.
- **Deliver & Support** ensures services are delivered and supported according to agreed specifications and stakeholder' expectations.

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Four Dimensions
are the four perspectives that are critical to the effective and efficient facilitation of value for customers and other stakeholders in the form of products and services.
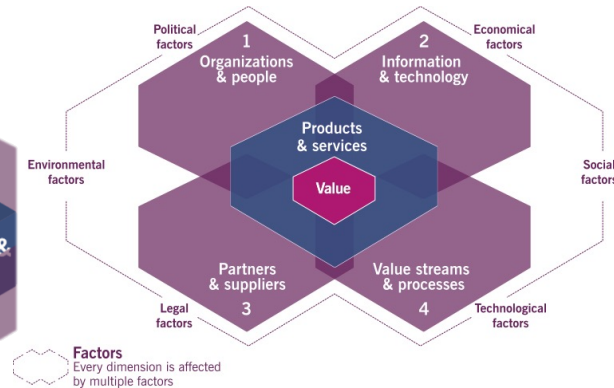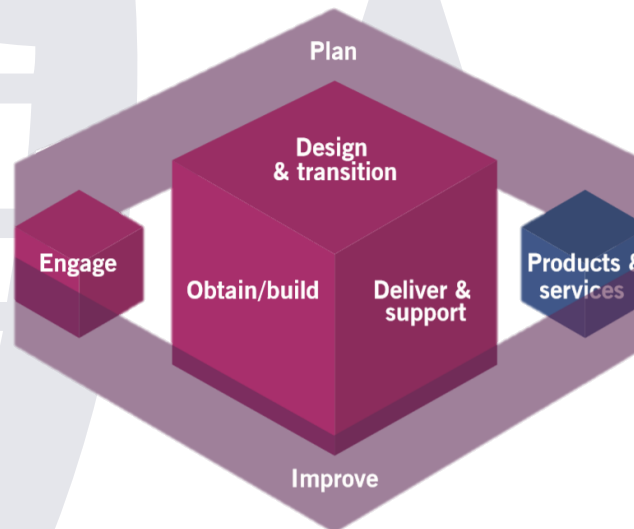
Service Value Chain

The Four Dimensions…

- **Organizations and People** ensures that the way an organization is structured and managed, as well as its roles, responsibilities, and systems of authority and communication, is well defined and supports its overall strategy and operating model.
- **Information and Technology** includes the information and knowledge used to deliver services, and the information and technologies used to manage all aspects of the service value system.
- **Partners and Suppliers** encompasses the relationships an organization has with other organizations that are involved in the design, development, deployment, delivery, support, and/or continual improvement of services.
- **Value Streams and Processes** defines the activities, workflows, controls, and procedures needed to achieve the agreed objectives.

What is a value stream?

A **value stream** is a series of steps an organization undertakes to create and deliver products and services to service consumers.

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VALUE STREAM STEPS

| Step 1 | Step 2 | Step 3 |

Value-adding activities

Non value-adding activities (waste)

Focus on Value

All activities conducted by the organization should link back, directly or indirectly, to value for itself, its customers, and other stakeholders.

Start Where You Are

Do not start from scratch and build something new without considering what is already available to be leveraged; the current state should be investigated and observed directly to ensure it is understood.

Progress Iteratively With Feedback

Do not attempt to do everything at once. Organize the work into smaller, manageable sections that can be executed and completed in a timely manner. The focus on each effort will be sharper and easier to maintain.

Collaborate and Promote Visibility

When initiatives involved the right people in the correct roles, efforts benefit from better buy-in, more relevance, and increased likelihood of long-term success.

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Guiding Principle

is a recommendation that guides an organization in all circumstances, regardless of changes in its goals, strategies, type of work, or management structure
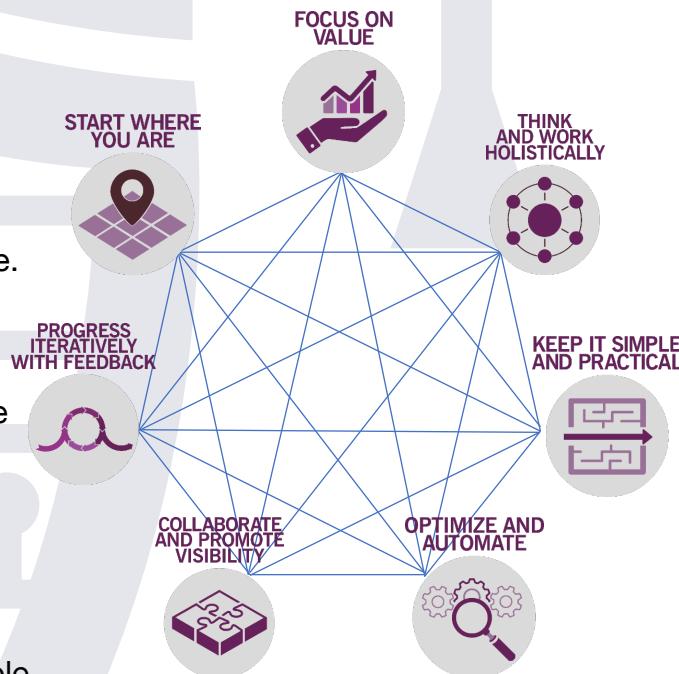
Think and Work Holistically

No service, practice, process, department, or supplier stands alone. The outputs that the organization delivers to itself, its customers, and other stakeholders will suffer unless it works in an integrated way to handle its activities as a whole, rather than as separate parts. All the organization's activities should be focused on delivery of value.

Keep It Simple And Practical

If a process, service, action, or metric fails to provide value or produce a useful outcome, eliminate it. In a process or procedure, use the minimum number of steps necessary to accomplish the objective(s). Always use outcome-based thinking to produce practical solutions that deliver results.

Optimize and Automate

Before an activity can be effectively automated, it should be optimized to whatever degree is possible and reasonable. Consider the four dimensions when designing, managing, or operating an organization and its processes. Human intervention should only happen where it contributes value to the process.

FOCUS ON VALUE

START WHERE YOU ARE

THINK AND WORK HOLISTICALLY

PROGRESS ITERATIVELY WITH FEEDBACK

KEEP IT SIMPLE AND PRACTICAL

COLLABORATE AND PROMOTE VISIBILITY

OPTIMIZE AND AUTOMATE

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What is a practice?

A **practice** is a set of organizational resources designed for performing work or accomplishing an objective

- **Change enablement** is the practice of ensuring that risks are properly assessed, authorizing changes to proceed and managing a change schedule in order to maximize the number of successful service and products changes.
  - A **change** is an addition, modification, or removal of anything that could have a direct or indirect effect on services.

- **Deployment management** is the practice of moving new or changed hardware, software, documentation, processes, or any other service component to live environments.

- **Incident management** is the practice of minimizing the negative impacts of incidents by restoring normal service operation as quickly as possible.

- **Information security management** is the practice of protecting an organization by understanding and managing risks to the confidentiality, integrity, and availability of information.

- **IT asset management** is the practice of planning and managing the full lifecycle of all information technology (IT) assets.

- **Monitoring and event management** is the practice of systematically observing services and service components, and recording and reporting selected changes of state identified as events.
  - An **event** is any change of state that has significance for the management of a service or other configuration item.

- **Problem management** is the practice of reducing the likelihood and impact of incidents by identifying actual and potential causes of incidents, and managing workarounds and known errors.
  - A **problem** is a cause, or potential cause, of one or more incidents.
  - An **incident** is Incident an unplanned interruption to a service or reduction in the quality of a service.
  - A **workaround** is a solution that reduces or eliminates the impact of an incident or problem for which a full resolution is not yet available.
  - A **known error** is a problem that has been analyzed but has not been resolved.

What is continual improvement?

Continual improvement is the practice of aligning an organization's practices and services with changing business needs through the ongoing identification and improvement of all elements involved in the effective management of products and services.

What is the continual improvement model?

The **continual improvement model** is a high-level guide to support improvement initiatives using a cyclical seven steps framework.

What is the vision?	Business vision, mission, goals and objectives
Where are we now?	Perform baseline assessments
Where do we want to be?	Define measurable targets
How do we get there?	Define the improvement plan
Take action	Execute improvement actions
Did we get there?	Evaluate metrics and KPIs
How do we keep the momentum going?	

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IT Asset
is any financially valuable component that can contribute to the delivery of an IT product of service.

What is a practice?

A **practice** is a set of organizational resources designed for performing work or accomplishing an objective

- **Relationship management** is the practice of establishing and nurturing links between an organization and its stakeholders at strategic and tactical levels.

- **Release management** is the practice of making new and changed services and features available for use.

- **Service configuration management** is the practice of ensuring that accurate and reliable information about the configuration of services, and the configuration items that support them, is available when and where needed.

- **Service level management** is the practice of setting clear business-based targets for service performance so that the delivery of a service can be properly assessed, monitored, and managed against these targets.

- **Service request management** is the practice of supporting the agreed quality of a service by handling all pre-defined, user-initiated service requests in an effective and user-friendly manner.

- **Supplier management** is the practice of ensuring that an organization's suppliers and their performance levels are managed appropriately to support the provision of seamless quality products and services.
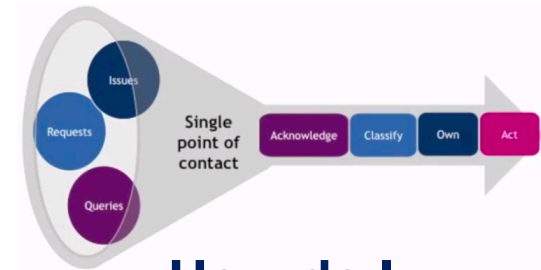
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What is the service desk?

The **service desk** is the practice designed to capture demand for incident resolution and service requests.
- The entry point/single point of contact for the service provider with all of its users.

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- Checkout and a voucher code is sent to your email within minutes
- Follow scheduling instructions in email to take the exam using the PeopleCert web-proctoring service online 24/7.

Service Level Agreement (SLA)

is a documented agreement between a service provider and a customer that identifies services required and the expected level of service

About the Exam

ITIL 4 Foundation exam contains 40 multiple-choice questions in 60 minutes.
- If you are taking it in a non-native language, you get 75 minutes to complete it.
- Must score 26 out of 40 to pass (65%)

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Configuration Item (CI)

is any component that needs to be managed in order to deliver an IT service