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Making ITIL® Work for You by VerisVisalign

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Housekeeping Announcements

Evan Carlson
Chief Revenue Officer

- All attendees will be on mute during webinar
- Final Q&A at conclusion of presentations
- Webinar recording will be emailed afterwards

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Today's Speakers

David Shaw
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AGENDA

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- ITIL 4 Overview
- The Evolution of ITIL 3 to ITIL 4
- Why Use ITIL as your IT Service Management Structure
- How to Use ITIL Best Practices
- Questions & Answers

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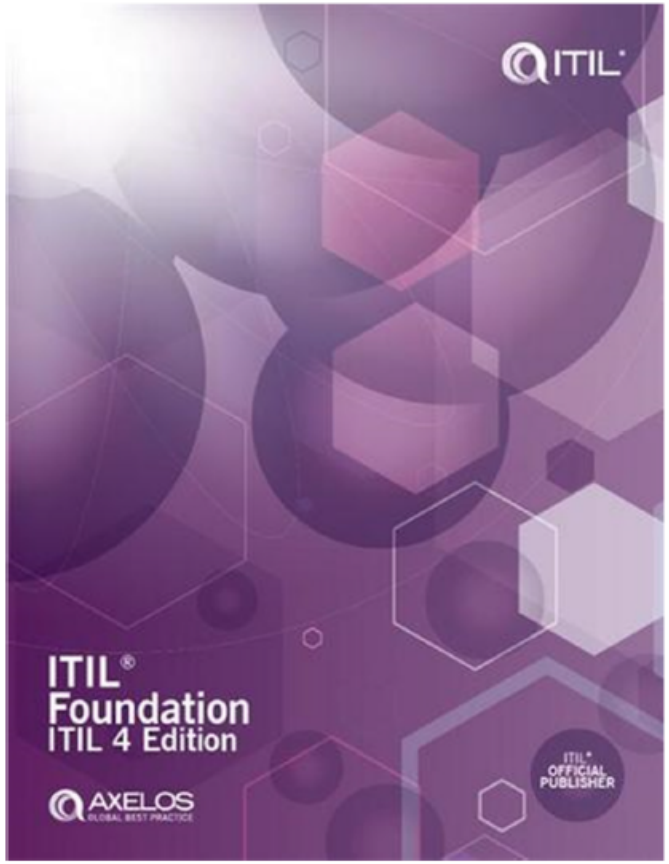
ITIL 4 is Here!

ITIL 4:

- Recognizes that the business landscape is increasingly digital
- Increases focus on:
  - IT strategy
  - Partnerships with customers
  - Models with a ‘marketing’ emphasis
  - Expanding the scope of processes

ITIL 4 Foundation certification classes are available now, and intermediate courses are becoming available



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ITIL 4

- **Purpose:** Provide the latest evolution of best practice guidance for IT Service Management (managing IT-enabled services in today's digital environment)
- Moving from an IT focus to one that addresses:
  - Customer experience
  - End-to-end workflows from demand to value (Value Streams)
  - Co-creating value
  - Interface with other work management models
    - Lean, Agile, DevOps
  - Managing IT services as a strategic capability

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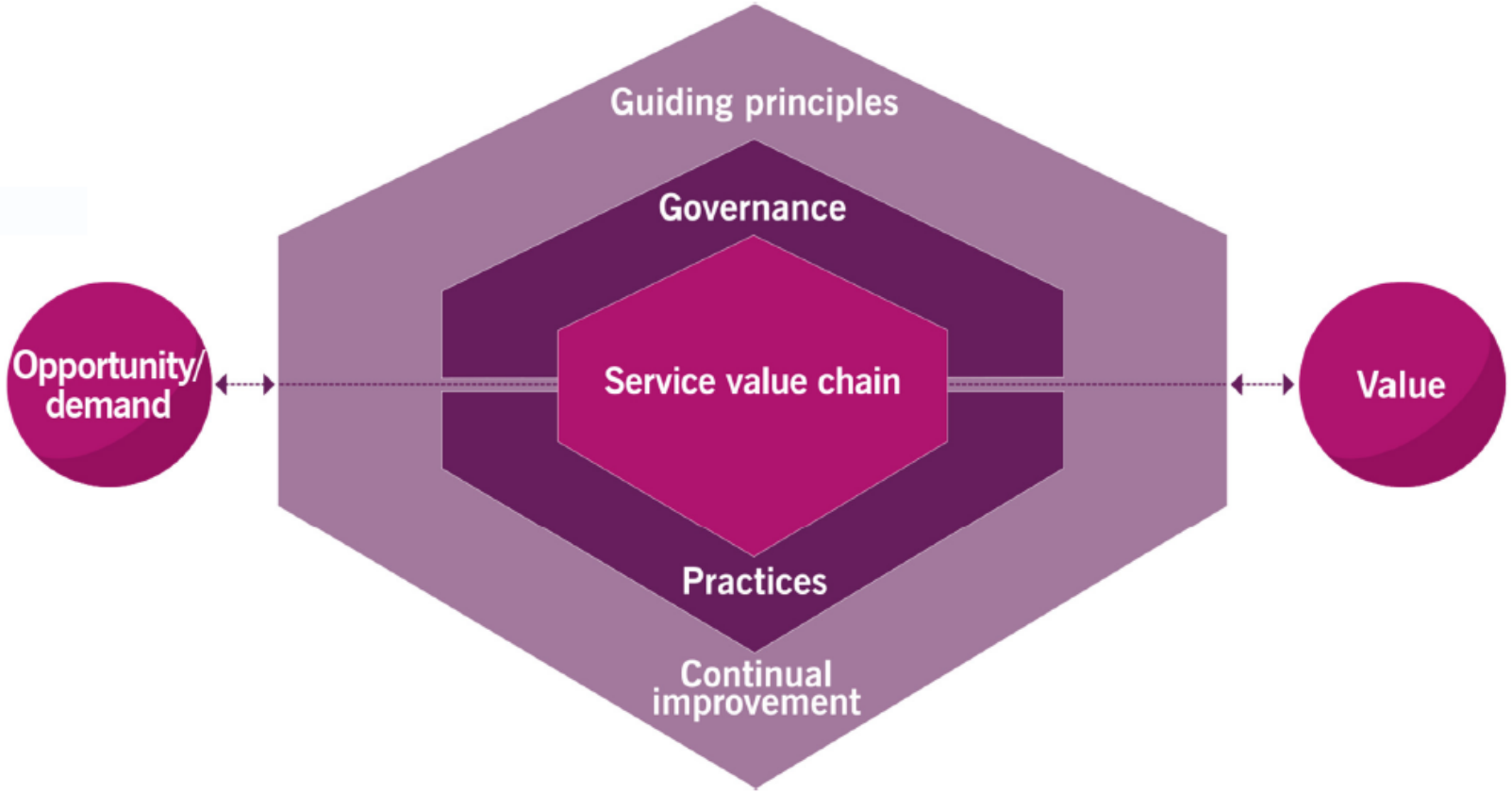
ITIL 4 Service Value System (SVS)



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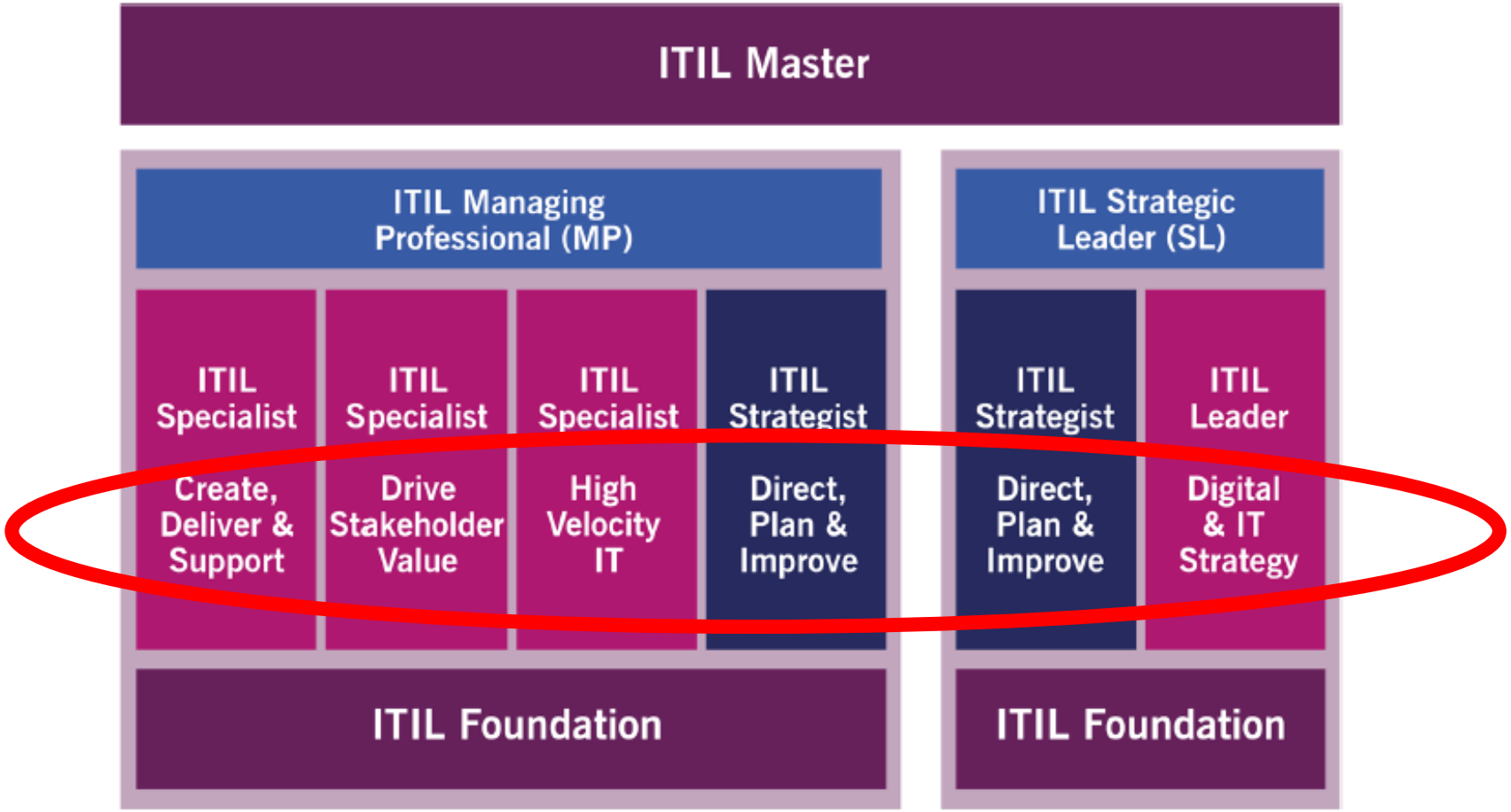
ITIL 4 Certification Structure



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ITIL 4

- **Service:** A means of enabling **value co-creation**, by facilitating outcomes that customers want to achieve, without the customer having to manage specific costs and risks
- **Customer:** A person who **defines** the requirements of a service and **takes responsibility for the outcomes** of service consumption

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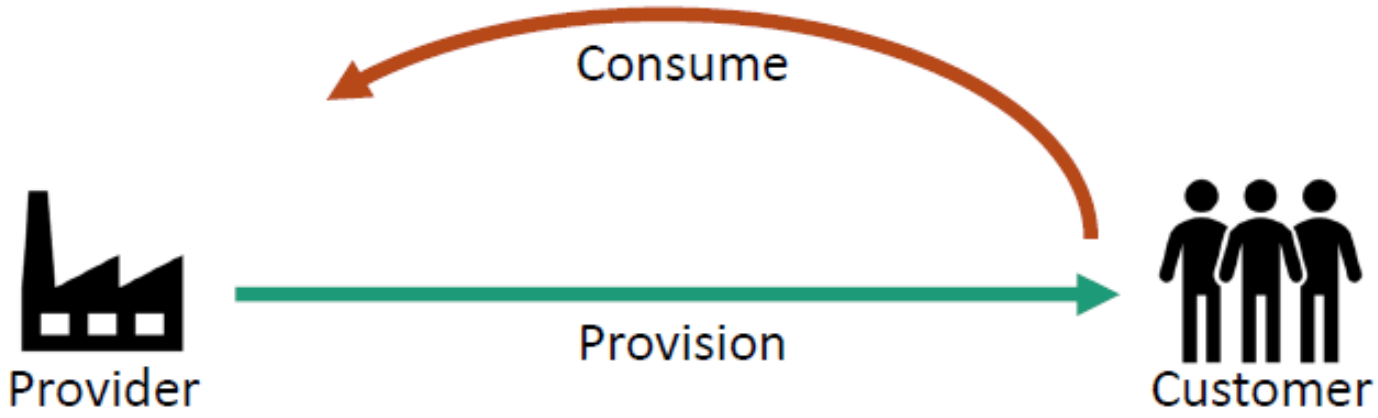
ITIL 4

- Service **provision**: Activities performed by an organization to provide services (manage resources, configure to deliver services, delivery, etc.)
- Service **consumption**: Activities performed by an organization to consume services (managing consumer's resources, managing service actions by users, etc.)



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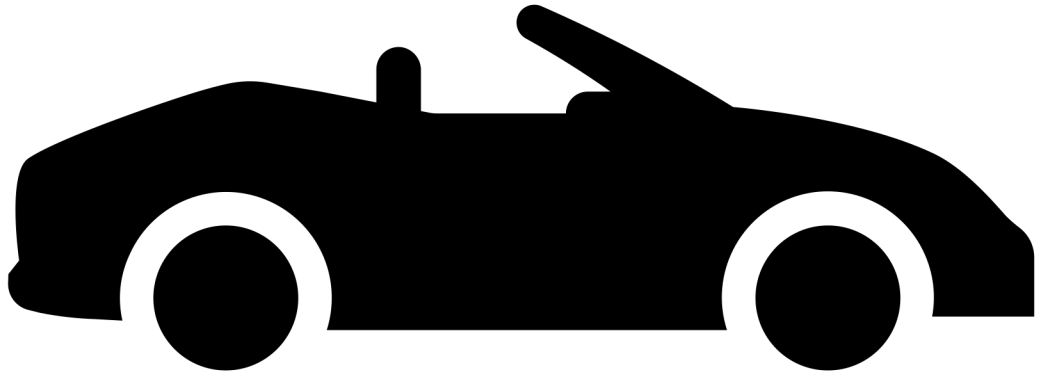
ITIL 3 vs. ITIL 4

ITIL 3 is like building a car

- Determine what kind of car to build
- Design the car
- Contract suppliers
- Build subassemblies
- Final assembly
- Ship
- Offer maintenance



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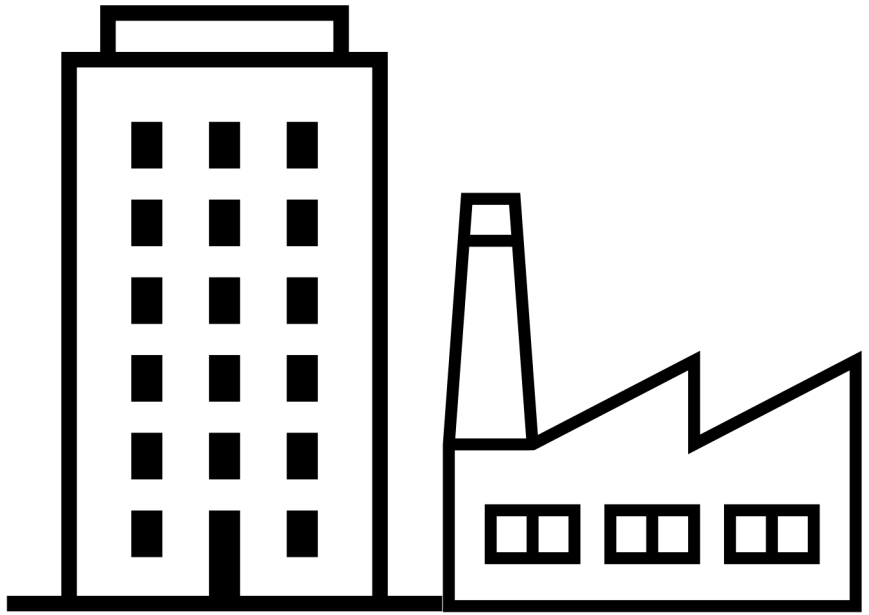
ITIL 3 vs. ITIL 4

ITIL 4 is like building a car company

- Focus on customers, customers, customers
- Structure
- Governance
- Factories
  - Build cars



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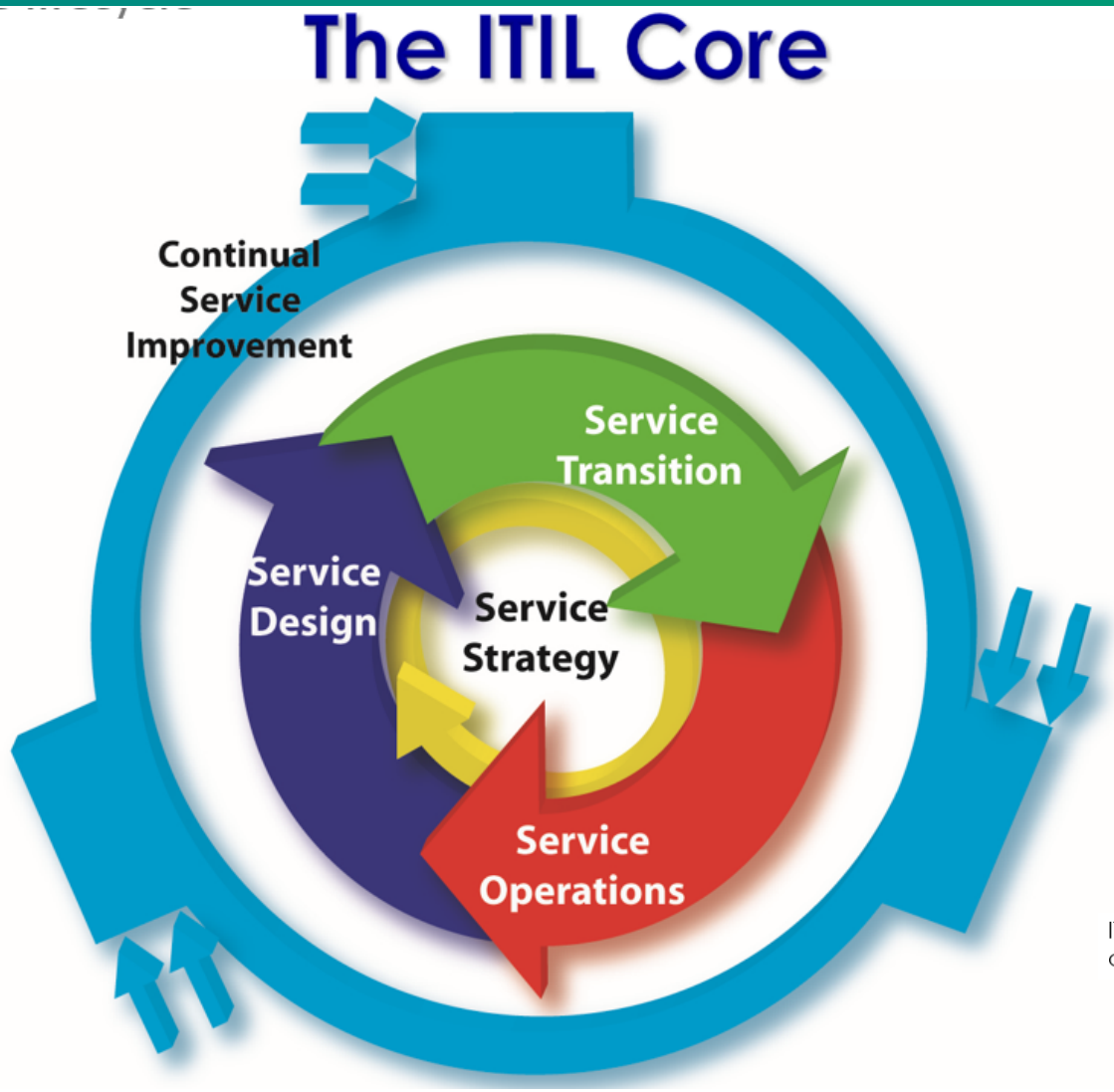
ITIL 3 Lifecycle Model



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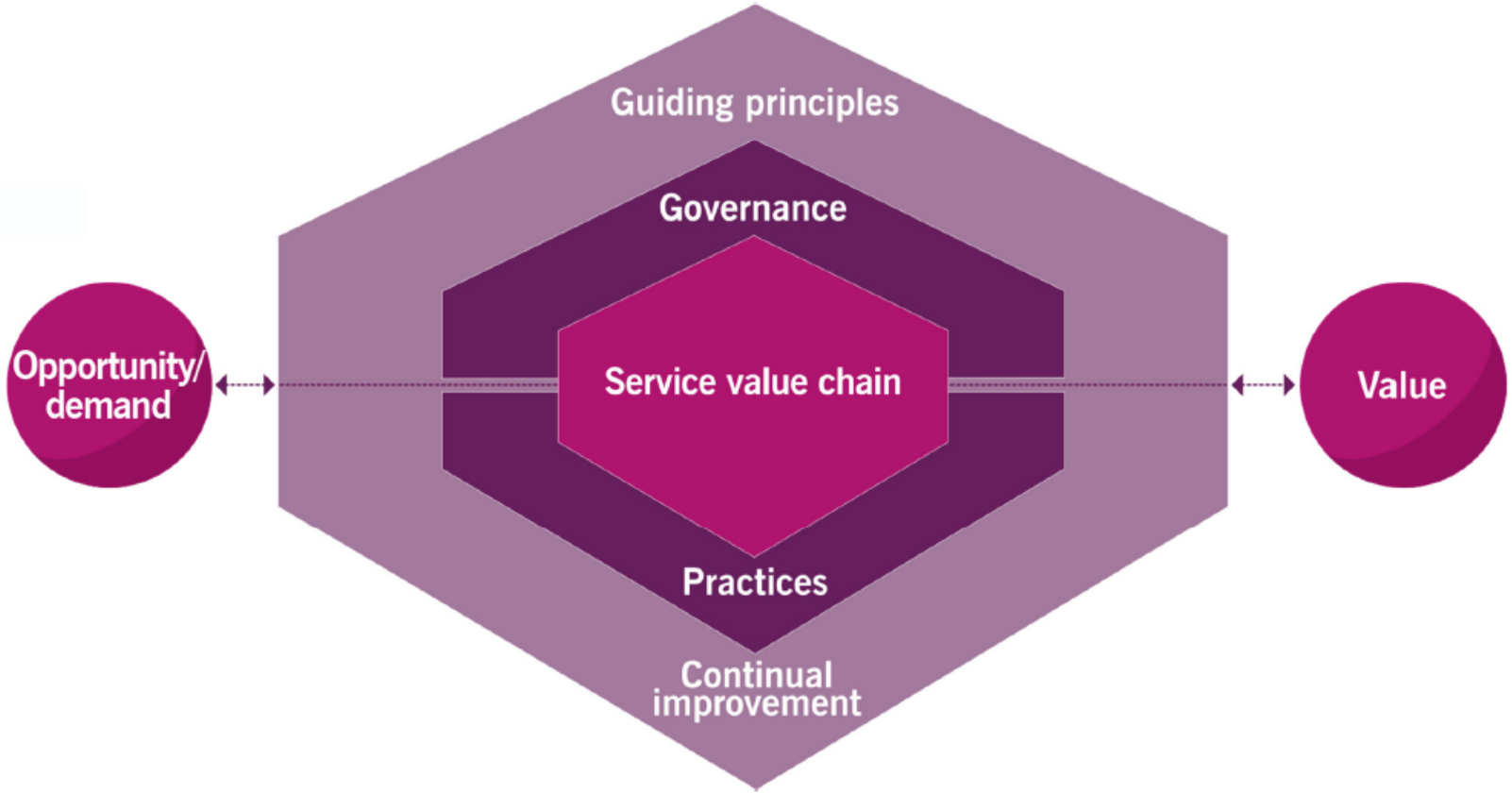
ITIL 4 Service Value System (SVS)



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ITIL 3 vs. ITIL 4

ITIL 3 - Service Lifecycle Approach

- Service Lifecycle model
- 30 Processes and Functions
- 9 Guiding Principles
- 4 P's of Service Design
- 11 Certification courses

ITIL 4 - Value-centric Approach

- Service Value System model
- 34 Practices
- 7 Guiding Principles
- 4 Dimensions of Service Management
- 8 Certification courses

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Why is ITIL Successful?

- Practical approach that delivers benefits, Return on Investment, sustained successes
- Evolves to meet IT and business evolution
- Globally accepted and proven
- Vendor neutral/agnostic
- Non-prescriptive
- Holistic

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Why Use ITIL

- ITIL is IT specific
- ITIL is the most widely used IT organizational best practice structure in the world
- ITIL interfaces and supports other best practice tools
- Adopting and adapting ITIL will streamline your IT organization while strengthening IT's engagement with customers, departments, and users
- ITIL has evolved to increase strategic engagement with customers

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Benefits of ITIL

Adopting ITIL offers a range of benefits that include:

- Increased engagement with customers
- Supports IT acting as a strategic business asset
- Improved IT services
- Reduced costs
- Improved customer satisfaction
- Improved productivity
- Improved use of team skills and experience
- Greater efficiency and effectiveness through shared terms, concepts, and models

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Team Member Benefits of ITIL

- Increase your understanding of the strategic alignment of IT work with business needs
- Position yourself for higher value work within your organization by understanding how IT Service Management delivers value to the customer
- Develop knowledge and align skills in a globally recognized framework and learn best practice IT terminology
- Discover concepts and tools that can be helpful in your current role

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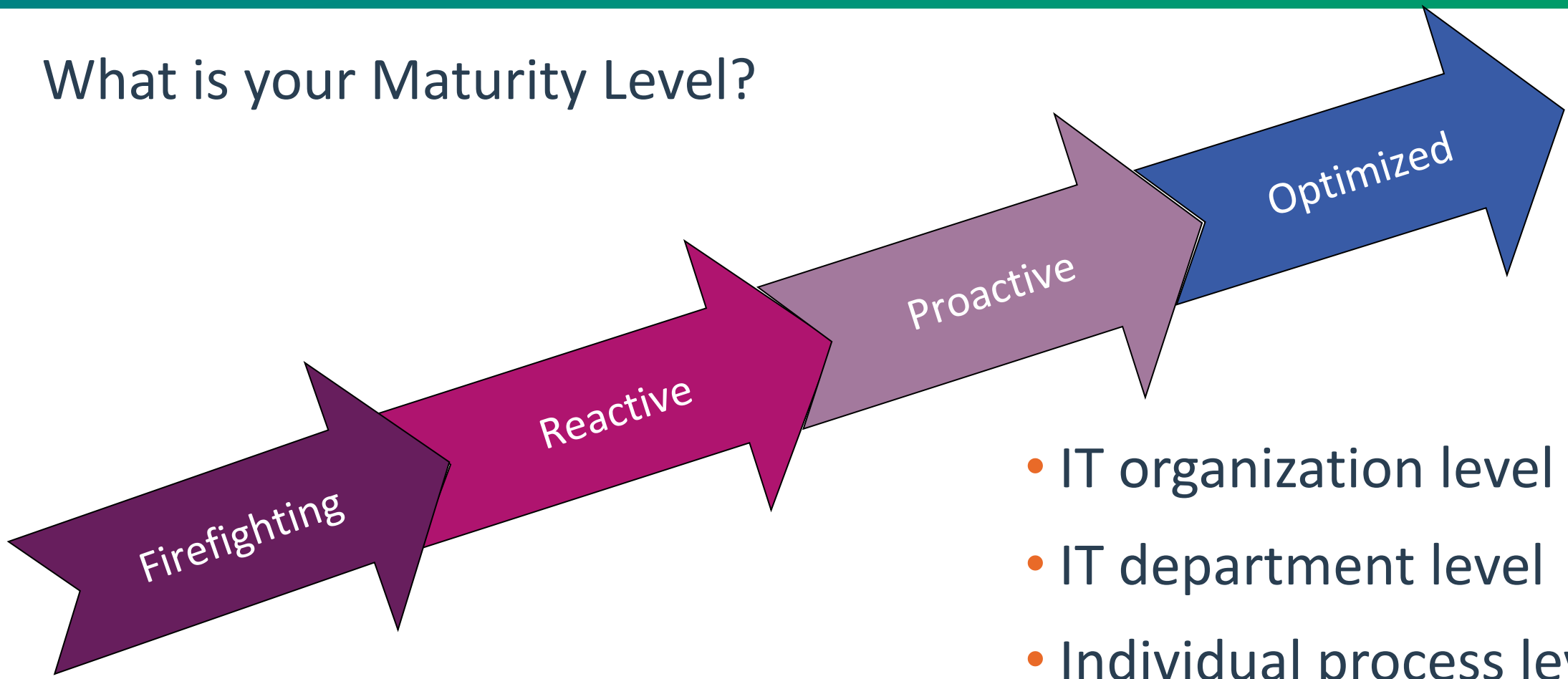
How to Use ITIL Best Practices

What is your Maturity Level?



- IT organization level
- IT department level
- Individual process level

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How to Use ITIL Best Practices

- Match best practices to your maturity level – Use best practices to plan and move ONE STEP up the continuum
- Identify maturity of IT as a whole, one department of IT, or one process within IT
  - Develop plan to move just that entity one step up the continuum
- Adopt and Adapt – Identify best practices that will help and modify them as necessary
- ITIL 3 best practices are still valid and can be used

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How to Use ITIL Best Practices

- Train IT Team
  - All team members Foundation certified
  - Some team members Intermediate certified as appropriate
  - A few team members pursue ITIL Managing Professional or ITIL Strategic Leader certifications
  - Support individual training and development plans
- Gain efficiencies through common tools, language, and models
- Build esprit de corps within IT organization
  - Identity
  - Enthusiasm
  - Commitment

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How to Use ITIL Best Practices

- Don’t think ‘Implement ITIL’ – instead, identify ITIL best practices that can improve your performance in the most important areas
- Overall IT strategy should prioritize IT improvements with the greatest payback
- What practices or processes are the weakest that also have the highest impact on IT success and business success?
- Develop an improvement roadmap that moves you toward a higher maturity level and a more complete best practice structure

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How to Use ITIL Best Practices

- Maintain a Continual Improvement register with project characteristics that facilitate prioritization
- A register provides a coordinated, consistent view of potentially numerous improvement activities
- Regularly re-evaluate improvement projects to align with business needs
- Align the projects to the overall strategic IT roadmap

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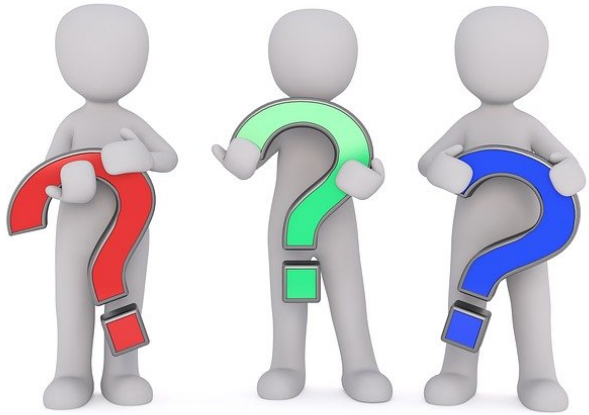

Questions and Answers

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THANK YOU
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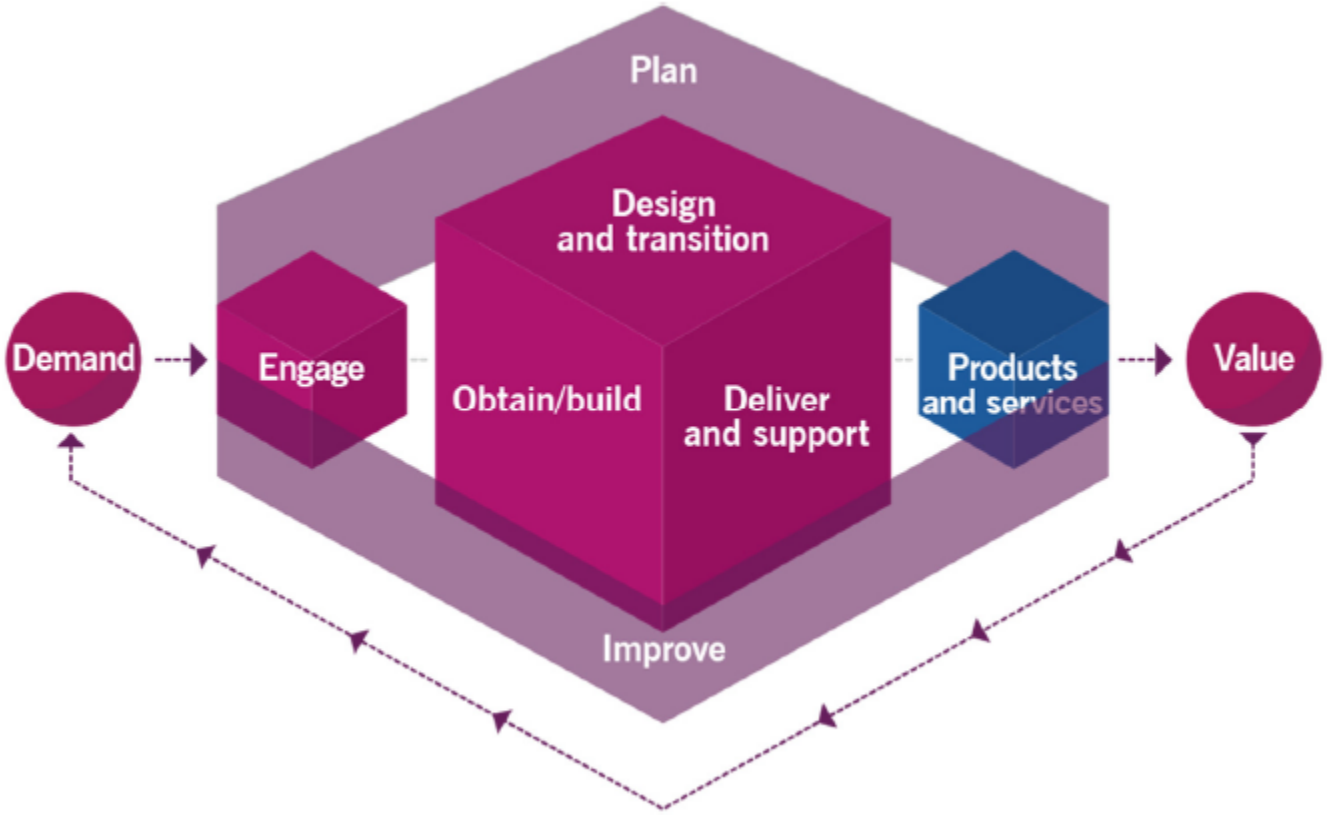
ITIL 4 – Service Value Chain



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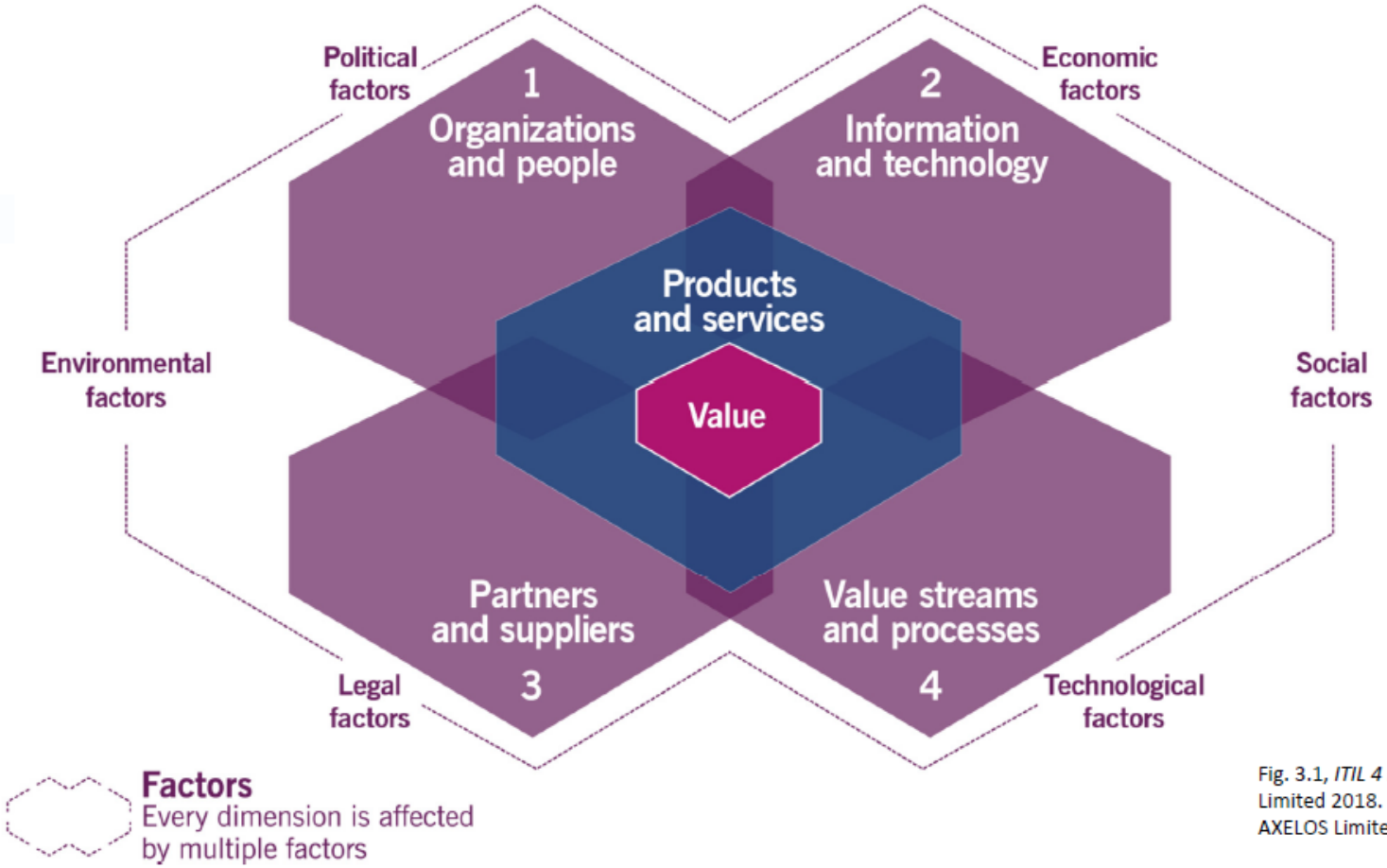
ITIL 4 – The Four Dimensions Model



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