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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An organization has identified an opportunity to provide increased value to the healthcare user market. It wants to provide online access to healthcare services before its competition. Which is the NST value proposition for the healthcare user market to include in the strategy?

- A. The organization will be able to utilize Innovative technology to develop software apps in faster times to market
- B. Shareholder will receive Improve dividends from increased proms without significant Investment
- C. Consumers will be able to access advice and request prescriptions quickly at al limes without attending a medical facility
- D. Healthcare professionals will be able to promote the services to healthcare users and reduce costs

Correct Answer: C

Consumers will be able to access advice and request prescriptions quickly at all times without attending a medical facility is the best value proposition for the healthcare user market to include in the strategy. It describes how the online access to healthcare services will benefit the consumers by meeting their needs and expectations, creating value and convenience for them, and differentiating the service from the competition. References: ITIL 4 Leader: Digital and IT Strategy, page 12-13

QUESTION 2

A software development organization has a very traditional way of working that no longer meets their market needs. They currently manage all budgets via their development and operations business units. They want to change so that they

can develop and deploy solutions rapidly in response to constantly changing market needs. How should they change their funding model to support this?

- A. Switch 10 funding teams and value streams
- B. Switch to funding programmes and protects
- C. Provide additional funding to development and operations
- D. Provide additional funding via the research and development budget

Correct Answer: A

Switching to funding teams and value streams is the best way to change their funding model to support their objective of developing and deploying solutions rapidly in response to constantly changing market needs. Funding teams and value streams means allocating budgets based on the value delivered by cross-functional teams working on end-to-end processes that create value for customers. This can help increase agility, flexibility, collaboration, and innovation. References: ITIL 4 Leader: Digital and IT Strategy, page 50-51

QUESTION 3

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 4

An organization is aiming to use an innovative social media platform to improve engagement with young consumers. What should the organization's strategy focus on?

- A. Ecosystem disruption supported by operational excellence
- B. Market relevance supported by ecosystem disruption
- C. Customer and market relevance supported by operational excellence
- D. Operational excellence supported by customer and market relevance

Correct Answer: C

Customer and market relevance is about understanding and meeting the needs and expectations of customers and markets, especially in a dynamic and competitive environment. Operational excellence is about delivering services efficiently and effectively, with high quality and reliability. An innovative social media platform can help improve engagement with young consumers by enhancing customer and market relevance, while operational excellence can support the delivery of the platform and its services. References: ITIL 4 Leader: Digital and IT Strategy, page 15-16

QUESTION 5

Which is an example of industry disruption?

- A. A service provider has launched a new app to support collaboration that is easy to use, and is popular with consumers from many markets
- B. An organization transitioned a large number of its services to a cloud provider to remain competitive in their market
- C. A mobile phone provider has adopted a new operating model in response to threats from the competition which has resulted in the provider becoming the market leader
- D. A software provider has developed a new satellite navigation system for the self-driving car market that has become the system of choice for car manufacturers



Correct Answer: D

A software provider has developed a new satellite navigation system for the self-driving car market that has become the system of choice for car manufacturers is an example of industry disruption. Industry disruption is about creating new markets or value propositions that challenge or replace existing ones. The software provider has created a new value proposition for the self-driving car market that has disrupted the existing satellite navigation systems and gained a competitive advantage. References: ITIL 4 Leader: Digital and IT Strategy, page 37-38

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