

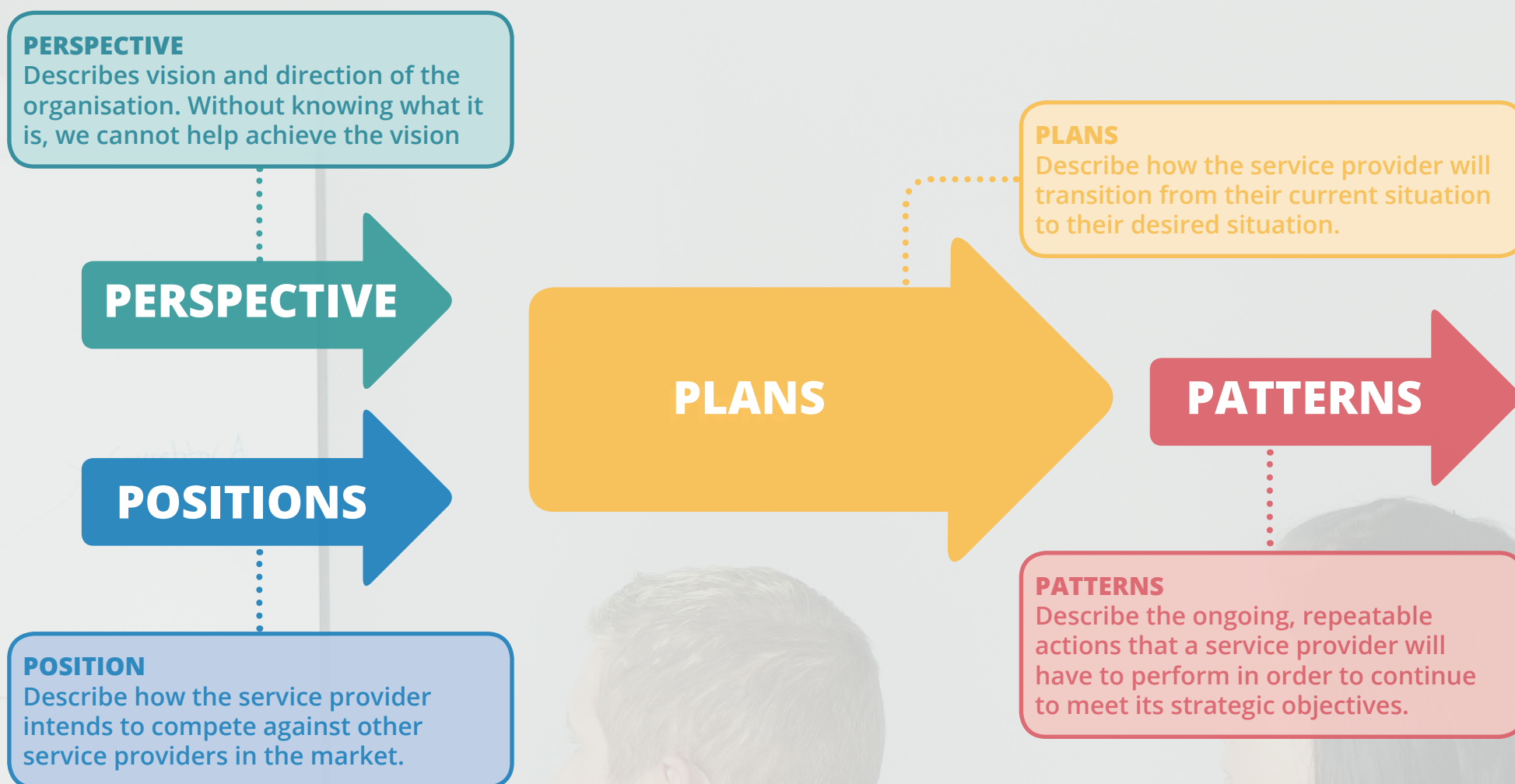
ITIL® Poster Series #31

The 4 Ps of Service Strategy

Introduction

The 4 Ps are the four forms of strategy that should be present whenever a strategy is defined.

A service provider's perspective and position will allow it to develop plans that, if executed, using patterns of repeatable actions will ensure that the service provider achieves its strategic objectives.



Perspective

When an organisation is devising a strategy, it needs to have a clear vision and direction. This helps it to choose between all the possible options. This is **Perspective**.
An organisation must understand where it wants to be in 3 - 5 years to ensure that the choices it makes now support that direction

Plans

Now the organisation must develop **Plans** to develop its services and achieve the Perspective and Positions. This must take account of the current state and cover all aspects of the organisation, its staff, budget, constraints and resources. No plan is can be completely reliable, however, and must be adjusted to adapt to changing circumstances.

Positions

Next, the organisation needs to understand the offerings of its competitors and develop services that will be distinctive and fulfil needs that are currently under-served. The organisation's Positions describe how it intends to compete against other providers. For example, an organisation planning to expand its sandwich-shop business would decide whether potential customers are looking for a cheaper alternative, or one which offers healthier options, or a more exotic range of fillings, and offer a service to meet the perceived requirement.

Patterns

The organisation must ensure that it continues to deliver the service successfully. This involves understanding the **Patterns** regarding how it will deliver the service consistently, how it must be organised internally to be effective and how it needs to interact with its customers.

