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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

Which parallel model is based on using the Income generated by an existing business model to fund a new digital business model until can fund itself?

- A. Cannibalism
- B. Erosion
- C. Concurrence
- D. synergism

Correct Answer: D

Synergism is a parallel model that is based on using the income generated by an existing business model to fund a new digital business model until it can fund itself. It is a way of balancing the risks and rewards of innovation and disruption by creating a synergy between the old and the new business models. References: ITIL 4 Leader: Digital and IT Strategy, page 39

QUESTION 2

An organization provides services to businesses and private customers, it is now reviewing its strategy and needs to ensure that the strategy sufficiently addresses the external perspective. Which question BEST supports this objective?

- A. How can we reduce costs?
- B. How can we improve operational efficiencies?
- C. How do we get to where we want to be?
- D. What markets do we serve?

Correct Answer: D

What markets do we serve? is the best question to support the objective of ensuring that the strategy sufficiently addresses the external perspective. It helps to understand the current and potential customers, segments, needs, expectations, and preferences of the markets that the organization operates in or wants to enter. It also helps to identify the opportunities, threats, and trends in the external environment that can affect the organization's strategy. References: ITIL 4 Leader: Digital and IT Strategy, page 7-8

QUESTION 3

An organization strategy requires them to continually maintain market relevance. Which approach is the MOST relevant to achieve this objective?

- A. Customer 360
- B. Digital transformation
- C. Employee 360



D. PESTLE analysis

Correct Answer: B

Digital transformation is the most relevant approach to achieve the objective of continually maintaining market relevance. It is about using digital technology to create new or modify existing business processes, culture, and customer experiences to meet changing market needs and expectations. It also helps to create value, enhance competitiveness, and foster innovation. References: ITIL 4 Leader: Digital and IT Strategy, page 5

QUESTION 4

An organization has identified three initiatives to support a digital transformation strategy:

1. Upgrading technology
 - 2 Adopting new software development approaches
 3. Changing the structure of teams and departments
- The project, management office has been tasked with Identifying and developing the business case(s) needed to review these initiatives Which is the BEST approach to take when creating the business case(s)?
- A. Create one single business case that provides justification for all three initiatives
 - B. Create one business case for the technology upgrade, and another for the remaining Initiatives
 - C. Create three different business cases providing justification for each Initiative
 - D. Create one business case for the organizational change, and another for the remaining Initiatives

Correct Answer: C

Creating three different business cases providing justification for each initiative is the best approach to take when creating the business case(s). This can help evaluate the costs, benefits, risks, and impacts of each initiative separately and compare them with each other. It can also help prioritize and sequence the initiatives based on their feasibility and desirability. References: ITIL 4 Leader: Digital and IT Strategy, page 49-50

QUESTION 5

An insurance company generates sales from its website, from agents in a call center, and from third parties working for other financial service organizations. The product is very popular and users are generally satisfied. The organization regularly collects and analysis data about service consumers, and this shows users have different levels of satisfaction, depending on how the product was sold.

What should the insurance company consider NEXT to help resolve the situation?

- A. Market relevance
- B. Omnichannel delivery
- C. Customer analytics
- D. Customer feedback

Correct Answer: B



Omnichannel delivery is about providing a consistent and seamless customer experience across different channels and touchpoints. This can help increase customer satisfaction, loyalty, and retention. The insurance company should consider how to align and integrate its different sales channels to deliver a unified and coherent service to its customers. References: ITIL 4 Leader: Digital and IT Strategy, page 17

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