ITIL® Product (Version 5) Training

BILGINC IT Academy
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Duration: **3 Day**

Digital products play a central role in enabling modern organizations to deliver digital services and create lasting value for customers. **ITIL® Product** provides a structured approach to planning, developing, managing, and continually improving digital products throughout their entire lifecycle.

During this three-day course, participants will explore how digital products combine organizational capabilities with digital technologies to support service offerings and deliver business value. The course examines how products progress through the ITIL Product and Service Lifecycle, covering discovery, design, acquisition, development, transition, operation, delivery, and support while remaining aligned with organizational goals.

Throughout the programme, learners will examine how value chain activities, ITIL management practices, and operating models contribute to effective digital product management. By the end of the course, participants will understand how to manage digital products successfully while delivering consistent value across every stage of the product lifecycle.

Prerequisites

Participants must hold one of the following certifications:

- ITIL® (Version 5) Foundation Certificate
- Any ITIL 4 certification

Participants are also recommended to have:

- A basic understanding of service management principles.
- Familiarity with digital services and technology-enabled products.
- Experience working in service delivery, operations, or product-focused roles.

Who Should Attend

This course is intended for professionals involved in planning, developing, delivering, or managing digital products and services.

Typical participants include:

- Service management professionals.
- Product managers and product owners.
- Service delivery specialists.
- Operations and technical support professionals.
- Digital transformation practitioners.
- Individuals seeking to strengthen their knowledge of ITIL product lifecycle practices.

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What You Will Learn

Upon successful completion of this course, participants will be able to:

- Explain the core concepts of digital products and digital services.
- Describe the purpose, scope, and structure of the ITIL Product and Service Lifecycle.
- Explain how organizational value chain activities support product lifecycle management.
- Apply lifecycle activities including Discover, Design, Acquire, Build, Transition, Operate, Deliver, and Support.
- Identify the roles, outputs, critical success factors, and performance measures associated with lifecycle activities.
- Apply human-centred design principles and effective acquisition approaches to digital product management.
- Explain how operating models, value streams, and organizational structures support digital product management.
- Describe how Artificial Intelligence, automation, and complementary frameworks enhance product and service management.

Training Outline

Module 1 - Digital Products and Services

Introduces the fundamental concepts of digital products and digital services and explains how the ITIL Product and Service Lifecycle supports value creation throughout the product lifecycle.

Module 2 - Discover

Examines how organizations identify new product opportunities, validate product direction, and generate insights that guide successful product development.

Module 3 - Design

Explores how human-centred design principles and supporting practices contribute to the creation of effective digital products and services.

Module 4 - Acquire

Explains how organizations obtain the technologies, capabilities, talent, and supplier relationships required to support digital product development.

Module 5 - Build

Covers how product concepts and designs are transformed into operational capabilities through structured planning, development, and implementation activities.

Module 6 - Transition

Explores how digital products are prepared, validated, and introduced into live environments through

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controlled transition practices.

Module 7 - Operate

Focuses on operating digital products and services reliably, efficiently, and consistently within live production environments.

Module 8 - Deliver

Describes how digital services are delivered to users through service relationships, delivery models, and ITIL service management practices.

Module 9 - Support

Explains how incidents, problems, and service disruptions are managed to maintain product stability, service quality, and a positive user experience.

Module 10 - Lifecycle Management

Examines how operating models, value streams, organizational structures, and enabling technologies support end-to-end digital product lifecycle management.

Module 11 - ITIL and Other Frameworks

Explores how ITIL practices integrate with DevOps and project management frameworks such as PRINCE2 to strengthen digital product and service delivery.

Exams and Assessments

This course includes an official certification examination.

- 40 multiple-choice questions
- 90-minute examination
- Open-book examination. Candidates may use the official **ITIL Product** publication during the exam, including personal notes written within the publication. No other reference materials are permitted.
- Pass mark: **28 out of 40 (70%)**
- The examination is delivered online through **PeopleCert** and may be taken at the learner's convenience.
- The assessment evaluates the learner's understanding of the ITIL Product and Service Lifecycle together with the practices used to manage digital products effectively.