ITIL® Product (Version 5)

Duration: 4 days | The exam voucher is included in the training's price.

COURSE DESCRIPTION

ITIL® Product (Version 5) is one of the three core modules — alongside ITIL Service and ITIL Experience — that lead to the ITIL Managing Professional (Version 5) designation (together with the universal ITIL Transformation module). For the first time, the digital product lifecycle has a dedicated place in the ITIL framework, reflecting a fundamental shift in ITIL (Version 5): digital products and digital services are treated as two sides of one unified solution, managed together across a single eight-stage Product and Service Lifecycle Model — Discover, Design, Acquire, Build, Transition, Operate, Deliver, Support.

This course equips professionals to manage digital products end to end as integrated value streams: aligning product roadmaps with organizational strategy, integrating design and build activities with automation, testing, and governance, executing risk-aware transitions, and applying AI-enabled, data-informed practices throughout. It also builds the collaboration bridge between product and service cultures — helping product professionals understand serviceability and helping service professionals understand the road to "go live."

This 4-day on-site format extends the standard delivery with additional applied workshop time, a full lifecycle case study, and a group capstone exercise, giving participants more opportunity to practice product-lifecycle techniques on realistic scenarios before sitting the certification exam.

COURSE OBJECTIVE

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

- Explain how digital products provide capabilities and digital services enable value realization, and how to manage both as a single, unified system.
- Apply the ITIL Product and Service Lifecycle Model (Discover → Design → Acquire → Build → Transition → Operate → Deliver → Support) to real product scenarios.
- Manage digital products as integrated value streams, aligning product roadmaps with organizational strategy.
- Validate product ideas and prioritizes investment before significant resources are committed.
- Integrate design into build activities using automation, testing, governance, and technical debt management.
- Plan and execute structured, risk-aware product transitions with operational readiness and observability built in from day one.
- Apply Site Reliability Engineering (SRE) principles — observability, capacity and continuity planning, monitoring, and automation — to ensure reliability and resilience.
- Use analytics and customer interaction data to drive continuous product optimization and improvement.
- Plan for responsible product retirement that minimizes disruption and protects customer trust.
- Break down silos and align stakeholders across the ITIL Value System and multifunctional product and service teams.
- Prepare with confidence for the ITIL Product (Version 5) certification exam.

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COURSE OUTLINE

Day 1 — Foundations of Digital Product Management in ITIL (Version 5)

- Recap: the ITIL Value System, guiding principles, and the unified Product and Service Lifecycle Model
- Digital products vs. digital services: definitions, relationships, and how value is co-created
- Product vendor vs. service provider perspectives; product professional vs. service manager mindsets
- Discover and Design: understanding customer problems, market opportunities, and validating ideas before investment
- Building a product strategy aligned to business outcomes

Day 2 — From Design to Build and Transition

- Acquire and Build: integrating design into build with automation, testing, and technical debt management
- Governance across the product lifecycle: strategic alignment and financial viability
- Transition: executing structured, risk-aware product transitions with operational readiness and observability from day one
- Collaboration across product, service, and supplier ecosystems; avoiding late-stage rework

Day 3 — Operating, Delivering, and Supporting the Product

- Operate and Deliver: applying SRE principles — observability, monitoring, capacity, and continuity planning
- Support: how service support tickets and operational data feed back into product discovery and backlog refinement
- Using AI-enabled and data-informed practices across operations and support
- Continuous optimization: using analytics and customer insight to keep products competitive and relevant
- Metrics and suggested measures that feed the ITIL continual improvement model

Day 4 — Governance, Retirement, and Integration

- End-to-end governance: keeping products strategically aligned and financially viable across their life
- Managing product end-of-life and retirement with minimal disruption and protection of customer trust
- Integrating ITIL Product with ITIL Service and ITIL Experience disciplines
- Group capstone exercise: end-to-end product lifecycle plan for a realistic scenario, presented to peers
- Full syllabus review and key-concept consolidation
- Exam format walkthrough, sample questions, and exam technique
- Certification exam (On-site with Proctor)

WHO SHOULD ATTEND:

- Product managers, product owners, and digital product leads
- Service managers and service owners working closely with product teams
- Business analysts and value stream leads
- Delivery, DevOps, and platform engineering leads involved in product build and transition
- Professionals pursuing the ITIL Managing Professional (Version 5) or ITIL Master (Version 5) designation
- Anyone accountable for aligning product decisions with customer needs, value streams, and business outcomes

PREREQUISITES:

- A valid ITIL Foundation (Version 5) certificate, or
- A valid ITIL 4 Foundation certificate (recognized as a prerequisite for Version 5 advanced modules)

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EXAMINATION

- Format: Open-book, multiple-choice
- Length: 40 questions / 90 minutes
- Pass mark: 70% (28/40)
- Outcome: ITIL Product (Version 5) certificate — one of three core modules required (with ITIL Service, ITIL Experience, and ITIL Transformation) for the ITIL Managing Professional (Version 5) designation

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