**Introducing ITIL® (Version 5)**

The cat is... out of the bag!

# ITSM Academy A Brief History

From ITIL v2 Foundation to DevOps, SRE, and AI-Enabled Service Management, ITSM Academy has led the evolution of service management education for over two decades.

2004  |  **ITIL v2** era. Foundation & Service Manager only – the "clusters" had not been introduced yet.

2007  |  1st U.S. accredited ITIL provider under new **ITIL v3** scheme.

2008  | Introduced **Certified Process Design Engineer** (CPDE) course.

2011  |  V3 became **ITIL 2011**. As with previous versions, we developed all courseware in the scheme.

2014  |  Built 1st DevOps Foundation course. ITSM Academy leadership co-founded the **DevOps Institute**.

2019  |  Early adopter of **ITIL 4** classes. Introduced **Value Stream Mapping** and **Employee Experience** courses.

2022  |  **Site Reliability Engineering** (SRE) courses and more, to help clients focus on modern reliability.

2025  |  AI & AIOps. Incorporated **AI** into our learner experience, while rolling out **AIOps** related course.

2026  |  **ITIL 5** era!!

**Certified woman-owned small business**

*Since 2004, our goal has stayed the same ...educate & inspire*

# ITIL (Version 5)

**AI NATIVE**

## Extends the global best-practice framework for digital product and service management.

### Key Benefits of ITIL (Version 5)

- **ITIL (Version 5) is the global best practice framework** for everyone involved in digital products and services
  - Connecting strategy, delivery, and outcomes in the AI era.

- **Unifies product and service management**
  - One lifecycle that reduces friction, silos, and handoffs.

- **Brings business and technology together**
  - A shared model that links strategy, delivery, and measurable outcomes.

- **AI-ready by design**
  - Practical guidance to adopt and scale AI responsibly, with governance built in.

- **Experience-driven and outcome-focused**
  - Turns digital work into experiences people feel and results organizations can measure.

- **Relevant across roles and organizations**
  - Designed for IT, product, experience, and business leaders alike - not just ITSM.

> Guides organizations in managing digital products, services, customer experience, and end-to-end digital operations in a structured and future-ready way.

**EST. 2004**
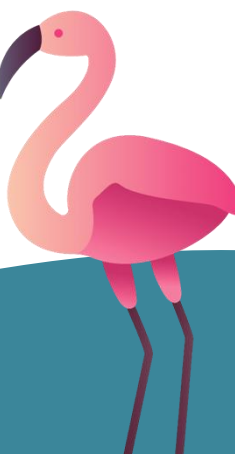
# An Evolution, Not a Revolution

| What stays the same? | What's new? |
|---|---|
| **ITIL Guiding Principles** | One unified Digital Product and Service Lifecycle |
| **Four Dimensions of Service Management** | Practical, experience-driven adoption |
| **ITIL Service Value System** | Stronger focus on customer and employee experience |
| **ITIL Practices (34) with only minor terminology updates** | AI-native guidance integrated across modules |
| **Foundation as the single entry point** | Clearly defined roles, responsibilities, and outcomes |
| **The global trust, scale, and recognition of ITIL** | Clearer, role-aligned guidance - targeted, practical guidance tailored to specific roles and responsibilities |

*ITIL (Version 5) protects existing investments AND expands ITIL's relevance across the digital enterprise.*

# Product + Service = One Lifecycle

Many organizations manage <u>products</u> and <u>services</u> separately, creating gaps in delivery, reliability, and customer experience.
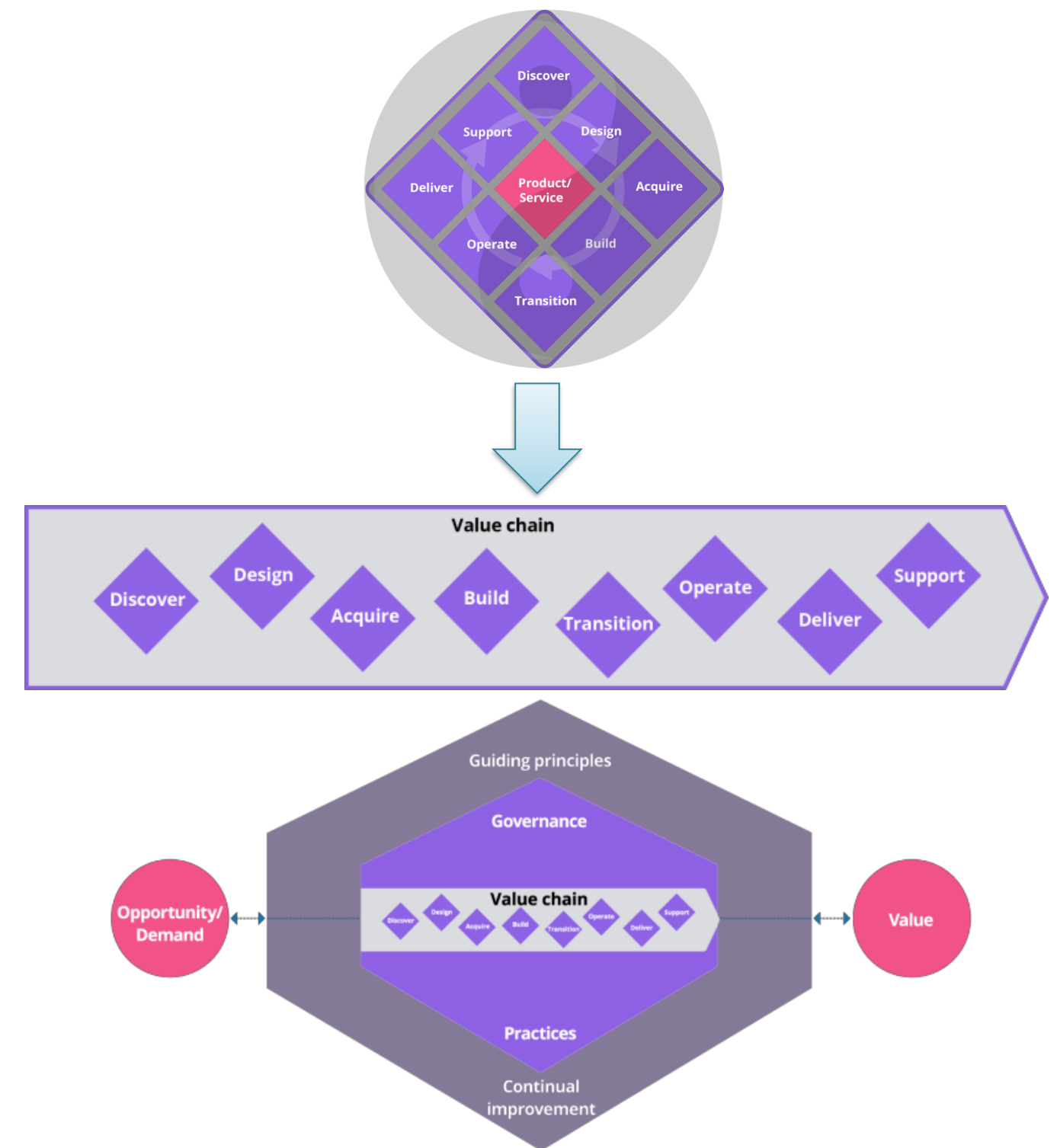
**In reality, products and services are interdependent:**

- Products are what organizations build

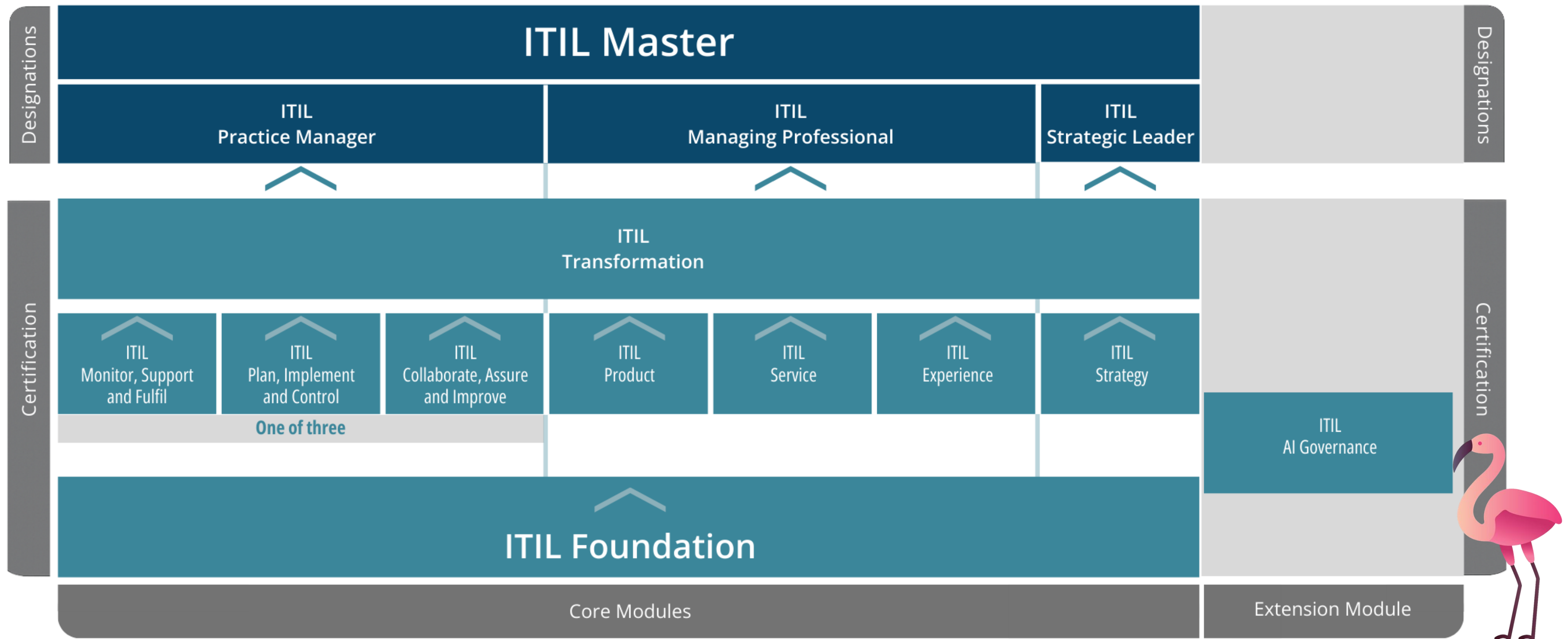- Services are how value is delivered and supported

ITIL (Version 5) unifies **Digital products and services** into one lifecycle so teams can:

- Design together

- Build and launch together

- Operate and improve together

**The result: faster delivery, fewer gaps, better experiences, stronger business outcomes.**

# ITIL (Version 5) Qualification Scheme

**Designations**

**ITIL Master**

| ITIL Practice Manager | ITIL Managing Professional | ITIL Strategic Leader |

**Certification**

**ITIL Transformation**

| ITIL Monitor, Support and Fulfil | ITIL Plan, Implement and Control | ITIL Collaborate, Assure and Improve | ITIL Product | ITIL Service | ITIL Experience | ITIL Strategy |

**One of three**

ITIL AI Governance

**ITIL Foundation**

Core Modules | Extension Module

One framework. Clear pathways. Real business value.

# Product Mapping

| | |
|---|---|
| **"We need a common language and starting point."** | **ITIL Foundation**<br>*Build shared understanding across teams.* |
| **"We're struggling to align product and service delivery."** | **ITIL Product and ITIL Service**<br>*Unify delivery across the lifecycle.* |
| **"Experience and outcomes matter more than processes."** | **ITIL Experience**<br>*Design and measure value.* |
| **"We need leadership alignment and direction."** | **ITIL Strategy**<br>*Connect vision, priorities, and execution.* |
| **"We need to make this real across the organization."** | **ITIL Transformation (How to Implement)**<br>*Embed ITIL and drive change at scale.* |
| **"We're adopting AI and need governance."** | **ITIL AI Governance**<br>*Adopt AI responsibly and with confidence.* |

**ITIL gives *leaders, teams, and partners a common language to align strategy, operations, and customer experience, without losing what already works.***

# Transition from ITIL 4 to Version 5

**ITIL 4 courses & exams will NOT sunset for at *least* 12 months**

| ITIL 4 Qualification | ITIL (Version 5) Entry Point |
|---|---|
| **ITIL 4 Foundation** | Valid as prerequisite for ITIL (Version 5) advanced modules |
| **ITIL 4 Practice Manager** | ITIL Transformation to become a ITIL Practice Manager (Version 5) |
| **ITIL 4 Managing Professional** | Managing Professional Transition (MPT) course and exam to become an ITIL Managing Professional (Version 5) |
| **ITIL 4 Strategic Leader** | ITIL Transformation to become an ITIL Strategic Leader (Version 5) |
| **ITIL 4 Master** | Managing Professional Transition (MPT) course and exam to become an ITIL Master (Version 5) |

# Transition from ITIL 3 to Version 5

| ITIL v3 Qualification | ITIL (Version 5) Entry Point |
|---|---|
| **ITIL v3 Foundation** | Start with ITIL (Version 5) Foundation |
| **ITIL v3 Intermediate or Capability** (1–4 modules) | Start with ITIL (Version 5) Foundation |
| **ITIL Expert (v3)** ITIL v3 Managing Across the Lifecycle (MALC) | Eligibility for ITIL (Version 5) Managing Professional (subject to review) |
| **ITIL Master (v3)** | Start with ITIL (Version 5) Foundation |

EST. 2004

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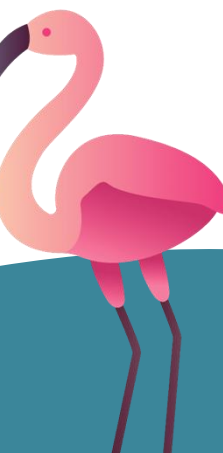
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