

ITIL at an Inflection Point

Why Change is Necessary



»» Agenda

- Why did we need to update ITIL?
- What has Changed?
- New Books, New Certifications, New Paths



The cat is out of the bag!

A hand holding a stylus pointing at a tablet displaying data charts and graphs. The background is dark with blue and orange lighting, suggesting a data analysis or business environment. The tablet screen shows various data points, including numbers like 107, 77.00, 98, 30, 22, 510, 103, 6.80, 9.50, 86, 14.50, 69, 33.75, 66, 212, 64.50, and 9.75. The word "Analysis" is visible on the screen.

Why did we need to update ITIL?



Why do we need an update?

- Digital technology has fueled specialization
 - Specialization has led to fragmentation
- Cloud and AI have moved digital technology decisions into the business
 - Business units are performing more development and management of digital technology
- Managed service provider revenue has tripled in 5 years
 - Many IT functions are being outsourced
 - Focus is shifting to relationship management
- AI has accelerated the rate of change
 - Development and operations cycles are happening in real time

ABC Company: Capability Maturity

Each step adds enterprise strength — governance + flow + experience + AI-aware strategy.

ABC's choice:

- Instead of “version chasing,” they invested in outcomes:
- operating model clarity
 - value streams
 - experience signals

Integration
ITIL (Version 5)

Decentralization
ITIL 4

Alignment
ITIL v3

Control
ITIL v2

Stabilization
ITIL v1

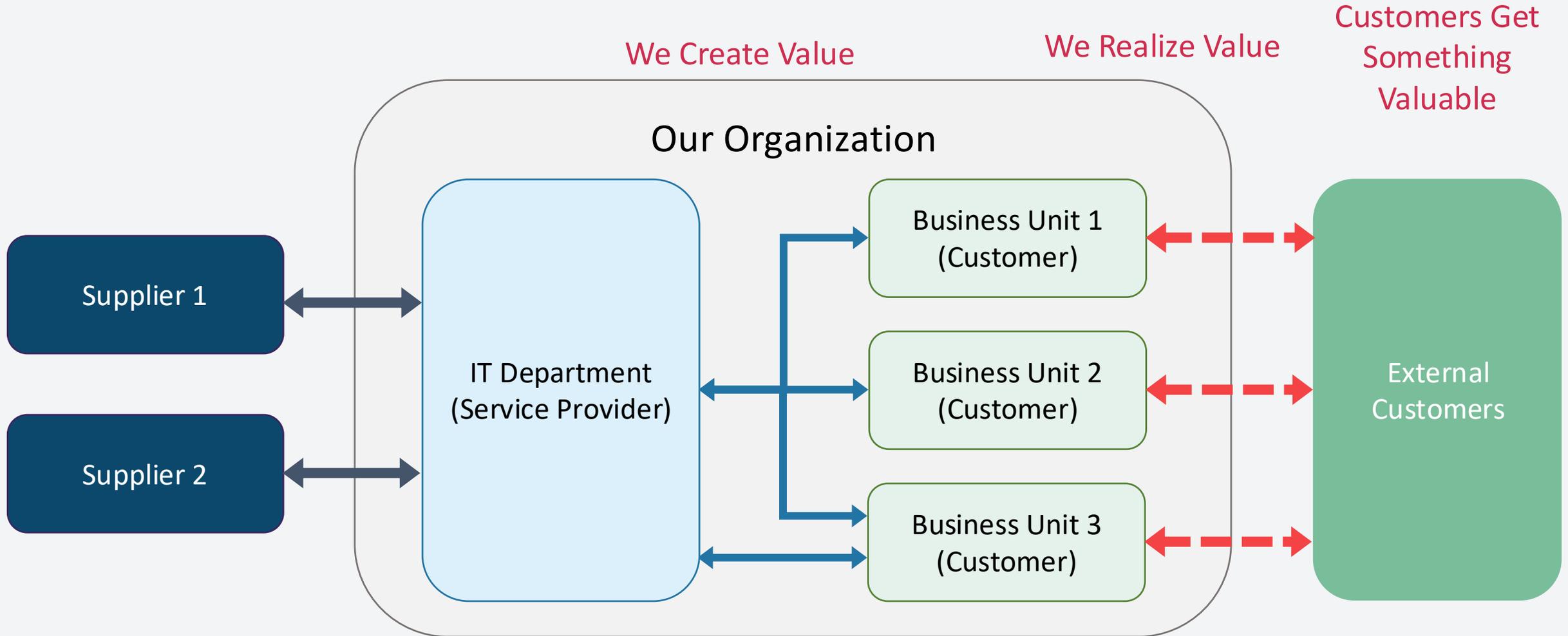
Enterprise impact increases

Strategic Digital Enterprise

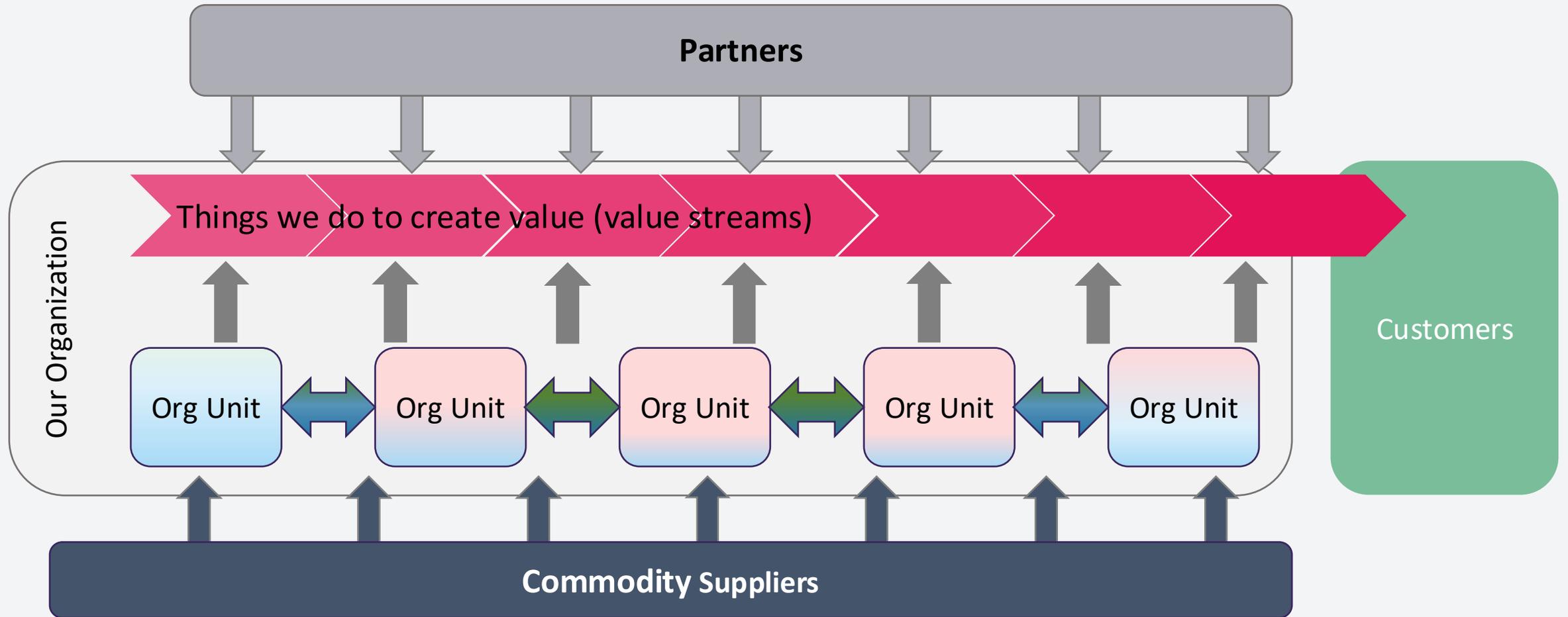
Acceleration



Value in ITIL v3



Value in ITIL 4 and Beyond





What Has Changed?





Digital Products and Services

Product

A configuration of an organization's resources designed to offer value for a consumer.

Service

A means of enabling value co-creation by facilitating outcomes that customers want to achieve, without the customer having to manage specific costs and risks.



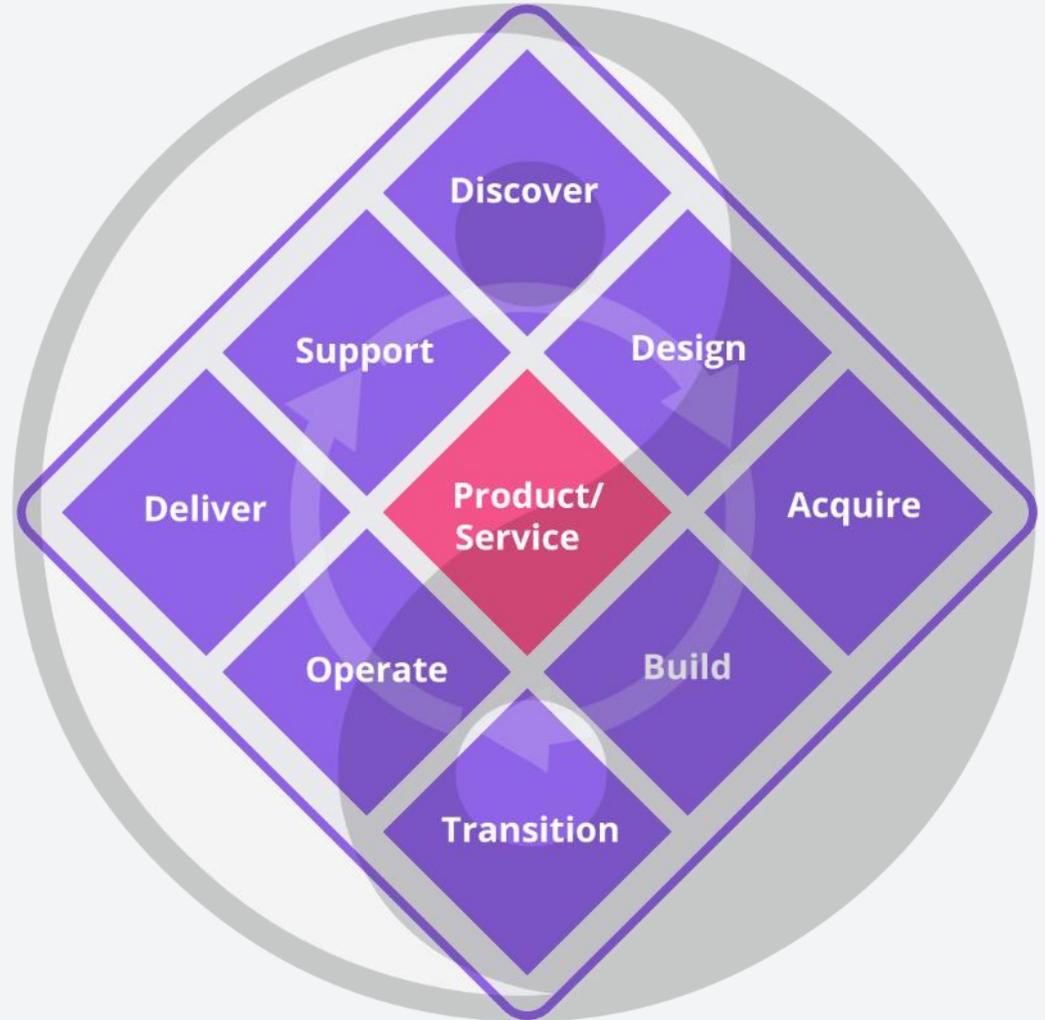
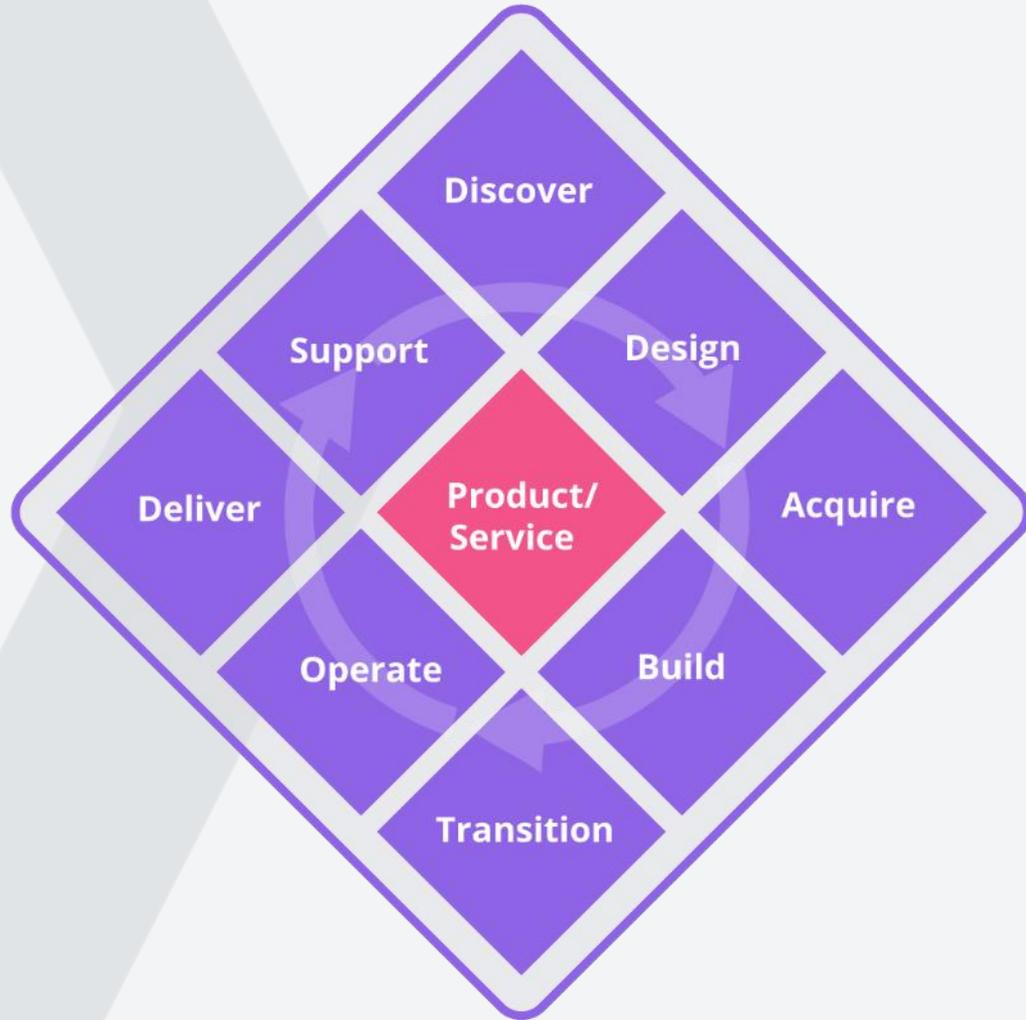
Digital product

A combination of an organization's resources based on digital technology and designed to offer value to consumers.

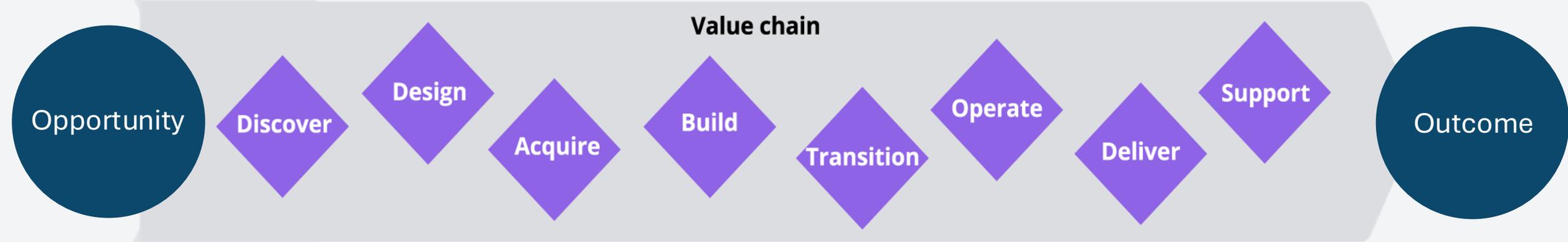
Digital service

A service that fully or largely relies on digital products.

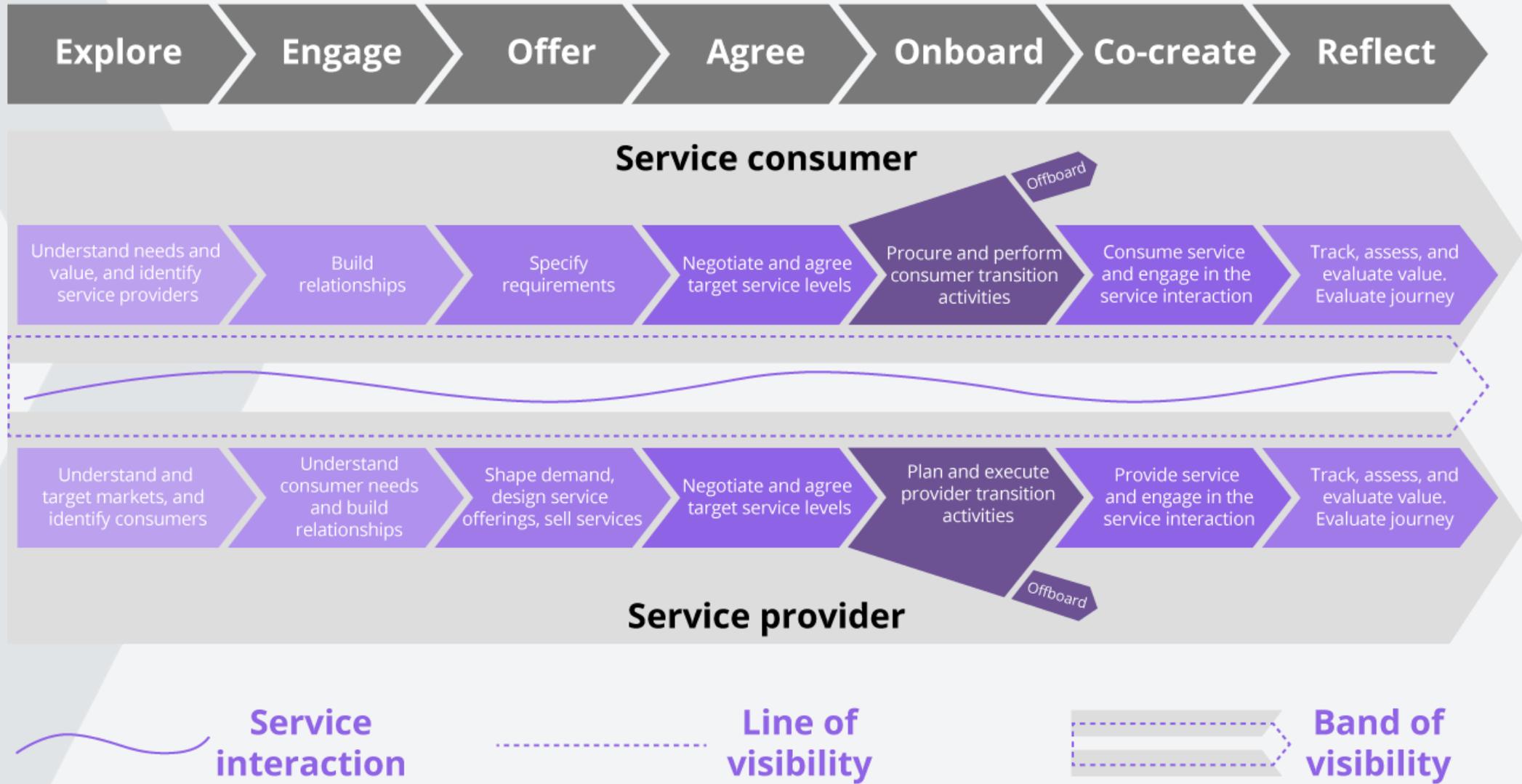
»» The Product and Service Lifecycle



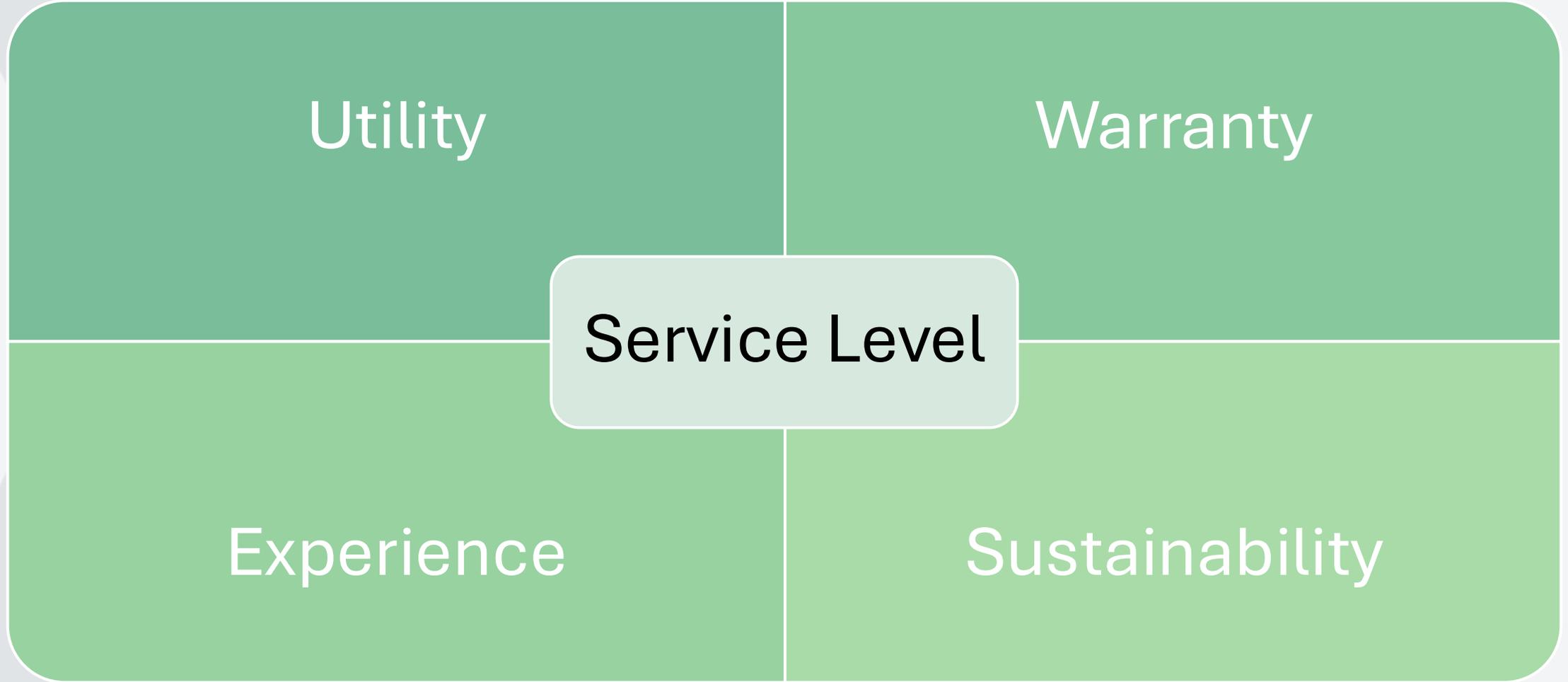
»» The Value Chain



»»» The Service Journey



Service Level Metrics



Applying the Guiding Principles

Focus on value



Start where you are



Progress iteratively with feedback



Collaborate and promote visibility



Think and work holistically



Keep it simple and practical



Optimize and automate



Applying the Guiding Principles

Focus on Value



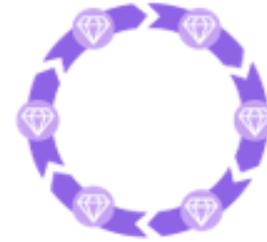
Know **how** service consumers **use** each service.



Encourage a **focus on value** among all staff.



Focus on value **during normal operational activity**, as well as during improvement initiatives.

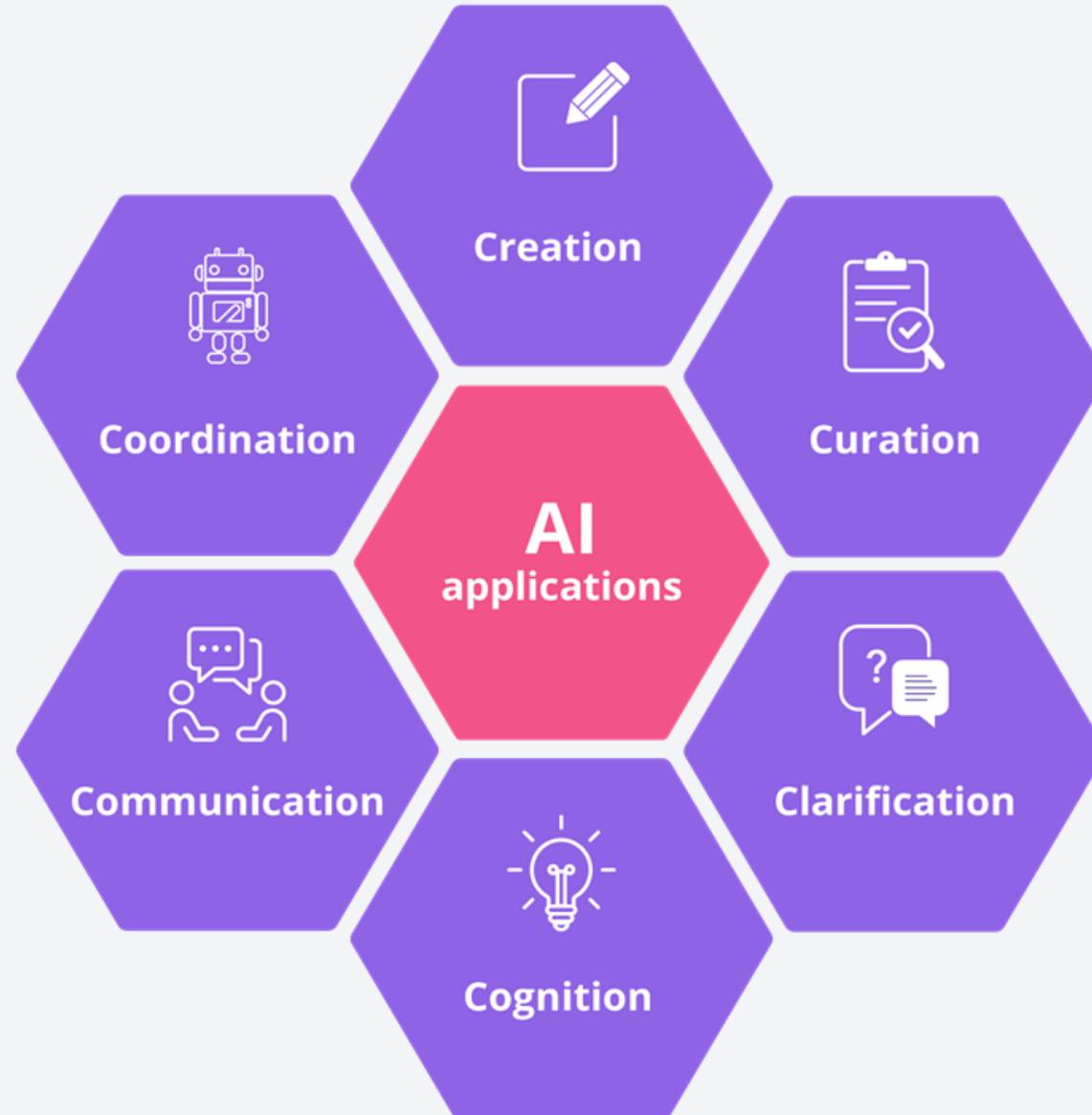


Include focus on value in **every step** of any improvement initiative.



Leverage AI: real-time insights to anticipate needs and improve relevance.

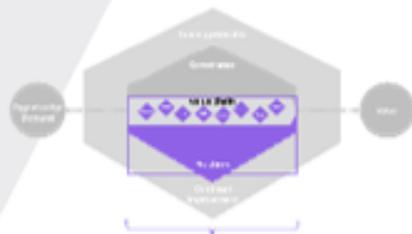
»» The Role of AI



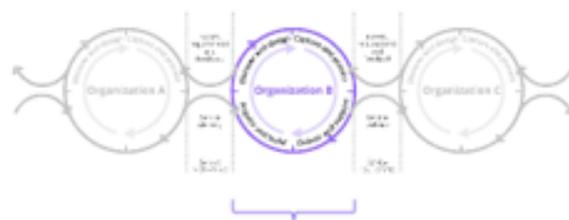
ITIL Foundation | The Big Picture



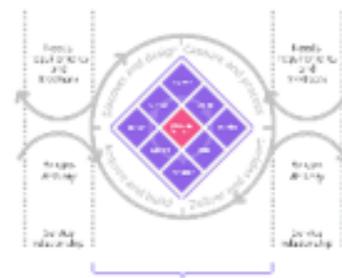
The ITIL Guiding Principles help make **decisions** at **all levels** and in **all circumstances**



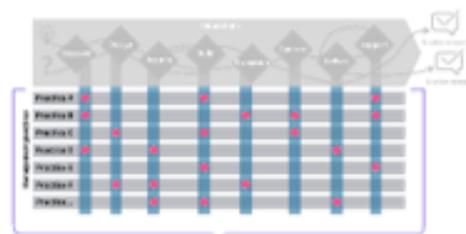
3. Each organization has a **value system** enabling value co-creation
4. The central component of the value system is a **value chain**: activities the organization performs to manage products and services



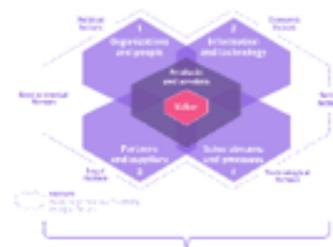
1. All organizations are engaged in **service relationships**



2. In service relationships, every organization takes responsibility for all or some stages of **the product and service lifecycle**



5. The value chain is enabled and supported by the **management practices**

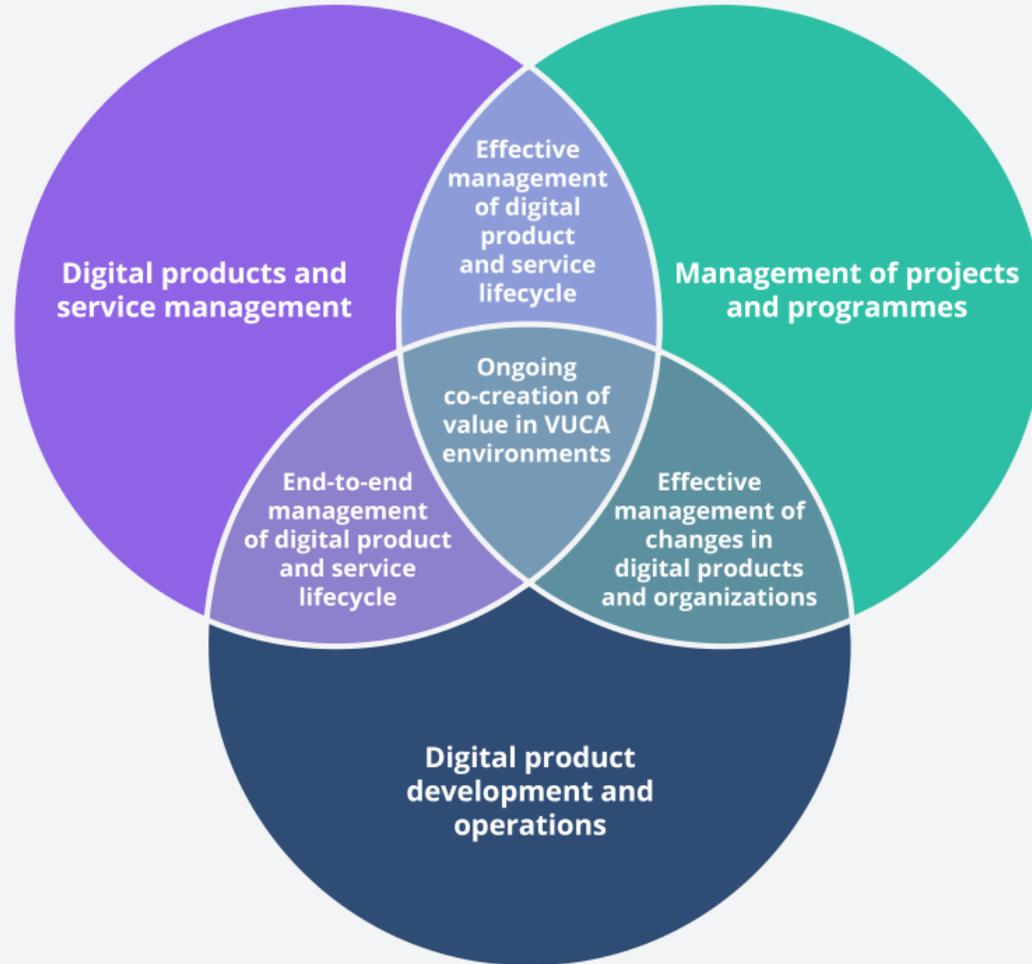


6. Management practices integrate **resources from the four dimensions** to form the management capabilities required for effective product and service management within an organization

Framework Integration

ITIL[®]
THE LANGUAGE OF GROWTH

PRINCE2[®]
THE LANGUAGE OF SUCCESS



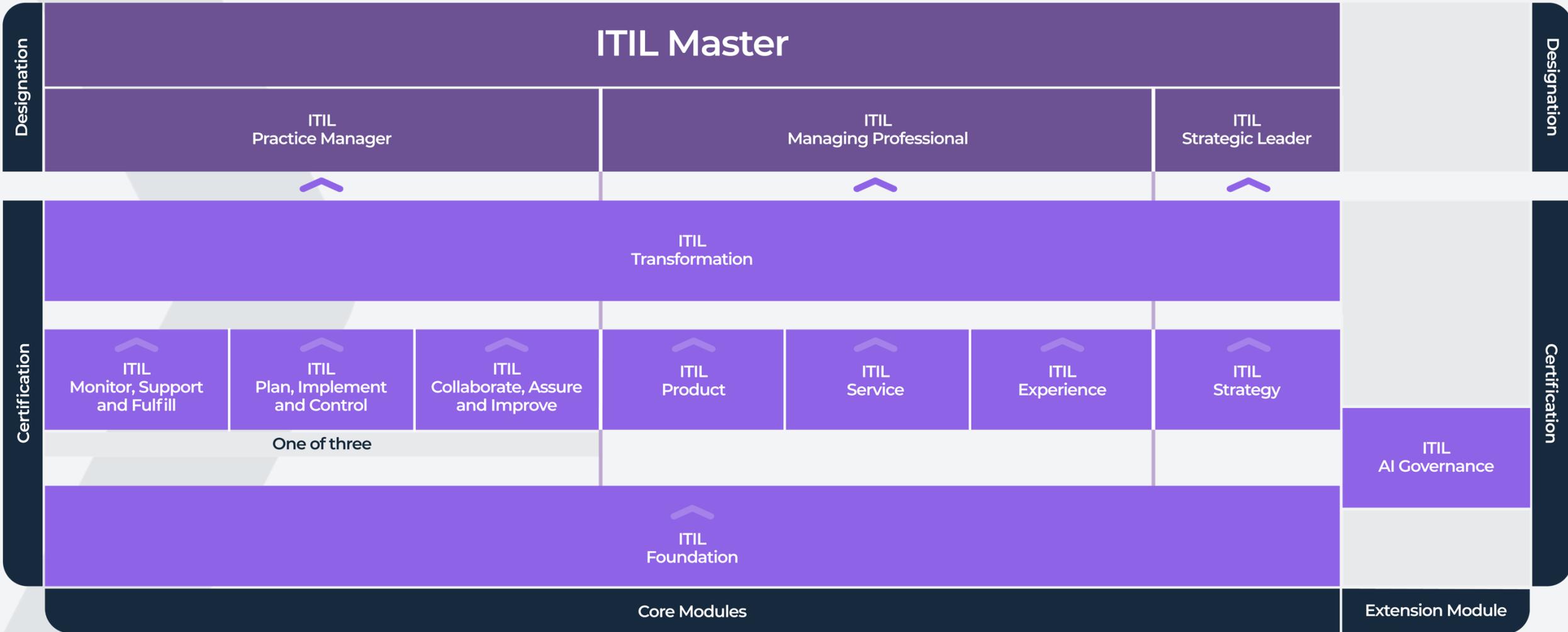
DEVOPS[®]
INSTITUTE
THE LANGUAGE OF COLLABORATION



**New Books
New Certification
New Paths**



ITIL® Official Qualification Scheme



Product Mapping

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

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
From release on Jan 29, 2026

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 (Version 5) Transformation course to earn ITIL (Version 5) Practice Manager designation
ITIL 4 Managing Professional	ITIL (Version 5) Managing Professional Transition (MPT) course to earn an ITIL (Version 5) Managing Professional designation
ITIL 4 Strategic Leader	ITIL Transformation course to become an ITIL (Version 5) Strategic Leader designation
ITIL 4 Master	ITIL (Version 5) Managing Professional Transition (MPT) course to earn ITIL (Version 5) Master designation

An ITIL Foundation Bridge course will be available for professionals working in organizations where RFX requirements explicitly call for ITIL (Version 5) Foundation certification, as well as for anyone else seeking a streamlined path to the latest ITIL Foundation credential. ITSM Academy is also developing micro-learnings, to assist our clients and alumni. More details **TBA** soon.

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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)	ITIL (Version 5) Managing Professional Transition (MPT) course to earn ITIL (Version 5) Managing Professional designation
ITIL Master (v3)	ITIL (Version 5) Managing Professional Transition (MPT) course to earn ITIL (Version 5) Managing Professional designation

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OK! Time for Questions

And Answers!

