

# ITIL 5 Product

Course code: ITIL5PROD

ITIL 5 Product is a three-day course for professionals who want to master the management of digital products as integrated value streams from strategic discovery through to operations and continual improvement. The course builds on the foundations of ITIL 5 Foundation and provides a practical framework for managing the full digital product lifecycle using the ITIL Product and Service Lifecycle model. Participants will learn to align product capabilities, services, and business outcomes, work effectively with value streams, apply human-centred design principles, and integrate AI-enabled ways of working into product development and support.

Affiliate	Duration	Course price	ITB
Praha	3	37 500 Kč	30
Brno	3	37 500 Kč	30
Bratislava	3	1 400 €	30

The prices are without VAT.

## Course terms

Date	Duration	Course price	Type	Course language	Location
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The prices are without VAT.

## Target Audience

- Product managers and product owners responsible for managing digital products and their value streams across the full lifecycle.
- IT delivery managers and service delivery managers who need to connect product management with operations and continual improvement.
- Solutions architects and enterprise architects designing scalable and resilient digital products aligned with organisational strategy.
- IT operations managers and portfolio managers who want to align product capabilities with business outcomes and lead cross-functional teams.
- Holders of ITIL 5 Foundation or ITIL 4 certifications who are building their path towards the ITIL Managing Professional designation.

## What You Will Learn

- Digital Product and Service Integration: Understand how digital products provide capabilities and how digital services enable value realisation, and learn to manage both as a single unified system.
- Value Stream Mapping and Flow Optimisation: Learn how to identify, map, and improve product value streams to optimise flow, reduce waste, and achieve measurable outcomes.
- Strategic Discovery and Product Direction: Find out how to align product roadmaps with organisational strategy through structured discovery, prioritisation, and evidence-based decision-making.
- Human-Centred Digital Product Design: Acquire design thinking principles and human-centred approaches for creating user-friendly, scalable, and sustainable digital products.
- Resource and Supplier Orchestration: Learn to make informed acquisition decisions across technology, talent, and suppliers to ensure scalability and long-term product resilience.
- Build and Quality Engineering: Explore how to integrate design into build activities using automation, testing, governance, and technical debt management.
- Controlled Transition and Deployment: Learn to plan and execute structured, risk-aware product transitions with operational readiness and observability embedded from day one.
- Reliable and Observable Operations: Learn to apply Site Reliability Engineering (SRE) principles, observability, capacity and continuity planning, and automation to ensure product availability and resilience.

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# ITIL 5 Product

- AI-Enabled Ways of Working: Learn to integrate AI-enabled approaches and practices into product development and support.

## Course Content

- Digital Product and Service as an Integrated System: The relationship between product capabilities and value realisation through digital services.
- ITIL Product and Service Lifecycle Model: A structured framework for managing a digital product from discovery through to operations and continual improvement.
- Value Stream Mapping and Management: Identifying, mapping, and optimising product value streams to achieve measurable outcomes.
- Strategic Discovery and Product Roadmap: Methods for structured discovery, prioritisation, and evidence-based decision-making aligned with organisational strategy.
- Human-Centred Design: Design thinking principles and their application in creating user-friendly and sustainable digital products.
- Resource Acquisition and Supplier Management: Decision-making around technology, talent, and suppliers to ensure product scalability and resilience.
- Build, Automation, and Quality Engineering: Integrating design into build activities, test automation, governance, and technical debt management.
- Transition and Deployment: Planning and executing risk-aware transitions with operational readiness and observability.
- SRE, Monitoring, and Operational Resilience: Applying Site Reliability Engineering principles, capacity planning, and automation for reliable operations.
- AI and Product Management: Integrating AI-enabled ways of working into digital product development and support.
- Cross-Functional Collaboration and Outcome Measurement: Aligning stakeholders across the ITIL Value System and using metrics and feedback loops for continual improvement.

## Practical Information

- Course duration: 3 days.
- Prerequisites: ITIL 5 Foundation, ITIL 5 Foundation Bridge, or any ITIL 4 certification. Completion of accredited training is required.
- Exam: Open-book, online via PeopleCert, 90 minutes, 40 multiple-choice questions, passing score 70%.
- Language of instruction: English. Official study materials are in English.
- Certificate: PeopleCert ITIL Product (Version 5), internationally recognised, renewal every 3 years (60 CPD points).
- Accreditation: Course delivered by an Accredited Training Organisation (ATO) Agilist s.r.o. certified by PeopleCert.

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