

ITIL Product Certification Training

3 days (21 hours)

Overview

The ITIL Product certification teaches you how to structure the management of a digital product by aligning value, prioritization, and service quality. The training applies to the following use cases: roadmap scoping, continuous improvement, request management, and incident/change management on the product side.

You will learn to link ITIL practices (value streams, service management) to product activities: discovery, delivery, operations, and value measurement. The goal is to clarify roles, artifacts, and decisions to reduce friction between product, run, and delivery teams.

The approach is hands-on: flow mapping workshops, role-playing exercises (prioritization, risk management), metric demos, and building a value-driven backlog. Deliverables: product/service canvas, policy definitions (SLA/SLO), roadmap template, metrics dashboard (value, quality, cost), and continuous improvement plan.

Objectives

- Map a product value stream and identify bottlenecks.
- Define product governance that integrates incidents, requests, and changes.
- Prioritize a backlog based on value, risks, and capacity.
- Implement SLAs/SLOs and performance metrics.
- Develop an actionable continuous improvement plan.

Target Audience

- Product Owners / Product Managers
- Application Managers / Service Owners
- IT Project Managers / Delivery Managers
- Operations / Support Managers

Prerequisites

- Hold ITIL Foundation certification
- Understanding of delivery cycles (Agile/DevOps)
- Basic knowledge of IT operations (incidents, changes)
- Interpretation of metrics (KPIs, availability, response times)

Technical prerequisites

- Modern web browser (Chrome/Firefox/Edge)
- Note-taking tool and spreadsheet software (Office/LibreOffice equivalent)

ITIL Product Training Program

[Day 1 - Morning]

Positioning ITIL Product within the value chain

- Clarifying the concepts: product, service, offering, value, and outcomes
- Linking the product approach to the ITIL Service Value System and key practices
- Identify stakeholders, personas, and needs to address
- Define a Product Vision and measurable objectives (OKRs/KPIs)
- Hands-on workshop: Mapping an existing product/service and its value proposition.

[Day 1 - Afternoon]

Product governance: roles, responsibilities, and decisions

- Define roles: Product Owner, Product Manager, Service Owner, sponsors
- Establish a RACI matrix and steering rituals (committees, reviews, decision-making)
- Defining a prioritization model (value, risk, cost, compliance)
- Aligning budget, capacity, and roadmap with strategy
- Hands-on workshop: Building a RACI matrix and decision-making process for an IT product.

[Day 2 - Morning]

Design the product offering and catalog

- Structure the offering: packages, options, service levels, prerequisites
- Drafting a product sheet: scope, SLAs/SLOs, costs, constraints, dependencies
- Integrating security, compliance, and continuity requirements from the design phase
- Organizing the catalog: taxonomy, ownership, publication rules

- Hands-on workshop: Create a complete catalog entry for an offering (e.g., workstation, API, VM).

[Day 2 - Afternoon]

Measuring value and driving product performance

- Define metrics: adoption, quality, cost, risk, satisfaction
- Set up a dashboard (KPIs, thresholds, trends, alerts)
- Build a cost model (TCO) and a cost allocation/showback model
- Organizing continuous improvement through user feedback and incident/problem analysis
- Hands-on workshop: Defining a product dashboard (KPIs + data sources + frequency).

[Day 3 - Morning]

Lifecycle: From idea to launch (Build & Transition)

- Transforming the request into a backlog: epics, user stories, acceptance criteria
- Managing dependencies and risks with a Lean/Agile approach
- Preparing for production deployment: change enablement, testing, communication, training
- Defining go/no-go conditions and the deployment plan (phased, rollback)
- Hands-on workshop: Write 5 user stories and a release plan for a product evolution.

[Day 3 - Afternoon]

Operation, support, and continuous improvement (Run & Improve)

- Organizing support: SLAs, escalations, knowledge base, self-service
- Link incidents/issues to the roadmap (prioritization by value impact)
- Establishing an improvement framework: reviews, post-mortems, corrective actions
- Managing end-of-life: deprecation, migration, communication, archiving
- Hands-on workshop: Build a 30/60/90-day improvement plan based on operational data.

Target Audience

This training is intended for both individuals and companies, large or small, seeking to train their teams in new advanced IT technologies or to acquire specific business knowledge or modern methods.

Assessment at the start of the training

The initial assessment at the start of the training program complies with Qualiopi quality standards. Upon

final registration, the learner receives a self-assessment questionnaire that allows us to assess their estimated proficiency with various types of technology, as well as their expectations and personal goals for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could pose challenges for the monitoring and smooth running of the training session.

Teaching Methods

Practical Course: 60% Practical, 40% Theory. Training materials distributed in digital format to all participants.

Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

Assessment

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been properly acquired.

Certification

A certificate will be issued to each trainee who has completed the entire training program.