IT Service Management (ITSM)

29 November – 10 December 2026
Dubai (UAE)



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Introduction

In today's digital era, Information Technology Service Management ITSM has become a cornerstone for aligning IT services with business objectives. This comprehensive course is designed to equip participants with an in-depth understanding of ITSM principles, frameworks, and best practices. The program emphasizes the latest advancements in IT service management, focusing on how they can enhance service delivery, improve customer satisfaction, and drive business value. Combining theoretical knowledge with practical applications, this course ensures participants acquire the skills necessary to manage IT services effectively in a dynamic and competitive business environment.

Course Objectives

By the end of this course, participants will:

- Define IT Service Management and understand its meaning and importance in modern organizations.
- Apply leading frameworks like ITIL, COBIT, and ISO/IEC 20000 in ITSM processes.
- Implement best practices for service design, transition, operation, and continuous improvement.
- Leverage modern tools and technologies to enhance IT service delivery and management.
- Develop strategies to align IT services with business goals to improve service quality.
- Manage and mitigate risks associated with IT services effectively.
- Measure and analyze IT service performance using key metrics and indicators.
- Lead IT service management projects and drive organizational transformation.
- Improve customer satisfaction through efficient service management and delivery.
- Foster a culture of continuous improvement within the IT organization.

Course Outlines

Day 1: Introduction to IT Service Management

- Define IT Service Management: Meaning, importance, and key concepts.
- Overview of ITSM frameworks: ITIL, COBIT, and ISO/IEC 20000.
- Exploring the role of ITSM in modern business operations.



Day 2: The ITIL Framework and Service Lifecycle

- Stages of the ITIL service lifecycle: Strategy, Design, Transition, Operation, and Continuous Improvement.
- Key processes and roles within each stage.
- Benefits of ITIL in improving service quality and operational efficiency.

Day 3: The COBIT Framework

- Introduction to COBIT and its role in IT governance and management.
- COBIT's principles and enablers for effective IT management.
- Implementing COBIT to address IT risks and governance challenges.

Day 4: ISO/IEC 20000 Standards

- Overview of ISO/IEC 20000 and its importance in IT service management.
- Certification requirements and implementation processes.
- How ISO/IEC 20000 improves service delivery and ensures compliance.

Day 5: Service Design and Transition

- Designing IT services that align with business objectives.
- Service design processes and techniques.
- Effective strategies for transitioning services into live operations.
- Change management and release management best practices.

Day 6: Service Operation

- Managing daily IT operations to ensure reliability and service continuity.
- Incident and problem management processes.
- Request fulfillment and access management.
- Monitoring and event management to optimize service performance.

Day 7: Continuous Service Improvement CSI

- The importance of continuous improvement in ITSM.
- The CSI model and its approach to enhancing services.
- Metrics and measurement tools for assessing performance and improvement.

Day 8: Modern Tools and Technologies in ITSM

- Overview of popular ITSM tools and platforms.
- The role of automation and AI in modern IT service management.
- Exploring cloud-based ITSM solutions and their benefits.
- Case studies showcasing successful tool implementations.



Day 9: Aligning IT Services with Business Goals

- Strategies for aligning IT services with broader business objectives.
- Understanding Service Level Management SLM and Service Level Agreements SLAs.
- Business relationship management to foster collaboration and achieve goals.
- Enhancing customer satisfaction through aligned and optimized IT services.

Day 10: Leadership and Innovation in ITSM

- Leading ITSM projects and driving organizational change effectively.
- Change management strategies for IT organizations.
- Innovations and future trends in IT service management.
- Building a culture of continuous improvement within IT teams.

Why Attend this Course? Wins & Losses!

- Gain a deep understanding of what IT service management is, its importance, and its benefits.
- Learn IT service management processes and apply them to enhance service quality.
- Master leading frameworks like ITIL, COBIT, and ISO/IEC 20000 for ITSM implementation.
- Acquire hands-on skills in modern ITSM tools and technologies.
- Align IT services with business goals, improving customer satisfaction and service efficiency.
- Obtain an IT service management certification to boost your career and professional credibility.

Conclusion

This IT Service Management training course is an invaluable opportunity for professionals seeking to build expertise in ITSM and gain insights into industry best practices. By understanding the importance of IT service management and learning its core principles, participants will be equipped to implement ITSM solutions that align IT services with business objectives.

From improving customer satisfaction to driving innovation, this course prepares you to lead ITSM initiatives, overcome challenges, and deliver exceptional value to your organization.

