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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An organization identified activities that are performed by many different people who follow detailed procedures to ensure they carry out all the steps. The procedures are very clear, and if staff follow the exact steps in the procedure then the results are always good, but this takes a lot of time.

- A. Simple automation
- B. Complex automation
- C. Intelligent automation
- D. Technology replacement modernization

Correct Answer: A

Simple automation is about using technology to automate repetitive and standardized tasks that follow clear and detailed procedures. This can help reduce human errors, save time and resources, and improve efficiency and quality.

References: ITIL 4 Leader: Digital and IT Strategy, page 63

QUESTION 2

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

QUESTION 3

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 4

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 5

An organization is continually changing to maintain customer and market relevant. The changes adopting new technologies, expanding to new markets, and adjusting the service portfolio. Which is the BEST approach to ensure that suppliers and partners support these changes?

- A. Technology replacement modernization
- B. Uninterrupted delivery
- C. Sourcing strategy
- D. Organizational resilience

Correct Answer: C



A sourcing strategy is about deciding how to acquire and manage the resources and capabilities needed to deliver services, including suppliers and partners. An organization that is continually changing to maintain customer and market relevance needs a sourcing strategy that can support these changes by enabling flexibility, agility, innovation and collaboration with suppliers and partners. References: ITIL 4 Leader: Digital and IT Strategy, page 75-76

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