

COURSE OUTLINE



Course Name: ITIL® (Version 5) Product

DURATION	SKILL LEVEL	DELIVERY METHOD	TRAINING CREDITS	TECHNOLOGY
3 Days	Product	In Class/VILT	N/A	IT Service Management

Course Overview

The ITIL® Version 5 Product course enables delegates the knowledge needed to understand digital products and services, and how product and service lifecycle activities can be managed using ITIL practices. The course builds core ITIL concepts and introduces the activities required to discover, design, acquire, build, transition, operate, deliver, and support digital products and services.

Delegates explore the key concepts, practices, steps, outputs, success factors, and metrics associated with each lifecycle activity. The course also considers end-to-end lifecycle management and the relationship between ITIL, AI, and other frameworks in modern digital product and service environments.

ITIL Product (Version 5) is one of the modules within the *ITIL Managing Professional stream* of the ITIL Qualification Scheme. Completion of ITIL Product, together with ITIL Service, ITIL Experience and ITIL Transformation, leads to the *ITIL Managing Professional designation*.

Prerequisites of the ITIL® Version 5 Product Certification

Delegates should have completed ITIL® Version 5 Foundation Certification.

Who Should Attend this ITIL® Version 5 Product Certification?

The ITIL® Version 5 Product Certification is ideal for professionals who want to strengthen their understanding of product-oriented service management and apply ITIL® 5 principles in real-world environments. This certification is beneficial for professionals such as:

- IT Service Managers
- Service Delivery Professionals
- IT Architects and Planners
- IT Consultants
- Advisory Professionals
- Project Managers

Learning Objectives

- Recap key ITIL concepts and explain the purpose of digital products and services
- Understand digital product and service lifecycle management activities
- Explain the key concepts, practices, steps, outputs, success factors, and metrics for Discover, Design, Acquire, Build, Transition, Operate, Deliver, and Support activities
- Understand how to manage the end-to-end ITIL product and service lifecycle
- Recognise how ITIL, AI, and other frameworks support modern product and service management
- Apply lifecycle thinking to improve digital product and service outcomes

Topics

The course explores the following content areas:

Module 1: ITIL Foundation Recap and Digital Products and Services Overview

- Introduction to digital products and services
- Digital product and service lifecycle management activities

Module 2: Discover

- Key concepts and practices of the 'Discover' activity
- Steps and outputs of the 'Discover' activity
- Success factors and metrics of the 'Discover' activity

Module 3: Design

- Key concepts and practices of the 'Design' activity

- Steps and outputs of the 'Design' activity
- Success factors and metrics of the 'Design' activity

Module 4: Acquire

- Key concepts and practices of the 'Acquire' activity
- Steps and outputs of the 'Acquire' activity
- Success factors and metrics of the 'Acquire' activity

Module 5: Build

- Key concepts and practices of the 'Build' activity
- Steps and outputs of the 'Build' activity
- Success factors and metrics of the 'Build' activity

Module 6: Transition

- Key concepts and practices of the 'Transition' activity
- Steps and outputs of the 'Transition' activity
- Success factors and metrics of the 'Transition' activity

Module 7: Operate

- Key concepts and practices of the 'Operate' activity
- Steps and outputs of the 'Operate' activity
- Success factors and metrics of the 'Operate' activity

Module 8: Deliver

- Key concepts and practices of the 'Deliver' activity
- Steps and outputs of the 'Deliver' activity
- Success factors and metrics of the 'Deliver' activity

Module 9: Support

- Key concepts and practices of the 'Support' activity
- Steps and outputs of the 'Support' activity
- Success factors and metrics of the 'Support' activity

Module 10: The ITIL Product and Service Lifecycle

- Managing the end-to-end lifecycle
- ITIL, AI, and other frameworks

Module 11: ITIL and Other Frameworks

- ITIL, AI, and other frameworks

Job Roles

- Product Manager
- Service Manager
- Service Owner or Process Owner
- Practice Owner
- Digital Product or Service Lifecycle Lead
- Project Manager or Programme Manager
- PMO Professional
- Business Analyst
- IT Governance, Risk, or Compliance Professional
- IT Consultant or Digital Transformation Specialist

ITIL® 5 Product Certification Exam Information

The ITIL® 5 Product Certification assesses delegate understanding of product-centric service management within modern digital organisations. It validates knowledge of product lifecycle management, value streams, and practices required to design, deliver, and continuously improve value-driven products and services.

The ITIL® 5 Product Certification Exam is in the following format:

- Multiple Choice
- Total Questions: 40
- Pass Mark: 70%
- Duration: 90 Minutes
- Open Book

Why this certification

After completing this course, students will learn how to:

- Understand the relationship between ITIL concepts and digital product and service management
- Apply lifecycle thinking across digital products and services
- Recognise the purpose, outputs, success factors, and metrics of key lifecycle activities
- Support the end-to-end management of products and services using ITIL guidance
- Consider the relationship between ITIL, AI, and other frameworks in modern service environments

Notes and Annotations

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