

FOR ORGANIZATIONS

 **ITIL**<sup>®</sup>  
THE LANGUAGE OF GROWTH

› **OWN  
THE FUTURE.  
SHAPE  
WHAT'S NEXT  
WITH THE  
NEW ITIL**



The Global Best  
Practice framework  
for Digital Product  
and Service Management



## THE LANDSCAPE HAS CHANGED. GET READY FOR WHAT'S NEXT

Managing digital products, services, and experiences has never been more complex. Organizations increasingly rely on AI in daily operations, yet governance and coordination have not kept pace.

**90%** of organizations use AI in daily operations, but **only 18%** have AI governance in place. Without a unified way of working, organizations face increased risk, slower decision-making, and inconsistent outcomes.

## ITIL A LEADING GLOBALLY TRUSTED FRAMEWORK, EVOLVED FOR TODAY

ITIL is the Global Best Practice framework for Digital Product and Service Management. Built on the trust of **over 50,000 organizations worldwide** and powering **82% of the Fortune 500**, ITIL has long set the standard for excellence in service management.

Developed by thousands of practitioners globally, **the new ITIL is shaped for now and for what comes next in the digital and AI-driven era, helping organizations deliver value faster, work smarter, and continuously adapt in an ever-changing environment.**



## WHAT'S NEW IN ITIL - AND HOW IT ENABLES ORGANIZATIONS

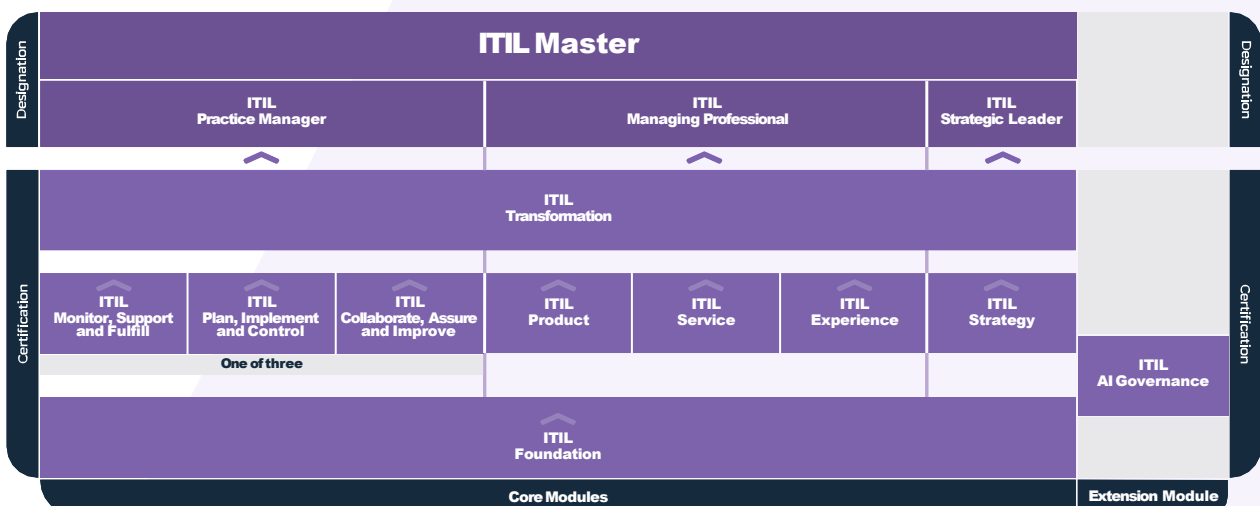
- › **AI-native by design**  
Designed for fast-changing digital organizations, the new ITIL drives growth across the organization with clarity and speed.
- › **Practical by nature**  
The new ITIL establishes clear value streams and ownership across teams, enabling organizations to turn strategy into outstanding, measurable results end to end through its 34 practice guides and ITIL Transformation module.
- › **Connecting digital product and service management**  
The new ITIL is designed to work across the business, bringing teams together, reducing silos, enabling them to move, deliver and grow as one.
- › **For IT Service Management - and now, expanding for every role**  
The new ITIL remains essential for IT Service Management teams and is now equally relevant across the entire organization. It empowers every role, in organizations of all sizes, across industries to work in a shared way to deliver value through digital products and services.

## A CLEAR PATH TO BUILD CAPABILITIES

The new ITIL qualification scheme is designed to help organizations build consistent capabilities across digital product and service management so that they remain relevant and future proof.

Certifications build practical capabilities. Designations recognize the ability to adopt and adapt ITIL in real organizational contexts.

### ITIL® Official Qualification Scheme





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Dream it, do it.