



# SM-4100: IT Service Value Management™ Essentials

Improving service levels with globally accepted Best Practices and Real-World Experience

## Benefits:

- Understand the essentials of Service Strategy, how Service Portfolio Management makes Service Strategy actionable, and why IT-SVM™ is the means to successful Service Portfolio Management in an uncertain environment.
- Learn about the Real source of Service Value - Inside and Outside the Enterprise - It may not be where you've been told it is!
- Learn how to achieve Business IT Alignment (BITA) and make IT Services a Strategic Asset.
- Understand why Service Quality might not be measured inside the data center.
- Learn how to leverage IT for Competitive Advantage by measuring Business Value at Risk (BVaR™).
- Learn about the four fundamental components of IT-SVM™ - Define, Value, Measure, Choose (DVMC™)

## Comments from past students:

*"We're always trying to figure out how to prioritize what we work on. The SVM concepts can help with that. I will recommend that we evaluate services in this way."*

*"This course was of great value to me ... it provides great ideas for a customer looking for guidance in building an ITSM Roadmap for their organization"*

*"We can use this to help evaluate our next steps in the implementation of new ITIL processes as well as evaluating the current processes we have in place."*

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**Course Description:** This customizable 4-8 hour session provides an overview of the fundamental components of IT Service Value Management™, Business Service Management, underlying best practices, related business drivers, and required steps to successfully prioritize projects, allocate resources, and effectively communicate business value with Service Value Modeling™.

It is an excellent primer for those who are new to IT-SVM™, beginning their Service Management initiative, or interested in moving an existing Service Management initiative to the next level. IT-SVM™ facilitates numerous activities including...

- Quickly building Service Catalogs.
- Assessing the Business Value of IT services.
- Accurately measuring service quality.
- Justifying resources for service improvement initiatives.
- Communicating Business-IT alignment in non-technical terms.
- Successfully managing Service Portfolios

The IT-SVM™ Workshop Series combines decades of practical experience with the essentials from globally accepted best practices such as ITIL®, NGOSS®, TQM, CRAMM®, COBIT®, PMBOK®, CMMI®, SERVQUAL/RATER, Six Sigma, and distills them into this easy to understand training program.

**Who Should Attend?** IT Executives, Senior IT Management, Service Management Process and Function Owners, Consultants, Vendor Account Managers.

**Format:** 1-day of facilitator lead discussion.

## Curriculum:

- IT Service Value Management™ Overview
- Role of the Business in IT Strategy
- Understanding Where IT Value Originates
- Value From Enterprise Boundaries
- How to Make IT a Strategic Asset
- How to Align IT and the Business
- Competitive Advantage from IT
- IT Service value Management™
- Defining IT Services in Business Terms
- Valuing IT Services by Business Value at Risk™
- Measuring IT Services by Business Value at Risk™
- Choosing IT Services for Improvement

**Prerequisites:** ITIL® Foundations is highly encouraged, although not required.

**Examination:** An optional 30 question (45 minute) certification examination may be administered at the end of this course. Certification is through NABSM.

**Reference Material:** Each student receives a 135 page course manual.

**Price:** \$795 (through 12/31/2009)

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