

2012

ITIL® Service Strategy (SS) Video Training Guide



itSM Solutions™ LLC
31 South Talbert Blvd #295
Lexington, NC 27292
Phone (336) 510-2885
Fax (336) 499-7016
PN: ITSMVTG

Find us on the web at: <http://www.itsmsolutions.com>.

To report errors please send a note to: support@itsmsolutions.com

For information on obtaining copies of this guide contact: sales@itsmsolutions.com

Copyright © 2012 itSM Solutions Publishing

Author: Rick Lemieux

Notice of Rights / Restricted Rights Legend

All rights reserved. Reproduction or transmittal of this guide or any portion thereof by any means whatsoever without prior written permission of the Publisher is prohibited. All itSM Solutions products are licensed in accordance with the terms and conditions of the itSM Solutions Partner License. No title or ownership of this guide, any portion thereof, or its contents is transferred, and any use of the guide or any portion thereof beyond the terms of the previously mentioned license, without written authorization of the Publisher, is prohibited.

Notice of Liability

This guide is distributed "As Is," without warranty of any kind, either express or implied, respecting the content of this guide, including but not limited to implied warranties for the guide's quality, performance, merchantability, or fitness for any particular purpose. Neither the authors, nor itSM Solutions LLC, its dealers or distributors shall be liable with respect to any liability, loss or damage caused or alleged to have been caused directly or indirectly by the contents of this guide.

Trademarks

itSM Solutions is a trademark of itSM Solutions LLC. Hands-On Foundation Certification™ is a trademark of itSM Solutions Publishing. *ITIL ® is a Registered Trade Mark, and a Registered Community Trade Mark of the Cabinet Office, and is registered in the U.S. Patent and Trademark Office, and is used here by itSM Solutions LLC under license from and with the permission from the Cabinet Office (Trade Mark License No. 0002).* IT Infrastructure Library ® is a Registered Trade Mark of the Cabinet Office and is used here by itSM Solutions LLC under license from and with the permission of the Cabinet Office (Trade Mark License No. 0002). Other product names mentioned in this guide may be trademarks or registered trademarks of their respective companies.

Document Information

► Texts with this treatment are Alerts, and indicate important concepts.

Document: Mentored Learning Video Training Guide

Revision date: 2012-02-03

Print date: 2012-02-03

ITIL® eTrainer

Mentored Learning Video Training Program

Although this online, web-based course is available to you 24 hours a day, 7 days a week over the span of your license, you must exercise the same diligence and discipline as though you were sitting in a classroom program. The following training plan was designed to help you complete the video, reading and testing components of this ITIL certification program in an orderly fashion.

Step #1 - Locate the Important Documents Included within your Video Training Program

Please make note of four very important printable documents that are included with your course. If you have difficulty with the printing options please reach out to support@itsmsolutions.com for assistance.

- **Student Manual & Study Guide** – Chapter 1's table of contents of contains a copy of the student manual. The manual includes the instructor slides with amplifying information for each slide, the course syllabus, a glossary along with other support documents. Each video module also includes a student **Study Guide** which can be used to take notes throughout the training program.
- **Syllabus** – The syllabus for each class is located at the back of the student manual.
- **Checkpoint Booklet** – The checkpoint guide provides two very different types of study aids to the student. The multiple-choice quiz helps instill the terminology and knowledge of the subject area while the scenario based exercises help expand the knowledge gained to fit the context of the overall business environment.
- **Sample Exams** – The last section of each course contains sample exams provided by the official accreditor for those students looking to sit the actual certification exam.

Step #2 - Purchase and read a copy of the ITIL Core Book associated with the classes you are taking

Although not mandatory to sit for the exam, the accreditor strongly recommends that students purchase and read a copy of the ITIL Core book associated with the class being purchased. The reading of the ITIL book will help students prepare for the exam in addition to helping them understand how to apply what they just learned in a real-world environment, ITIL core books can be purchased from our book store @ <http://www.itgovernanceusa.com/category/291.aspx> or at amazon.com

Step #3 - Join our Online Mentoring Community & Sign Up for our Continuing Education Newsletter

The first step in establishing a connection to the mentoring community is to become a member of the LinkedIn Group “My ITSM Mentoring Community.” You can do this by going online to the professional networking community www.Linkedin.com, registering as a member (if you are not already a member), and joining the group [My ITSM Mentoring Community™](#). You may go directly to the group by clicking on the “Mentoring Community” link just below the “Login” link on the opening page of the online Learning course.

Once you are a member you can post your questions on the discussion board. The discussion board is monitored daily (9 AM to 9PM Eastern Time) by our team of ITIL Expert Mentors along with other students taking the online training programs. This forum will enable you to get answers to any questions you might have as you go through the program you purchased.

Students should also [register](#) to receive our periodic Do IT Yourself (DITY) continuing education newsletter. Each newsletter provides practical guidance on the key topics associated with ITIL and ITSM. Missed an issue? The DITY™ archive contains all issues organized by topic. Select a topic of interest and browse our archive for all the back-issues.

Step #4 - Follow the Video Training Plan Listed Below

The training plan below outlines in order the reading, lectures and testing components a student must complete to successfully prepare for the exam. Please refer to them in the order shown below.

If you are attending a scheduled **classroom or blended learning program**, please follow the schedule outlined by your training provider. If you are taking a **remote program**, feel free to set up a training schedule that aligns best with personal and professional schedules.

1. Read the Syllabus Sections Identified in the Video Training Plan
This will help you become familiar with the exam qualification scheme
2. Read the Core Publication Sections Identified in the Video Training Plan
While reading the core books is not mandatory to sit for the exam, the syllabus strongly recommends it as part of it's prerequisite entry criteria
3. Watch the Video Lectures and Reach out to the Community with Questions
Watch the instructor lectures on video, refer to the student manual for amplifying information, reach out to the community with questions, take notes in the workbook & complete all module exams & checkpoints until you score an 80% or higher
4. Take the Sample Exams to Understand your Exam Readiness
Review relevant videos & courseware to shore up problem areas. Reach out to the mentoring community for exam taking advice. Work with the training provider to schedule your exam when you have scored an 80% or higher on the sample exams

ITIL® Service Strategy (SS) Video Training Guide

For each section listed, read the syllabus first followed by the core book section then the video training program

Self-Paced Training Schedule (set by the student)	Chapter/Lesson/Topic	Read the Syllabus	Read the Service Strategy core ITIL book sections listed below (optional but highly recommended)	Watch Videos	Section Complete √
				Take Notes in Workbook	
				Refer to Courseware for Amplifying Text	
				Complete End of Chapter Quizzes and Checkpoints	
Dates	Chapter 1: Course Introduction	Section #	Section #	Video #	
	Objectives	n/a	n/a	In Student Courseware	
	Terms-to-Know	n/a	n/a	In Student Courseware	
	Leon 1 Course Organization			1.0	
	Welcome to the Course!	n/a	n/a	1.1	
	Mentoring Community Introductions	n/a	n/a	1.2	
	Why Are You Here?	n/a	n/a	1.3	
	Using Bloom's Taxonomy	n/a	n/a	1.4	
	What do you Expect?	n/a	n/a	1.5	
	Housekeeping Online	n/a	n/a	1.6	
	Leon 2 Course Conventions & Agenda			2.0	
	Conventions Used	n/a	n/a	2.1	
	Quizzes & Exercises	n/a	n/a	2.2	
	ITIL Qualification Scheme	n/a	n/a	2.3	
	ITIL Intermediate Exams	n/a	n/a	2.4	
	Getting Started with an Online Class	n/a	n/a	2.5	
	Chapter 2: Service Strategy Introduction				
	Objectives	n/a	n/a	In Student Courseware	
	Terms-to-Know	n/a	n/a	In Student Courseware	
	Leon 3 Introduction to Service Strategy			1.0	
	The Service Lifecycle	1	1.1.1	1.1	
	Managing Acro the Lifecycle	1	1.2.2, 1.2.3, 1.2.4, 1.2.5	1.2	
	Purpose, Goals & Objectives of Service Strategy	1	1.1.1	1.3	
	Scope of Service Strategy	1	1.1.2	1.4	
	Value of Service Strategy	1	1.1.4	1.5	
	Service Strategy Principles	2	3.2, 3.3	1.6	
	Strategy Basics	2	3.1.1.3, 3.1.1.5, 3.1.1.6	1.7	
	Service Strategy Fundamentals	2	3.1.1.3	1.8	
	IT Service Management	2	3.2.2	1.9	
	Service	2	3.2.2	1.10	
	Framing Service Value	2	3.2.3, 3.2.4		
	Value Creation	2	3.2.3	1.11	

Mind Gap	2	3.2.3	1.12
Marketing Mindset	2	3.2.3	1.13
Communicating Utility	2	3.2.4	1.14
Communicating Warranty	2	3.2.4	1.15
Utility & Warranty	2	3.2.4	1.16
Service Aets	2	3.2.5, 3.2.5.3	1.17
Capabilities & Resources	2	3.2.5.1	1.18
Busine Units	2	3.2.5.2	1.19
Service Units	2	3.2.5.2	1.20
Leon 4 Service Provider Types			2.0
Service Provider Types	2	3.3	2.1
Internal Service Provider	2	3.3	2.2
Shared Services Unit	2	3.3	2.3
External Services Unit	2	3.3	2.4
Choosing a Service Provider Type	2	3.3	2.5
Leon 5 Service Structures			3.0
Service Structures	2	3.2.3	3.1
Value Chain	2	3.2.3	3.2
Value Network	2	3.2.3	3.3
Leon 6 The 4-Ps of Strategy			4.0
The 4-Ps of Strategy	2	3.1.2	4.1
Perspective	2	3.1.2	4,2
Position	2	3.1.2	4.3
Plan	2	3.1.2	4.4
Pattern	2	3.1.2	4.5
Leon 7 Service Strategy Summary			5.0
Service Strategy Summary	n/a	n/a	5.1
Checkpoint Instructions	n/a	n/a	5.2
End of Chapter Quiz			
Chapter 2 Review			5.3
Chapter 3: Services & Strategy			
Objectives	n/a	n/a	In Student Courseware
Terms-to-Know	n/a	n/a	In Student Courseware
Leon 8 Defining Services & Market Spaces			
Steps of Service Definition	2	3.4	1.1
Define the Market & Identify Customers	2	3.4	1.1
Services & Strategy	2	3.4	1.2
Understand the Customer	2	3.4	1.3
Quantify the Outcomes	2	3.4	1.4
ClaiFY & Visualize	2	3.4	1.5
Understand Opportunities	2	3.4	1.6
Market Space	2	3.4	1.7
Outcome-based Service Definition	2	3.4	1.8

	Service Model	2	3.4	1.9
	Dynamics of a Service Model	2	3.4	1.10
	Service Units & Packages	2	3.4	1.11
	Leon 9 Service Strategy Acro the Lifecycle			
	Service Economics	2	3.6	2.1
	Strategy Driven Capability	n/a	n/a	2.2
	Strategy & the Lifecycle	1	1.2.2 to .5	2.3
	Strategy & Design	1	1.2.2	2.4
	Outcome Driven Design	2	3.5	2.5
	Constraint-Driven Design	1	1.2.2	2.6
	Pricing-Driven Design	1	1.2.2	2.7
	Strategy & Transition	1	1.2.3	2.8
	Strategy & Operations	1	1.2.4	2.9
	Deployment Patterns	1	1.2.4	2.10
	Hosting the Contract Portfolio	1	1.2.4	2.11
	Managing Demand	1	1.2.4	2.12
	Strategy & CSI	1	1.2.5	2.13
	Improvement-Driven Feedback	1	1.2.5	2.14
	Quality Perspectives	2	3.2.4	2.15
	Warranty Factors	2	3.2.4	2.16
	Reliability	2	3.2.4	2.17
	Maintainability	2	3.2.4	2.18
	Redundancy	2	3.2.4	2.19
	Availability Factors	2	3.2.4	2.20
	Leon 10 Services & Strategy Summary			
	Services & Strategy Summary	n/a	n/a	3.1
	Checkpoint Instructions	n/a	n/a	3.2
	End of Chapter Quiz	n/a	n/a	
	Chapter 3 Review	n/a	n/a	3.3
	Chapter 4: Service Strategy Procees			
	Objectives	n/a	n/a	In Student Courseware
	Terms-to-Know	n/a	n/a	In Student Courseware
	Leon 11 Strategy Management for IT Services			1
	Strategy Management for IT Services Introduction	3	4.1.1	1.1
	Purpose, Goals & Objectives	3	4.1.1	1.2
	Scope	3	4.1.2	1.3
	Busine Value	3	4.1.3	1.4
	Concepts	3	4.1.4	1.5
	Activities	3	4.1.5	1.6
	Formulating Service Strategy	3	fig 4.3	1.7
	Strategic Aement	n/a	n/a	1.8
	Analyze Internal Environment	3	4.1.5.2	1.9

Analyze External Environment	3	4.1.5.3	1.1
Define Market Space	3	4.1.5.4	1.11
Identify Strategic Industry Factors	n/a	n/a	1.12
Establish Objectives	3	4.1.5.6	1.13
Strategy Generation	n/a	n/a	1.14
Determine Perspective	n/a	n/a	1.15
Form Position	n/a	n/a	1.16
Craft Plan	n/a	n/a	1.17
Adopt Patterns of Action	n/a	n/a	1.18
Strategy Execution	3	4.1.5.12	1.19
Engage Other Lifecycle Procees	3	4.1.5.13	1.2
Align Aets & Outcomes	3	4.1.5.14	1.21
Optimize Critical Succe Factors	n/a	n/a	1.22
Prioritize Investments	n/a	n/a	1.23
Measure & Evaluate	n/a	n/a	1.24
Service Management for Internal Service Providers			1.25
Triggers, Inputs & Outputs	3	4.1.6	1.26
Relationships	3	4.1.6	1.27
Critical Succe Factors	3	4.1.8	1.28
Challenges & Risks	3	4.1.9	1.29
Strategy Management for IT Services			1.3
Leon 12 Service Portfolio Management			2
Introduction	3	4.2.1	2.1
Objective	3	4.2.1	2.1
Scope	3	4.2.2	2.3
Value to the Busine	3	4.2.3	2.4
Concepts	3	4.2.4	2.5
Busine & IT Service Management	3	4.2.4	2.6
Service Portfolio	3	4.2.4	2.7
Service Portfolio Methods	n/a	n/a	2.8
Define	n/a	n/a	2.9
Option Space Tool	n/a	n/a	2.1
Analyze	n/a	n/a	2.11
Approve	n/a	n/a	2.12
Charter	n/a	n/a	2.13
Triggers, Inputs & Outputs	3	4.2.6	2.14
Relationships	3	4.2.6	2.15
Critical Succe Factors	3	4.2.8	2.16
Challenges	3	4.2.8	2.17
Summary	n/a	n/a	2.18
Leon 13 Financial Management			3
Introduction	3	4.3.1	3.1
Objective	3	4.3.1	3.2

	Scope	3	4.3.2	3.3
	Value to the Busine	3	4.3.3	3.4
	Concepts	3	4.3.4	3.5
	Financial Management Activities Overview	n/a	n/a	3.6
	Proce Activities	n/a	n/a	3.7
	Accounting	n/a	n/a	3.8
	Enter topic heading; normally the slide name.	n/a	n/a	3.9
	Cost Models	n/a	n/a	3.10
	Cost Centers & Cost Units	n/a	n/a	3.11
	Service Valuation	n/a	n/a	3.12
	Cost Types & Elements	n/a	n/a	3.13
	Cost Allocation	n/a	n/a	3.14
	Budgeting	n/a	n/a	3.15
	Budgeting Activities	n/a	n/a	3.16
	Charging Activity	n/a	n/a	3.17
	Pricing	n/a	n/a	3.18
	Financial Management Cycles	n/a	n/a	3.19
	Return on Investment	n/a	n/a	3.20
	Triggers, Inputs & Outputs	3	4.3.6	3.21
	Relationships	3	4.3.6	3.22
	Information			3.23
	Critical Succe Factors	3	4.3.8	3.24
	Challenges & Risks	3	4.3.9	3.25
	Summary	n/a	n/a	3.26
	Leon 14 Demand Management			4
	Introduction	3	4.4.1	4.1
	Objective	3	4.4.1	4.2
	Scope	3	4.4.2	4.3
	Value to the Busine	3	4.4.3	4.4
	Concepts	3	4.4.4	4.5
	Activity-Based Demand Management	n/a	n/a	4.6
	Busine Activity Patterns	n/a	n/a	4.7
	Patterns of Busine Activity	n/a	n/a	4.8
	User Profile	n/a	n/a	4.9
	Matching UP to PBA	n/a	n/a	4.10
	Demand Modeling	n/a	n/a	4.11
	Managing Demand			4.12
	Service Packages	n/a	n/a	4.13
	Triggers, Inputs & Outputs	3	4.4.6	4.14
	Relationships	3	4.4.6	4.15
	Critical Succe Factors	3	4.4.8	4.16
	Challenges & Risks	3	4.4.9	4.17
	Summary	n/a	n/a	4.18

	Leon 15 Busine Relationship Management			5.0	
	Introduction	3	4.5.1	5.10	
	Purpose, Goals & Objectives	3	4.5.1	5.20	
	Scope	3	4.5.2	5.30	
	Busine Value	3	4.5.3	5.40	
	Policies, Principles & Concepts	3	4.5.4	5.50	
	Proce Initiation	n/a	n/a	5.60	
	Customer	n/a	n/a	5.70	
	Service Provider	n/a	n/a	5.80	
	Triggers, Inputs & Outputs	3	4.5.6	5.90	
	Relationships	3	4.5.6	5.10	
	BRM & Lifecycle	3	4.5.6	5.11	
	Service Strategy	3	4.5.6	5.12	
	Service Design	3	4.5.6	5.13	
	Service Transition	3	4.5.6	5.14	
	Service Operation	3	4.5.6	5.15	
	Continual Service Improvement	3	4.5.6	5.16	
	Critical Succe Factors	3	4.5.8	5.17	
	Challenges & Risks	3	4.5.9	5.18	
	Busine Relationship Management Summary	n/a	n/a	5.19	
	Leon 16 Service Strategy Proce Summary			6	
	Service Strategy Proce Summary	n/a	n/a	6.1	
	Checkpoint Instructions	n/a	n/a	6.2	
	End of Chapter Quiz				
	Chapter 4 Review			6.3	
	Chapter 5: Organizing & Sourcing				
	Objectives	n/a	n/a	In Student Courseware	
	Terms-to-Know	n/a	n/a	In Student Courseware	
	Leon 17 Strategy & Governance			1	
	Governance	4	5.1, 5.1.5	1.1	
	Setting Strategies, Polices & Plans	4	5.1.1.1	1.2	
	Governance Framework	4	5.1.4, fig 5.4	1.3	
	Service Strategy & Governance	4	5.1.7	1.4	
	Leon 18 Strategy & Organization			2	
	Strategy & Organization	5	6.1	2.1	
	Organizational Development	n/a	n/a	2.2	
	Stage 1 - Network	n/a	n/a	2.3	
	Stage 2 - Directive	n/a	n/a	2.4	
	Stage 3 - Delegation	n/a	n/a	2.5	
	Stage 4 - Coordination	n/a	n/a	2.6	
	Stage 5 - Collaboration	n/a	n/a	2.7	
	Organizational Departmentalization	5	6.3	2.8	
	Organizational Design	5	6.4	2.9	

Organizational Culture	n/a	n/a	2.10
Generic Roles & Responsibilities	5	6.8.1,6.8.5,6.8.7, 6.8.8, 6.8.9	2.11
Service Owner	5	6.8.1	2.12
Proce Owner	n/a	n/a	2.13
Proce Manager	n/a	n/a	2.14
Proce Practitioner	n/a	n/a	2.15
Service Strategy Roles & Responsibilities	n/a	n/a	2.16
Strategy Management for IT Services	n/a	n/a	2.17
IT Steering Group	n/a	n/a	2.18
IT Director or Service Management Director	n/a	n/a	2.19
Service Portfolio Management	5	6.8.5	2.20
Busine Relationship Management	5	6.8.8	2.21
Financial Management	5	6.8.7	2.22
Demand Management	5	6.8.9	2.23
Leon 19 Sourcing Strategy			3
Sourcing Strategy	2	3.7	3.1
Sourcing Decisions	2	3.7	3.2
Sourcing Structures	2	3.7	3.3
Multi-Vendor Sourcing	2	3.7	3.4
Service Provider Interfaces	2	3.7	3.5
Sourcing Governance	2	3.7	
Critical Succe Factors	2	3.7	
Roles & Responsibilities	n/a	n/a	
Leon 20 Organizing & Sourcing Summary			4
Organizing & Sourcing Summary	n/a	n/a	4.1
Checkpoint Instructions	n/a	n/a	4.2
End of Chapter Quiz			
Chapter 5 Review			4.3
Chapter 6: Implementation			1
Objectives	n/a	n/a	In Student Courseware
Terms-to-Know	n/a	n/a	In Student Courseware
Leon 21 Technology Considerations			1
Socio-technical Systems	n/a	n/a	1.1
Service Automation	6	7.1	1.2
Service Interfaces	6	7.2	1.3
Leon 22 Implementing Service Strategy Through the Lifecycle			2
A Top Down Approach	7	8.1	2.1
Implementation Acro the Lifecycle	7	8.2	2.2
Set the Implementation Strategy	7	8.2	2.3
Design Service Strategy	7	8.3	2.4
Transition Service Strategy	7	8.3	2.5
Execute (Operate) Service Strategy	7	8.3	2.6
Improve Service Strategy	7	8.3	2.7

	Leon 23 Challenges, Risks & CSFs			3	
	Challenges	8	9.1	3.1	
	Risks	8	9.2	3.2	
	Critical Succ Factors	8	9.3	3.3	
	Leon 24 Implementation Summary			4	
	Implementation Summary	n/a	n/a	4.1	
	Checkpoint Instructions	n/a	n/a	4.2	
	End of Chapter Quiz				
	Chapter 06 Review			4.3	
	Course Closure			4.4	
	Appendix: Service Strategy Lifecycle Syllabus				
	Appendix: Service Strategy Inputs & Outputs				
	Service Strategy Inputs & Outputs	N/A	N/A		
	Service Strategy I/O with Service Design	01, 02	1.2.2, 3.9		
	Service Strategy I/O with Service Transition	1	1.2.3, 3.9		
	Service Strategy I/O with Service Operation	1	1.2.4, 3.9		
	Service Strategy I/O with CSI	1	1.2.5, 3.9		
	ITIL v3 Gloary				
	Exam Sample Paper #1				
	Exam Sample Paper #2				

Exam Scheduling

Auming you have scored an 80% or higher on all module exams and sample exams you are now ready to schedule and take your certification exam