### Key Principles
- Service Lifecycle
- Value - Utility and warranty
- Service Assets: Resources and capabilities
- Systems, processes, roles, units and functions
- Service provider types
- Value networks

### Strategy Generation
- Define the market
- Develop the offerings
- Develop strategy assets
- Prepare for execution

### Service Portfolio Management
- Define
- Analyze
- Approve
- Charter

### Risk Management
- Analyze risk
- Manage risk

### Demand Management
- Analyze and cost Patterns of Business Activity (PBA)
- Match User Prodicts [UP]
- Develop service and user
- Define Service Level Packages (SLP)

### Financial Management
- Value services
- Model demand
- Optimize service portfolio
- Plan
- Analyze service investments
- Account
- Comply
- Analyze Variable Cost Dynamics (VCD)

### Key Documents
- Service objectives, strategies, policies and plans
- Service definition, classification and level
- Service models
- Service models
- Option space
- Business Impact Analysis (BIAn)
- Financial plans
- Business case
- Patterns of Business Activity (PBA)
- User Profiles (UP)
- Service packages
- Service Level Packages [SLP]

### Service Strategy
- Determine perspective
- Craft a plan
- Adopt patterns of action

### Service Design
- Key Documents
- Service Strategy
- Collect requirements
- Analyze design
- Evaluate
- Procure and/or develop

### Service Transition
- Plan and prepare for build and deployment
- Transfer, deploy and verify
- Review and close deployment

### Service Operation
- Monitor and control service delivery
- Generate service metrics
- Improve service operations
- Plan, do, check, act

### Continual Service Improvement
- Plan ongoing improvement
- Act on review

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