

# Course : ITIL® Product (version 5), PeopleCert certification

English exam

*Practical course - 3d - 21h00 - Ref. I5P*

*Price : 2270 CHF E.T.*

NEW

ITIL® Product (Version 5) provides guidelines for organizations involved in the creation and continuous improvement of digital products through the ITIL® product and service lifecycle model. This course is aimed at professionals who need to manage a digital product from start to finish, from understanding needs and design, to acquisition, construction, transition, operation, delivery and support. The course prepares students for the ITIL® Product (Version 5) advanced certification, which is part of the ITIL® Managing Professional pathway.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the key concepts of digital products and services
- ✓ Explain the scope, purpose, benefits and challenges of the ITIL® Product and Service Lifecycle model
- ✓ Describe how value chain activities support the life cycle of products and services
- ✓ Apply, for each life cycle activity, its purpose, scope, stages, roles, deliverables, critical success factors and metrics
- ✓ Understand how ITIL® management practices support lifecycle activities
- ✓ Implement human-centered design principles, relevant acquisition approaches and associated operational practices
- ✓ Explain how business models, organizational structures and value streams contribute to effective digital product management
- ✓ Understand the contribution of artificial intelligence, automation and complementary frameworks such as DevOps and PRINCE2®.

## PARTICIPANTS

Product managers, product owners, portfolio managers, offer managers and digital service managers. Architects, business analysts, service design managers. Delivery managers, transition managers, operations and support managers. Consultants in digital transformation, product organization and service management. Any professional involved in the creation, delivery, operation, support or continuous improvement of digital products.

## PREREQUISITES

ITIL® Foundation (Version 5) or ITIL® 4 Foundation certification. Experience in digital product management, service management, linejumping or digital transformation will be an asset if you wish to take full advantage of the training.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## Intended audience

Product managers, product owners, portfolio managers, offer managers and digital service managers. Architects, business analysts, service design managers. Delivery managers, transition managers, operations and support managers. Consultants in digital transformation, product organization and service management. Any professional involved in the creation, delivery, operation, support or continuous improvement of digital products.

## Prerequisites

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## Certification

The exam is taken off-line, with individual webcam supervision by the certification body. It consists of a MCQ with 40 questions in English, in 1 hour 30 minutes (plus 22 minutes if the exam is in English and English is not the native language). A minimum score of 65% is required to pass the exam. The voucher is included in the course price.

## Practical details

Please enter the practice description here

## Course schedule

### 1 Introduction

- Positioning ITIL® Product in the ITIL® qualification scheme.
- Module objectives and links with other ITIL® publications.

### 2 Digital products and services

- Definitions and characteristics of digital products and services.
- The ITIL® value system and guiding principles.
- Creating value through service offerings
- Service interactions and value co-creation.
- Stakeholders
- Structure and purpose of the ITIL® product and service lifecycle
- Benefits and challenges of lifecycle management activities from a product supplier perspective.

### 3 Discover

- Purpose and scope of Discover activity
- Application levels: organization, portfolio, product.
- Continuous validation, alignment of product management with strategy.
- Steps, deliverables, critical success factors, metrics
- ITIL® practices associated with the discovery stage
- Best practices for implementation.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 4 Design

- Purpose and scope of Design activity
- Human-centered design principles and the contribution of design thinking
- Prototypes, product specifications and service experience
- Steps, deliverables, critical success factors, metrics
- ITIL® practices associated with the design stage
- Best practices for implementation

## 5 Acquire

- Purpose and scope of activity Acquire
- Approaches to acquiring the necessary resources, components, services and capabilities
- Alignment of suppliers, contracts and resources with product requirements
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the acquisition stage
- Best practices for implementation

## 6 Build

- Transforming specifications into functional solutions
- Development, configuration, integration, validation and testing of product components
- Preparation of documentation for transition, operation, delivery and support
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the construction stage
- Best practices for implementation

## 7 Making the transition

- Smooth introduction of new or modified products into operating environments
- Preparation of production start-ups, change management, releases and deployments
- Onboarding / offboarding suppliers and securing commissioning
- Transition metrics, impact monitoring and stakeholder satisfaction
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the transition stage
- Best practices for implementation

## 8 Operate

- Managing the operation of digital products in a live environment
- Monitoring, reliability, performance, information security and event management
- Operations management in line with product roadmap and service commitments
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the operating stage
- Best practices for implementation

## 9 Supply

- Provision of services defined by service level agreements and SLAs
- Onboarding / offboarding users and organizing service interactions
- Different delivery approaches: app-centric, service actions, asset transfer, partners
- Link between service quality, user experience, feedback and improvement
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the supply stage
- Best practices for implementation

## 10 Support

- Purpose of support in the product and service life cycle
- Incident management, problem analysis, known errors and improvement loops
- Processing operational trends and capitalizing on them for continuous improvement
- Steps, deliverables, success factors and metrics
- ITIL® practices associated with the support stage
- Best practices for implementation

## 11 Lifecycle management

- End-to-end lifecycle management
- Distribution of responsibilities via operational models
- The role of value flows, organizational structure and technological enablers
- Value Stream Mapping
- Success factors for effective digital product management
- The continuous improvement model
- Product management rules
- Influence of AI, automation and AI governance on product management methods and tools

## 12 ITIL® and other frameworks

- Complementarity between ITIL® and DevOps in product and service lifecycle management
- Importance of project management to support changes in the ITIL® value system
- Linking ITIL® and PRINCE2® / PRINCE2 Agile to efficiently deliver products and services

## 13 Course review / exam preparation

- Review of key concepts
- Quizzes and consolidation questions
- Exam preparation
- Mock exam