

# Introduction to the ITIL Service Management Framework



# Lesson Objectives

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- To define Service Management
- To understand public framework and standards
- Understand Service Management technology
- Overview of the Service Lifecycle
- ITIL library
- Introduction to Functions and Processes
- Internal and external customers
- Internal and external services



# Best Practices

## Introduction

This guide describes the key principles and practices of **IT Service Management** as a set of resources and capabilities such as processes, people and technology as described by the ITIL® (ITIL® is a registered trade mark of AXELOS Limited) Service Management framework.

## Best practices in the Public Domain

There are several sources for best practice including public frameworks, standards and the proprietary knowledge of organizations and individuals. ITIL is the most widely recognized and trusted source of best-practice guidance in the area of ITSM.



# Best Practices (Continued)

Public framework and standards are attractive when compared with proprietary knowledge for the following reasons:

- Proprietary knowledge is deeply embedded in organization and therefore difficult to adopt, replicate or even transfer with the cooperation of the owners.
- Proprietary knowledge is customized for the local context and the specific needs of the business to the point of being idiosyncratic.

Ignoring public frameworks and standards can needlessly place an organization at a disadvantage. Organizations should cultivate their own proprietary knowledge on top of a body of knowledge based on public frameworks and standards.



# ITIL Framework

The ITIL framework is a source of good practice in service management.

The ITIL library has the following components:

- **ITIL Core:** Best-practice publications that may be used by any organization that provides services to a business.
- **ITIL Complementary Guidance:** A complementary set of publications with guidance specific to industry sectors, organization types, operating models and technology architectures.

The objective of the ITIL Service Management framework is to provide services that are fit for purpose, stable and so reliable that the business views them as a trusted provider.

ITIL has been deployed successfully around the world for over 20 years. Over this time, the framework has evolved from a specialized set of Service Management topics with a focus on function, to a process-based framework which now provides a broader holistic Service Lifecycle.



# Why is ITIL so successful?

The following list defines the key characteristics of ITIL that contribute to its global success:

- **Vendor-neutral:** ITIL service management practices are applicable in any IT organization because they are not based on any particular technology platform or industry type.
- **Non-prescriptive:** ITIL offers robust, mature and time-tested practices that have applicability to all types of service organization.
- **Best practice:** ITIL represents the learning experiences and thought leadership of the world's best-in-class service providers.



# Service Lifecycle

- The Service Lifecycle is an approach to IT Service Management that emphasizes the importance of coordination and control across the various functions, processes and systems necessary to manage the full lifecycle of IT services.
- The Service Management Lifecycle approach considers the strategy, design, transition, operation and continuous improvement of IT services.

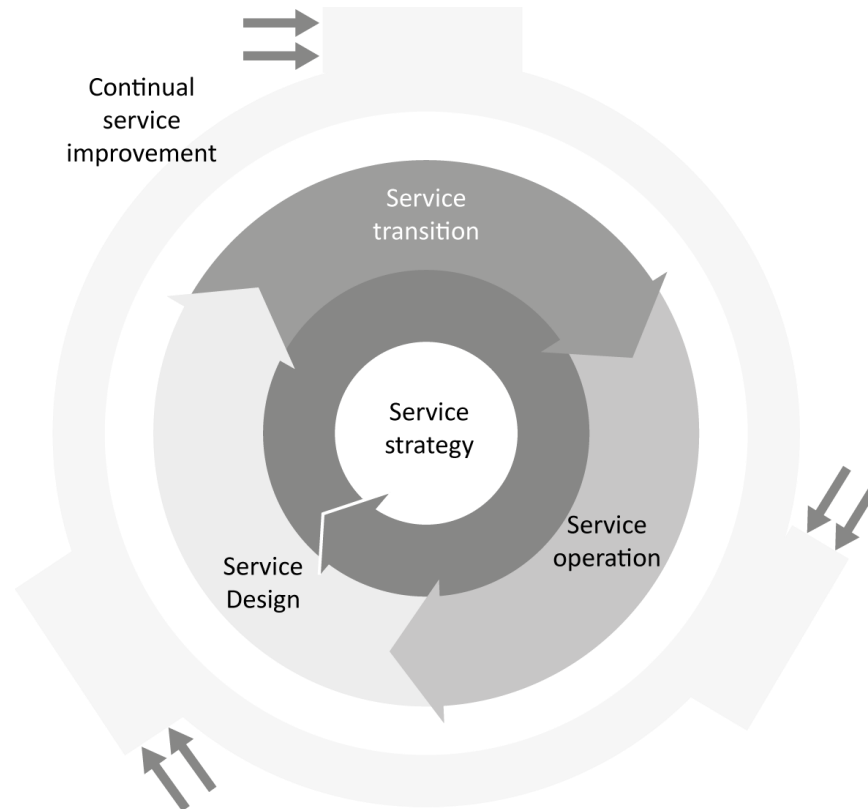
## **The structure of the ITIL service lifecycle**

The ITIL core consists of five lifecycle publications. They are as follows:

- ITIL Service Strategy
- ITIL Service Design
- ITIL Service Transition
- ITIL Service Operation
- ITIL Continual Service Improvement



# Service Lifecycle (Continued)



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# Service Management

## What is Service Management?

To understand what Service Management is, we need to understand what services are, and how Service Management can help service providers to deliver and manage these services.

**Service:** It is a means of delivering value to customers by facilitating outcomes that customers want to achieve without taking ownership of any risks or costs incurred. They facilitate outcomes by enhancing the performance of associated tasks and reducing the effect of constraints.

- Service Management is what enables service providers to:
  - Understand the services they provide,
  - Ensure that the services facilitate the outcomes their customers want to achieve,
  - Understand the value of the services to their customers, and
  - Understand and manage all of the costs and risks associated with those services.



# Service Management (Continued)

## **Service Management**

Service Management is a set of specialized organizational capabilities that provide value to customers in the form of services.

- These specialized organizational capabilities include the processes, activities, functions and roles that service providers use to enable them to deliver services to their customers. They also include the ability to organize and manage knowledge, and understand how to facilitate outcomes that create value.

## **IT Service management**

- The implementation and management of quality IT services that meet the needs of the business.

## **Stakeholders in service management**

- Stakeholders have an interest in an organization, project or services etc. and may be interested in the activities, targets, resources or deliverables from service management.



# Functions

A function is a team or group of people and the tools or other resources they use to carry out one or more processes or activities.

- Functions are units of organizations specialized to perform certain types of work and responsible for specific outcomes.
- They are self-contained, with capabilities and resources necessary for their performance and outcomes. Capabilities include work methods internal to the functions.



# Process

A process is a structured set of activities designed to accomplish a specific objective. A process takes one or more defined inputs and turns them into defined outputs. Process describes actions, dependencies and sequences.

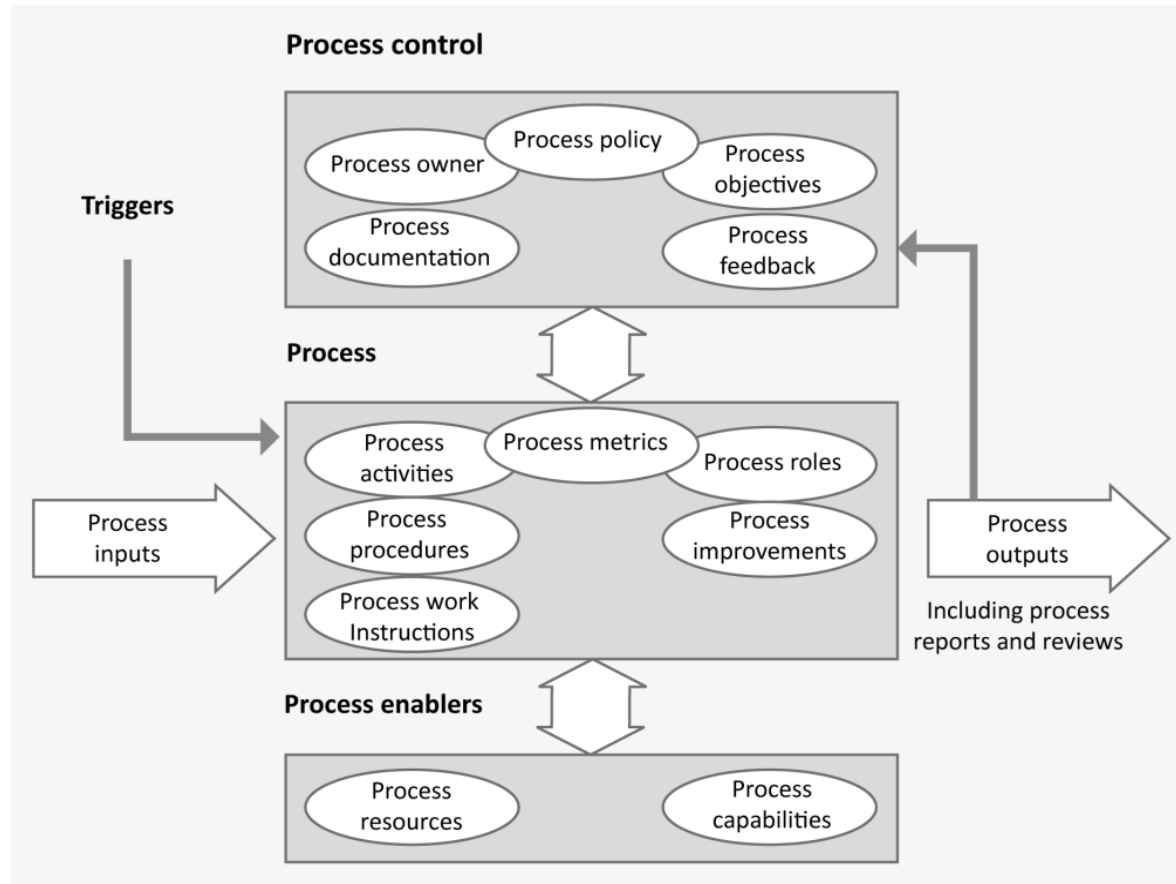
Process characteristics include:

- **Measurability**
- **Specific results**
- **Customers**
- **Responsiveness to specific triggers**

Process, once defined, should be documented and controlled. Once under control, they can be repeated and managed.



# Process Model



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# Internal & External Customers & Services

## **Internal and external customers**

Internal customers are people or department who work in the same organization as the service provider.

External customers are people who are not employed by the organization, or organizations that are separate legal entities, that purchase services from the service provider in terms of a legally binding contract or agreement.

## **Internal and external services**

Internal services are delivered between departments or business units in the same organizations.

External services are delivered to external customers.



# Overview

## In this chapter we have learnt:

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- Internal and external customers
- Internal and external services