



ITIL-WK : IT Service Management (ITIL_V5) Workshop

Objective: Digital and Information Technology was turned to be the essential tool for creating business competitive advantage for many decade ago. Business utilizes many digital solutions such as cloud service, digital platforms, mobile application, and AI-based system. IT service management (ITSM) is the mandatory knowledge and skills for IT management. This course will hand on the key concept of Digital Product and Service Management including with detail controls in practice of 12 quick win practices based on **ITIL Version 5** those every organization must be faced and implemented (Service Catalogue Management, Service Desk, Service Level Management, Service Request Management, Change Enablement, Incident Management, Problem Management, Service Asset and Configuration Management, Release and Deployment Management, Monitor and Event Management, Capacity Management, Service Continuity Management). Participants can learn the detail steps of each practice from real scenario case study in roles play workshop including learn key concept of **ITIL Version 5** such as service value system, managing customer experience, AI adoption.

Who Should Attend: People who work in IT department.

- IT Operation Staff
- IT Middle Management
- IT Security officer
- IT Infra expert
- IT Application development
- Head of IT Operation
- Head of IT Infrastructure
- Head of IT Security
- Head of IT Application
- Head of Digital Transformation
- Head of IT Governance

Duration: 2 days (12 hours), 09:00 – 16:00

Venue: Jasmine City Hotel Sukhumvit 23 or Knowledgeger Office Tha Phra, Bangkok

Method: Lecture and Case Study Workshop

Language: Thai

Instructors: Paiboon Punyayuttakan (ITIL V5, PMP, CISSP, CISA, IRCA, Project+)

Course Outline: **IT Service Management (ITIL_V5) Practice & Workshop**

Day 1



ITIL V5 Key Concept

- Digital Product and Service Management
- Value Co-Creation Concept
- Service Offering Techniques & Components
- 3 Types of Service Relationship
- Roles and Responsibilities in Service Relationship Management
- Definition of Service Utility & Warranty & Experience & Sustainability
- Experience in Digital Service

ITIL Product and Service Lifecycle

- Product and Service Life Cycle (Agile & DevOps Integration)
- 8 Steps of Product and Service Life Cycle
- Service Journey

Four Dimension of Product & Service Management

- 4 Dimensions of Product & Service Management
- External Factors of Product & Service Management

Service Value System

- Service Value System Concept (From Demand to Value)
- 5 Components of Service Value System
 - 7 Guiding Principles in ITIL 5
 - Governance
 - 8 Steps of Service Value Chain
 - 34 Practices (General Management / Service Management)
 - 7 Steps of Continual Improvement & KPI Measurement
- Output & Outcome
- Value : Outcome Realization & Business Strategy Alignment
- Service Value System Case Study (Mobile Banking & Digital Transformation)

Value Stream Identification , Mapping , and Management

- Value Stream Identification
- 5 Steps of Value Stream Mapping
- Value Stream Management

ITIL & Artificial Intelligence (AI)

- ITIL AI Capability Model
- ITIL AI governance

ITIL & Related Framework

- ITIL Related with DevOps
- Concept of Continuous Integration (CI)
- Concept of Continuous Delivery (CD)
- Concept of Continuous Deployment (CDP)
- ITIL Related with PRINCE2 (Project Management)

Process & Control & ITIL Maturity Model

- Definition of Process
- Definition of Control
- 5 Levels of ITIL Maturity
- Roles of Process Owner & Process Manager



- Definition of KPI & Measurement

Day 2

ITIL V5 Practice

- Overview 34 Management Practices
 - Strategy Management
 - Portfolio Management
 - Architecture Management
 - Service Financial Management
 - Workforce and Talent Management
 - Continual Improvement
 - Measurement and Reporting
 - Risk Management
 - Information Security Management
 - Knowledge Management
 - Organization Change Management
 - Project Management
 - Relationship Management
 - Supplier Management
 - Business Analysis
 - Service Catalogue Management
 - Service Design
 - Service Level Management
 - Availability Management
 - Capacity and Performance Management
 - Service Continuity Management
 - Monitoring and Event Management
 - Service Desk
 - Incident Management
 - Service Request Management
 - Problem Management
 - Release Management
 - Change Enablement
 - Service Validation and Testing
 - Service Configuration Management
 - Asset Management
 - Deployment Management
 - Infrastructure and Platform Management
 - Software Development and Management
- Analyze and Detail 12 Quick Win Practices
 - Service Catalogue Management (SCLM)
 - Definition of SCLM
 - SCLM Process and Controls
 - Content of Service Catalog
 - Service Catalog Category



- Example of Service Catalog
- Service Level Management (SLM)
 - Definition of SLM
 - SLM Process and Controls
 - Example of SLAs for E-mail Service
 - Example of SLAs for Helpdesk Service
 - Example of SLAs for SOC Service
 - Example of SLAs for ERP Service
- Change Enablement (CHE)
 - Definition of CHE
 - CHE Process and Controls
 - Roles of Change Manager & Change Advisory Board
 - 5 Types of Change
 - How to get CAB approval of change
 - Fast Change with Continuous Deployment
 - CHE Measurement and KPI
- Release and Deployment Management (RDM)
 - Definition of RDM
 - RDM Process and Controls
 - Difference between Release & Deploy
- Incident Management (ICM)
 - Definition of ICM
 - ICM Process and Controls
 - Roles of Incident Manager
 - Difference between Incident & Service Request
 - Example of Incident Types
 - Incident Severity Level
 - 5 Tiers of Incident Response Team
 - ICM Measurement and KPI
- Service Request Management (SRM)
 - Definition of SRM
 - SRM Process and Controls
 - SRM Measurement and KPI
 - Example of Service Request Log
- Monitoring & Event Management (EVM)
 - Definition of EVM
 - EVM Process and Controls
- Service Desk (SDK)
 - Definition of SDK
 - SDK Process and Controls
- Problem Management (PBM)
 - Definition of PBM
 - PBM Process and Controls
 - Root Cause Analysis with 5 Whys Technique



- Definition of Workaround , Corrective , Preventive Actions , Error , Know Error , Problem
- PBM Measurement and KPI
- Service Asset and Configuration Management (SACM)
 - Definition of SACM
 - SACM Process and Controls
 - CIs & CMDB
 - Type of CIs
 - CIs Taxonomy & Naming Conventional
 - How to collect CIs
 - SACM Measurement and KPI
- Capacity Management (CAPM)
 - Definition of CAPM
 - CAPM Process and Controls
 - Demand Management
 - Capacity Planning
 - CAPM Measurement and KPI
- IT Service Continuity Management (ITSCM)
 - Definition of ITSCM
 - ITSCM Process and Controls
 - Definition of Hot Site / Warm Site / Cold Site
 - Definition of RTO & RPO
 - Type of DRP Testing Scenario

ITIL V5 Practice & Workshop

- *Workshop #1 Identify Change , Incident , Problem , Event , Service Request*
- *Workshop #2 Integration of Event , Incident , Change , Capacity and Problem from ERP System*
- *Workshop #3 Integration of Event , Incident , Change , Capacity and Problem from HRIS System*
- *Workshop #4 Integration of Event , Incident , Change , Capacity and Problem from Email Cloud Migration*
- *Workshop #5 Integration of Event , Incident , Change , Capacity and Problem from E-Receipt System*
- *Workshop #6 Integration of Event , Incident , Change , Capacity and Problem from CRM Cloud Migration*
- *Workshop #7 Integration of Event , Incident , Change , Capacity and Problem from Bank Cheque Clearing System*



วัตถุประสงค์:

เทคโนโลยีสารสนเทศ หรือ ไอที กลายเป็นเครื่องมือสำคัญในการ สร้างความ ได้เปรียบในการแข่งขันทางธุรกิจมาหลายทศวรรษแล้ว ธุรกิจระบบ IT ใช้ในหลาย รูปแบบ เช่น cloud service, digital platforms, mobile application, AI-based system ส่งผลให้การบริหารจัดการ บริการด้านไอที หรือ IT Service Management (ITSM) เป็นความรู้และทักษะที่จำเป็นสำหรับ ผู้ บริหารระบบไอที ในทุกระดับ และ Framework สำคัญ สำหรับ IT Service Management ที่ได้รับความนิยมในระดับสากล นั้นคือ **ITIL Version 5** Framework หรือ IT Infrastructure Library โดยหลักสูตร นี้ออกแบบมา เพื่อการพัฒนาความรู้ของ แนวปฏิบัติ ตามมาตรฐาน **ITIL Version 5** โดยภาพรวม แต่จะเน้น ลงรายละเอียดในระดับการประยุกต์ใช้ และ นำไปปฏิบัติ สำหรับ 12 แนวปฏิบัติ หลัก ที่หน่วยงานไอที ของทุก องค์กรต้องใช้งาน ประกอบไปด้วย Service Catalogue Management, Service Desk, Service Level Management, Service Request Management, Change Enablement, Incident Management, Problem Management, Service Asset and Configuration Management, Release and Deployment Management, Monitor and Event Management, Capacity Management , Service Continuity Management (12 Quick Win Practices) โดย ผู้เข้าอบรม จะได้เรียนรู้ ผ่านการประยุกต์ใช้หลักการ ITIL และฝึก ปฏิบัติ (Workshop) จากเหตุการณ์จริง ที่เกิดขึ้นกับระบบไอที ต่างๆขององค์กร เช่น การย้ายระบบขึ้น Cloud การปรับเปลี่ยน Version ของ Software การติดตั้งระบบใหม่ เป็นต้น รูปแบบ Workshop เป็นการฝึกปฏิบัติจากเหตุการณ์จำลอง เพื่อกำหนด บทบาทหน้าที่ ของ Process Owner และ Process Manager ของแต่ละกระบวนการที่เกี่ยวข้อง รวมถึง เรียนรู้หลักการ บริหาร Digital Product and Service เช่น service value system, managing customer experience, AI adoption เป็นต้น

หลักสูตรนี้เหมาะกับใคร : ผู้บริหาร และทีมงาน ในฝ่ายงานไอที ขององค์กร

- เจ้าหน้าที่ IT Operation
- IT Middle Management
- เจ้าหน้าที่ IT Security
- ผู้เชี่ยวชาญ IT Infra
- ทีมงานพัฒนา IT Application
- ผู้บริหาร IT Operation
- ผู้บริหาร IT Infrastructure
- ผู้บริหาร IT Security
- ผู้บริหาร IT Application
- ผู้บริหาร หน่วยงาน Digital Transformation
- ผู้บริหาร IT Governance

ระยะเวลาอบรม : 2 วัน (12 ชั่วโมง), 09:00 – 16:00

สถานที่ : โรงแรม จัสมิน ซิดี อโศก สุขุมวิท 23 หรือ สำนักงาน โนวเลดเจอร์ ท่าพระ กทม.

วิธีการสอน : บรรยาย และ ฝึกปฏิบัติ จากตัวอย่างเหตุการณ์จริง

บรรยายเป็นภาษา : ไทย

วิทยากร : อาจารย์ ไพบูลย์ ปัญญายุทธการ ITIL V5 , PMP, CISSP, CISA, IRCA, Project+



เนื้อหาหลักสูตร : **IT Service Management (ITIL_V5) Practice & Workshop**

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Course Fee: 18,500 Baht
Early Bird 15,500 Baht - to be paid 2 weeks prior to training

(Baht)	Course Fee	VAT 7%	Total (No Withholding Tax)	Withholding Tax (3%)	Total with Withholding Tax
Normal Rate	18,500	1,295	19,795	555	19,240
Early Bird Rate	15,500	1,085	16,585	465	16,120

Payment: Transfer thru bank or pay cheque

1. By Cash – Please pay to the account name “บริษัท โนวเลตเจอร์ จำกัด”

Bank	Branch	Account Type	Account No.
	สาขาภิบาล 1 (บางบอน)	ออมทรัพย์	716-2-50476-7
	เซ็นทรัล พระราม 2	ออมทรัพย์	436-1-49772-2

2. By Cheque – Please pay A/C Payee Cheque to “Knowledgeger Co., Ltd.” (“บริษัท โนวเลตเจอร์ จำกัด”)

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หน่วยงานราชการและนิติบุคคล สามารถหักภาษี ณ ที่จ่ายได้ตามหลักเกณฑ์
ที่อยู่ในการออกเอกสารใบหักภาษี ณ ที่จ่าย
บริษัท โนวเลตเจอร์ จำกัด สำนักงานใหญ่ เลขประจำตัวผู้เสียภาษี 0105555106113
728 ซ. บางบอน 4 ซอย 7 แขวงบางบอนเหนือ เขตบางบอน กทม. 10150