

IT Service Catalog & Application Portfolio Management Essentials

23 – 27 November 2026
Baku

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Course Overview:

The IT Service Catalog & Application Portfolio Management Training Course is designed to help organizations structure, visualize, and manage their enterprise IT services in a clear, business-aligned manner. Modern enterprises rely on complex digital ecosystems where IT services are delivered through interconnected applications, infrastructure, and business processes. Without proper IT service catalog management and IT service portfolio management, organizations struggle to understand service dependencies, manage costs, and communicate services effectively to both technical and non-technical users.

This program focuses on practical approaches to IT service management training that enable organizations to build a structured digital service portfolio management model. Participants will learn how to design and implement an effective IT service catalog and application portfolio management framework while applying service mapping and dependency mapping techniques to visualize relationships between services, applications, and infrastructure.

Through real-world examples and practical exercises derived from industry guidance such as service catalog development practices and service mapping frameworks , the course explores how to link IT services to applications, implement configuration management database CMDB training concepts, and apply service topology mapping methods to manage complex environments.

Participants will also explore enterprise IT service management strategy models that integrate IT service architecture management, IT service governance and cost management, and service relationship management in IT to improve transparency, service quality, and operational decision-making.

Target Audience:

- IT Service Managers
- IT Operations Managers
- IT Architects
- Enterprise Architects
- IT Governance Managers
- IT Infrastructure Managers
- Digital Transformation Managers
- Service Portfolio Managers
- Application Portfolio Managers
- CMDB Administrators
- IT Strategy Consultants
- IT Business Relationship Managers

Targeted Organizational Departments:

- IT Service Management Departments
- Enterprise Architecture Teams
- IT Governance and Compliance Units
- IT Operations and Infrastructure Departments
- Digital Transformation Offices
- Application Management Teams
- IT Strategy and Planning Departments
- Cloud and Platform Engineering Teams

These departments benefit directly from improved IT service catalog management, digital service portfolio management, configuration management database CMDB training practices, and structured service dependency management frameworks that support enterprise IT service management strategy development.

Targeted Industries:

- Government and Public Sector
- Banking and Financial Services
- Telecommunications
- Energy and Utilities
- Oil and Gas
- Healthcare Systems
- Technology and Software Development
- Large Enterprise Organizations
- Cloud and Digital Service Providers

Organizations in these sectors must manage large digital ecosystems where linking IT services to applications and implementing service dependency mapping and cost management frameworks is essential for operational transparency and risk control.

Course Offerings:

By the end of this course, participants will be able to:

- Design an effective IT service catalog management framework for enterprise environments
- Build a structured IT service portfolio management model aligned with business strategy
- Apply service mapping and dependency mapping to visualize service architecture
- Implement application portfolio management training techniques to manage enterprise systems
- Develop IT service architecture management frameworks for complex digital environments
- Apply IT service lifecycle management course concepts to service planning and operations
- Implement configuration management database CMDB training principles to manage service assets
- Apply service topology mapping to visualize service relationships and dependencies
- Use service relationship management in IT to improve collaboration between IT and business units
- Implement IT service governance and cost management models for better financial transparency
- Apply business service mapping training techniques to connect services with business processes
- Implement IT service dependency mapping and cost management frameworks for operational optimization
- Build and maintain an enterprise IT service portfolio aligned with digital transformation initiatives
- Design a service catalog for business and IT users that is easy to understand and maintain

Training Methodology:

The IT Service Catalog & Application Portfolio Management Training Course uses a highly practical and interactive methodology that blends theory, real-world scenarios, and applied exercises. Participants first explore core principles of IT service catalog management and IT service portfolio management through structured conceptual frameworks and industry best practices.

The training integrates interactive lectures, case studies, and group discussions that examine enterprise IT service management strategy challenges such as linking IT services to applications, managing service dependencies, and visualizing service topology mapping in complex IT environments. Participants work through practical workshops where they simulate building an enterprise IT service portfolio, applying service mapping and dependency mapping techniques to understand how services interact with applications and infrastructure.

Hands-on exercises focus on configuration management database CMDB training concepts, demonstrating how CMDB data supports service relationship management in IT and enables organizations to manage service architecture effectively. Real-world examples illustrate how organizations implement business service mapping training approaches to help both technical and non-technical users understand digital services and their costs.

The methodology also includes collaborative exercises on designing a service catalog for business and IT users and implementing IT service governance and cost management frameworks that improve transparency and decision-making across the organization.

Course Toolbox:

Participants will gain insights into tools and frameworks commonly used in enterprise environments. These tools are demonstrated through examples and case studies rather than being provided directly.

- IT Service Catalog design templates
- Enterprise IT service portfolio frameworks
- Service mapping and dependency mapping models
- Application portfolio management analysis templates
- CMDB architecture examples and configuration management models
- Service topology mapping diagrams
- Service relationship management frameworks
- IT service lifecycle process templates
- Digital service portfolio assessment models
- IT service cost modeling worksheets
- Business service mapping templates
- Service architecture visualization techniques

Note: Tools themselves are not provided; instead, the course presents practical insights and examples of tools used in enterprise IT service management best practices.

Course Agenda

Day 1: Foundations of IT Service Catalog and Enterprise Service Portfolio

- **Topic 1:** Introduction to enterprise IT service management strategy and IT service management best practices
- **Topic 2:** Understanding IT service catalog management and IT service portfolio management frameworks
- **Topic 3:** Core concepts of IT service lifecycle management course and digital service portfolio management
- **Topic 4:** Building an enterprise IT service portfolio and aligning services with business capabilities
- **Topic 5:** Designing a service catalog for business and IT users to improve service transparency
- **Topic 6:** Understanding service relationship management in IT and the role of service owners
- **Reflection & Review:** Evaluating enterprise IT service catalog and portfolio structures

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Day 2: Designing and Structuring the IT Service Catalog

- **Topic 1:** Designing a structured IT service catalog and application portfolio management framework
- **Topic 2:** Service classification models and digital service portfolio management strategies
- **Topic 3:** Linking IT services to applications using service to application mapping techniques
- **Topic 4:** Business service mapping training for aligning IT services with business processes
- **Topic 5:** IT service architecture management for enterprise service design
- **Topic 6:** Building governance policies for IT service catalog management and lifecycle control
- **Reflection & Review:** Designing an enterprise-ready service catalog architecture

Day 3: Service Mapping and Dependency Management

- **Topic 1:** Introduction to service mapping and dependency mapping for enterprise environments
- **Topic 2:** Implementing service dependency management for complex digital ecosystems
- **Topic 3:** Service topology mapping to visualize service relationships and infrastructure layers
- **Topic 4:** Understanding IT service dependency mapping and cost management frameworks
- **Topic 5:** Techniques for how to link IT services with applications in enterprise architecture
- **Topic 6:** Service relationship management in IT using dependency mapping and architecture models
- **Reflection & Review:** Building service mapping models for operational visibility

Day 4: CMDB and Service Configuration Management

- **Topic 1:** Configuration management database CMDB training fundamentals and architecture
- **Topic 2:** Implementing IT service configuration management frameworks
- **Topic 3:** Connecting CMDB data with service topology mapping and service dependency mapping
- **Topic 4:** Managing service assets, applications, and infrastructure relationships in CMDB
- **Topic 5:** Integrating application portfolio management training with CMDB-based service architecture
- **Topic 6:** Using CMDB insights to improve enterprise IT service management strategy
- **Reflection & Review:** CMDB-driven service relationship and dependency analysis

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Day 5: IT Service Governance, Cost Management and Optimization

- **Topic 1:** IT service governance and cost management models for enterprise IT environments
- **Topic 2:** Linking IT services with applications and business units for cost transparency
- **Topic 3:** IT service dependency mapping and cost management for financial optimization
- **Topic 4:** Managing digital service portfolio performance and service lifecycle improvements
- **Topic 5:** Implementing enterprise IT service management strategy for long-term service sustainability
- **Topic 6:** Practical framework for building and maintaining an enterprise IT service portfolio
- **Reflection & Review:** Designing a scalable IT service catalog and application portfolio management framework

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should have a basic understanding of IT operations, enterprise systems, or IT service management concepts. Prior experience in IT infrastructure, service management, or enterprise architecture can be helpful but is not mandatory. The course is designed to accommodate both technical and managerial professionals involved in managing IT services and digital platforms.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4–5 hours, including breaks, discussions, and interactive exercises. The full course spans one week, totaling approximately 20–25 hours of structured training and applied learning.

How can organizations connect IT services with applications and visualize them for both technical and non-technical users?

Organizations typically use service mapping and dependency mapping combined with configuration management database CMDB training practices to build service topology mapping diagrams. These visual models allow technical teams to track service relationships while presenting simplified service views for business users through a structured IT service catalog and application portfolio management framework.

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How This Course is Different from Other IT Service Catalog & Application Portfolio Management Courses:

Most training programs focus only on theoretical IT service management concepts or isolated topics such as service catalog design or CMDB configuration. The IT Service Catalog & Application Portfolio Management Training Course takes a more integrated enterprise perspective by combining IT service catalog management, service mapping and dependency mapping, application portfolio management training, and IT service governance and cost management into a single comprehensive framework.

Participants learn how to build a complete digital service portfolio management model that connects IT services with applications, infrastructure, and business processes. The course emphasizes practical implementation strategies for linking IT services to applications and implementing service dependency management structures that help organizations understand complex digital ecosystems.

Another unique feature is the focus on visualization techniques such as service topology mapping and business service mapping training, enabling organizations to present IT services clearly to both technical engineers and non-technical business stakeholders. Real-world frameworks inspired by service catalog development and service mapping practices are used to demonstrate how organizations can design service catalogs that improve operational transparency.

By integrating enterprise IT service management strategy, CMDB-driven architecture management, and IT service dependency mapping and cost management approaches, this course provides a practical roadmap for organizations seeking to build and manage a modern enterprise IT service portfolio.