ITIL® Product (Version 5)

Duration: 4 days

COURSE DESCRIPTION

ITIL® Product (Version 5) is one of the three modules in the ITIL Managing Professional (Version 5) certification stream. The course provides guidance on how organizations create, manage, and continually improve digital products throughout the ITIL Product and Service Lifecycle.

ITIL Product focuses on managing digital products as integrated value streams, aligning product capabilities, services, and business outcomes across their full lifecycle. In ITIL, a digital product is defined as a combination of resources enabled by digital technology that are designed to deliver value to consumers.

This training equips professionals with the knowledge and practical approaches needed to manage digital products and services effectively. It emphasizes how digital products enable services, how services deliver value to users, and how lifecycle activities connect to ensure consistent, high-quality outcomes in complex and AI-driven environments.

Key benefits of ITIL Product training
- Provides a comprehensive understanding of digital products and digital services, including their characteristics and how they create value through well-designed service offerings
- Builds practical knowledge of the ITIL Product and Service Lifecycle, including discover, design, build, transition, operate, deliver, and support
- Explains how lifecycle activities interconnect to enable value co-creation and effective end-to-end product management
- Introduces success factors, governance models, performance metrics, AI, and automation that support effective lifecycle management
- Demonstrates how ITIL integrates with modern practices such as DevOps and project management approaches including PRINCE2 and PRINCE2 Agile to support effective and modern product delivery

COURSE OBJECTIVE

- Grasp the fundamental concepts of digital products and services.
- Understand the scope, purpose, benefits, and challenges of the ITIL Product and Service Lifecycle Model.
- Describe how organizational value chain activities support and enhance the lifecycle.
- Apply the purpose, scope, workflow steps, roles, outputs, critical success factors (CSFs), metrics, and practical guidance for each lifecycle activity.
- Explain how management practices enable and strengthen lifecycle activities.
- Implement human-centred design principles, effective acquisition strategies, and operational best practices.
- Understand how operating models, value streams, and organizational structures contribute to effective digital product management.
- Recognize how AI, automation, and complementary frameworks such as PRINCE2 and DevOps enhance the management of digital products and services.

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COURSE OUTLINE

- Digital Products and Services
- Discover
- Design
- Acquire
- Build
- Transition
- Operate
- Deliver
- Support
- Lifecycle Management

WHO SHOULD ATTEND:

- Product and digital delivery roles
- Service management and delivery roles
- Architecture and design roles
- Software and application development teams

PREREQUISITES:

In order to access the ITIL Product exam, you must have obtained the ITIL Foundation certificate (Version 5) or any ITIL 4 certificate. Moreover, it is mandatory to have attended an accredited training course.

EXAMINATION

- 40 Multiple Choice Questions
- 28 marks required to pass (out of 40 available) – 70%
- 90 minutes duration (113 for non-native speakers)
- Open book