Welcome!

ITIL 2011 Explained

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ITSM Academy
About ITSM Academy

Accredited Education

✓ Certified Process Design Engineer (CPDE®)
✓ ITIL® Foundation
✓ ITIL Capability (OSA| PPO| RCV| SOA)
✓ ITIL Lifecyde (SS| SD| ST| SO| CSI)
✓ ITIL Managing Across the Lifecyde (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!
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.
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 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
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

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

<table>
<thead>
<tr>
<th>BRM</th>
<th>SLM</th>
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<tbody>
<tr>
<td>• Establish and maintain business</td>
<td>• Negotiate service level agreements</td>
</tr>
<tr>
<td>relationship</td>
<td>(warranty terms) with customers</td>
</tr>
<tr>
<td>• Identify customer needs (utility and</td>
<td>• Ensure all SM processes, operational</td>
</tr>
<tr>
<td>warranty)</td>
<td>level agreements and contracts are</td>
</tr>
<tr>
<td>• Ensure service provider can meet needs</td>
<td>appropriate for the agreed service level</td>
</tr>
<tr>
<td></td>
<td>targets</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td><strong>Focus</strong></td>
</tr>
<tr>
<td>• Strategic and tactical</td>
<td>• Tactical and operational</td>
</tr>
<tr>
<td><strong>Primary measure</strong></td>
<td><strong>Primary measure</strong></td>
</tr>
<tr>
<td>• Customer satisfaction (including</td>
<td>• Achieving agreed levels of service (which</td>
</tr>
<tr>
<td>willingness to recommend service to</td>
<td>leads to customer satisfaction)</td>
</tr>
<tr>
<td>others)</td>
<td></td>
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*BRM is the primary process for strategic communication with customers for all service provider departments, including application development.*
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

Continual Service Improvement

Service Design

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

Business/Customers  Service Provider  Suppliers

Service Portfolio  Service Catalog

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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**
  - 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 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

Service Transition

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

Continual Service Improvement

Service Portfolio
Service Catalog

Business/Customers
Service Provider
Suppliers

© ITSM Academy
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/Customer

Service Provider

Suppliers

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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

Business/Customers  Service Provider  Suppliers

Service Portfolio  Service Catalog
Want to Learn More?

**Master**
- **ITIL Expert**

**Certified Process Design Engineer (CPDE)**
- Complementary Course 1.5 credits

**Managing Across the Lifecycle (MALC)**
- 5 credits

**ISO/IEC 20000 Foundation**
- Complementary Course 1 credit

**CSI**
- Planning, Protection and Optimization (PPO)
- Release, Control and Validation (RCV)
- Operational Support and Analysis (OSA)

**SS**
- Operational Support and Analysis (OSA)

**SD**
- Service Offerings and Agreement (SOA)

**ST**
- Planning, Protection and Optimization (PPO)

**SO**
- Operational Support and Analysis (OSA)

**Lifecycle Stream**
- 3 credits each
- **V3 Foundation**
- 2 credits

**Capability Stream**
- 4 credits each

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Questions?
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

- **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)