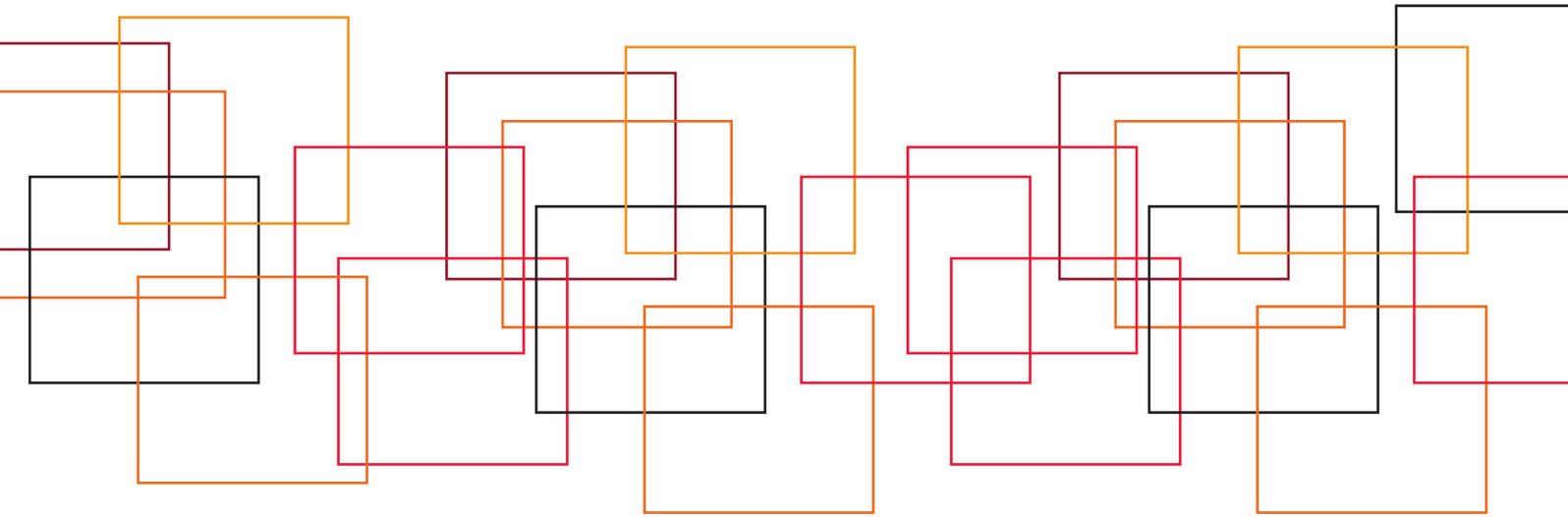


ITIL[®] Awareness

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Course Book

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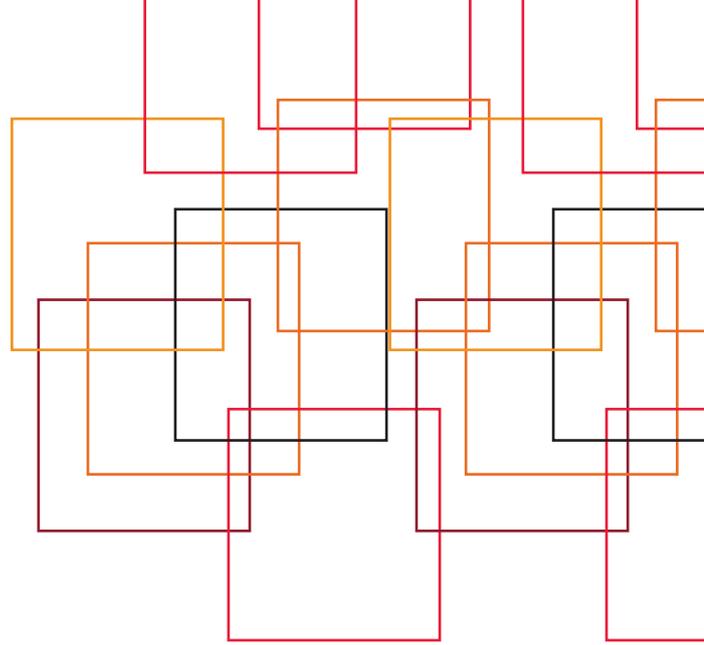
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As an IT Service Management trainer, consultant and line manager with over 25 years experience in IT, Marcel has performed strategic and tactical assignments in a wide variety of areas.

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Course Learning Objectives

At the end of this course, you will be able to:

- Describe the concept of service and Service Management.
- Describe the concept of ITIL and ITSM.
- Explain the benefits of implementing ITIL in an organization.
- Describe the importance of functions and processes in an organization.
- Describe how ITIL processes map to the overall service lifecycle.
- Define the roles and responsibilities involved with the service lifecycle.
- Explain the ITIL® Certification scheme and its corresponding credits system.

Course Outline

- Concept of ITIL and ITSM
- ITIL Processes Within the Service Lifecycle Context
- ITIL Service Lifecycle Approach to ITSM
- Roles and Responsibilities in ITIL
- ITIL® Certification Scheme

Course Overview

The ITIL® Awareness course provides learners with the unique opportunity to receive an introduction to the concepts of IT Infrastructure Library (ITIL) and IT Service Management (ITSM). It provides an overview of the concepts within the ITIL best practices domain while also introducing the key ITIL processes. This course explains how ITIL processes are driven by a service lifecycle to provide smooth functioning to organizations, thus ensuring high-quality services to their customers.

CONCEPT OF ITIL AND ITSM

Service

“Service: A means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.”

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Services are a means to deliver value to customers by enabling what the customer wants to achieve (outcomes) without taking any ownership of costs and risks. All services have a service cost when they become operational, which is reflected as ROI and Total Cost of Ownership (TCO), and this cost must be managed. To avoid taking ROI and TCO risks, customers look to service Providers to satisfy their need for those services. The service provider, on the other hand, provides those services according to the requirements of the customers.

Service Value

- The value of a service is defined by the customer who receives or uses the service and not by the service provider.
- A customer selects the service that has the best mix of features and functionality, based on their requirements.

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Service Provider

Service providers refers to an organization supplying services to one or more internal customers or external customers. Service provider is often used as an abbreviation for IT service provider.

The main purpose of a **service provider** is to create value for its customers with its services. The value of a service is defined by the customer who receives or uses the service and not by the service provider. The customer decide what outcomes and objectives they will achieve by utilizing the service. The vital conclusion as to whether a service is valuable or not is decided by the customer.

The value is an affordable mix of features. A customer selects the service that has the best mix of features and functionality, based on their requirements, and at the price they are willing to pay.

Value to Customers: Utility and Warranty

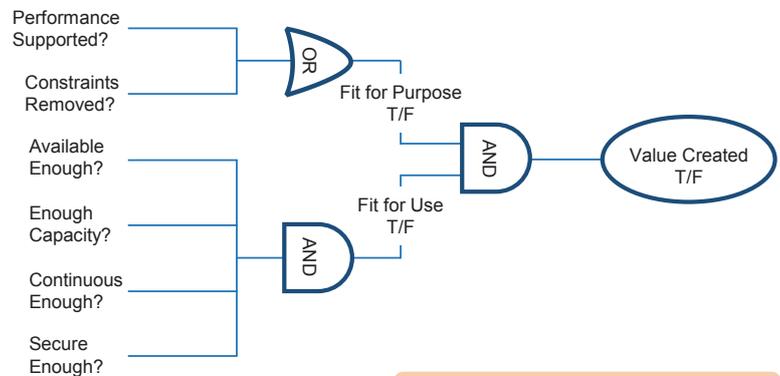
Utility is **what** the customer gets and Warranty is **how** it is delivered.

Utility

Fit for Purpose – the functionality offered by a product or service to meet a particular need

Warranty

Fit for Use – a promise or guarantee that availability, capacity, continuity, and security are all meeting customer expectations



Utility + Warranty = Value

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The customer’s perception of value can be described through the concepts of Utility and Warranty. A business will obtain greater value from services that operate more efficiently and effectively (Utility) and with greater reliability (Warranty).

The Utility is achieved when a service (or parts of service) deliver a positive effect on performance associated with the desired outcome. This can include the removal or relaxation of performance constraints. The Warranty is achieved when the service is available at the time when it is required and in sufficient capacity and dependability.

Activity: Group Discussion

Difference between “Fit for Purpose” and “Fit for Use”

Give some examples where a product or service is “Fit for Purpose” but not “Fit for Use”.

Service Management

“Service Management:

- Is a professional practice that is globally supported by qualification schemes and standards.
- Must transform capabilities and resources into valuable services.”

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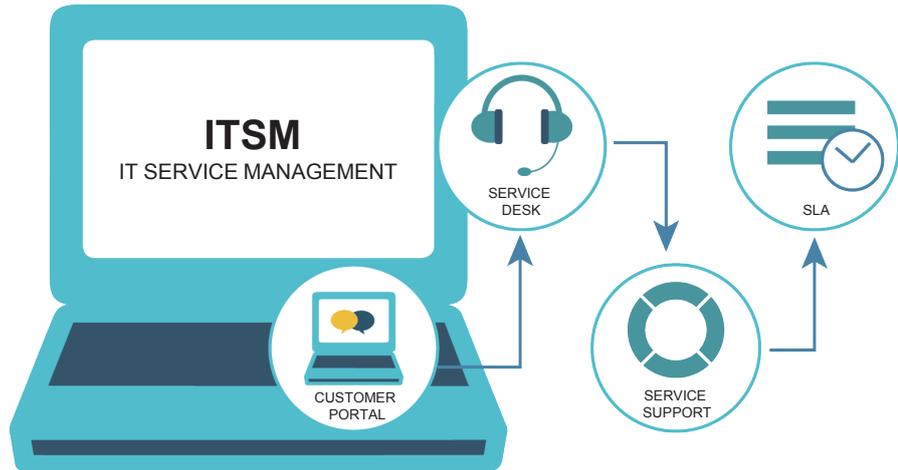
Defining IT Service Management

“IT Service Management (ITSM): The implementation and management of quality IT Services that meet the needs of the business. IT service management is performed by IT Service Providers through an appropriate mix of people, process and information technology.”



TIPS

The meaning of IT keeps changing depending on the various perspectives of the business and people. As a result, these perspectives need to be recognized and balanced to communicate the value of ITSM and know the context of how the business looks at the IT organization.



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FOOD FOR THOUGHT

Try to provide some more examples of Service Management frameworks.

Some meanings of ITSM are:

- “IT is a collection of systems, applications and infrastructures which are components or sub-assemblies of a larger product. They enable or are embedded in processes and services.
- IT is an organization with its own set of capabilities and resources. IT organizations can be of various types such as business functions, shared services units and enterprise-level core units.
- IT is a category of services utilized by business. The services are typically IT applications and infrastructure that are packaged and offered by internal IT organizations or external service providers. IT costs are treated as business expenses.
- IT is a category of business assets that provide a stream of benefits for their owners, including, but not limited to, revenue, income and profit. IT costs are treated as investments.”

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