Advanced ITSM and Service Delivery Optimization Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IT7162_287510

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the principles and practices of modern IT Service Management (ITSM) and service delivery optimization. In today's digitally-driven landscape, effective ITSM is no longer just an IT function but a critical enabler of business strategy and value creation. This program moves beyond foundational concepts to explore advanced strategies for designing, implementing, and continuously improving IT services to meet and exceed business expectations. Drawing upon established frameworks, including the principles outlined in seminal works like "ITIL Foundation, ITIL 4 Edition", the course emphasizes a holistic approach. As the renowned ITIL contributor David Cannon has articulated, the focus must be on value co-creation. Participants will learn to build robust service delivery models, manage the full-service lifecycle, and leverage metrics for data-driven decision-making. BIG BEN Training Center has designed this curriculum to equip professionals with the skills to transform their IT operations from a cost center into a strategic business partner, ensuring services are not only stable and reliable but also agile, efficient, and perfectly aligned with organizational goals. This course is the definitive guide to achieving operational excellence and driving innovation through superior IT service delivery.

Target Audience / This training course is suitable for:

- IT Managers and Team Leaders.
- Service Delivery Managers.
- IT Operations Staff.
- Service Desk Managers and Analysts.
- ITIL Practitioners and Process Owners.
- IT Professionals seeking to advance their careers in service management.
- Project Managers and Business Analysts involved in IT projects.
- Quality Assurance and Continual Improvement Managers.
- IT Consultants and Service Architects.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Governmental and Public Sector Organizations.
- Manufacturing and Engineering.
- Retail and E-commerce.
- Education and Research Institutions.
- Consulting and Professional Services.

Target Organizations Departments:

- Information Technology Department.
- Operations Management.
- Service Desk and Customer Support.
- Infrastructure and Network Management.
- Application Development and Support.
- Project Management Office (PMO).
- Quality Assurance and Compliance.
- Business Relationship Management.

Course Offerings:

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

- Develop a strategic vision for IT Service Management aligned with business objectives.
- Design and implement core ITSM processes like incident, problem, and change management.
- Master the principles of Service Level Management to define and manage effective SLAs.
- Create and manage a comprehensive service catalog and service portfolio.
- Apply Continual Service Improvement (CSI) models to optimize service performance and value.
- Integrate ITSM practices with Agile and DevOps methodologies for enhanced agility.
- Utilize key performance indicators (KPIs) and metrics for effective service reporting.
- Enhance the IT customer experience through user-centric service design.
- Evaluate and implement automation and AI solutions to improve ITSM efficiency.
- Lead service optimization initiatives that deliver tangible business outcomes.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply their learning in the workplace. We move beyond traditional lecture-based formats to a blended learning approach that combines expert-led instruction with hands-on application. The course heavily features real-world case studies, allowing participants to analyze complex service delivery challenges and develop viable solutions. Collaborative group workshops and team-based exercises encourage peer-to-peer learning and the exchange of diverse perspectives. Interactive sessions, facilitated discussions, and problem-solving scenarios are integrated throughout the five days to reinforce key concepts and build practical skills. Participants will receive constructive feedback from the instructor and peers, fostering a supportive and dynamic learning environment. Our approach emphasizes learning by doing, equipping attendees not just with theoretical knowledge of ITSM frameworks but with the confidence and competence to drive service optimization within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic IT Service Management

- Introduction to ITSM and its role in business value co-creation.
- Evolution of service management frameworks from ITIL v3 to ITIL 4.
- The ITIL 4 Service Value System (SVS) and its components.
- Understanding the Four Dimensions of Service Management.
- The ITIL Guiding Principles for service excellence.
- Distinguishing between processes, value streams, and practices.
- Aligning IT strategy with overall business strategy.

Unit Two: Mastering Core ITSM Practices

- In-depth analysis of Incident Management for rapid service restoration.
- Problem Management techniques for root cause analysis and prevention.
- Implementing a robust Change Enablement process to minimize risk.
- Service Request Management through effective catalogs and fulfillment.
- Service Desk practice as the single point of contact.
- Monitoring and Event Management for proactive service oversight.
- Best practices for knowledge management to support all ITSM processes.

Unit Three: Service Design and Value Proposition

- Service Level Management (SLM) and the art of crafting effective SLAs.
- Building and managing a business-focused Service Catalog.
- Service Portfolio Management for strategic investment decisions.
- Designing for user experience (UX) in IT services.
- Capacity and Performance Management to meet current and future demands.
- Information Security Management within the ITSM context.
- Supplier Management and integrating third-party services.

Unit Four: Continual Improvement and Service Optimization

- The Continual Improvement model and its practical application.
- Using metrics, KPIs, and critical success factors (CSFs) for measurement.
- Techniques for service reporting and creating effective dashboards.
- Value Stream Mapping to identify and eliminate waste in IT processes.
- Introduction to Lean IT principles for efficiency.
- Benchmarking performance against industry standards.
- Conducting service reviews and developing improvement plans.

Unit Five: The Future of ITSM and Advanced Topics

- Integrating ITSM with Agile and DevOps for high-velocity IT.
- The role of automation and Artificial Intelligence (AI) in modern ITSM.
- Relationship Management for strategic partnering with the business.
- Organizational Change Management for successful ITSM adoption.
- Developing a culture of service excellence and customer-centricity.
- Exploring other frameworks like COBIT and their relation to ITSM.
- Creating a roadmap for ITSM maturity and optimization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations effectively balance the structured control of traditional ITSM frameworks with the speed and flexibility demanded by Agile and DevOps methodologies?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely theoretical examination of ITSM frameworks to a strategic and practical application of service optimization principles. While many courses focus on certification against a single framework, our curriculum provides a holistic, framework-agnostic perspective, integrating key concepts from ITIL, Agile, DevOps, and Lean IT. The primary focus is on how to leverage these practices to deliver tangible business value, enhance customer satisfaction, and drive operational excellence. We emphasize the development of critical thinking skills through complex case studies and real-world problem-solving scenarios rather than simple memorization of processes. A significant differentiator is our forward-looking approach, with dedicated modules on integrating AI and automation into ITSM, and adapting service management to high-velocity digital environments. Participants will not just learn the "what" of ITSM, but the "why" and "how" of transforming IT operations into a strategic enabler of business success, equipping them with a versatile and future-proof skill set.