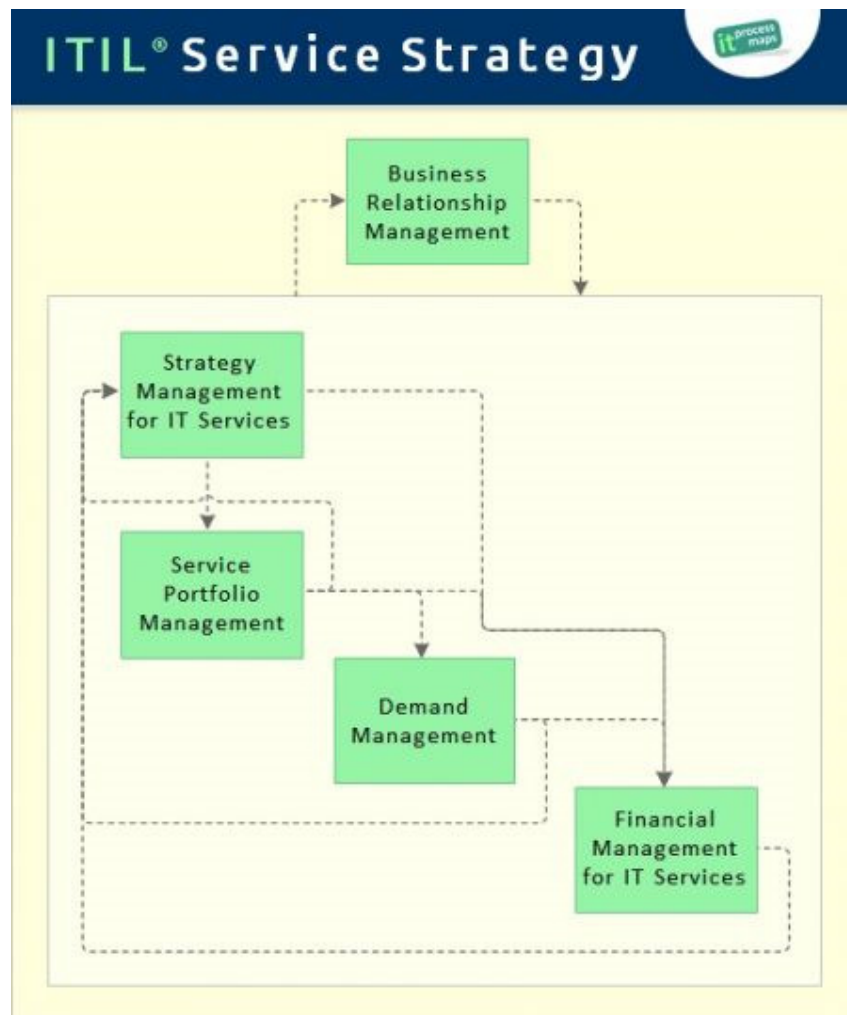# ITIL Service Strategy

Overview

Service Strategy helps to design, develop and implement service management as organizational capabilities and strategic assets as well. It enables a service provider to consistently outperform competitive alternatives over time, across business cycles, industry disruptions and changes in leadership.

The ITIL service lifecycle stage of Service Strategy includes the following main processes:

Strategy Management for IT Services

Process Objective: To assess the service provider's offerings, capabilities, competitors as well as current and potential market spaces in order to develop a strategy to serve customers. Once the strategy has been defined, Strategy Management for IT Services is also responsible for ensuring the implementation of the strategy.

Service Portfolio Management

Process Objective: To manage the service portfolio. Service Portfolio Management ensures that the service provider has the right mix of services to meet required business outcomes at an appropriate level of investment.

Financial Management for IT Services

Process Objective: To manage the service provider's budgeting, accounting and charging requirements.

Demand Management

Process Objective: To understand, anticipate and influence customer demand for services. Demand Management works with Capacity Management to ensure that the service provider has sufficient capacity to meet the required demand.

Business Relationship Management

Process Objective: To maintain a positive relationship with customers. Business Relationship Management identifies the needs of existing and potential customers and ensures that appropriate services are developed to meet those needs.

Learning Objectives

- To provide a detailed understanding of what strategy is
- Identify IT initiatives that support business goals
- Define the approach to deliver the strategic plans
- Transform IT organization into a strategic contributor to business success
- To understand the definition of value as per business needs
- Supply a "service provision model" that understand the organizational capability of delivering and funding the service. It identifies the customer to whom and how the services will be delivered