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THE ITIL® EXPERT QUALIFICATION: SERVICE STRATEGY CERTIFICATE

The ITIL® Expert Qualification: Service Strategy Certificate – is a free-standing qualification, but also one of six modules that lead to the ITIL Intermediate Expert in IT Service Management. The purpose of this training module and the associated exam and certificate is, respectively, to impart, test, and validate the knowledge on industry practices in service management and strategy as documented in the ITIL Service Strategy Book.

Target Group

The target group of the ITIL® Expert Qualification: Service Strategy Certificate is:

- Individuals who require a deeper understanding of the ITIL® Service Strategy element of the ITIL Service Lifecycle and how it may be implemented to enhance the quality of IT service management within an organisation.
- IT professionals working in roles associated with strategic planning, execution and control within a service-based business model, seeking a deeper understanding of the functions and processes of Service Strategy.
- Individuals seeking the ITIL® Expert in IT Service Management for which this qualification is one of the six prerequisite modules.
- Individuals seeking progress towards the ITIL® Advanced Expert in IT Service Management for which the ITIL® Expert is a prerequisite.
- Individuals who wish to specialise in Service Strategy Capability Area for which this certificate is a prerequisite.

This certificate is also of interest to individuals simply seeking a better grasp of the business fundamentals that drive the need for IT services and justify investments. The Service Strategy Certificate exposes such individuals to essential aspects of Marketing, Finance, Operations, and Organization Management useful to appreciate the concerns of their business counterparts within a service management context.

Learning Objectives

Candidates can expect to gain competencies in the following upon successful completion of the education and examination components related to this certification:

- Leading discussions on Service Strategy
- Defining services and market spaces
- Conducting strategic analysis
- Applying Financial Management
- Managing demand
- Driving strategy through the Service Lifecycle
- Understanding Critical success factors and risks

Prerequisite Entry Criteria



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Candidates wishing to be trained and examined for this qualification must already hold the ITIL® Foundation Certificate in IT Service Management which shall be presented as documentary evidence to gain admission.

Eligibility for Examination

To be eligible for the ITIL® Expert Qualification Service Strategy examination, candidates shall fulfil the following requirements:

- At least 17.5 hours of instruction with an accredited training provider based on this syllabus, as part of a formal, approved training course.

Before taking the course it is recommended though not required that candidates have exposure to basic concepts in IT and related work experience of around two years.

It is also recommended that students should complete at least 21 hours of personal study in preparation for the examination besides the 17.5 contact hours.

Syllabus

The ITIL® Expert Qualification; Service Strategy is awarded to those who complete the following seven units of study and successfully pass the relevant multiple choice examination.

1. Leading discussions on Service Strategy

Core concepts and practices in strategy and organization applied to service management and IT.

2. Defining services and market spaces

Core concepts and practices in internal marketing, business development, and opportunity analysis.

3. Conducting strategic analysis

The Process of conducting strategic analysis with respect to customers, market spaces, and existing capabilities of a service provider.

4. Applying Financial Management

Financial management, investment, and portfolio management concepts, methods, and principles applied to service management.

5. Managing demand

Demand management, profiling, segmentation, and service packaging strategies to effectively serve different types of customer needs and business activity patterns.

6. Driving strategy through the Service Lifecycle



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How Service Strategy is implemented through tactics and operations framed by the Service Lifecycle.

7. Critical success factors and risks

Critical success factors and risks that determine the viability of strategic positions and plans

Examination Format

Exam Type: Complex Multiple choice, multi-part, scenario based, gradient scored questions.

Duration: Maximum **90** minutes.

Prerequisite: ITIL v3 Foundation Certificate or ITIL v2 Foundation plus Bridge Certificate and completion of an accredited Course from an ITIL Accredited Training Provider

Supervised: Yes

Open Book: No

Pass Score: 65%

Distinction Score: 75%

Paper Based Examination

Contact us at:

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