



# WHAT IS ITIL®?

ITIL is the most widely accepted approach to IT Service Management (ITSM) in the world. ITIL helps individuals and organizations use IT services to realize business change, transformation and growth.

It is made up of five key lifecycle stages, each with their own qualifications and books. These five stages are: Service Strategy, Service Design, Service Transition, Service Operation and Continual Service Improvement.



## ORGANIZATIONS

### IMPROVE BUSINESS PERFORMANCE WITH ITIL

- Ensure the quality of services matches customer needs and expectations
- Build and maintain positive business relationships with customers and improve customer satisfaction
- Quantify and clearly demonstrate the true value of the services you provide
- Benchmark services and maximize return on investment (ROI)
- Ensure the business and your customers are not affected by unexpected service failures
- Support business change at the speed your customer needs, while ensuring a stable and low-risk environment.



## INDIVIDUALS

### SUCCESSFULLY DEVELOP A CAREER WITH ITIL

- Understand how services are delivering value in your organization, and how to measure and demonstrate that value
- Learn the global language used within ITSM to effectively communicate with colleagues and other ITSM professionals
- Learn how to apply ITIL tools, techniques and concepts to improve your efficiency and effectiveness
- Be recognized for your expertise by your peers both inside and outside the organization
- Join a community of millions around the globe gaining value from the ITIL framework and guidance (last year over 300,000 people took ITIL exams)
- Differentiate your value for employers and with your experience, expertise and skills (as ITIL is a prerequisite for many jobs)
- Increase your salary prospects with ITIL qualifications (as demonstrated by global salary surveys).

## WHO DO YOU WANT TO SPEAK TO?

- **Senior IT Roles:** CIO, Head/Director of IT, Head of ITSM, Head of Change Management, Head of Application Management, Head of Service Desk, IT Managers, Infrastructure & Network Managers, Head of Operations
- **Senior HR/L&D Roles:** Director/Head of Recruitment, Head of Training, Head of Talent.

## WHO DO YOU WANT TO SPEAK TO?

- **IT Roles:** IT Managers (Change/Application/Asset Management/Release/Incident/Problem), Infrastructure & Network Roles, Service Design Roles (Architect), Network Roles (Engineers), Service Desk Roles (Engineer/Analyst), IT Support & Managed Services Roles and Service Manager Roles
- **Other Roles:** DevOps Roles (Engineer, Head of), Scrum Masters, System Administrators and Developers, Customer Service Manager.

## HIGHLIGHTS

Used by the world's leading brands incl. Shell, HP, IBM, NASA, BA & Disney



Built on 25 years of ITSM best practice

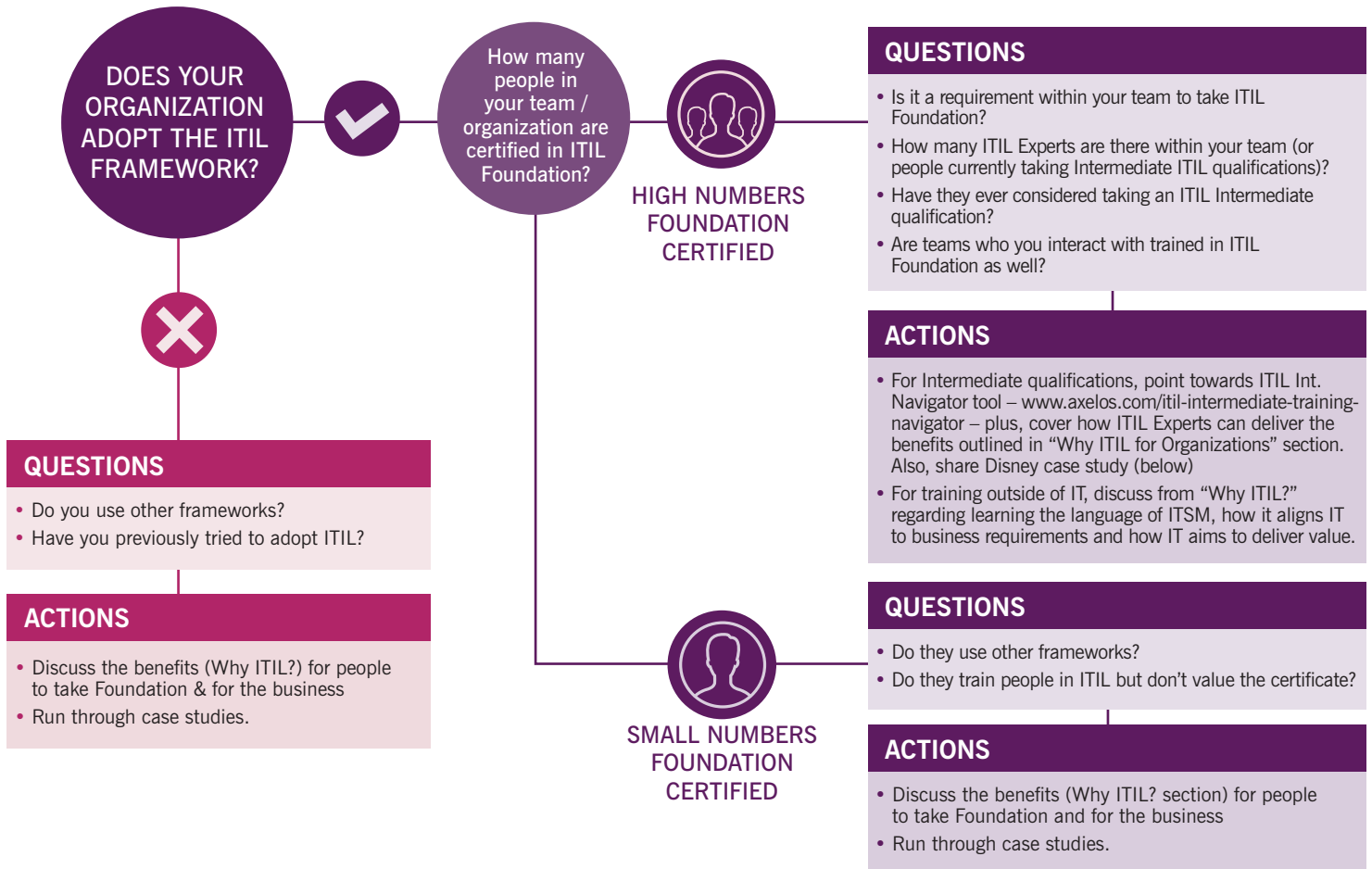


ITIL is a recognized qualification around the world and has been taken in over 180 countries



Proven ROI from the adoption of ITIL

## THE ITIL FRAMEWORK



## OBJECTION HANDLING: FOR ORGANIZATIONS & INDIVIDUALS

**Q. Isn't ITIL out of date compared to new technological capabilities such as Cloud, and other frameworks and methodologies such as SIAM?**

A. Not at all, it is adopted by some of the world's leading brands such as Disney, IBM and HP, who are all also adopting these new trends. For details, reference case studies below or for more, go to AXELOS.com

**Q. Isn't ITIL too rigid/bureaucratic, doing more harm than good for a business?**

A. Due to ITIL's wide adoption, many organizations use the guidance too rigidly, failing to adapt the framework to their situation. Visit AXELOS.com for real life examples of adoption and adaption.

**Q. Our business does DevOps or COBIT5 – do I actually need ITIL?**

A. Yes! These complementary frameworks and philosophies help with the 'how' of ITIL and add value to the adoption of ITIL.

**Q. Is ITIL Foundation really worthwhile for employees who only work on the Service Desk (or similar focused role)?**

A. ITIL Foundation is essential to anyone working in an ITSM or generic service management role, so that you can speak and understand the terminology and understand key principles, such as what is a service and how it supports business outcomes.

**Q. Is ITIL only applicable for larger organizations?**

A. Not at all. ITIL can and needs to be adapted to the size of the organization to realize the value. Many small to medium sized enterprises adopt and adapt the ITIL framework with great success.

## ITIL CASE STUDIES



Adopted ITIL in around 2008 when they were moving towards an integrated service management approach and looking for an improved level of service.

The first step on their ITIL journey was to market ITIL throughout the business, from the executive level down.

This was then followed by an education programme from the CIO down, led primarily through training and the appointment of ITIL champions throughout the organization.



In 2011 NU were struggling to identify opportunities to learn from experiences and manage the continuous improvement of their service offering.

One area they identified for improvement was the Major Incident process; through root cause analysis they dramatically reduced the number of IT incidents in just a few weeks.

They have recently implemented a new ITSM system, which puts them in a good position to build their ITIL maturity and improve service quality.



**OFFER TO FORWARD FULL CASE STUDIES ON AFTER THE CALL**

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