Welcome!

ITIL 2011 Explained

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About ITSM Academy

- **Accredited Education**
  - ✓ Certified Process Design Engineer (CPDE)®
  - ✓ ITIL® Foundation
  - ✓ ITIL Capability (OSA|PPO|RCV|SOA)
  - ✓ ITIL Lifecycle (SS|SD|ST|SO|CSI)
  - ✓ ITIL Managing Across the Lifecycle (MALC)
  - ✓ ITIL Service Manager Bridge
  - ✓ ISO/IEC 20000 Foundation
  - ✓ MOF Foundation

- **Practical, Value-Add Workshops**
  - ✓ ITSM Leadership
  - ✓ ITIL, MOF, ISO 20K Overviews
  - ✓ Apollo 13, Visible Ops: The Class
  - ✓ And more!

- Since 2003 - *Tens of Thousands Trained and Certified*
- ITSM Professional Diplomas
  - ✓ Change/Support/SLM
- Public Classes throughout U.S.
- Corporate On-Site Classes
- Virtual Classes
- Courseware Licensing
  - ✓ Corporate & Partner (GEM)
- Alumni Program
- PMI Global Education Provider
- Federal Government (GSA) Contractor
- Certified Woman-Owned

Welcome!

ITIL® is a Registered Trade Mark of the Cabinet Office in the United Kingdom and other countries

Agenda

- Scope and benefits of the ITIL 2011 updates
- Key changes to each book
- High-level overview of new processes

Thanks for joining us today.
Please use the chat feature to send in your questions.

ITIL® 2011

ITIL® is a Registered Trade Mark of the Cabinet Office.

Scope and Benefits of the ITIL 2011 Updates

- Resolve any errors or inconsistencies

- Address issues raised in the Change Control Log

- Address feedback from the training community

- Make the Service Strategy publication more accessible

Find additional information and the official ITIL 2011 glossary at itil-officialsite.com.

Global Changes

- Chapters 1 and 2 refined

- All processes reflect a consistent template

- Figures refined and explained

- Roles refined and generic roles added

- Improved linkages from book to book

- Glossary matches text

Process Template

- Purpose and objectives
- Scope
- Value to business
- Policies, principle and basic concepts
- Process activities, methods and techniques
- Triggers, inputs, outputs and interfaces
- Information management
- Critical success factors and key performance indicators
- Challenges and risks

Service Strategy

Service Strategy Updates

- **More examples!**
- **More detailed guidance**
  - ✓ Business strategy and IT strategy
  - ✓ Strategy assessment, generation and execution
  - ✓ Governance
  - ✓ Cloud computing
  - ✓ Organizational structure
- **References to Product Manager changed to Service Owner**
- **New/refined processes**

Service Strategy Processes

Service Strategy | Service Design | Service Transition | Service Operation

Continual Service Improvement

Service Strategy

Strategy Mgmt for IT Services
Service Portfolio Mgmt
Financial Mgmt
Demand Mgmt
Business Relationship Mgmt

Service Portfolio

Service Catalog

Business/ Customers | Service Provider | Suppliers

Strategy Management for IT Services

Strategy Management defines and maintains an organization's perspective, position, plans and patterns with regard to its services and the management of those services.

- **Perspective** – vision and mission
- **Position** – relative to its customers and other service providers
- **Plans** – IT strategy, service management strategy, service strategy

- **Patterns** – How the organization translates strategic plans into tactical and operational plans

Service Portfolio Management

Service Strategy

Define
- Services
- Business cases

Analyze
- Value proposition
- Prioritization

Approve
- Change proposal
- Authorization

Charter
- Communication
- Resource allocation

Change Management

Project Management
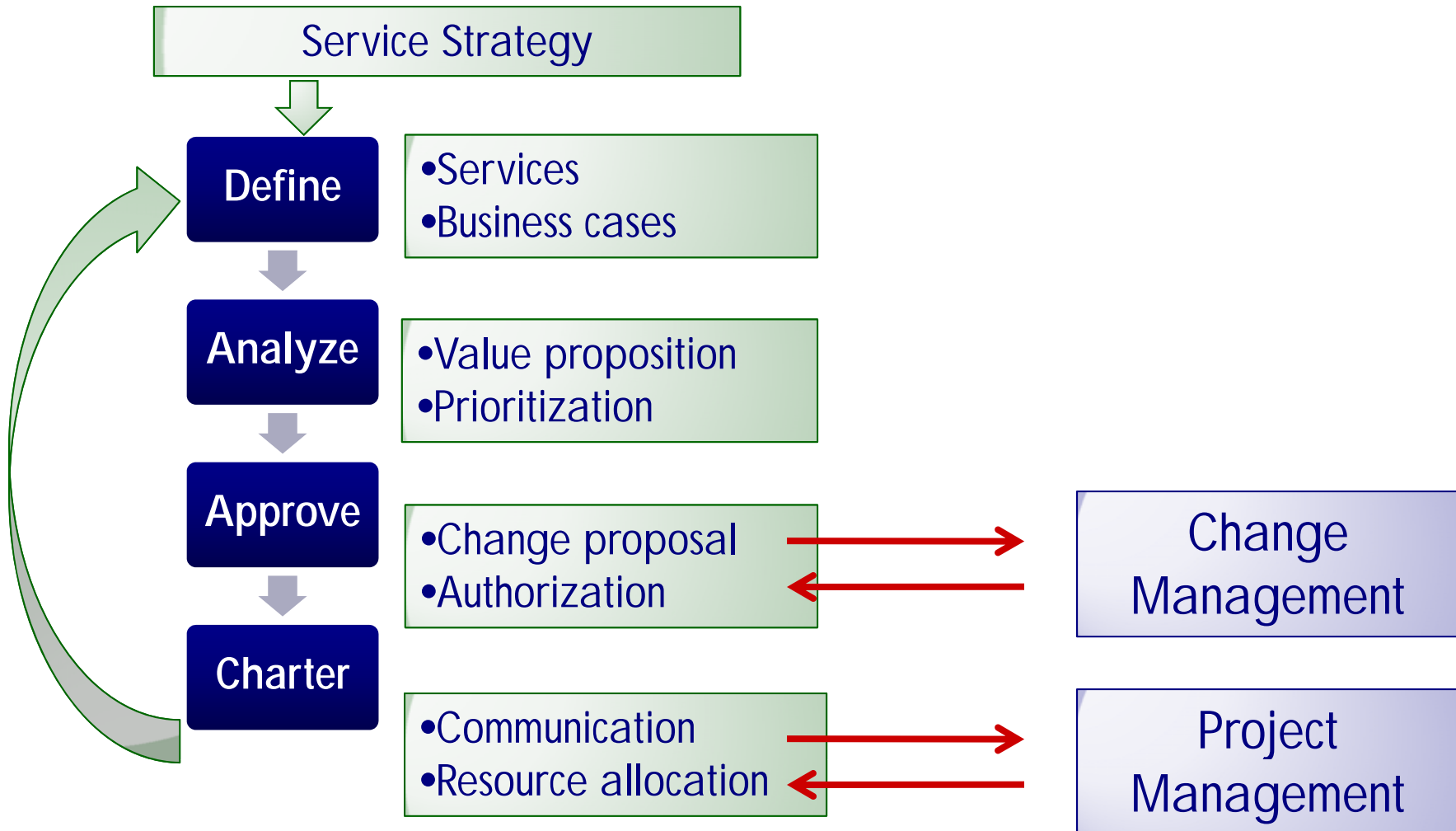
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Business Relationship Management (BRM) Purpose and Scope

BRM's purpose is two-fold

- Establish and maintain a business relationship between service provider and customer

- Identify customer needs and ensure service provider is able to meet those needs

The scope of BRM focuses on the relationship between the service provider and its customers and the customers' level of satisfaction. Other processes focus on the services themselves and the extent to which they meet the stated requirements.

BRM/Service Level Management (SLM) Differences

BRM	SLM
• Establish and maintain business relationship • Identify customer needs (utility and warranty) • Ensure service provider can meet needs	• Negotiate service level agreements (warranty terms) with customers • Ensure all SM processes, operational level agreements and contracts are appropriate for the agreed service level targets
Focus • Strategic and tactical	Focus • Tactical and operational
Primary measure • Customer satisfaction (including willingness to recommend service to others)	Primary measure • Achieving agreed levels of service (which leads to customer satisfaction)

BRM is the primary process for strategic communication with customers for all service provider departments, including application development.

Service Design

Service Design Updates

- **Improved consistency relative to the five aspects of Service Design**
- **Refined descriptions of the Service Catalog and associated statuses**
- **New process**

Service Design Processes

Service Strategy | Service Design | Service Transition | Service Operation

Service Design

- Design Coordination
- Service Catalog Management
- Service Level Management
- Availability Management
- Capacity Management
- IT Service Continuity Management
- Information Security Management
- Supplier Management

Continual Service Improvement

Service Portfolio

Service Catalog

Business/ Customers

Service Provider

Suppliers

Design Coordination (1)

Design Coordination ensures Service Design goals and objectives are met by providing and maintaining a single point of coordination and control for all activities and processes within the stage.

- Scope includes
  - ✓ All new or changed service solutions that are being designed for transition into (or out of) the live environment
- Most activities will focus on design efforts that are
  - ✓ Part of a project
  - ✓ Associated with changes of a defined type (e.g., major changes)

Each organization defines the criteria that will determine the level of rigor to be applied in Design Coordination for each design.

Design Coordination (2)

For the overall service design lifecycle stage

Define and maintain policies and methods

↓

Plan design resources and capabilities

↓

Coordinate design activities

↓

Manage design risks and issues

↓

Improve service design

For each design

Plan individual designs

↓

Coordinate individual designs

↓

Monitor individual designs

↓
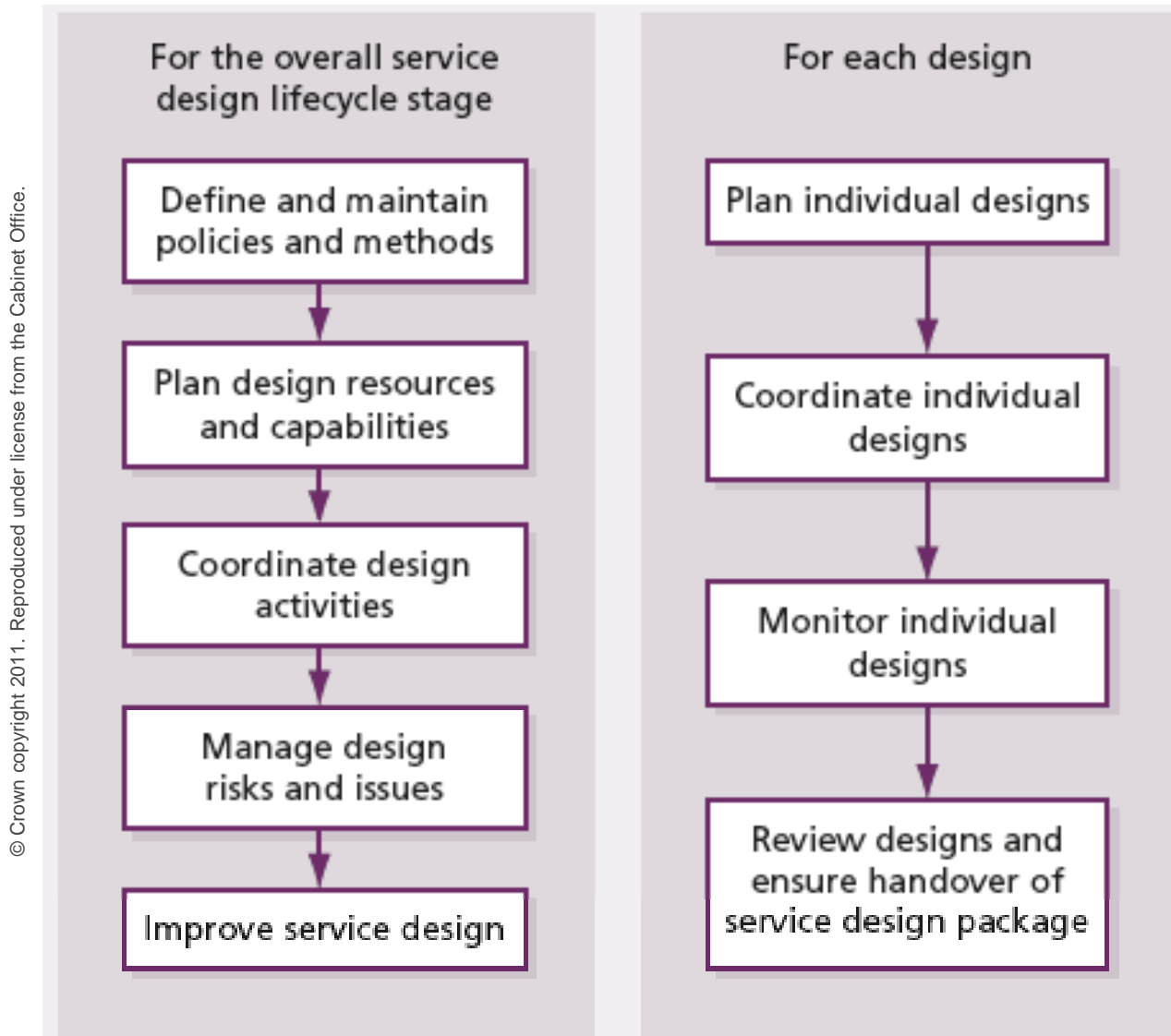
Review designs and ensure handover of service design package

Service Transition

Service Transition Updates

- **Change Management**
  - ✓ Refined flowchart
  - ✓ Refined description of change proposals
- **Improved descriptions**
  - ✓ Configuration item
  - ✓ Configuration management system
  - ✓ Service knowledge management system
- **Evaluation renamed to Change Evaluation**
- **High-level process flow added to Release and Deployment Management**
- **Additional language regarding Service Asset Management**
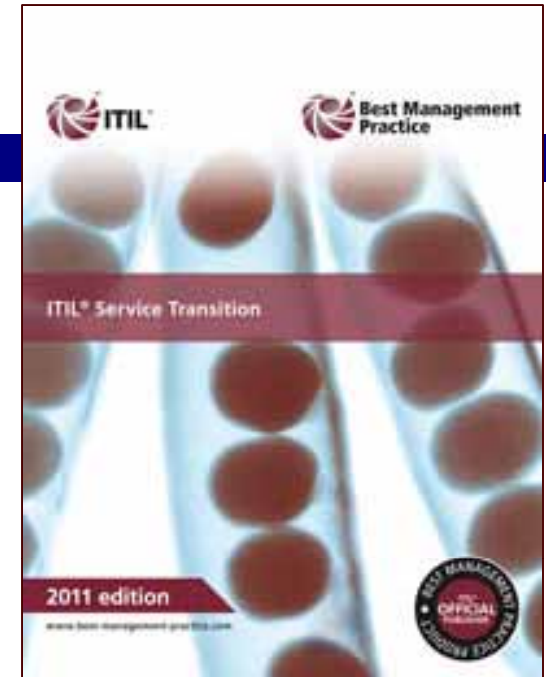
Service Transition Processes

Service Strategy	Service Design	Service Transition	Service Operation

Continual Service Improvement

Service Transition

Transition Planning and Support
Change Management
Service Asset and Configuration Mgmt
Change Evaluation
Service Validation and Testing
Release and Deployment Management
Knowledge Management

Service Portfolio

Service Catalog

Business/ Customers

Service Provider

Suppliers

Service Operation

Service Operation Updates

- **Refined process flows**
- **New process flows**
  - ✓ Access Management
  - ✓ Request Fulfillment
- **Improved descriptions**
  - ✓ Service requests
  - ✓ Request models
  - ✓ Event filtering and correlation
- **Procedure added for incident matching**
- **Additional problem analysis techniques**
- **Clarification regarding Application Management and Application Development**

Service Operation Processes

| Service Strategy | Service Design | Service Transition | Service Operation |

Service Operation

Event Management
Incident Management
Problem Management
Request Fulfillment
Access Management
Service Desk Function
Technical Management Function
Application Management Function
IT Operations Management Function

Continual Service Improvement

Service Portfolio

Service Catalog

| Business/ Customers | Service Provider | Suppliers |

Continual Service Improvement

CSI Updates

- **Refinements to Seven-step Improvement process**
- **CSI Model renamed CSI Approach**
- **New concept – CSI Register**
  - ✓ Database or structured document used to record and manage improvement opportunities throughout their lifecycle
- **Service measurement and reporting represented as principles**

CSI Processes

Service Strategy	Service Design	Service Transition	Service Operation

Service Operation

Seven-step Improvement

Continual Service Improvement

Service Portfolio

Service Catalog

Business/ Customers	Service Provider	Suppliers

Want to Learn More?

Master

ITIL
Expert

ISO/IEC 20000
Foundation

Complementary Course
1 credit

Certified Process
Design Engineer
(CPDE)

Complementary Course
1.5 credits

5 credits

Managing Across the Lifecycle (MALC)

3 credits each

CSI

SO

ST

SD

SS

4 credits each

Service Offerings and Agreement (SOA)

Release, Control and Validation (RCV)

Planning, Protection and Optimization (PPO)

Operational Support and Analysis (OSA)

Lifecycle Stream

Capability Stream

2 credits

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V3 Foundation

Questions?

ITSM Academy Affiliates

Visible OPS

From Help Desk to Service Desk

Defining Your Service Catalog

Certified Process Design Engineer (CPDE)

ITIL SOA

ITIL PPO

ITIL RCV

ITIL OSA

ITIL Service Strategy

ITIL Managing Across the Lifecycle (MALC)

ITIL Service Design

ITIL Service Transition

ITIL Service Operation

ITIL Continual Service Improvement

Service Transition Overview

Service Operation Overview

Implementing & Improving

Executing & Optimizing

ITSM ACADEMY
...educate & inspire®

Assigning Dynamic Roles and Responsibilities

Leading Organizational Change

The Basics

ITIL Foundation

ISO/IEC 20000 Foundation

Apollo 13 Simulation

MOF Foundation

ITIL Executive Overview

Customer Service Excellence

ITIL Overview

ITSM Leadership Skills

Building Blocks of Process Design

ISO/IEC 20000 Overview

Solid colored boxes represent accredited certification courses.
Grey boxes represent non-certification courses including workshops and simulations.
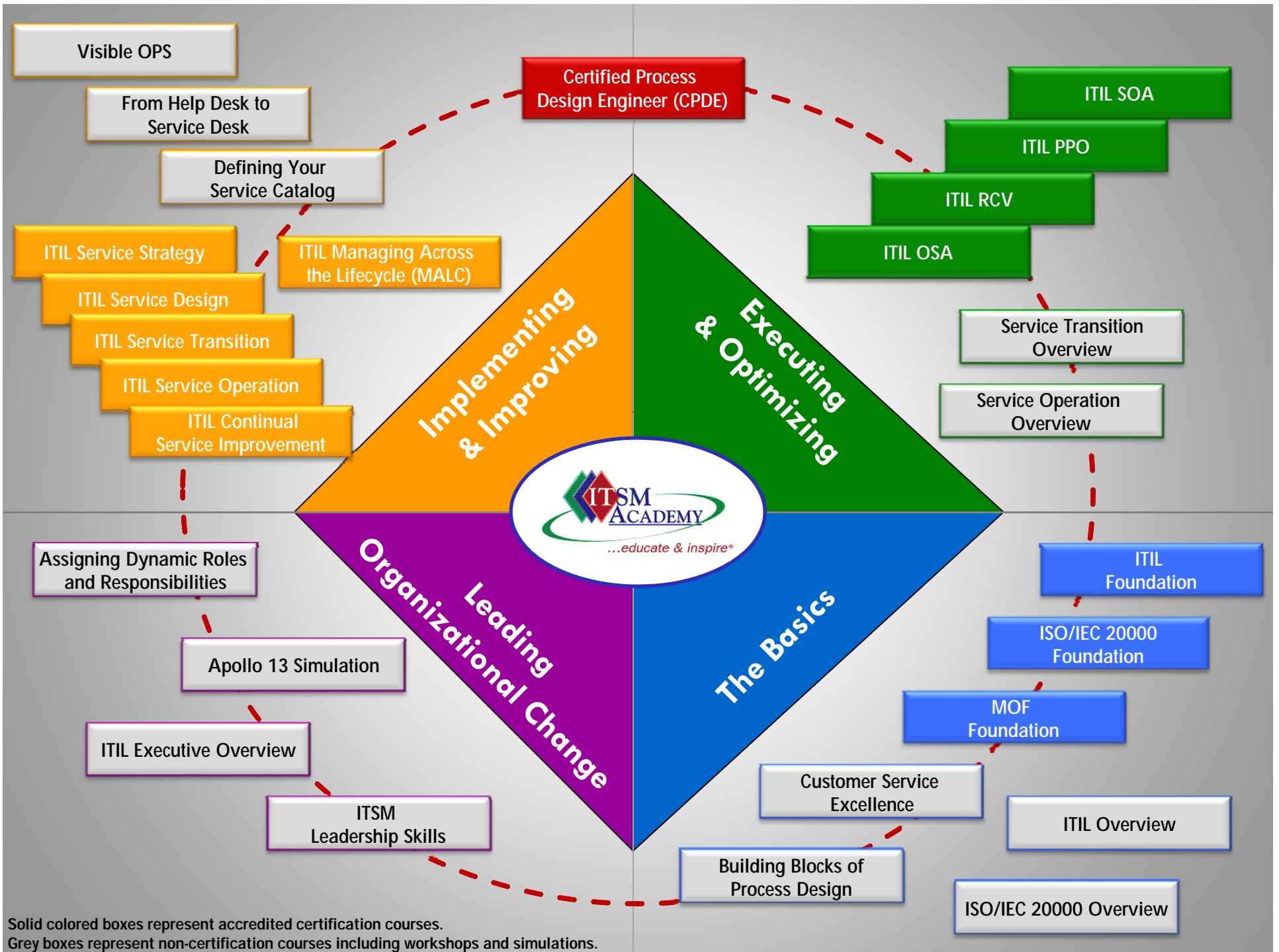
IT Service Management Professional (ITSMP)® Diplomas

ITSM Academy is Licensed by the Commission for Independent Education, Florida Department of Education, offering occupational ITSMP® Diplomas.

On our website, this symbol

indicates courses which accrue clock hours toward a Diploma as:

- **Change Manager**
- **Support Manager**
- **Service Level Manager**

Achieved by earning 168 or more clock hours by completing
2 Required Courses, 2 Concentration Courses, 2 Electives and 1 Final Project

| ITSMP Change Manager Diploma (164 clock hours) | ITSMP Support Manager Diploma (164 clock hours) | ITSMP Service Level Manager Diploma (164 clock hours) |

❖ REQUIRED ❖

IT Infrastructure Library (ITIL®) V3 Foundation (22 clock hours)

Certified Process Design Engineer (CPDE)® (38 clock hours)

Final Project (4 clock hours)

❖ CONCENTRATION ❖
map to the diplomas above

.... Implementing ....

| Service Transition (22 clock hours) | Service Operation (22 clock hours) | Continual Service Improvement (22 clock hours) |

.... Executing ....

| Release, Control and Validation (38 clock hours) | Operational Support and Analysis (38 clock hours) | Service Offerings and Agreements (38 clock hours) |

❖ ELECTIVES ❖
choose 2

| ISO/IEC 20000 Foundation (22 clock hours) | Microsoft Operations Framework Foundation (22 clock hours) | Leadership Skills for the ITSM Professional (22 clock hours) |