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QUESTION NO: 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

ANSWER: D

Explanation:

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 NO: 2

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

ANSWER: B

Explanation:

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 NO: 3

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

ANSWER: B

Explanation:

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

QUESTION NO: 4

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

ANSWER: A

Explanation:

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 NO: 5

Which is NOT an essential consideration when developing a digital strategy?

- A. Understanding which systems will form die digital technology programme

- B. Understanding emerging technologies Hal could affect the organization
- C. Understanding how to identify potential opportunities
- D. Understanding the risks involved with digital opportunities

ANSWER: A

Explanation:

Understanding which systems will form the digital technology programme is not an essential consideration when developing a digital strategy. It is a more detailed and technical aspect that can be defined later in the implementation phase. The essential considerations when developing a digital strategy are more focused on understanding the organization's vision, goals, values, customers, markets, competitors, opportunities, risks, and capabilities. References: ITIL 4 Leader: Digital and IT Strategy, page 5-6