


Courseware-as-a-Service™ for ITIL®



Affordable and Effective Education is a Vital Component of a Successful Service Management Strategy

Education Budgets are the First Victim of an Economic Downturn

SIMPLY PUT...

SERVICE MANAGEMENT IS A 'MUST DO' INITIATIVE

Service management is a must do initiative for a service organization, and a necessary transformational effort for an IT organization.

Typically more than 25% of project costs are associated with purchasing necessary education services.

The economic downturn will likely result in education budgets being slashed, seriously impacting the ability of staff to initiate and sustain a successful project unless a more affordable option is available.

PROTECT VITAL EDUCATION PROGRAMS

Education is a vital element of a successful service management initiative. The abandonment or deferment of a program for purely expense management reasons can seriously impact the likelihood of a successful project.

The benefit of education must be obvious, specifically stated, and protected where it outweighs the cost.

WHO SHOULD LICENSE?

Those interested in becoming an accredited training provider, or in ITIL education want the flexibility and economic benefits from sourcing ITIL education internally, or for self-study.

WHERE CAN I GET MORE INFORMATION?

Visit our website at:

<http://www.servicemanagement101.net>

The benefit of education should be obvious given its cost and influence.

Education: The Vital Enabler

Service management is a complex, risk laden initiative that requires specialized know-how and skills, and a significant investment of resources. Typically, as much as 25% of the budget is allocated for educational services.

Education, and the knowledge it imparts, is a vital enabler of success.

It is imperative that the need for a carefully designed and relevant education program is a visible component of a project budget, and that the knowledge gained related directly to the problems being addressed by the service management effort.

Currently, there are three commonly available means of receiving education:

- ◆ Attendance of public class
- ◆ Onsite delivery of a class
- ◆ Subscription to online e-learning

Courseware as a Service (CaaS) provides a highly cost effective fourth option.

ITIL Foundation - An instructor-led exploration of a theoretical framework

Foundation Training - The Mandatory Prerequisite

The ITIL Curriculum is hierarchical, starting with the 'Foundation' level. The Foundation level is a pre-requisite to all subsequent levels, providing a necessary overview of the scope and general content of the ITIL framework.

Traditionally, Foundation training is received either through attendance of a public class, or by onsite delivery. The latter can offer significant cost savings.

These classes, if advertised to lead to certification, must be hosted by an accredited training provider and be led by an approved ITIL instructor.

The criteria for approval as an ITIL instructor remains heavily grounded in achieving a senior levels of ITIL certification. Work experience and instructional success although solicited, are not verified.

Economic conditions make self and remote learning more attractive.

Deliver as Promised - Now

The ITIL Foundation level and general awareness training requirements are ideal for elearning (computer based training over the internet) and self-study options.

Despite their possible drawbacks of placing the responsibility completely on the student, these options offer considerable savings over the onsite class. The better elearning and self-study programs include instructor led training in the form of videos and companions webinars.

Current economic conditions now make these options more viable than onsite delivery, or attendance of a public class.

Making ITIL education accessible and affordable through annual licensing

Courseware as a Service

The program helps those interested in delivering onsite and publicly scheduled classes avoid the substantial time and costs associated with developing materials, to continue to focus on the development of instructional skills, and to avoid the rigors of a complete accreditation process.

The program also helps client organizations and individuals interested in affordable self-study by providing quality assured presentation slides, student workbooks, sample exams, and supporting services, and allowing them to focus on building organic expertise and capability in the application of ITIL.

A common benefit is freedom from the expense associated with maintaining relevant, ITIL compatible courseware.

Comparison

Comparing CaaS, Public Class
and Onsite Delivery Prices

The following table provides a general comparison of the three most common means of receiving ITIL FOUNDATION level education, and the 'Courseware as a Service' alternative. The figures shown for the traditional options are representative and based upon generally available pricing, and exclude the cost of examination and proctor fees.

Courseware as a Service (Unlimited use for one year period)	Expense	Number of Students				
		5	10	15	20	25
One Time Annual License Fee	\$750	\$750	\$750	\$750	\$750	\$750
Maintenance Fee (Mandatory in Year One)	\$250	\$250	\$250	\$250	\$250	\$250
Cost of each student workbook	\$75	\$375	\$750	\$1,125	\$1,500	\$1,875
Total cost of class without exam		\$1,375	\$1,750	\$2,125	\$2,500	\$2,875
Average cost per student		\$275	\$175	\$142	\$125	\$115
ELearning (Access duration of ninety days)	Expense	5	10	15	20	25
Subscription fee	\$575	\$2,625	\$5,000	\$7,125	\$9,000	\$10,000
Average Cost per Student		\$525	\$500	\$475	\$450	\$400
Attendance of Public Class (Access to Instructor for 2-3 days)	Expense	5	10	15	20	25
Minimum assumed per student travel costs	\$1,500	\$7,500	\$15,000	\$22,500	\$30,000	\$37,500
Class attendance fee	\$1,275	\$6,375	\$12,750	\$19,125	\$25,500	\$31,875
Total cost of class without exam		\$13,875	\$27,750	\$41,625	\$55,500	\$69,375
Average cost per student		\$2,775	\$2,775	\$2,775	\$2,775	\$2,775
Attendance of Onsite Class (Access to Instructor for 2-3 days)	Expense	5	10	15	20	25
Minimum assumed instructor travel costs	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Fixed price class fee		\$5,000	\$8,500	\$11,500	\$14,500	\$17,250
Total cost of class without exam		\$6,500	\$10,000	\$13,000	\$16,000	\$18,750
Average cost per student		\$1,300	\$1,000	\$867	\$800	\$750

Notes:

The CaaS program is specifically designed to support those interested in an accelerated path to becoming an Accredited Training Provider (ATP), and individuals interested in an economic self-study option. We continue to highly recommend attendance of an accredited class delivered by an established and experienced ATP and instructor.

Q&A

Courseware as a Service for ITIL®

Who can deliver ITIL education?	Formal ITIL education advertised as leading to a certification examination can only be offered by accredited training providers (ATP), or those operating under license with an accredited courseware provider (ACP), and delivered by an approved ITIL instructor. Any individual or organization can deliver ITIL related education as long as it respects the intellectual property rights of the Office of Government Commerce (ITIL's owners), and clearly states it is not accredited to prepare a student for an examination.
Who can order ITIL exams?	Similarly, only an accredited courseware provider or accredited training provider can order exams. The exception is an individual who is ordering an exam for their own use.
How do I become an Accredited Training Provider (ATP)?	Any organization can become an ATP by submitting an application to either the APM group of the UK, or one of the authorized Examination Institutes (EI), such as EXIN. The alternate, faster and potentially more cost effective route, is to license accredited materials from an Accredited Courseware Provider.
Do I need to be an approved ITIL instructor to deliver a class, how do I become approved?	You do not need to be an approved instructor to deliver a class on ITIL, just to deliver a class advertised as leading to an exam qualification. A prospective ITIL instructor is sponsored by an ATP and approved by an Examination Institute.
Can I create my own materials or must I use accredited versions?	Yes you can create your own materials. It is recommended that accredited materials be used, but only from a quality assurance and proven by use standpoint.
Do I have to attend a class to learn ITIL?	Not generally. Self-study is an option for the ITIL Foundation level only. Self study through elearning is now available for this level and the subsequent 'Intermediate' and 'Capability' levels.
What is included in the Course as a Service program?	The CaaS program is available in a number of configurations that range from purchasing just student workbooks at a discounted rate, to including the instructor guide and slides, and optionally including remote Internet based support from expert and approved instructors. Please visit the website for detailed information.
What does the CaaS program cost and how is it maintained and kept up to date?	The CaaS program is priced based upon a one time annual license fee. The first year includes one year of support, after which support is optional for an additional fee. The maintenance option guarantees your materials remain up to date and current with any accreditation requirements as appropriate.
What if I only want to buy copies of the student books to support individuals in my organization who prefer to self study?	The CaaS program allows for an individual or organization to license discounted access to student workbooks. The pricing lowers incrementally based upon the number of books purchased and starting with a minimum number of books. Electronic versions of the student materials is available to compliment the hardcopy versions.
What if I need additional help to plan my own education program, or that of my organization?	The CaaS program also offers personal and organizational support as part of the annual maintenance fee. The support provided includes guidance and mentoring for course setup and delivery, cooperative review of class assessment responses from students, and limited customization of materials to suit requirements.

Notes:

The above responses are offered in good faith and represent the opinion of Service Management 101 based upon the information made available by the ITIL Qualification Scheme (IQS) owners. The ITIL IQS remains a work in progress and SM101 reserves the right to update these comments, as well as any other CaaS program elements, to be consistent with IQS policies.

Please check any ITIL specific needs or questions with an official ITIL source or authorized representative.