ITIL® 4 Specialist – Monitor, Support and Fulfil (MSF)

21 – 25 February 2027
Dubai (UAE)



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Introduction

Welcome to the ITIL® 4 Specialist - Monitor, Support and Fulfil MSF course—your gateway to mastering modern IT service management ITSM operations. In today's fast-paced digital landscape, organizations rely on efficient, reliable, and user-focused IT services to maintain performance and competitiveness.

This program is carefully designed to build advanced operational capabilities by focusing on essential ITIL 4 practices such as monitoring and event management, incident and problem management, service request fulfilment, and service desk operations. It also integrates modern technologies and approaches including automation, artificial intelligence AI, observability, and user experience UX optimization.

Through interactive learning, hands-on exercises, and real-world case studies, participants will gain practical expertise to enhance service performance, ensure service reliability, and drive continual improvement in dynamic digital environments.

Course Objectives

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

- Apply ITIL 4 practices related to monitoring, support, and fulfillment.
- Improve incident management and problem management using structured methodologies
- Optimize service desk operations with user-centric best practices
- Enhance monitoring systems and event response capabilities
- Improve user experience UX across multiple service channels
- Leverage automation tools and AI-driven solutions in IT operations
- Measure and improve performance using KPIs and SLAs
- Support continual improvement in IT service delivery

Course Outlines

Day 1: ITIL 4 Foundations & MSF Overview



- Understanding the ITIL® 4 framework and guiding principles
- Exploring the Service Value System SVS
- The Four Dimensions of Service Management
- Introduction to MSF practices and operational roles
- Overview of:
    - Monitoring and Event Management
    - Incident Management
    - Service Request Management
    - Problem Management
    - Service Desk
- Mapping workflows to ITIL 4 practices

Day 2: Monitoring & Event Management

- Key concepts of monitoring and observability
- Event classification: informational, warning, exception
- Designing effective monitoring systems
- Event correlation and prioritization techniques
- Integration with AIOps and automation tools
- Proactive vs reactive monitoring approaches

Day 3: Incident & Problem Management

- Managing the incident lifecycle and prioritization
- Handling major incidents and escalation procedures
- Enhancing stakeholder communication
- Understanding problem management processes
- Conducting Root Cause Analysis RCA
- Using Known Error Database KEDB
- Applying techniques such as 5 Whys and Fishbone Analysis

Day 4: Service Desk & Service Request Management

- The Service Desk as a Single Point of Contact SPOC
- Managing the service request lifecycle
- Implementing knowledge management and self-service portals
- Enhancing user experience UX
- Delivering omnichannel support
- Optimizing service desk operations

Day 5: Integration, Automation & Performance Improvement



- Integrating MSF practices across IT operations
- Applying automation:
    - Workflow automation
    - Chatbots and virtual agents
- Measuring performance using:
    - Mean Time to Resolve MTTR
    - First Call Resolution FCR
    - SLA compliance
- Implementing the Continual Improvement Model
- Understanding governance, risk, and compliance GRC

Why Attend this Course: Wins & Losses!

- Gain hands-on expertise in ITIL 4 IT service management operations
- Improve efficiency in incident resolution and service support
- Strengthen capabilities in automation and AI-driven IT operations
- Enhance monitoring, observability, and service optimization skills
- Elevate user experience UX across IT services
- Prepare confidently for the ITIL® 4 Specialist MSF certification
- Improve service quality through KPIs, SLAs, and continual improvement

Conclusion

This course delivers a structured and practical pathway to mastering IT service management ITSM operations using the ITIL® 4 framework. By combining core practices with modern technologies such as automation, AI, and user-centric service design, participants will be equipped to deliver high-value IT services aligned with organizational objectives.

Ultimately, applying these principles will help improve service reliability, enhance operational efficiency, and support a culture of continual improvement, enabling organizations to thrive in today's digital-first world.

