

## ITIL-DITS<sup>Q&As</sup>

ITIL 4 Leader: Digital & IT Strategy

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**QUESTION 1**

An organization has started a digital transformation programme, and wants to create a culture of innovation. This month, the CIO plans to deliver a presentation on how chatbots can improve the customer registration experience. Which approach is the CIO using to support the programme?

- A. Encouraging digital technology opportunities
- B. Establishing a mantle intelligence culture
- C. Giving employees time for training and development
- D. Working with workflow and talent management

Correct Answer: A

Encouraging digital technology opportunities is the approach that the CIO is using to support the programme of creating a culture of innovation. This means that the CIO is promoting and facilitating the exploration and adoption of new digital technologies that can create value for the organization and its customers. By delivering a presentation on how chatbots can improve the customer registration experience, the CIO is demonstrating how digital technology can enable innovation and enhance customer value. References: ITIL 4 Leader: Digital and IT Strategy, page 25-26

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**QUESTION 2**

Which term includes the use of hardware and software to store, retrieve, transmit, and manipulate data?

- A. Digital strategy
- B. Digital technology
- C. Digital transformation
- D. Digital business

Correct Answer: B

Digital technology includes the use of hardware and software to store, retrieve, transmit, and manipulate data. It is one of the components of digital transformation, which is the use of digital technology to create new or modify existing business processes, culture, and customer experiences. Digital strategy is the plan for how an organization will use digital technology to achieve its goals and objectives. Digital business is the business model that leverages digital technology to create value for customers and stakeholders. References: ITIL 4 Leader: Digital and IT Strategy, page 5-6

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**QUESTION 3**

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

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#### 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

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#### QUESTION 5

Which statement about metrics is CORRECT?

A. Leading metrics are difficult to measure, but easy to influence

B. Lagging metrics are easy to measure and to influence

C. Lagging metrics report what has been achieved

D. Lagging metrics predict what is likely to happen in the future

Correct Answer: C

Lagging metrics report what has been achieved by measuring the outcomes or results of past actions or activities. They are easy to measure but difficult to influence. They are useful for evaluating performance and validating hypotheses. Leading metrics predict what is likely to happen in the future by measuring the inputs or drivers of future outcomes or

results. They are difficult to measure but easy to influence. They are useful for forecasting and influencing performance. References: ITIL 4 Leader: Digital and IT Strategy, page 83-84

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