



SPARTAN
Allied Services

Deliver Results - Create Value

ITIL® (Version 5) Foundation

Digital Product and Service Management

Program Outline

Program Overview

The new ITIL® (Version 5) Foundation course provides a comprehensive introduction to **Digital Product and Service Management**, reflecting how modern organizations create value in complex, technology-enabled environments.

Building on the strengths of ITIL® 4, The new ITIL® expands the framework beyond traditional IT service management to address **product-centric operating models, experience-driven value, AI-enabled decision-making, governance, and sustainability**. This course equips participants with a clear understanding of the ITIL® Value System, Product and Service Lifecycle, Value Streams, Governance, Continual Improvement, and the Four Dimensions of Product and Service Management.

The program balances **conceptual clarity, practical application, and exam readiness**, enabling participants to confidently apply the new ITIL® principles in real-world organizational contexts while preparing for the ITIL® (Version 5) Foundation certification examination.

Duration

Recommended Duration:

- 3 Days (21–24 hours) – Instructor-led, certification-focused

Target Audience

This course is designed for:

- IT and Digital Leaders
- Service and Product Managers
- IT Operations, Delivery, and Support Professionals
- Business Analysts and Project Managers
- Transformation, Governance, and Risk Professionals
- ITIL® 4–certified practitioners transitioning to the new ITIL®
- Organizations pursuing digital transformation, AI adoption, and service excellence

No prior ITIL® certification is required, though ITIL® 4 knowledge is beneficial.

Learning Objectives

By the end of this course, participants will be able to:

- Explain the key concepts of **digital product and service management**
- Describe **service relationships**, roles, and value co-creation
- Understand and apply the **ITIL® Value System (VS)**
- Explain the purpose and activities of **governance** in digital environments
- Apply the **ITIL® Guiding Principles** in different organizational contexts
- Understand the **ITIL® Product and Service Lifecycle**
- Explain **value streams**, value stream mapping, and management
- Apply the **ITIL® Continual Improvement Model**
- Explain the **Four Dimensions of Product and Service Management**
- Understand how **AI and ITIL® AI Governance** support modern service management
- Prepare effectively for the **ITIL® (Version 5) Foundation certification exam**

High-Level Outline

Module 1: Key Concepts of Digital Product and Service Management

Purpose: Establish foundational concepts and terminology

Topics:

- Digital product and service management
- Product vs service vs digital product vs digital service
- Service offerings and service interactions
- Value, value co-creation, outcomes, outputs, cost, and risk
- Relationship between products, services, and value realization

Module 2: Service Relationships

Purpose: Understand how organizations co-create value

Topics:

- Service providers, service consumers, and digital product vendors
 - Customer, user, and sponsor roles
 - Basic, cooperative, and collaborative service relationships
 - Service journey
 - Service quality, service levels, and SLAs
 - Utility, warranty, experience, and sustainability
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Module 3: The ITIL® Value System (VS)

Purpose: Understand how ITIL® enables value creation

Topics:

- Components of the ITIL® Value System:
 - Guiding Principles
 - Governance
 - Value Chain
 - Management Practices
 - Continual Improvement
- Inputs (demand and opportunity) and output (value)
- Ecosystem perspective

Module 4: Governance

Purpose: Clarify direction, oversight, and accountability

Topics:

- Definition of governance
 - Governance of digital technology
 - Governing body responsibilities
 - Governance activities:
 - Evaluate
 - Direct
 - Monitor
 - Accountability and compliance
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Module 5: ITIL® Guiding Principles

Purpose: Enable sound decision-making in all contexts

Principles Covered:

- Focus on value
 - Start where you are
 - Progress iteratively with feedback
 - Collaborate and promote visibility
 - Think and work holistically
 - Keep it simple and practical
 - Optimize and automate
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Module 6: Product and Service Lifecycle & Management Practices

Purpose: Understand how work flows from idea to value

Lifecycle Activities:

- Discover
- Design
- Acquire
- Build
- Transition
- Operate
- Deliver
- Support

Topics:

- Purpose and success metrics of each lifecycle activity
- Relationship between lifecycle, value chain, and practices
- Overview of the **34 ITIL® Management Practices**
- Structure and benefits of Official ITIL® Practice Guides

Module 7: Value Streams – Mapping and Management

Purpose: Visualize and optimize value creation

Topics:

- Value streams vs value chain
- Core and enabling value streams
- Purpose of value stream mapping

- Steps in value stream mapping
 - Value stream management and continual optimization
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Module 8: Continual Improvement

Purpose: Sustain long-term value

Topics:

- Continual improvement across the ITIL® Value System
 - ITIL® Continual Improvement Model:
 1. What is the vision?
 2. Where are we now?
 3. Where do we want to be?
 4. How do we get there?
 5. Take action
 6. Are we getting there?
 7. How do we keep the momentum going?
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Module 9: Four Dimensions of Product and Service Management

Purpose: Ensure a holistic approach

Dimensions:

- Organizations and people
- Information and technology
- Partners and suppliers
- Value streams and processes

Topics:

- Culture, leadership, skills, and competencies
 - AI as a collaborative capability
 - Data, information, knowledge, and governance
 - Supplier strategy and ecosystem management
 - Complexity and contextual decision-making
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Module 10: ITIL®, AI, and Other Frameworks

Purpose: Position ITIL® in modern ecosystems

Topics:

- AI in product and service management
- ITIL® AI Capability Model
- AI governance, ethics, and accountability
- Integration with Agile, DevOps, and PRINCE2

Assessment and Certification Preparation

- Knowledge checks per module (exam-aligned)
- Scenario-based review discussions
- Final certification readiness recap
- Guidance on exam structure and expectations

Why Choose SAS Management Inc.?

We Deliver Results

SAS Management Inc. has consistently proven its capability to deliver and exceed our clients' expectations. We are the only AXELOS Consulting Partner in the Philippines. Our pool of consultants and trainers are seasoned industry veterans who have above average qualifications and certifications that are recognized globally.

We Create Value

SAS Management Inc. believes in ensuring that our services meet the intended needs of our clients. For us, it is more than just providing training and consulting, but rather ensuring that these are the things that our clients really need. This is why SAS Management, Inc. is a training provider that seeks to understand the needs of the clients. Our goal is to CREATE VALUE for your organization.

Partners and Affiliates



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