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Certification Study Notes

Code:

Key Concepts



Service Management Fundamentals

Core concepts of IT service management

Key Definitions

Term	Definition
Service	A means of enabling value co-creation by facilitating outcomes that customers want to achieve, without the customer having to manage specific costs and risks.
Value	The perceived benefits, usefulness, and importance of something.
Organization	A person or a group of people that has its own functions with responsibilities, authorities, and relationships to achieve its objectives.
Service Management	A set of specialized organizational capabilities for enabling value for customers in the form of services.

Key Concept

ITIL 4 emphasizes that value is co-created through active collaboration between providers and consumers. The consumer is not a passive recipient but an active participant.

Service Provider

An organization that delivers services to service consumers. Can be internal (IT department) or external (cloud provider).

Service Consumer

An organization or person that receives services. Includes Customer (defines requirements), User (uses services), Sponsor (authorizes budget).

Utility

The functionality offered by a product or service to meet a need. "Fit for purpose" - what the service does.

Warranty

Assurance that a product or service will meet agreed requirements. "Fit for use" - how well the service performs.

Service Offerings

- Goods - Physical items, ownership is transferred to the consumer
- Access to Resources - Consumer is granted access but ownership stays with provider
- Service Actions - Actions performed to address consumer needs

Outputs vs Outcomes

Concept	Definition	Example
Output	A tangible or intangible deliverable of an activity	A report, a new server, updated software

Concept	Definition	Example
Outcome	A result for a stakeholder enabled by one or more outputs	Better decision-making, improved efficiency, cost savings

Guiding Principles

🌀 ITIL 4 Guiding Principles

Recommendations that guide an organization in all circumstances

Exam Focus

The 7 guiding principles are heavily tested on the exam. Know all seven, their definitions, and how they apply to real scenarios.

Principle	Description	Key Points
1. Focus on Value	Everything should link back to value for stakeholders	Know who the consumer is, understand their perspective, map value
2. Start Where You Are	Assess current state before deciding on improvements	Don't start from scratch, use what exists, measure objectively

Principle	Description	Key Points
3. Progress Iteratively with Feedback	Work in small iterations with feedback loops	Organize work into manageable sections, get feedback, improve
4. Collaborate and Promote Visibility	Work together across boundaries	Involve right people, trust and transparency, make work visible
5. Think and Work Holistically	Consider the entire system, not just parts	End-to-end view, understand dependencies, integrate practices
6. Keep It Simple and Practical	Use minimum steps needed	Eliminate waste, be outcome-focused, practical solutions
7. Optimize and Automate	Maximize value through optimization	Optimize first, then automate, use technology wisely

Applying the Principles

- Principles interact with each other and should be considered together
- Not all principles apply equally in every situation
- Organizations should adapt principles to their context

- Principles apply to all activities, not just ITIL practices

Four Dimensions

Four Dimensions

A holistic approach to service management

Key Concept

All four dimensions must be considered when managing services. Neglecting any dimension can lead to services that don't meet expectations.

1. Organizations and People

Roles, responsibilities, organizational structures, culture, required competencies, and staffing. Ensures people are capable and organized effectively.

2. Information and Technology

Information and knowledge for service management, plus technologies (ITSM tools, AI, cloud, databases). Both the information itself and tools to manage it.

3. Partners and Suppliers

Relationships with other organizations involved in services. Includes contracts, agreements, and integration with external parties.

4. Value Streams and Processes

How work gets done. Defines activities, workflows, controls, and procedures needed to create and deliver services.

External Factors (PESTLE)

Factor

Examples

Political

Government policies, regulations, political stability

Factor	Examples
Economic	Market conditions, economic trends, exchange rates
Social	Cultural attitudes, demographics, lifestyle changes
Technological	Emerging technologies, automation, digital transformation
Legal	Laws, compliance requirements, industry regulations
Environmental	Climate change, sustainability, green initiatives

Service Value System

⌚ Service Value System (SVS)

How organizational components work together to create value

Definition

The SVS describes how all components and activities of the organization work together to facilitate value creation through IT-enabled services.

SVS Components

Component	Purpose
Guiding Principles	Recommendations for guidance in all circumstances
Governance	Means by which an organization is directed and controlled

Component	Purpose
Service Value Chain	Operating model with activities that transform inputs to outputs
Practices	Sets of organizational resources designed for performing work
Continual Improvement	Recurring organizational activity to ensure value alignment

SVS Inputs and Outputs

- INPUT: Opportunity - possibility to add value or improve the organization
- INPUT: Demand - need or desire for products and services from consumers
- OUTPUT: Value - the perceived benefits delivered to stakeholders

Service Value Chain

Service Value Chain

The central element of the SVS - an operating model for value creation

Six Activities

Activity	Purpose	Key Outputs
Plan	Ensure shared understanding of vision, status, and direction	Plans, policies, portfolio decisions
Improve	Ensure continual improvement of products, services, practices	Improvement initiatives, status reports

Activity	Purpose	Key Outputs
Engage	Provide understanding of stakeholder needs and transparency	Requirements, feedback, service requests
Design & Transition	Ensure products/services meet expectations	Service components, documentation, test results
Obtain/Build	Ensure service components are available when needed	Components meeting specifications
Deliver & Support	Ensure services delivered/supported per specifications	Services delivered, support provided

Exam Tip

Remember that the activities are NOT sequential. They can happen in any order and interact with each other as needed to create value streams.

Value Streams

- A value stream is a series of steps an organization uses to create and deliver products/services
- Value streams combine service value chain activities with practices
- Each organization designs value streams for specific situations
- Common value streams: handling incidents, fulfilling requests, deploying changes

ITIL Practices

ITIL 4 Practices

34 practices organized into three categories

Practice Categories

- General Management Practices (14) - adopted from business management
- Service Management Practices (17) - specific to IT service management
- Technical Management Practices (3) - adapted from technology domains

Key Practices for Foundation Exam

Practice	Purpose
Incident Management	Minimize negative impact of incidents by restoring service quickly
Problem Management	Reduce likelihood/impact of incidents by identifying causes and managing workarounds
Change Enablement	Maximize successful changes by proper risk assessment and authorization
Service Request Management	Support service quality by handling pre-defined user requests
Service Desk	Capture demand for incidents and service requests (single point of contact)
Service Level Management	Set business-based targets for service performance
Continual Improvement	Align practices with changing business needs through ongoing improvement

Change Types

Standard Change

Pre-authorized, low-risk, well-understood, follows a procedure. No additional authorization needed.

Normal Change

Scheduled, assessed, and authorized through the normal change process. CAB may be involved.

Emergency Change

Must be implemented urgently. Expedited assessment and authorization but still documented.

Incident vs Problem vs Known Error

Term	Definition
Incident	An unplanned interruption or reduction in quality of a service
Problem	A cause, or potential cause, of one or more incidents
Known Error	A problem that has been analyzed but not resolved, with a documented workaround



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