



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"

"This class solidifies what I have been trying to drive within our IT organization ... focus on initiatives which align with the business and commoditize those tasks that inherently show no value."

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Course Description: This 1-day course 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 essential program 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

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 and exercises.

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.

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

Professional Development Units: Project Management Professionals can earn 8 contact hours or PDUs. priSM credential holders or candidates earn 1 point or 3 CPDs.

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

Price: \$795 + \$150 for optional certification exam (through 06/30/2012)

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