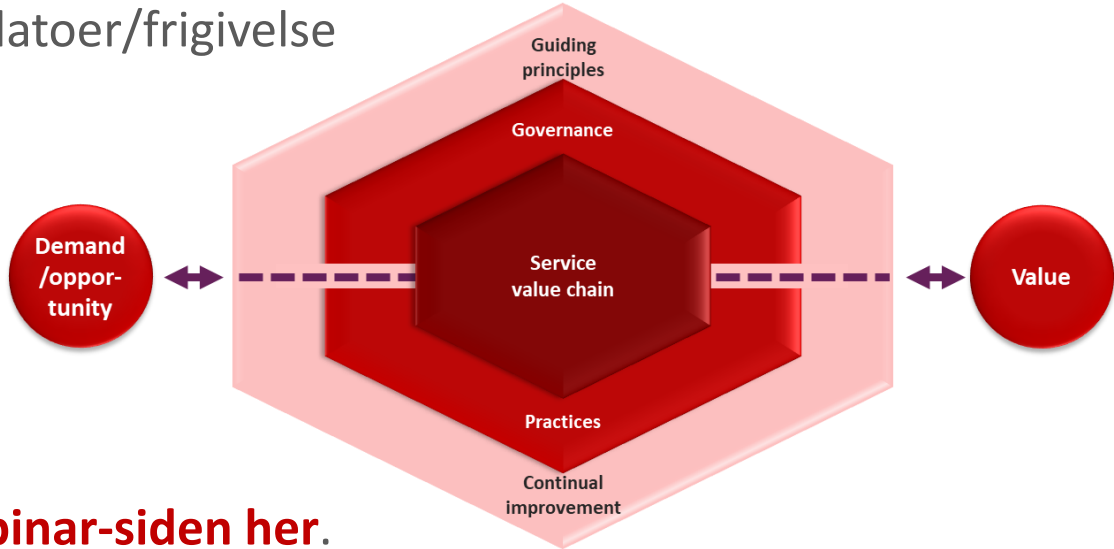# ITIL® 4 Higher Levels

Peopleteam webinar

Agenda

✓ Velkommen og kort intro til ITIL® 4*)

✓ ITIL 4 certification scheme og de nye ITIL 4-titler.
- Direct, Plan & Improve
- Create, Deliver & Support
- Drive Stakeholder Value
- High Velocity IT
- Digital & IT Strategy

Målgruppe
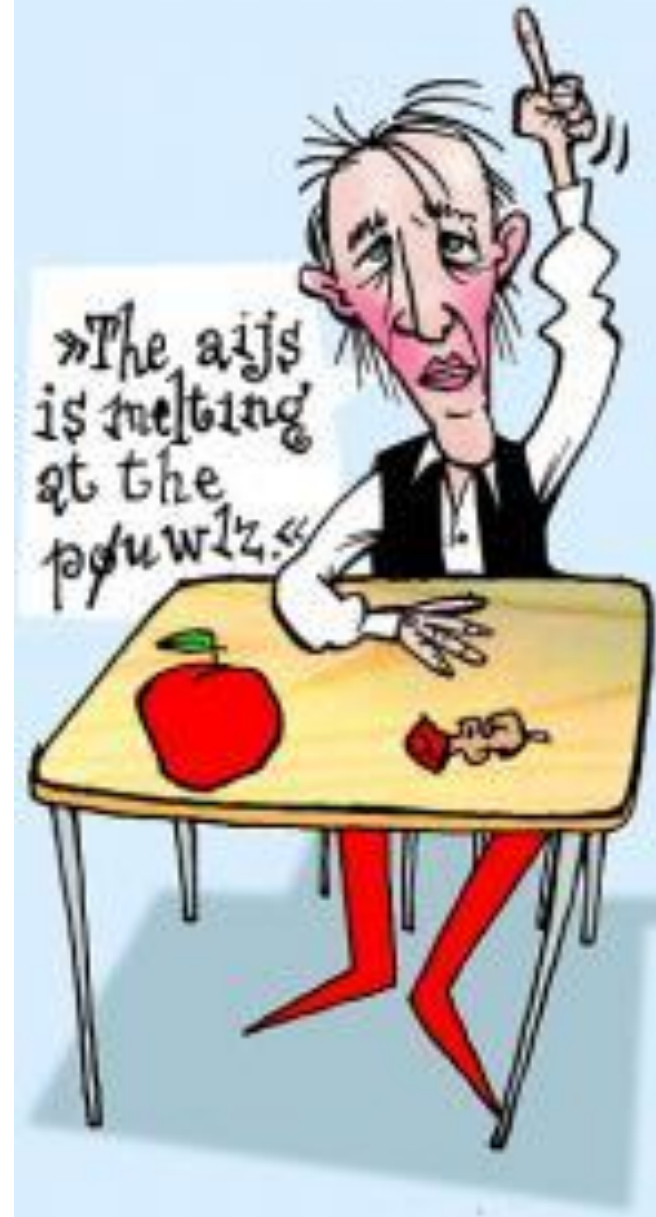Udbytte
Indhold
Kursusdatoer/frigivelse

✓ MarsLander teaser

✓ Tak for i dag

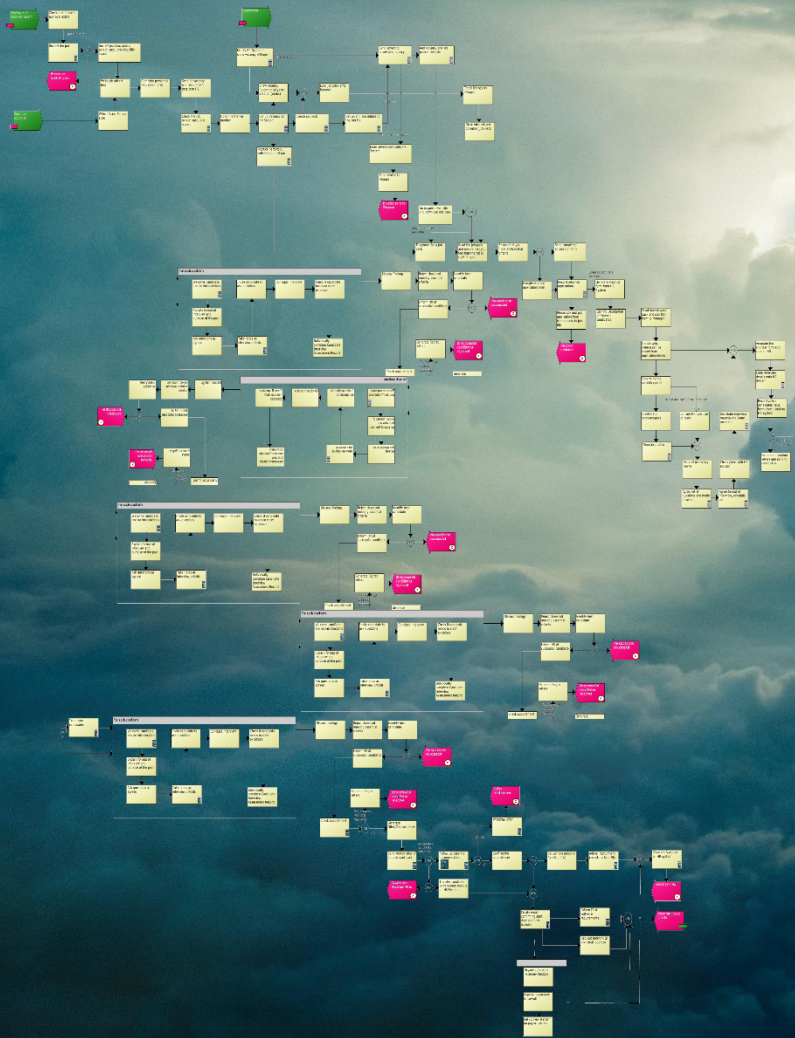*) Husk at se den fulde ITIL 4-intro. **Find den på webinar-siden her**.

DISCLAIMER

- The following presentation er på Danglish
- We apologize for ulejligheden

Fra Service delivery til Co-creation

Moderne service co-creation

Deliver

| Service providers DELIVER services | Active collaboration | Service consumers RECEIVE services |

Feedback

THE NEW
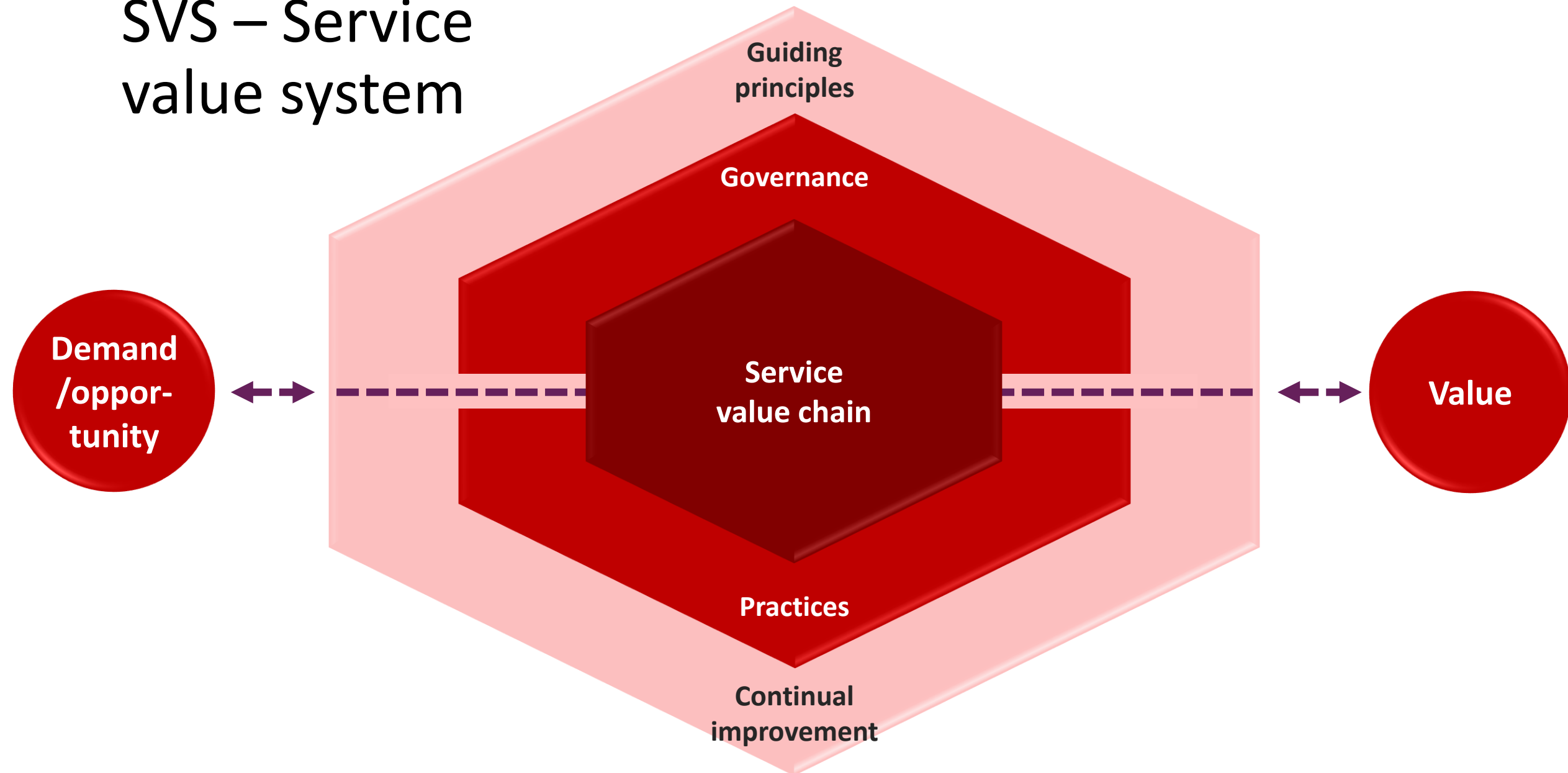
ITIL®

HEAVEN

Demand ???
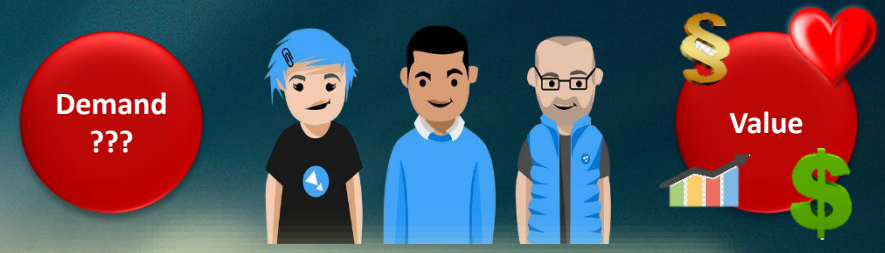
Value

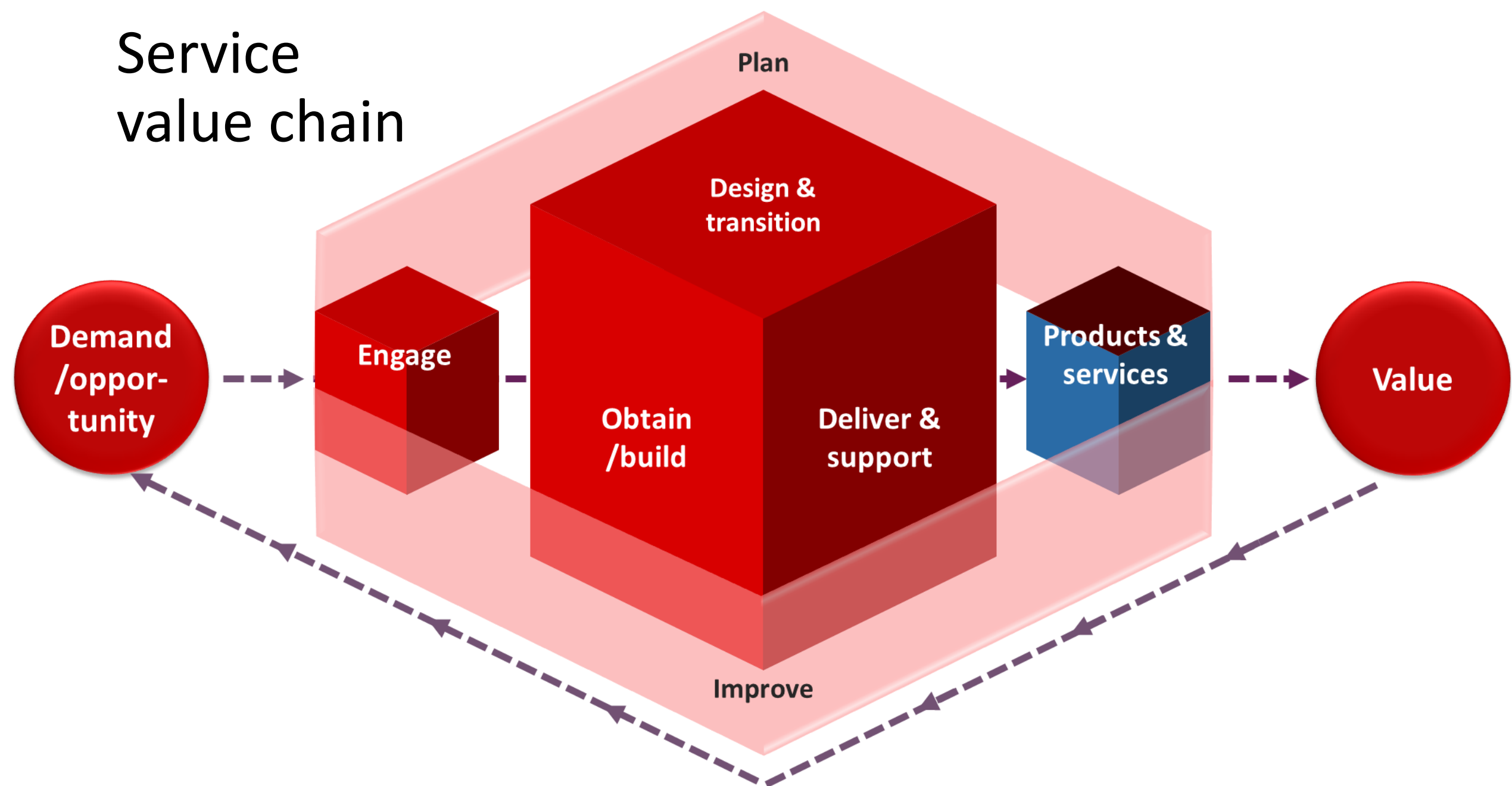Consumers

Outside-in

Inside-out
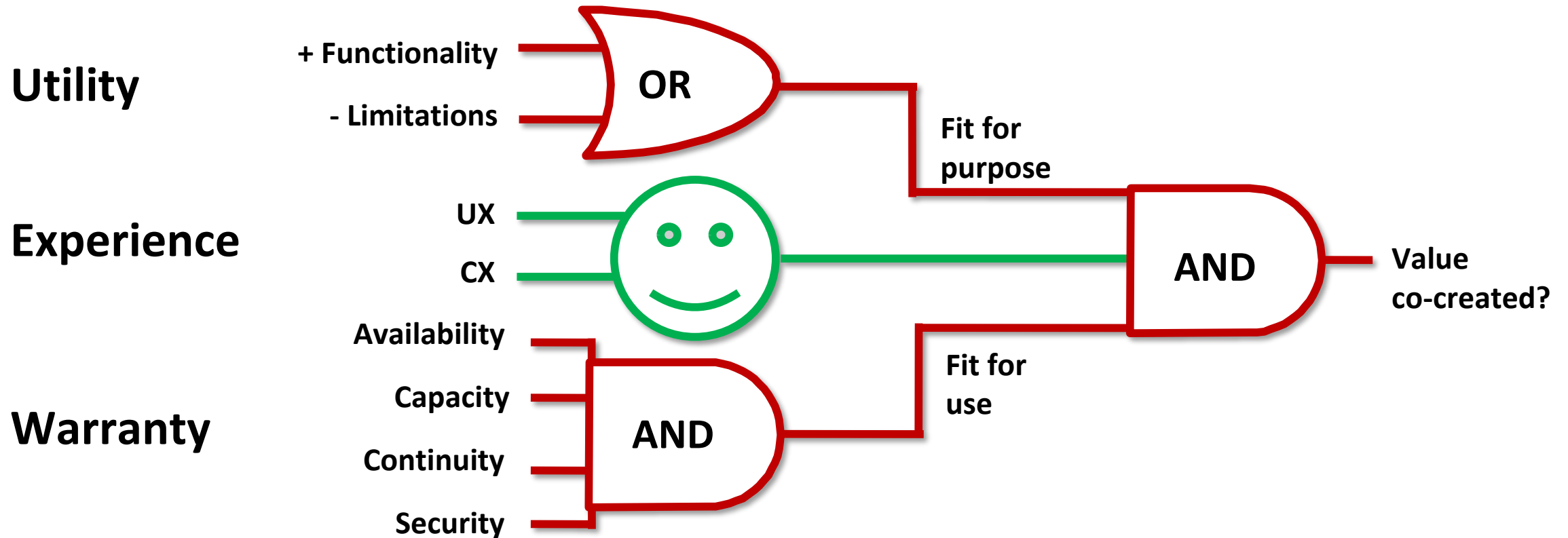
Providers

SVS – Service value system

Service value chain

Value chain activities – hvorfor?

- Plan – ensures a shared understanding of the vision
- Engage – provides a good understanding of stakeholder needs, transparency, and continual engagement with all stakeholders
- Improve – ensures continual improvement of products, services and practices across all activities, services and components
- Obtain/build – ensures that service components are available when/where they are needed, and meet agreed specifications
- Design & transition – ensures that products and services meet stakeholder expectations for quality, costs and time-to-market
- Deliver & Support – ensures that services are delivered and supported according to SLA and stakeholders' expectations

Utility and warranty AND experience!

Utility
+ Functionality
- Limitations
OR

Fit for purpose

Experience
UX
CX

Warranty
Availability
Capacity
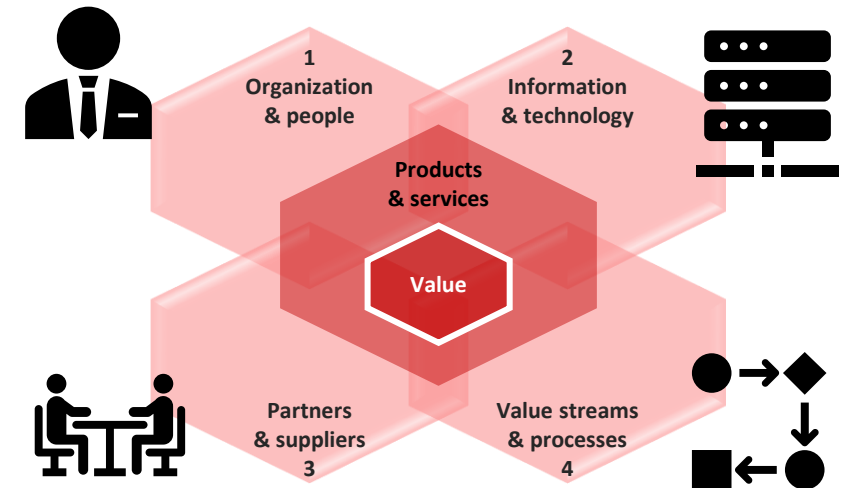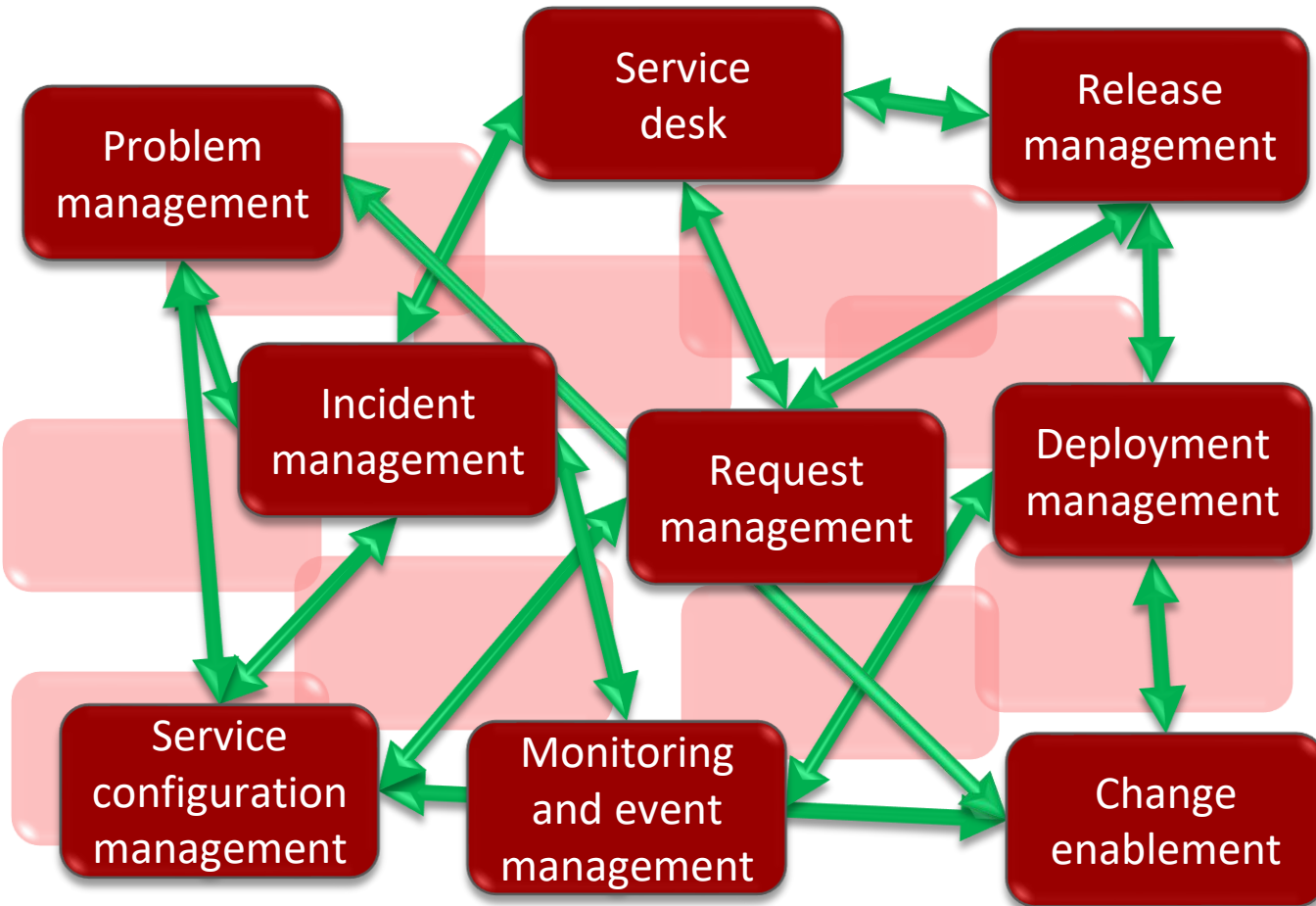Continuity
Security
AND

Fit for use

AND

Value co-created?

ITIL 4 building blocks
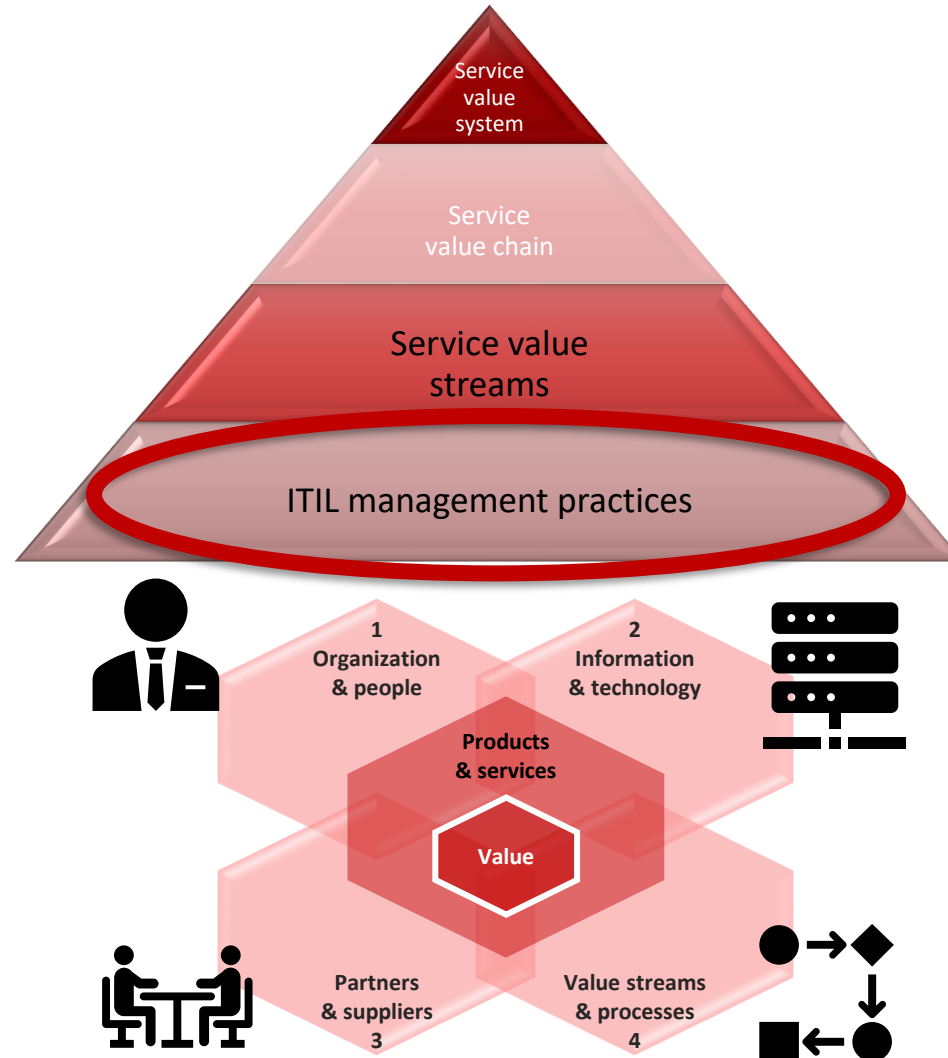
Practices skal integreres og udvikles

Ikke kun processer (og ikke kun enkeltvis)

Problem management

Service desk

Release management

Incident management

Request management

Deployment management

Service configuration management

Monitoring and event management

Change enablement

1 Organization & people

2 Information & technology

Products & services

Value

Partners & suppliers 3

Value streams & processes 4

Generelle management praksisser	v3 proces eller funktion	Service management praksisser	v3 proces eller funktion
Architecture management		Availability management	Availability management
Continual improvement	Continual service improvement	Business analysis	
Information security mgt	Information security management	Capacity and performance mgt	Capacity management
Knowledge management	Knowledge management	Change control	Change management
Measurement and reporting	SLM og event management	Incident management	Incident management
Organizational change mgt	Organizational ch mgt (practitioner)	IT asset management	Serv. asset and configuration mgt
Portfolio management	Service portfolio management	Monitoring and event mgt	Event management
Project management		Problem management	Problem management
Relationship management	Business relationship management	Release management	Release and deployment mgt
Risk management	Risk management	Service catalogue management	Service catalogue mgt
Service financial management	Financial mgt for IT services	Service configuration management	Serv. asset and configuration mgt
Strategy management	Strategy management	Service continuity management	IT Service continuity management
Supplier management	Supplier management	Service design	
Workforce and talent management		Service desk	Service desk
	Design coordination	Service level management	Service level management
	Transition planning and support	Service request management	Request fulfilment/access mgt
	Managing people through ST	Service validation and testing	Service validation and testing

Technical management praksisser	v3 proces eller funktion
Deployment management	Release and deployment mgt
Infrastructure and platform mgt	Technical management
Software development and mgt	Application management

Ny praksis
Større ændringer
Justeringer
Stort set uændret

Vi skal være både
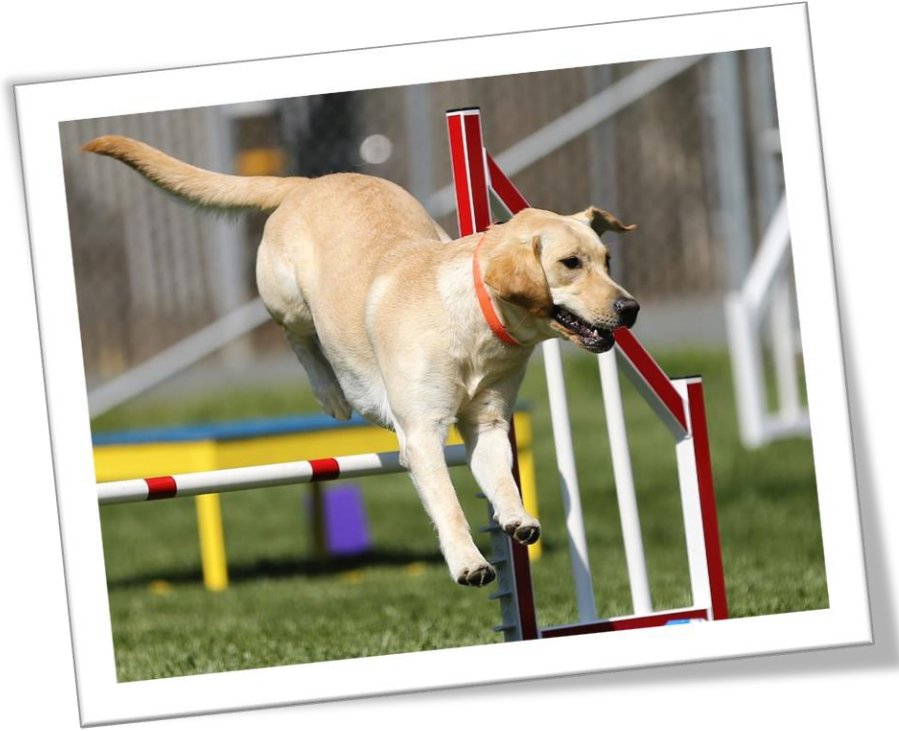
Agile, så vi kan håndtere konstante forandringer

Robuste, så vi kan håndtere konstante forandringer

ITIL® guiding principles

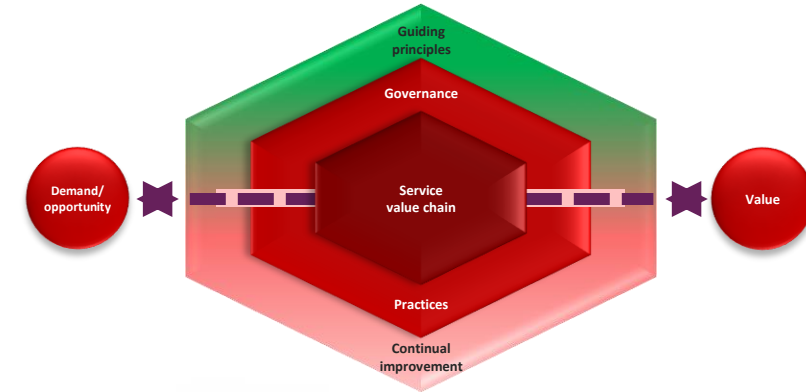| |
|---|
| Focus on value |
| Start where you are |
| Progress iteratively with feedback |
| Collaborate and promote visibility |
| Think and work holistically |
| Keep it simple and practical |
| Optimize and automate |

The agile manifesto

Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan
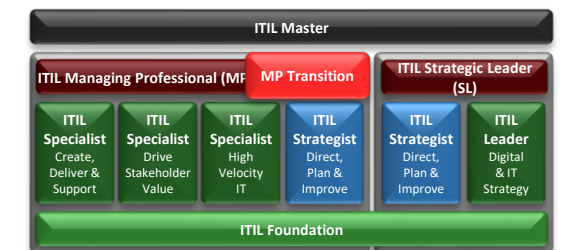
Fra proces til flow

ITIL® certification scheme

ITIL Master

ITIL Managing Professional (MP)	MP Transition	ITIL Strategic Leader (SL)

ITIL Specialist Create, Deliver & Support	**ITIL Specialist** Drive Stakeholder Value	**ITIL Specialist** High Velocity IT	**ITIL Strategist** Direct, Plan & Improve	**ITIL Strategist** Direct, Plan & Improve	**ITIL Leader** Digital & IT Strategy

ITIL Foundation

Create, Deliver and Support (CDS)

3 dage

Learning outcome:

- **Plan and build a service value stream** to create, deliver and support services

- **Know how relevant ITIL practices contribute** to creation, delivery and support across the SVS and value streams
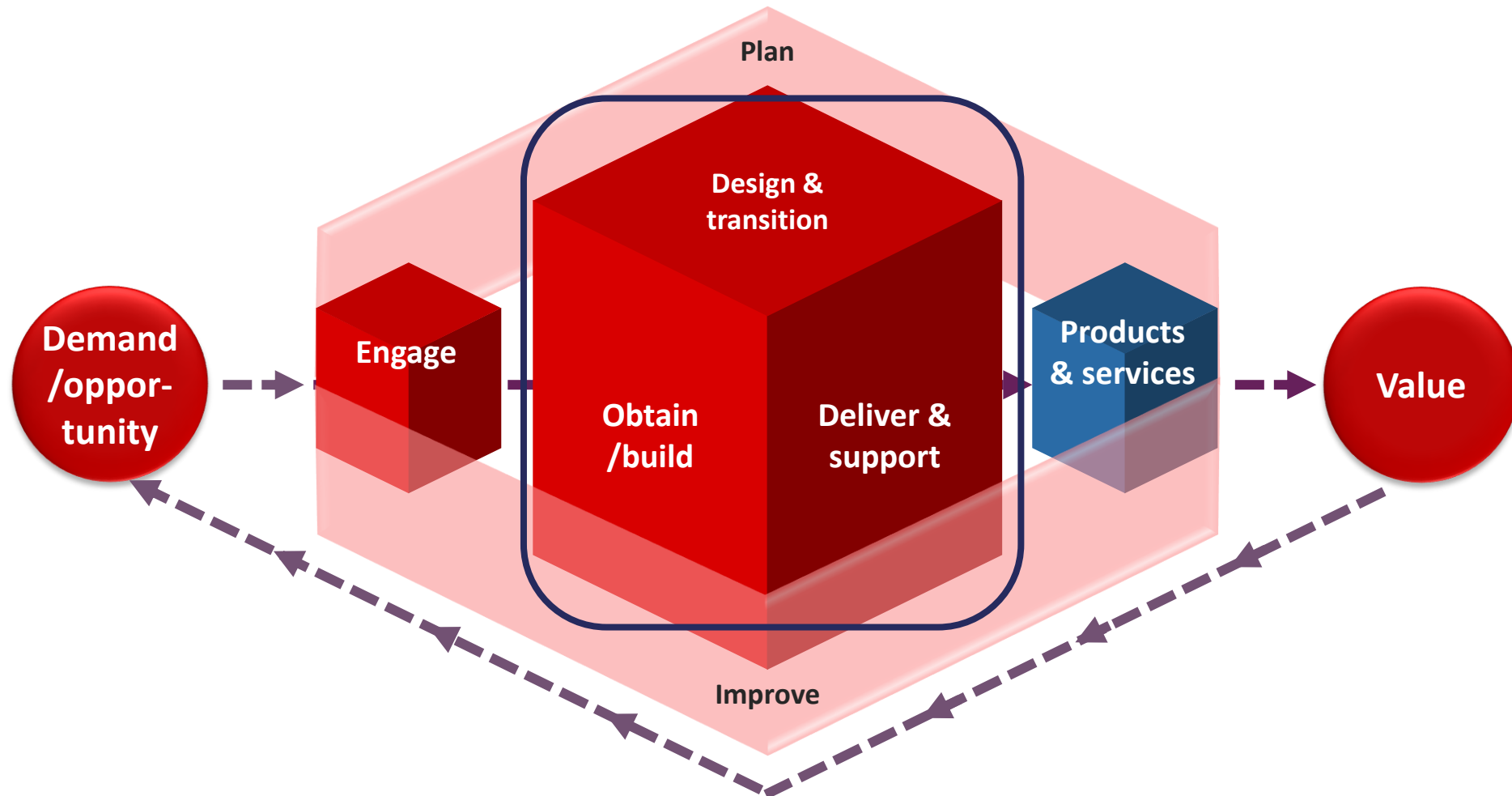
- **Create, deliver and support services**

CDS er for dig, der:

- Arbejder praktisk med **udvikling, drift og support** af digitale services

- Er **serviceejer, service manager eller har service-leveranceansvar**

- Ønsker at blive ITIL 4 Managing Professional

- Er service management konsulent

UDBYTTE

MÅL-GRUPPE

ITIL 4 CDS and the Value Chain

CDS indhold

- Collaborative teams, kultur, kundemindset, medarbejdertilfredshed, positiv kommunikation

- Shift Left

- Ressourcestyring, resultatbaseret måling og rapportering, forbedringskultur

- Teknologi, integration, data, rapportering, analyse, RPA, AI/ML, CI/CD

- Value stream for en ny service, inkl. practices: Service design, Software development and Management, Deployment management Release management, Service Validation and testing, Change Enablement

- Value stream for brugersupport, inkl. practices: Service desk, Incident management, Problem management, Knowledge management, Service level management, Monitoring and event management

- Prioritiering af arbejde, herunder styring af køer og backlogs

- Købe eller bygge, herunder service integration and management (SIAM)

Drive Stakeholder Value (DSV)

3 dage

UDBYTTE

Learning outcome:
- Understand how **customer journeys** are designed
- Target markets and **stakeholders**
- Foster stakeholder **relationships**
- Shape demand and **define service offerings**
- **Align expectations** and agree details of services
- **Onboard and offboard** customers and users
- Act together to ensure **continual value co-creation** (service consumption / provisioning)
- Realise and validate **service value**
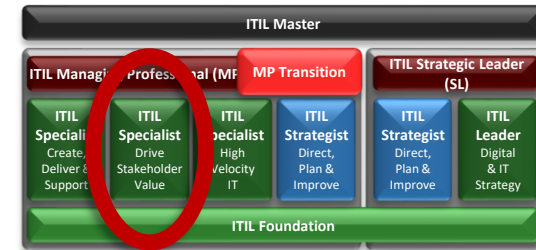
MÅL-GRUPPE

DSV er for dig, der:
- Er ansvarlig for hele eller dele af din virksomheds **kunderejse**
- Er ansvarlig for relationer med kunder og brugere, f.eks. **service level management, service delivery management, service desk**
- Er ansvarlig for at **styre leverandører** for at sikre gnidningsfri digitale services set fra brugernes og kundernes perspektiv
- Ønsker at blive ITIL 4 Managing Professional
- Er service management konsulent

ITIL 4 DSV and the Value Chain
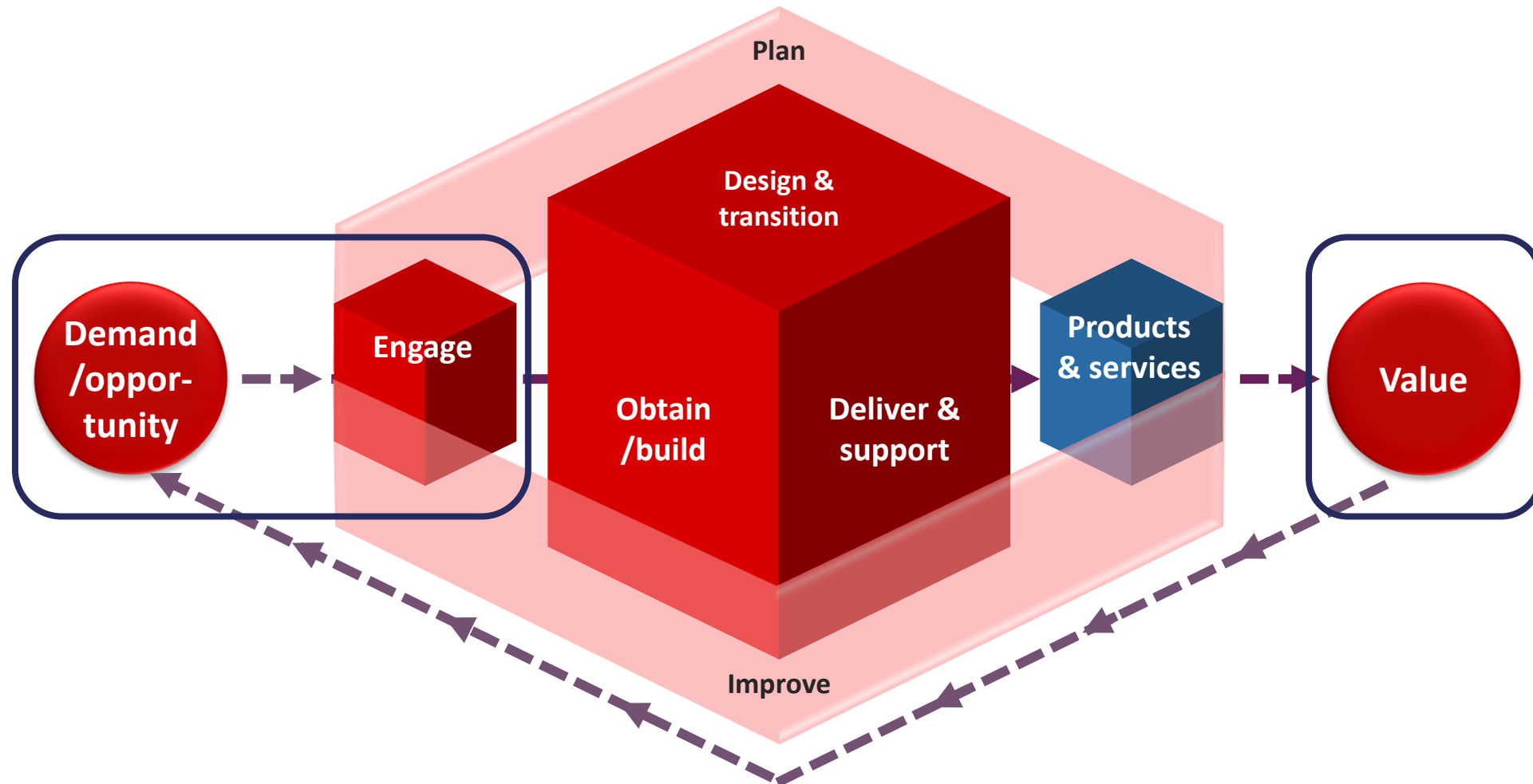
DSV indhold

- Designe og forbedre kunderejsen (customer journey)
- Beskrive og forstå kundens behov og service providers "value proposition"
- "Mutual readiness and maturity", udvikle kunderelationer inkl. "relationship management" and "supplier management" practices
- Designe digitale serviceoplevelser, påvirke og styre behov og muligheder, prioritere krav fra mange stakeholders inkl. "Business analysis" practice
- Forhandling af utility og warranty inkl. "Service level management" practice
- On-/offboarding af kunder/brugere, fælles udvikling af capabilities, inkl. "Service Catalogue management" og "Service desk" practices
- User communities, "Moments of truth" inkl. "Service request management" practice
- Måle og validere "Value", rapportering inkl. "Portfolio management" practice

High Velocity IT (HVIT)

UDBYTTE

Learning outcome:

- The high-velocity nature of the digital enterprise, including **the demand it places on IT**
- The **digital product lifecycle** in terms of the ITIL 'operating model'
- Using the **ITIL Guiding Principles** and other fundamental concepts for delivering high velocity IT
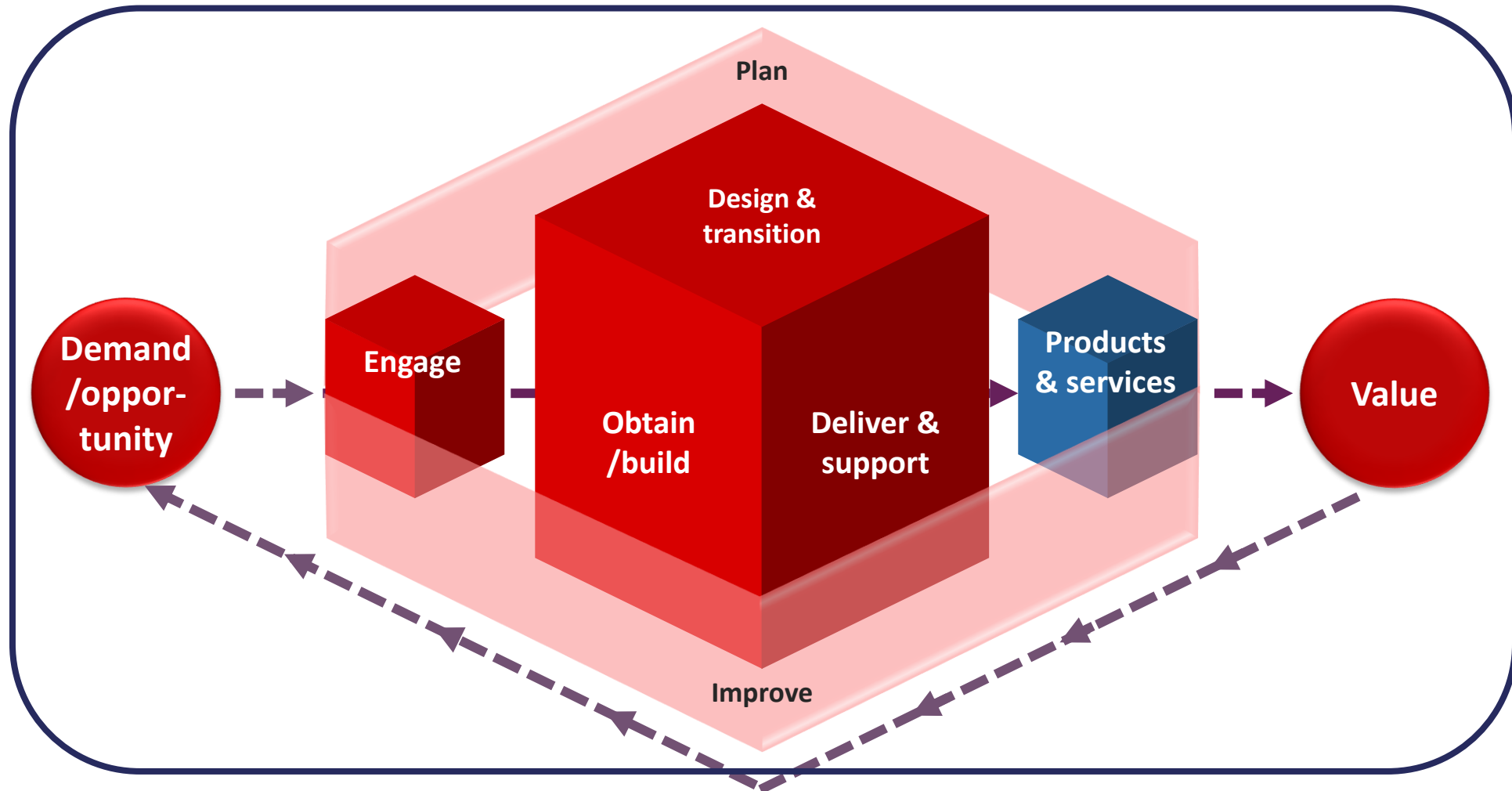- Contributing to achieving value with digital products

MÅL-GRUPPE
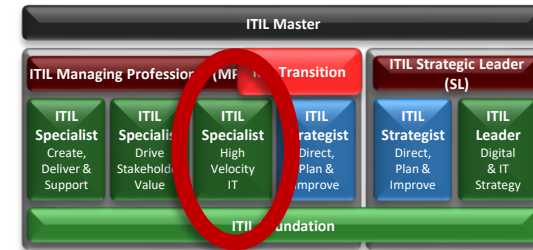
HVIT er for dig, der:

- Er ansvarlig for digitale services, f.eks. IT-leder
- Er ansvarlig for digitale transformationer, f.eks. digitaliseringschef, projektleder m.m.
- Ønsker at blive ITIL 4 Managing Professional
- Er service management konsulent

ITIL 4 HVIT and the Value Chain

HVIT indhold

Digital organization, digital vs IT transformation, digitale produkter og services

Hvornår er det værdifuld og muligt at transformere til HVIT?

Målsætninger: Valuable investments, Fast development, Resilient operations, Co-created valueAssured conformance

HVIT i forhold til de 4 dimensioner, SVS og Service value chain

Koncepter: Ethics, Safety culture, Lean Culture, Toyota Kata, Lean/Agile/Resilient/Continuous, Service-dominant logic, Design thinking, Complexity thinking

Bidrager til: "Help get customers' jobs done", "Trust and be trusted", "Commit to performance", "Deal with uncertainty", "Improve by being inquisitive"

Direct, Plan & Improve (DPI)

3 dage

UDBYTTE

MÅL-GRUPPE

Learning outcome:

- Concepts, principles and methods of Direct, Plan & Improve
- What is to be directed and/or planned?
- The role of GRC (**Governance, Risk, Compliance**) and know how to integrate the principles and methods into the service value system
- Using **continual improvement in practice**
- **Communication and Organizational Change Management**
- **Measurement and reporting**
- How to direct, plan and improve value streams and practices

**DPI er for dig, der:**

- Ønsker at bidrage til at udvikle en **"lærende" organisation**
- Er eller skal være en del af et **"continual improvement team"**
- Er strategisk ansvarlig for **organisationens forbedringer**
- **Arbejder praktisk med forbedringer**
- Ønsker at blive ITIL 4 Managing Professional eller Strategic Leader
- Er service management konsulent

ITIL 4 DPI and the Value Chain
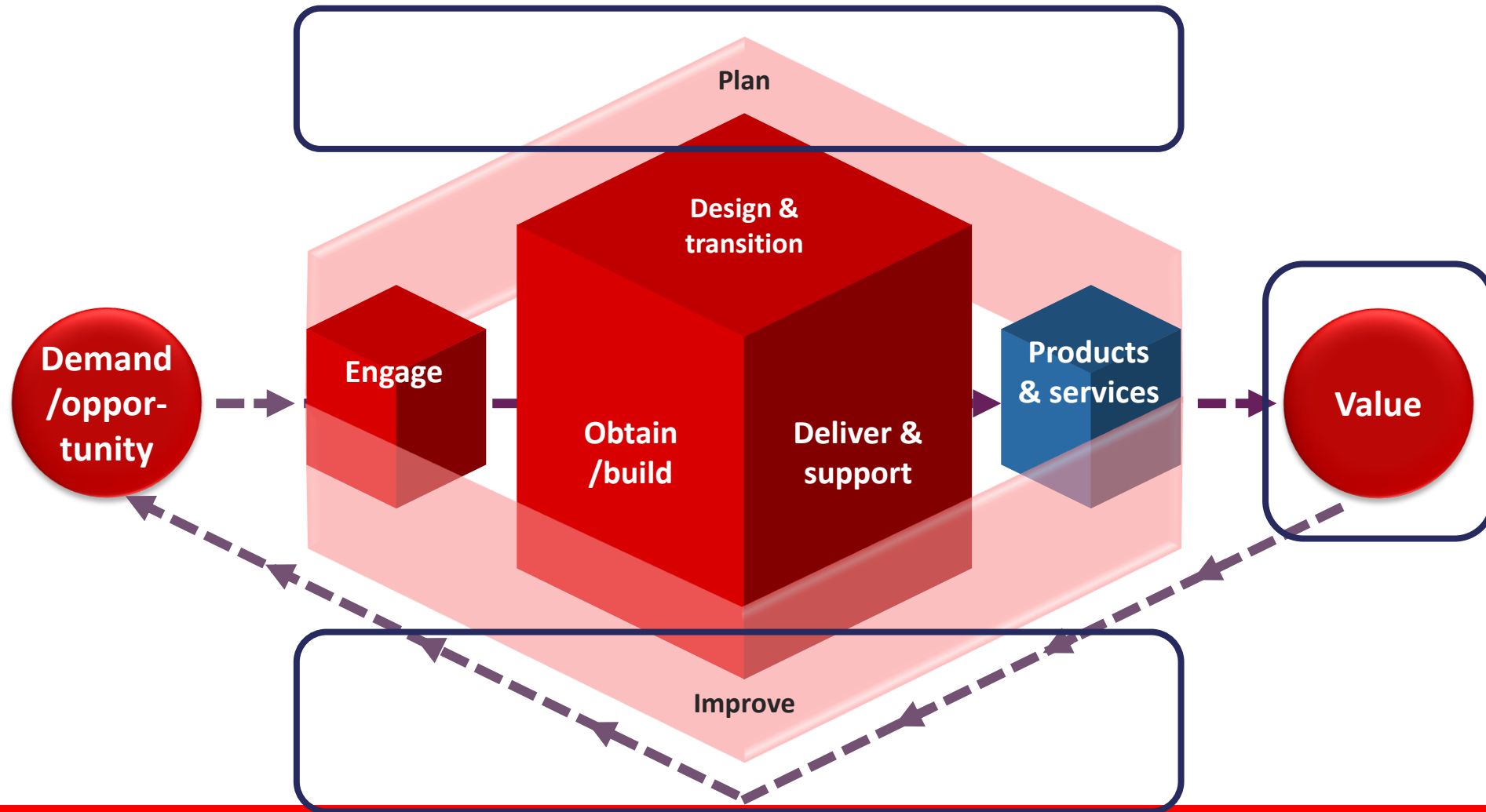
DPI indhold

- Vision and Mission, Strategy, Tactics and Operations, Governance, compliance and management, Policies, Controls and Guidelines
- Value, Outcomes, Costs & Risks
- **Cascade goals** and requirements, define effective **policies, controls and guidelines**, place decision-making authority at the correct level
- Risk and risk management, governance, **sufficient but not excessive controls**
- Assessments, improvement reviews
- Desired outcomes of an improvement **(the 'continual improvement' practice)**
- Build, justify and advocate for a business case
- OCM – **Organizational change management** inkl. "organizational change management" practice
- Managing different stakeholder types and **feedback channels**
- Metrics and measurements
- **Improving** practices and value streams

Digital and IT Strategy (DITS)

? dage

Learning outcome:

- **Alignment** of digital business strategy with IT strategy.
- How to deal with **disruption from new technologies** impacting organizations and how leaders are responding.
- Keep providing **value** to customers AND remaining **competitive**.
- **Elevates ITIL discussion** to a strategic level among leaders and managers.
- Build and implement effective IT and digital strategy that can **tackle digital disruption** and drive success.

UDBYTTE

DITS er for dig, der:

- Er **leder i forretning eller IT** (nu eller i fremtiden)
- Er eller skal være ansvarlig for digitalisering i organisationen
- Ønsker ITIL på den **strategiske dagsorden**
- Ønsker at blive ITIL 4 Strategic Leader
- Er service management konsulent
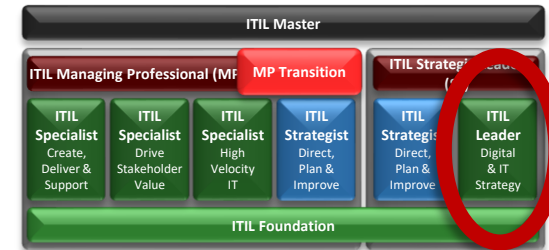
MÅL-GRUPPE

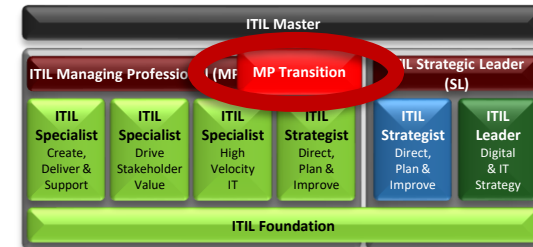# Managing Professional Transition Module (MPT)

UDBYTTE

- Indeholder 5 ITIL 4-certifikater
  - Foundation (2 dage)
  - Create, Deliver & Support (3 dage)
  - High Velocity IT (3 dage)
  - Drive Stakeholder Value (3 dage)
  - Direct, Plan & Improve (3 dage)

MÅL-GRUPPE

- For dig, der:
  - Er ITIL Expert eller
  - Har 17 point i ITIL V3 Qualification Scheme

MPT indhold

- Managing Professional Transition dækker 30% - 40% af
  - Foundation
  - Create, Deliver and Support
  - Drive Stakeholder Value
  - High Velocity IT
  - Direct Plan and Improve

MP Transition

| ITIL Specialist Create, Deliver & Support | ITIL Specialist Drive Stakeholder Value | ITIL Specialist High Velocity IT | ITIL Strategist Direct, Plan & Improve |

ITIL Foundation
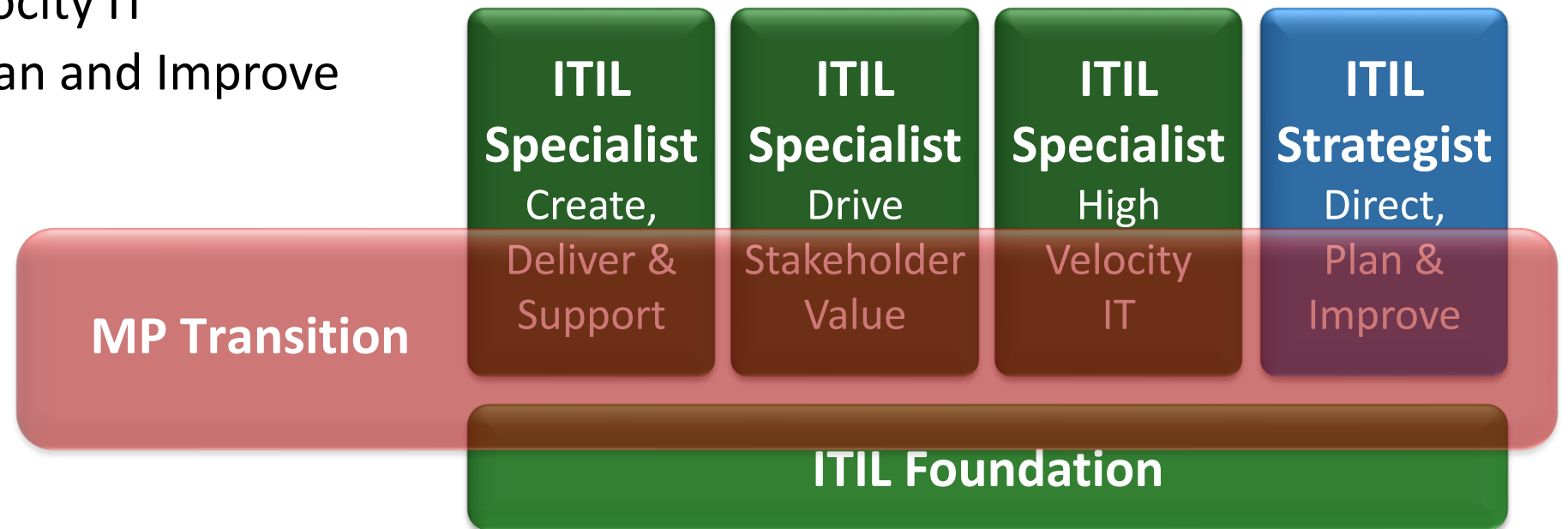
Eksamensform

- Multiple choice
- 40 spørgsmål
- 113 min (90 min + 25% ekstra ved ikke-engelsk modersmål)
- Closed book
- 28 korrekte for at bestå (70%)

Hvad med Master?

ITIL Master

ITIL Managing Professional (MP) | MP Transition | Strategic Leader (SL)

ITIL Specialist Create, Deliver & Support

ITIL Specialist Drive Stakeholder Value

ITIL Specialist High Velocity IT

ITIL Strategist Direct, Plan & Improve

ITIL Strategist Direct, Plan & Improve

ITIL Leader Digital & IT Strategy

ITIL Foundation

1/9/2021
32
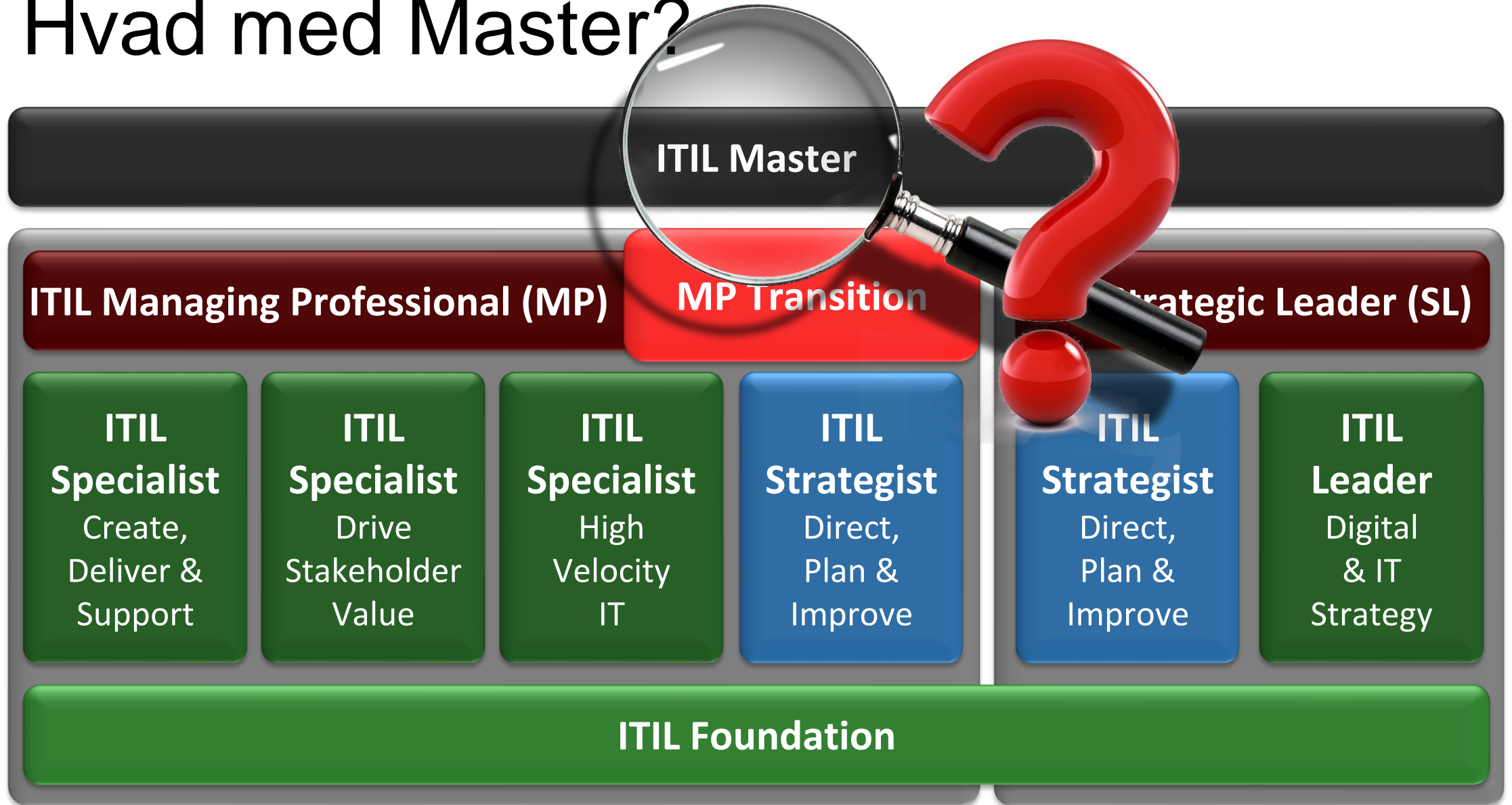
Hvad nu hvis jeg er VILDT interesseret?

ITIL® 4 certificering

Prøv ITIL® 4 på egen krop

Klik

ITIL® certification scheme

ITIL Master

?

ITIL Managing Professional (MP) | **MP Transition** *NU* | **ITIL Strategic Leader (SL)**

ITIL Specialist *NU*
Create, Deliver & Support

ITIL Specialist *Efter-året*
Drive Stakeholder Value

ITIL Specialist *Efter-året*
High Velocity IT

ITIL Strategist *Efter-året*
Direct, Plan & Improve

ITIL Strategist
Direct, Plan & Improve

ITIL Leader *Efter-året*
Digital & IT Strategy

ITIL Foundation *NU*   **ONLINE + PERSONAL STUDY** ✓

MarsLander™

OGSÅ ONLINE ✓

NU

Deltagerne kan opleve

- **Bedre og tættere samarbejde** mellem service desk, drift og interne/eksterne leverandører (f.eks. udvikling)

- **Reagere hurtigere på skiftende behov**

- **Styre indkommende behov/krav** fra forskelligartede kanaler – og håndtere de, der skaber størst værdi for vores interessenter

- En **agil tankegang** forankret i **hele** organisationen

- Synliggøre og **reducere mængden af skjult arbejde**

- Indbygge "**fokus på værdi**" og "**fokus på kunden**" i det daglige arbejde

- Effektivt **reducere arbejdsmængde og spild**

- Effektivt **reducere mængden af incidents**

- **Øge hastigheden** af nye produkter/features

- Opleve ITIL® 4 **i praksis**

Klik for info

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ITIL®

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I DAG

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