

# ITIL® 4

## Vernon Lloyd



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# The marketing messages from AXELOS

- ❖ ITIL 4 expands on previous versions by providing a practical and flexible basis to support organizations on their journey to the new world of digital transformation. It provides an end-to-end IT/digital operating model for the delivery and operation of tech-enabled products and services and enables IT teams to continue to play a crucial role in wider business strategy
- ❖ ITIL 4, through its framework, helps organizations to connect and align these different challenges that are relevant not only to ITSM professionals, but also to a wider range of professionals working in the digital world

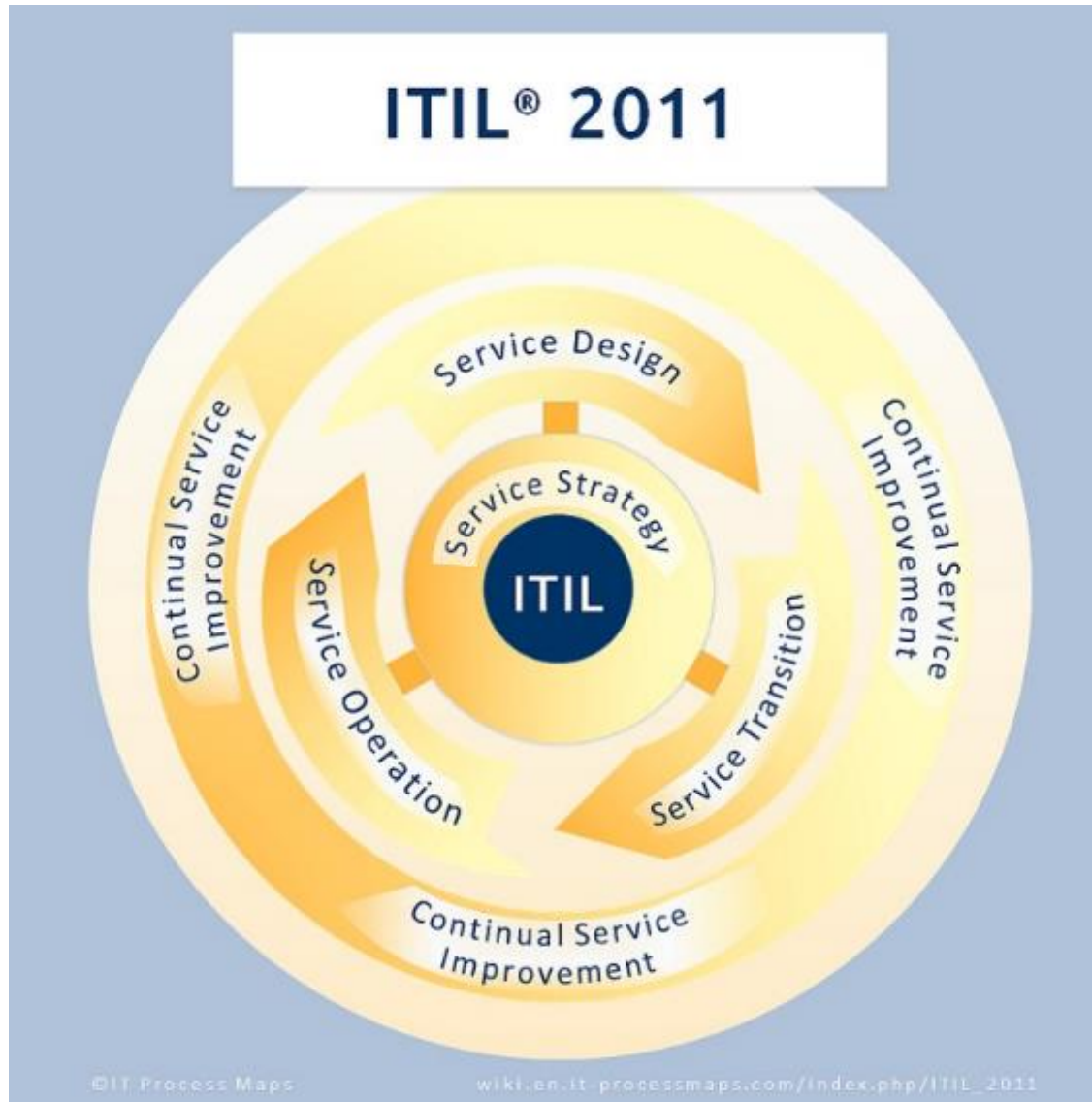


- ❖ One of the first messages that AXELOS heard from the ITIL community was

Don't fix that which  
isn't broken



# There is still reference to some of this



# What has been removed?

- **The service lifecycle**
  - **Processes**
- **Quite a lot of detail**
  - **The exam structure**



**Or is it?**



**Sometimes you just have  
to let go of what's gone,  
appreciate what still  
remains, and look forward  
to what's COMING NEXT.**

**WWW.LIVELIFEHAPPY.COM**

**LOOK  
WHAT'S  
NEW!**



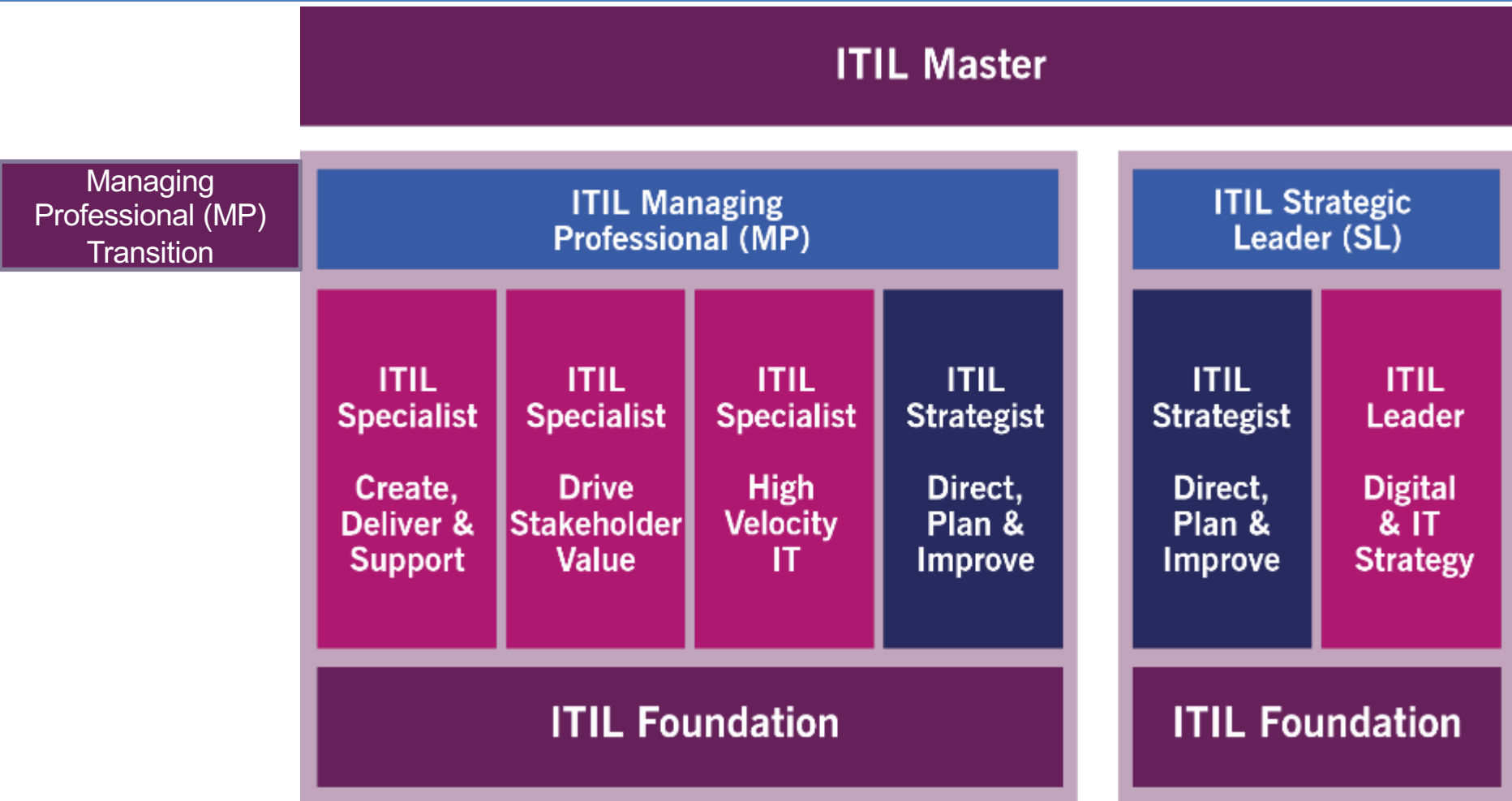
# Publications

- ❖ 6 new publications
- ❖ 34 other documents initially





# Now like this - ITIL 4 Certification and publications



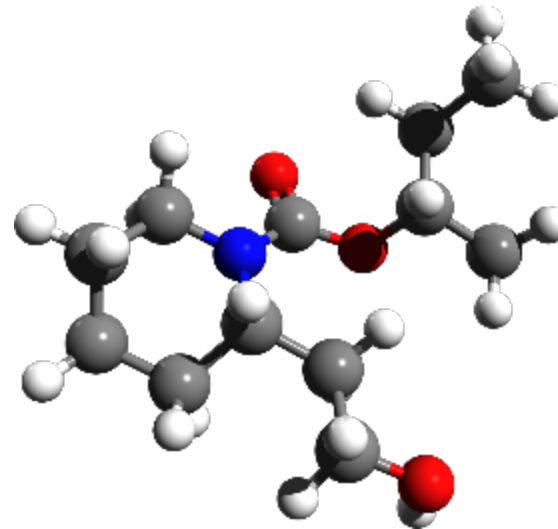
# First Publication - Foundation

❖ Published in April 2019

❖ Content

– The structure of ITIL

- Guiding principles
- Service Value System
- Service Value Chain
- Four Dimensions
- 34 Practices



# The 7 ITIL Guiding Principles

Focus on  
Value

Start where  
you are

Progress  
iteratively  
with feedback

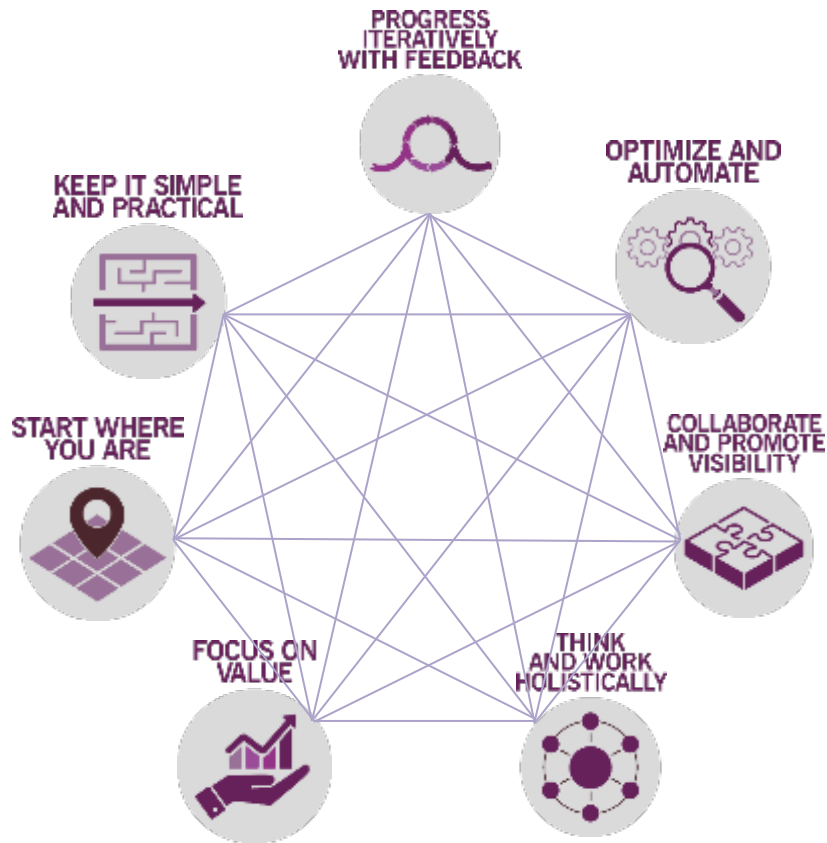
Collaborate  
and promote  
visibility

Think and  
work  
holistically

Keep it  
simple and  
practical

Optimise and  
automate

# The ITIL guiding principles



- ❖ They are not independent of each other
  - Think about all of them, each time you need to
    - Make a decision
    - Prioritise work
    - Review improvement opportunities
    - Resolve a conflict
  - Sometimes you will decide that only one or two principles apply
    - But you need to consider all of them

# The ITIL guiding principles

## FOCUS ON VALUE



Everything the organization does should link back, directly or indirectly, to value for itself, its customers and other stakeholders.

Understand and identify the service consumer



Understand the consumer's perspective of value



Map value to intended outcomes, which change over time



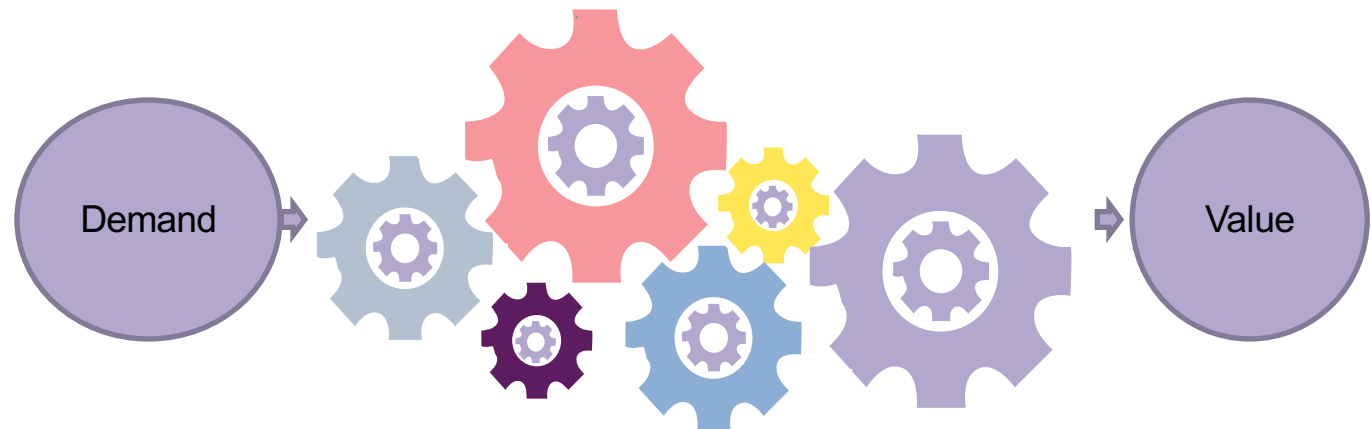
Understand the customer experience (CX) and/or user experience (UX)

# The ITIL guiding principles

THINK  
AND WORK  
HOLISTICALLY



A holistic approach to service management requires an understanding of how all the parts of an organization work together in an integrated way



# The ITIL Service Value System

The ITIL service value system (SVS) describes how all the components and activities of the organization work together as a system to enable value co-creation

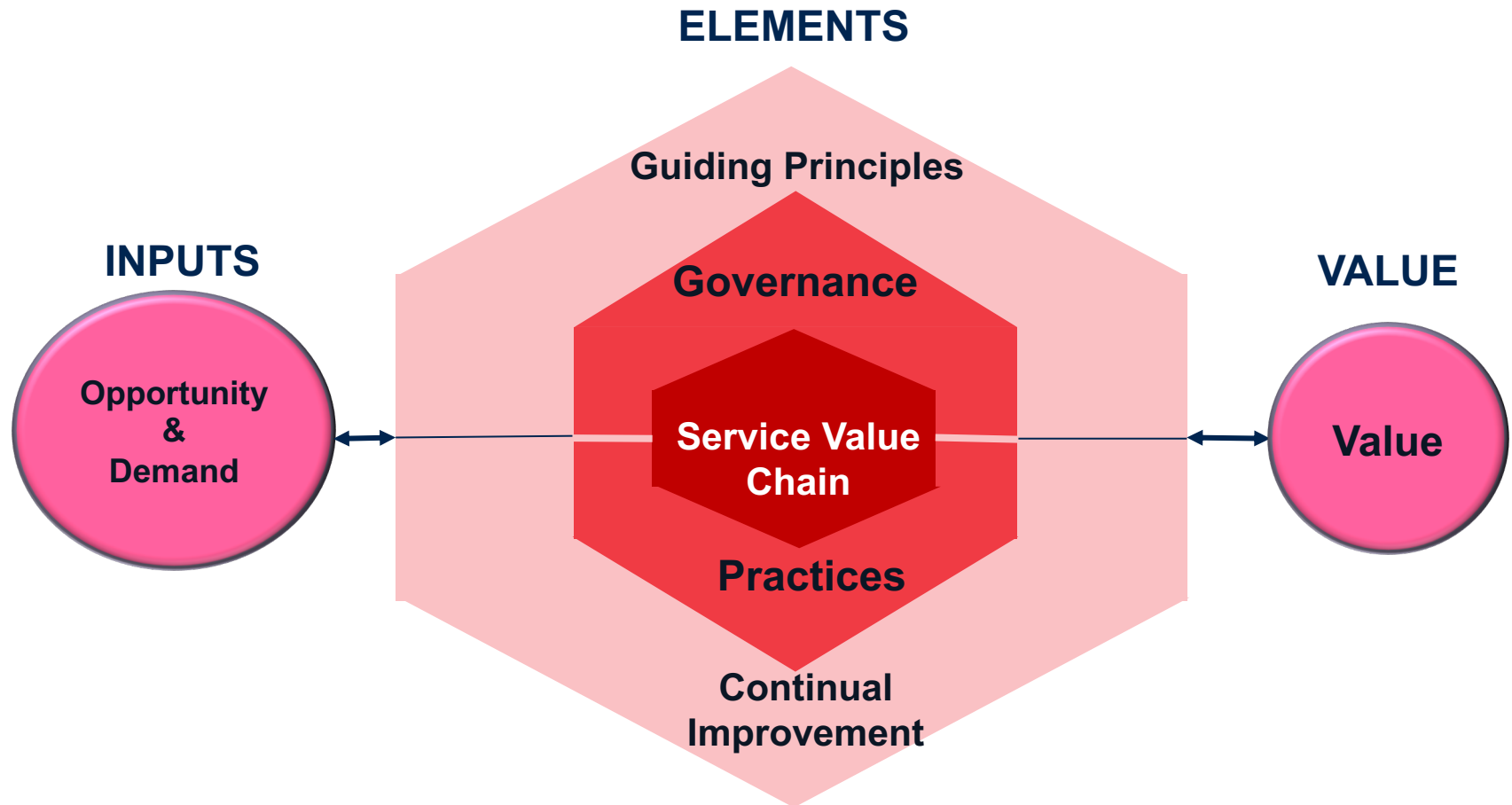
Specifically architected to enable flexibility and discourage siloed working



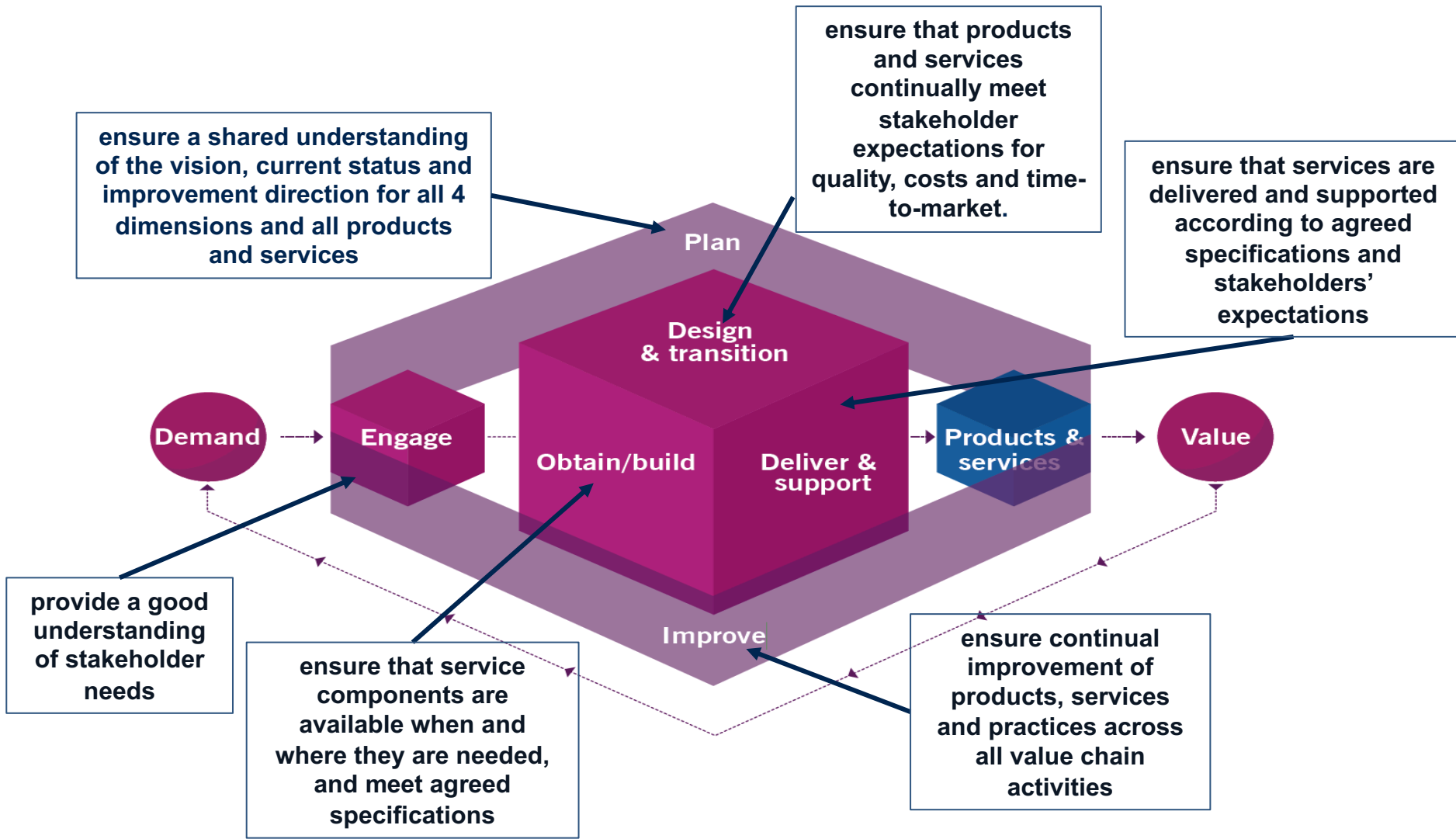


# The ITIL Service Value System

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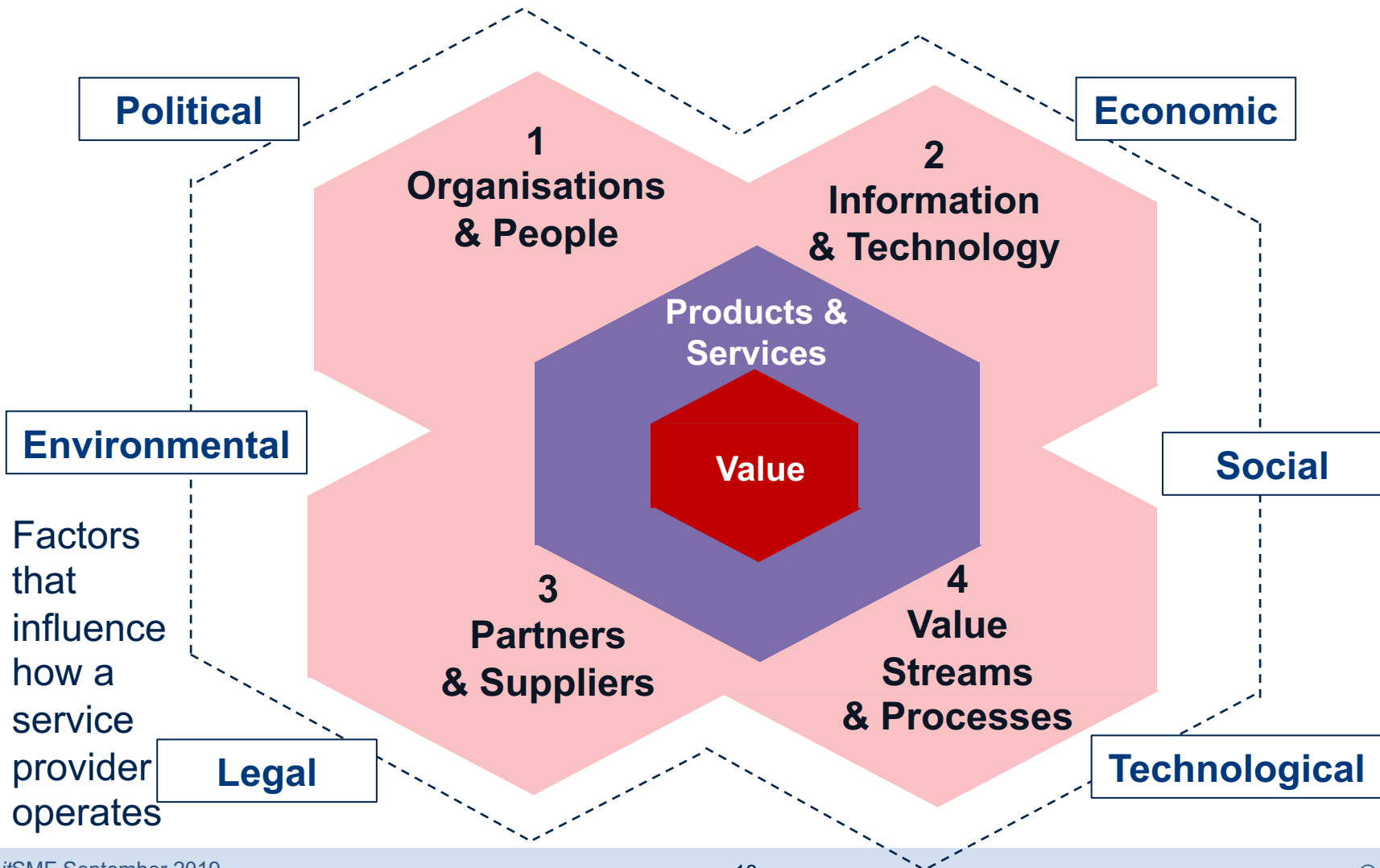


# The ITIL Service Value Chain



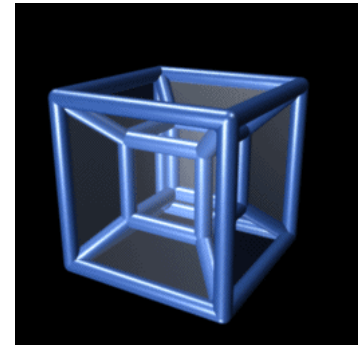
# 4 Dimensions of Service Management

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# 4 Dimensions of Service Management

- ❖ The 4 dimensions support a holistic approach to service management
- ❖ Collectively critical to the effective and efficient facilitation of value for customers and other stakeholders in the form of products and services.
- ❖ The four dimensions represent perspectives which are relevant to the whole service value system.



# Practices – the messages from AXELOS

- ❖ What is currently known in ITIL 2011 as “processes” are being expanded to consider other elements such as culture, technology, information and data management, and more. This holistic vision of a way of working is known as a “practice” in ITIL 4, and forms a fundamental part of the ITIL 4 framework
- ❖ The ITIL practices described in ITIL 4 will maintain the value and importance provided by the current ITIL processes, whilst at the same time expand to be integrated to different areas of service management and IT, from demand to value. The ITIL 4 framework will reinforce a flexible and non-siloed approach for the application of ITIL practices

- ❖ A practice is a set of organizational resources designed for performing work or accomplishing an objective
- ❖ These resources are grouped into the four dimensions
- ❖ The ITIL Service Value System includes 34 practices:
  - 14 General management practices – adopted from wider business domain
  - 17 Service management practices – created or adopted from the IT Service Management industry
  - 3 Technical management practices – elevated to the level of a service

# Practices

General Management	Service Management	Technical Management
<ul style="list-style-type: none"> <li>• <b>Continual improvement</b></li> <li>• <b>Information security management</b></li> <li>• <b>Relationship management</b></li> <li>• <b>Supplier management</b></li> <li>• <i>Architecture management</i></li> <li>• <b>Knowledge management</b></li> <li>• <i>Measurement and reporting</i></li> <li>• <i>Organizational change management</i></li> <li>• <b>Portfolio management</b></li> <li>• <i>Project management</i></li> <li>• <i>Risk management</i></li> <li>• <b>Service financial management</b></li> <li>• <i>Strategy management</i></li> <li>• <i>Workforce and talent management</i></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Service desk</b></li> <li>• <b>Incident management</b></li> <li>• <b>Problem management</b></li> <li>• <b>Service request management</b></li> <li>• <i>Change enablement</i></li> <li>• <b>Service level management</b></li> <li>• <b>IT asset management</b></li> <li>• <b>Monitoring and event management</b></li> <li>• <b>Release management</b></li> <li>• <b>Service configuration management</b></li> <li>• <i>Business analysis</i></li> <li>• <b>Service catalogue management</b></li> <li>• <i>Service design</i></li> <li>• <b>Service validation and testing</b></li> <li>• <b>Availability management</b></li> <li>• <b>Capacity and performance management</b></li> <li>• <b>Service continuity management</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Deployment Management</b></li> <li>• <i>Infrastructure and platform management</i></li> <li>• <i>Software development and management</i></li> </ul>



# Second Publication - ITIL Specialist Create Deliver Support

- ❖ Understand how to plan and build a service value stream to create, deliver, and support services
- ❖ Know how relevant ITIL practices contribute to the creation, delivery and support across the SVS and Value streams
- ❖ Know how to create, deliver and support services
- ❖ The evolution of professionalism in IT and service management
- ❖ Prioritizing and managing work



# Create Deliver Support

- ❖ Workforce and Talent Management – New Practice
- ❖ Looks at various aspects
- ❖ Examples
  - Structure
  - Skills –T shaped, Pi shaped etc
  - Emotional Intelligence
  - Culture and improvement
  - Communication

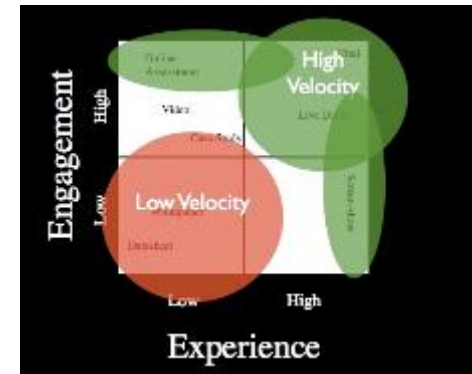


# Third Publication – ITIL Specialist Drive Stakeholder Value

- ❖ Understand how customer journeys are designed
- ❖ Know how to foster stakeholder relationships
- ❖ Know how to shape demand and define service offerings
- ❖ Know how to onboard and offboard customers and users
- ❖ Know how to act together to ensure continual value co-creation (service consumption / provisioning)
- ❖ Some reference to some practices - Relationship Management; Service Level Management; Supplier Management; Business Analyst; Service Catalogue Management; Service Desk

# Fourth Publication - ITIL Specialist High Velocity IT

- ❖ Understand concepts regarding the high-velocity nature of the digital enterprise, including the demand it places on IT
- ❖ Understand the digital product lifecycle in terms of the ITIL 'operating model'
- ❖ Understand the importance of the ITIL Guiding Principles and other fundamental concepts for delivering high velocity IT
- ❖ Reference to practices and how they contribute to HVIT



# Fifth Publication – ITIL Specialist Direct Plan Improve

- ❖ Understand the scope of what is to be directed and/or planned, and know how to use key principles and methods of direction and planning in that context
- ❖ Understand the role of Governance Risk Compliance
- ❖ Understand and know how to use the key principles and methods of Organizational Change Management to direction, planning and improvement
- ❖ Also includes content on continual improvement

# Sixth Publication – ITIL Leader Digital & IT strategy

- ❖ Demonstrates that the professional needs a clear understanding of how IT influences and directs business strategy
- ❖ Recognizes the value of ITIL for all digitally-enabled services
- ❖ Some reference to some practices



# Practice documents

- ❖ All practices will have a document published outlining the objectives and activities of the practices
- ❖ Not as much detail as many of the current processes
- ❖ Much left to your own requirement definition



# Exam relation to ITIL 4 Publications

- ❖ No separate publication for Managing Professional Transition
- ❖ One publication for each of the other ITIL 4 exams although syllabus will not be the whole book
  - Foundation
  - Create, Deliver and Support
  - Drive Stakeholder Value
  - High Velocity IT
  - Direct, Plan and Improve
  - Digital & IT Strategy (for strategic leader, not Managing Professional)
- ❖ Practices published separately but no exams
- ❖ All exams will be 40 question multiple choice

# Scenario – ITIL Customer

- ❖ We have been working on this for 7 years
- ❖ We recognise the ITIL Lifecycle
  - Eg just got sign off to recruit a full time CSI Manager
- ❖ Many of the processes are at an acceptable level of maturity
- ❖ Still have room for improvement Eg
  - Need to get better at Release and Deployment
  - The integration between Change and Asset and configuration management is not as good as we would like it to be
- ❖ Now there is a new version of ITIL.....I want a new job!



# Thank You!

