



THE KEY BENEFITS OF ITIL®

For the organization and the professional

www.purplegriffon.com



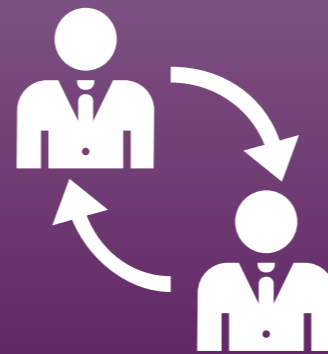
KEY CAPABILITIES

KEY BENEFITS

SUPPORT BUSINESS OUTCOMES



ENABLE BUSINESS CHANGE



MANAGE RISK IN LINE WITH BUSINESS NEEDS



OPTIMIZE CUSTOMER EXPERIENCE



SHOW VALUE FOR MONEY



CONTINUALLY IMPROVE



WHAT YOU CAN LEARN

WHAT YOU CAN ACHIEVE



KEY CAPABILITIES

KEY BENEFITS

Manage business risk for your services



Minimize service disruption



Quantify and clearly demonstrate the true value of the services you provide



Benchmark services and maximize return on investment



Obtain value for money from your service providers



Support the marketing and consumption of your services



Ensure the quality of services matches customer needs and expectations



Ensure your customers can use the services when and where needed



Ensure the business and your customers are not affected by unexpected service failures



Forecast, respond to and influence the demand for your services in a cost effective way



Support business change at the speed your customer needs while ensuring stable and low-risk environment



Build and maintain positive business relationships with customers and improve customer satisfaction



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Benchmark service performance on investment



Manage business risk for your services...

...by using ITIL availability management, capacity management, IT service continuity management, information security management and seven-step improvement processes to identify, prioritize and manage service improvement opportunities.

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Ensure the quality of services meets customer needs



Reduce consumption



Reduce the number of service failures



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Minimize service disruption...

...by using the ITIL incident management and problem management processes to swiftly restore services, develop effective workarounds, run blameless major incident reviews, investigate and eliminate root causes, and prevent incidents from reoccurring.

Reduce energy consumption

Ensure the quality of services meets customer needs

Reduce the number of service failures

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Quantify and clearly demonstrate the true value of the services you provide...

...by using the ITIL financial management process to deliver the required financial stewardship and show improved governance over investments.

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Reduce consumption



Ensure customers are satisfied and service failures are minimized



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Benchmark services and maximize return on investment...

...by using the ITIL service portfolio management process to map customer requirements against the investments required to build and deliver the services your customers need, at the right cost and quality.

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Ensure the quality of services meets customer needs

Reduce customer service failures

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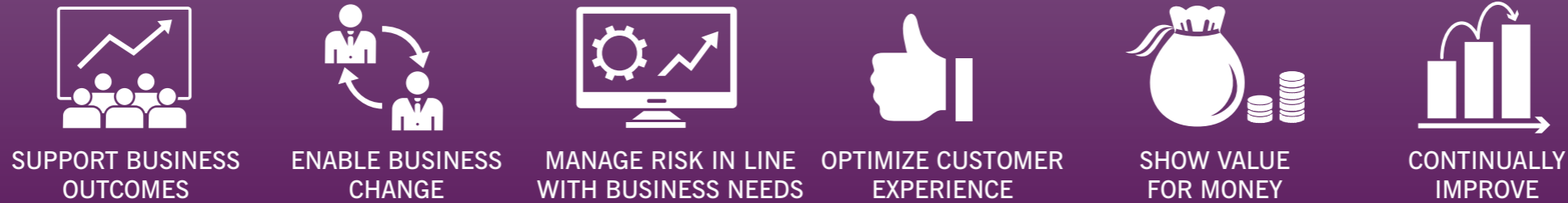


Benchmark service performance on investment



Obtain value for money from your service providers...

...by using the ITIL supplier management process to measure and manage supplier performance and ensure contracts with suppliers are optimized to support your agreements with your customers.



Reduce consumption



Ensure the quality of services meets customer needs



Ensure customers are not affected by service failures



Forecast, respond to and influence the demand for your services in a cost effective way



Support business change at the speed your customer needs while ensuring stable and low-risk environment



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Benchmark service performance on investment



Support the marketing and consumption of your services...

...by using the ITIL service catalogue management process to improve communications, streamline the request process and help your customers to understand and link the services you provide to business outcomes they care about.

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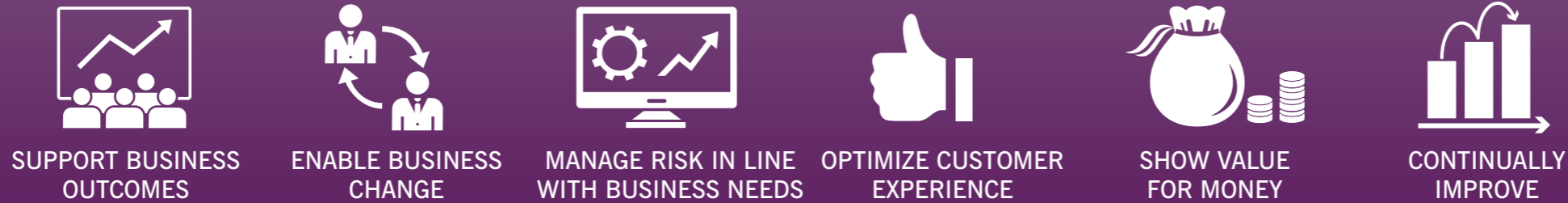


Benchmark service quality on investment



Ensure the quality of services matches customer needs and expectations...

...by using the ITIL service level management process to define and agree specific and measurable service targets, understand how to best set up monitoring, measuring and reporting, and help identify corrective action opportunities.



Ensure the quality of services matches customer needs



Reduce consumption



Reduce the number of service failures



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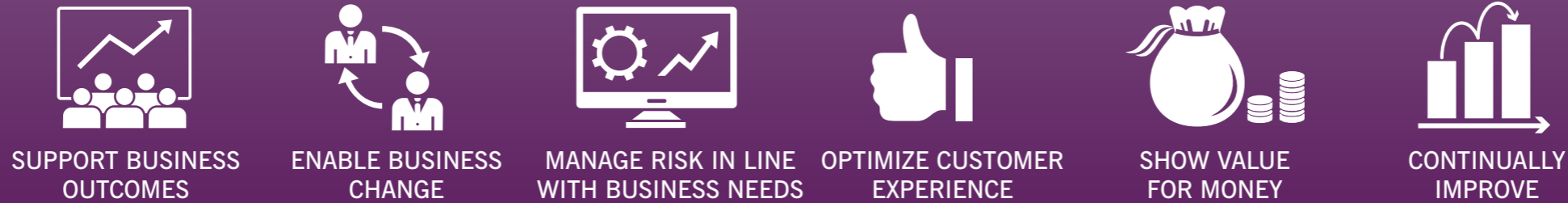


Benchmark service performance on investment



Ensure your customers can use the services when and where needed...

...by using the ITIL availability management process to plan service resilience and recovery, analyze issues involving service unavailability, and drive continual service improvement.



Reduce consumption



Ensure the quality of customer needs



Reduce customer service failures



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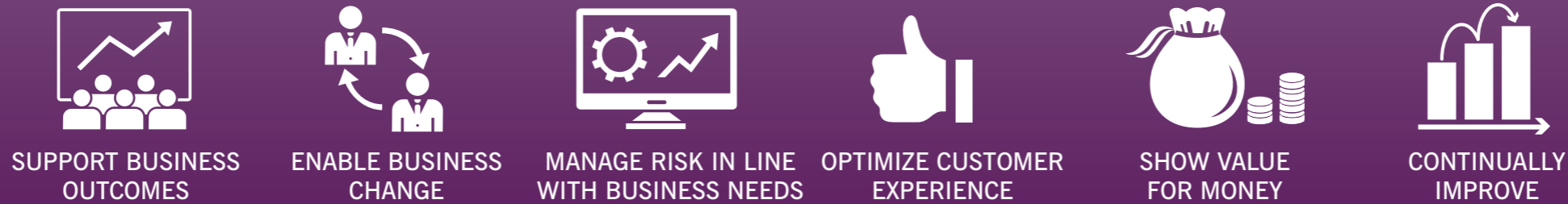


Benchmark service performance on investment



Ensure the business and your customers are not affected by unexpected service failures...

...by using the ITIL IT service continuity management process to align service continuity plans with business continuity plans, reduce risks to service levels and implement a tested service recovery strategy to meet customer requirements.



Ensure the quality of services meets customer needs



Reduce service consumption



Ensure customers are not affected by service failures



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Benchmark service performance on investment

Forecast, respond to and influence the demand for your services in a cost effective way...

...by using ITIL demand management and capacity management techniques such as user profiling, modelling, off-peak pricing and differentiated service levels to provide optimal level of capacity and successfully manage fluctuating demand situations.

Reduce consumption

Ensure the quality of customer needs

Reduce customer service failures

Forecast, respond to and influence the demand for your services in a cost effective way

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Support business change at the speed your customer needs while ensuring stable and low-risk environment...

...by using the ITIL change management process to respond to changing requirements in an agile manner whilst optimizing business risk and minimizing the severity of any disruptions to customer's business processes.

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Build and maintain positive business relationships with customers and improve customer satisfaction...

...by using ITIL business relationship management and service level management processes to find the best practices to enable your teams to better understand and manage customer expectations.

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Why attend ITIL trainings and take exams

- 1 Learn how to apply ITIL tools, techniques and concepts to improve your efficiency and effectiveness
- 2 Take new ideas back to your workplace and use best practice to help carry these out to facilitate customer desired outcomes
- 3 Reflect on and compare your own practices away from your everyday working environment, gather opinions, suggestions and feedback from other professionals
- 4 Learn how to communicate more effectively by using common terminology
- 5 Be a part of the international community and get advice when needed
- 6 Be recognized for your expertise by your peers both inside and outside the organization
- 7 Gain confidence from best practices and help to make change happen
- 8 Differentiate your value for employers with your experience, expertise and skills
- 9 Improve your position in the job market and with career progression

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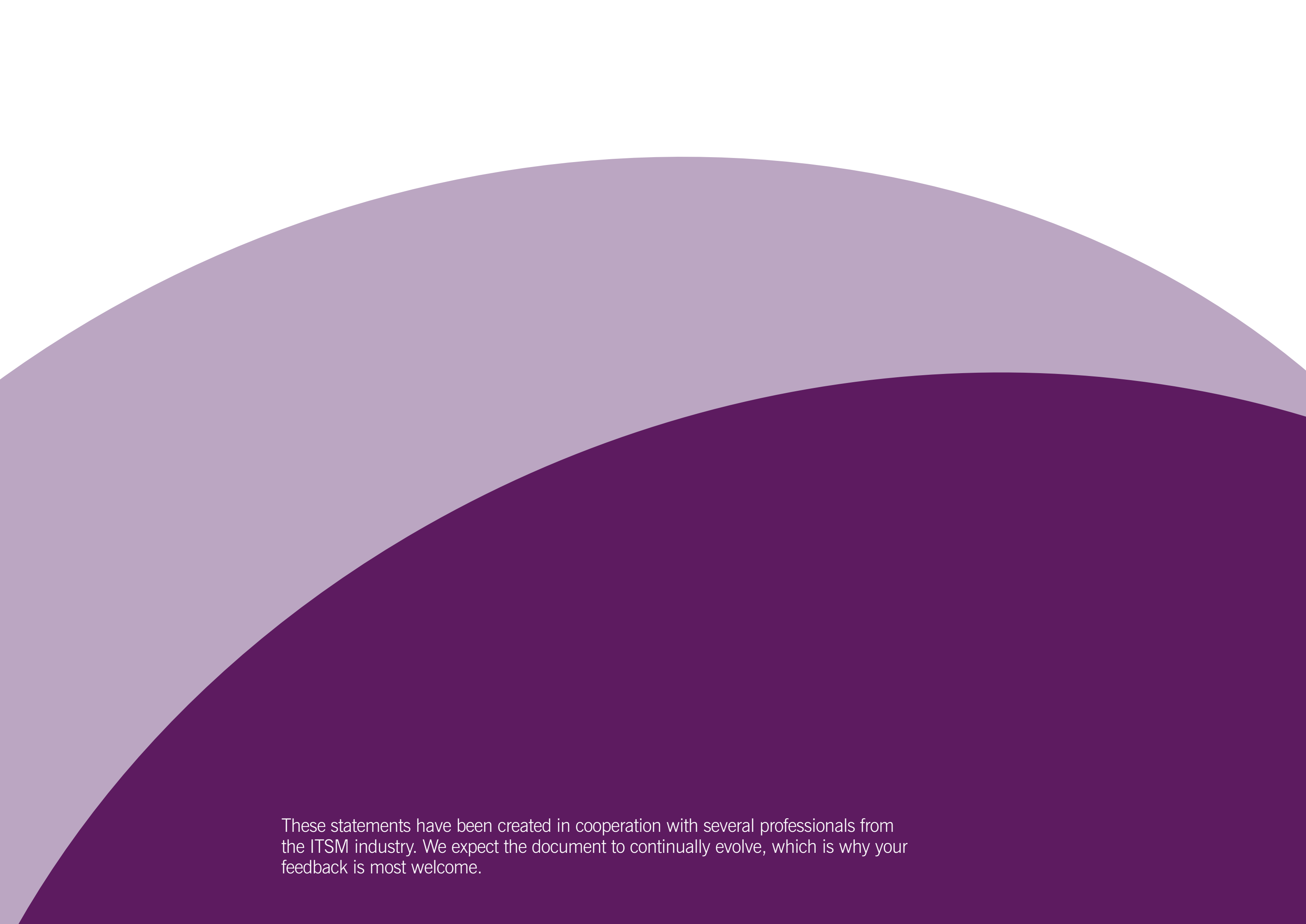
How you can deliver value to your organization

- 1 Identify and focus on the highest value activities
- 2 Service multiple customers with varying requirements using only limited resources
- 3 Define, measure and report relevant metrics to help with fact-based decision making
- 4 Improve efficiency by automating standard tasks and applying lean principles to your work
- 5 Unite teams and processes by understanding interdependencies and their impact
- 6 Influence the organizational culture to support continual improvement activities
- 7 Improve communication by encouraging the use of common terminology
- 8 Identify alignment opportunities with the business by identifying and understanding the value chain
- 9 Save costs by centralizing activities and teams using well-defined fit-for-purpose and fit-for-use processes
- 10 Be in control by clearly understanding your process responsibilities and expected outputs
- 11 Build trust within the organization by understanding and aligning stakeholder goals, objectives and incentives
- 12 Demonstrate business focus by taking a customer centric approach to services

WHAT YOU CAN LEARN

WHAT YOU CAN ACHIEVE



The background features two large, overlapping, semi-circular shapes. The top shape is a light purple color, and the bottom shape is a darker purple color. They overlap in the center, creating a gradient effect.

These statements have been created in cooperation with several professionals from the ITSM industry. We expect the document to continually evolve, which is why your feedback is most welcome.