



YOU ARE | PROGRESS ITERATIVELY WITH  
FEEDBACK | COLLABORATE AND PROMOTE  
VISIBILITY | THINK AND WORK HOLISTICALLY |  
KEEP IT SIMPLE AND PRACTICAL | OPTIMISE  
AND AUTOMATE | FOCUS ON VALUE | START  
WHERE YOU ARE | PROGRESS ITERATIVELY  
WITH FEEDBACK | COLLABORATE AND  
PROMOTE VISIBILITY | THINK AND WORK  
HOLISTICALLY | KEEP IT SIMPLE AND  
PRACTICAL | OPTIMISE AND AUTOMATE |  
FOCUS ON VALUE | START WHERE YOU ARE |  
PROGRESS ITERATIVELY WITH FEEDBACK |  
COLLABORATE AND PROMOTE VISIBILITY |  
THINK AND WORK HOLISTICALLY | KEEP IT  
SIMPLE AND PRACTICAL | OPTIMISE AND  
AUTOMATE | FOCUS ON VALUE | START WHERE  
YOU ARE | PROGRESS ITERATIVELY WITH  
FEEDBACK | COLLABORATE AND PROMOTE  
VISIBILITY | THINK AND WORK HOLISTICALLY |  
KEEP IT SIMPLE AND PRACTICAL | OPTIMISE  
AND AUTOMATE | FOCUS ON VALUE | START  
WHERE YOU ARE | PROGRESS ITERATIVELY  
WITH FEEDBACK | COLLABORATE AND  
PROMOTE VISIBILITY | THINK AND WORK  
HOLISTICALLY | KEEP IT SIMPLE AND  
PRACTICAL | OPTIMISE AND AUTOMATE |  
FOCUS ON VALUE | START WHERE YOU ARE |  
PROGRESS ITERATIVELY WITH FEEDBACK |  
COLLABORATE AND PROMOTE VISIBILITY |  
THINK AND WORK HOLISTICALLY | KEEP IT  
SIMPLE AND PRACTICAL | OPTIMISE AND  
AUTOMATE | FOCUS ON VALUE | START WHERE  
YOU ARE | PROGRESS ITERATIVELY WITH  
FEEDBACK | COLLABORATE AND PROMOTE  
VISIBILITY | THINK AND WORK HOLISTICALLY |  
KEEP IT SIMPLE AND PRACTICAL | OPTIMISE  
AND AUTOMATE | FOCUS ON VALUE | START  
WHERE YOU ARE | PROGRESS ITERATIVELY  
WITH FEEDBACK | COLLABORATE AND  
PROMOTE VISIBILITY | THINK AND WORK  
HOLISTICALLY | KEEP IT SIMPLE AND  
PRACTICAL | OPTIMISE AND AUTOMATE |  
FOCUS ON VALUE | START WHERE YOU ARE |  
PROGRESS ITERATIVELY WITH FEEDBACK |

# Unlock the power of ITIL

An insightful report  
on the role of ITIL  
and its impact  
on the enterprises  
of today.





# Embrace the transformative power of ITIL

Dear colleagues,

I am thrilled to introduce this comprehensive report, "Unlock the Power of ITIL," which delves into the invaluable role that ITIL certification plays in today's digital landscape. As the Vice President of Product at PeopleCert, I am acutely aware of the importance of staying relevant in an ever-evolving technological environment.

In our digital era, where technological advancements are driving business success, ITIL certifications stand as a beacon of proficiency in managing IT services effectively. This report underscores the significance of ITIL knowledge for professionals across various domains - whether you're an IT specialist, a manager, or a business executive.

As we navigate the complexities of the digital age, it's imperative to enhance service delivery and drive business value. ITIL provides the framework necessary to achieve these goals, empowering individuals and organizations to adapt, innovate, and thrive in an increasingly competitive landscape.

I encourage you to leverage the insights presented in this report to initiate discussions, inform decision-making processes, and ultimately, unlock the full potential of ITIL within your enterprise. Together, let's embrace the transformative power of ITIL and chart a course towards sustained success in the digital era.

A handwritten signature in black ink, appearing to read 'Markus Bause'.

**Markus Bause**  
VP Product, PeopleCert

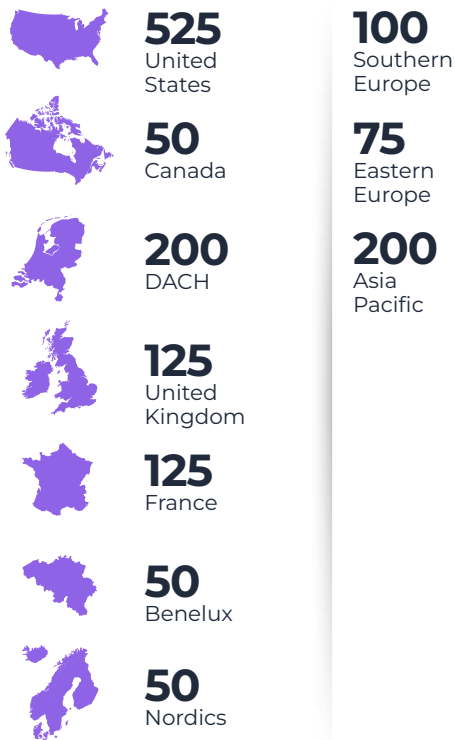
**99% of enterprises** that have **integrated ITIL** into their IT operating model are **experiencing transformative enhancement** of IT value and performance.

“

# Data Demographics

From a total of 1,500 IT Managers with budget responsibility in enterprises globally:

## Country Breakdown



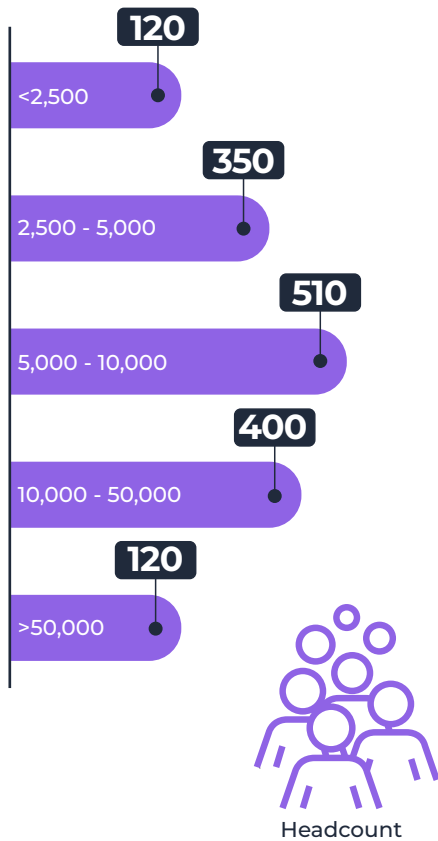
## Industry Breakdown



**Total**  
**1,500**

## Company Size Breakdown

Enterprises with revenue > €250 million p.a.



## Job Title Breakdown

160	VP IT Infrastructure	60	Chief Operations Officer
160	IT Manager	50	VP Technology
125	VP IT	40	Sourcing & Vendor Management
120	Chief Information Officer	30	Business Executive
120	IT Operations Manager	30	VP IT Financial Management
120	VP Service Desk	25	VP Enterprise Architecture
100	Chief Technology Officer	25	Project Manager
80	Project Management Office	20	VP Application Development
65	Chief Digital Officer	20	VP DevOps
65	VP IT Shared Services	15	Chief Financial Officer
60	VP Operations	10	Chief Sales Officer

**Total**  
**1,500**

Research Methodology: Source: Research In Action, N = 1,500 IT Managers with budget responsibility in enterprises globally. We collected primary data from our survey respondents via a set of questions within a wider set as outlined in this Demographic section. We leveraged SurveyMonkey Enterprise as our survey and design instrument. The survey was open from January - June 2023.

# The Role of IT Today

## Powering Sustainable Business Growth



### **IT must optimize**

and enable (run) business technology to meet existing customers' needs



### **IT must accelerate**

and amplify (change) business technology to transform the business

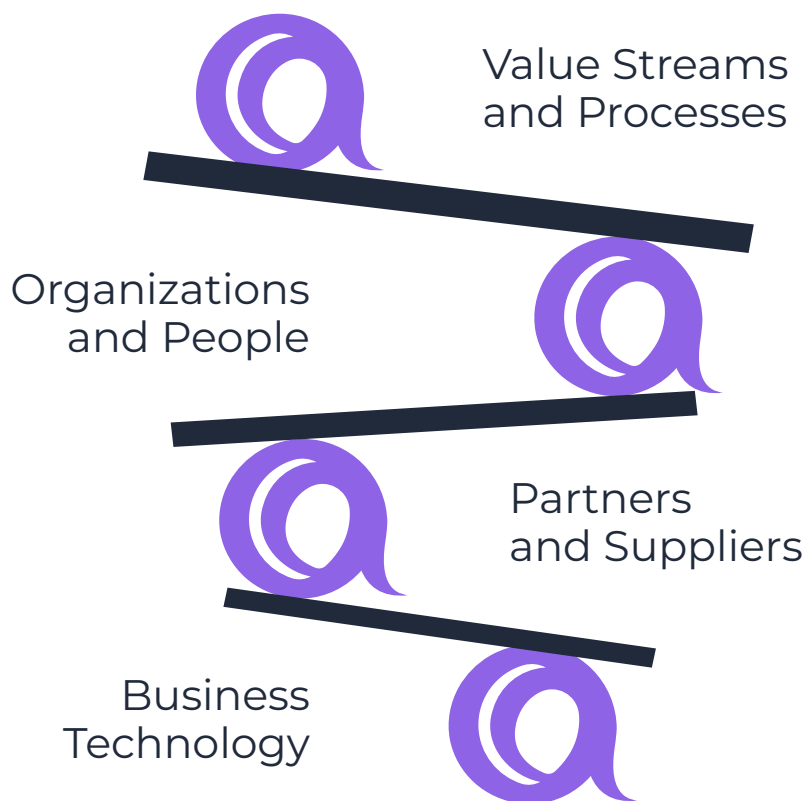


### **IT must be resilient**

and run, accelerate, maintain, and improve to secure and sustain the business

# Achieving Balance

Balancing Between  
“Run” and “Change”  
the Business Requires  
Excellence Across  
Four Pillars:



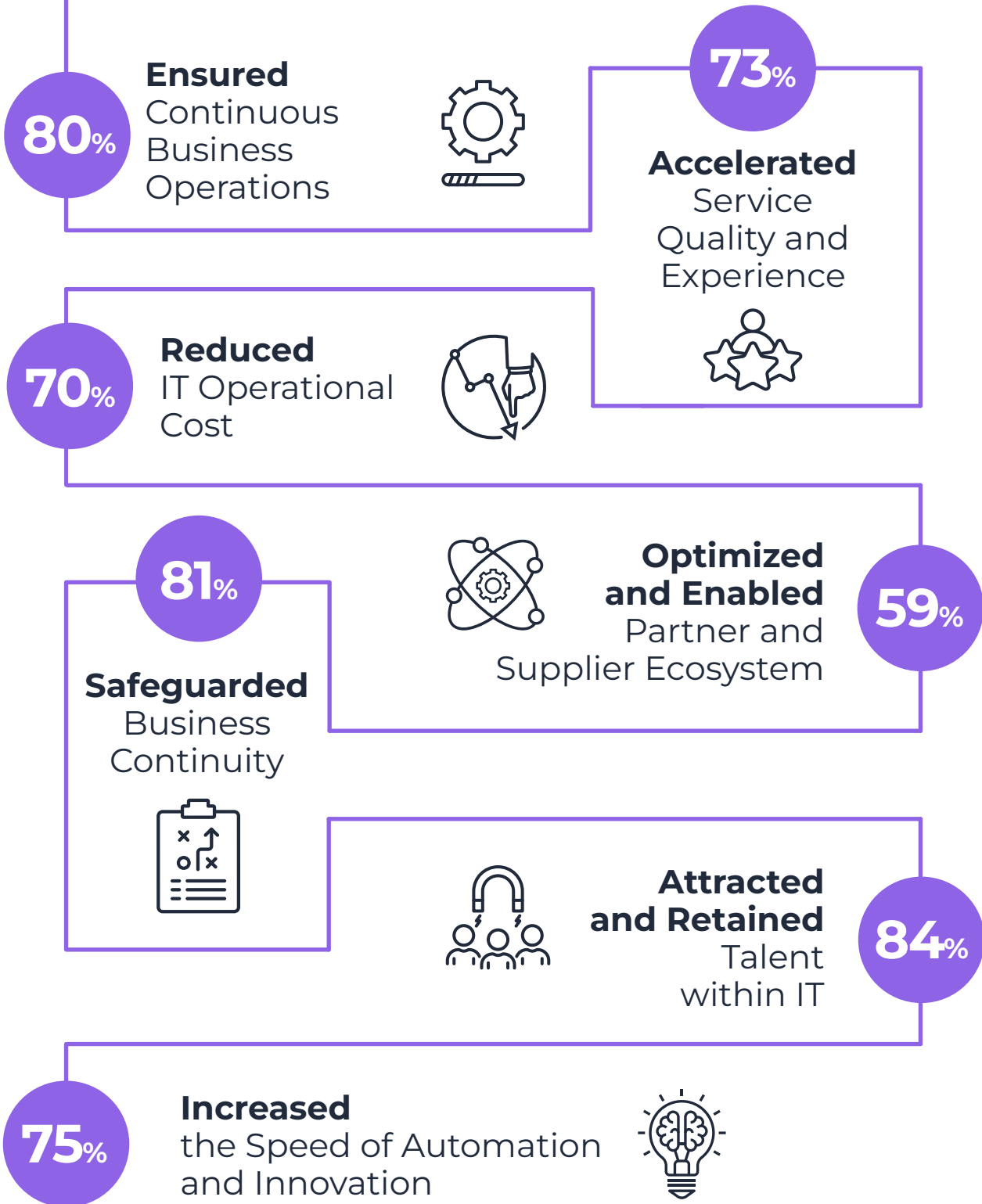
# The Power of ITIL

**99%** of enterprises that have integrated ITIL into their IT operating model are experiencing transformative **enhancement of IT value and performance.**

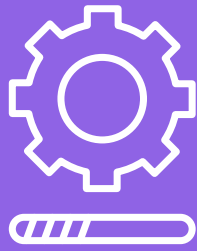
The company's **sustainable growth** and **innovation** agenda is also supported at the same time.



# ITIL Adoption Results for Enterprises

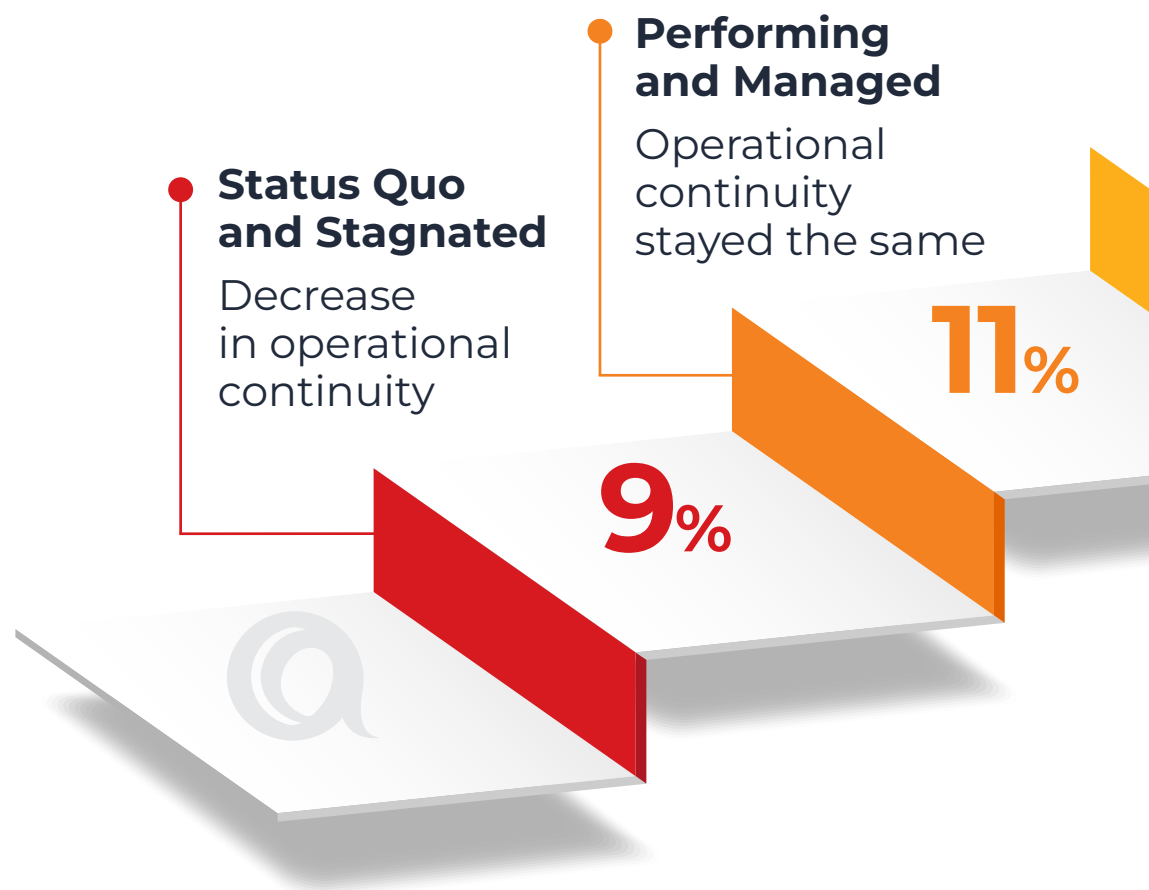


Source: Research In Action, N = 1,500 IT Managers with budget responsibility in enterprises globally.



# Ensuring Continuous Business Operations

Meeting and exceeding service levels and ensuring continuous service availability secure ongoing service and business transactions which translate into business success.



**Status Quo and Stagnated**

Decrease in operational continuity

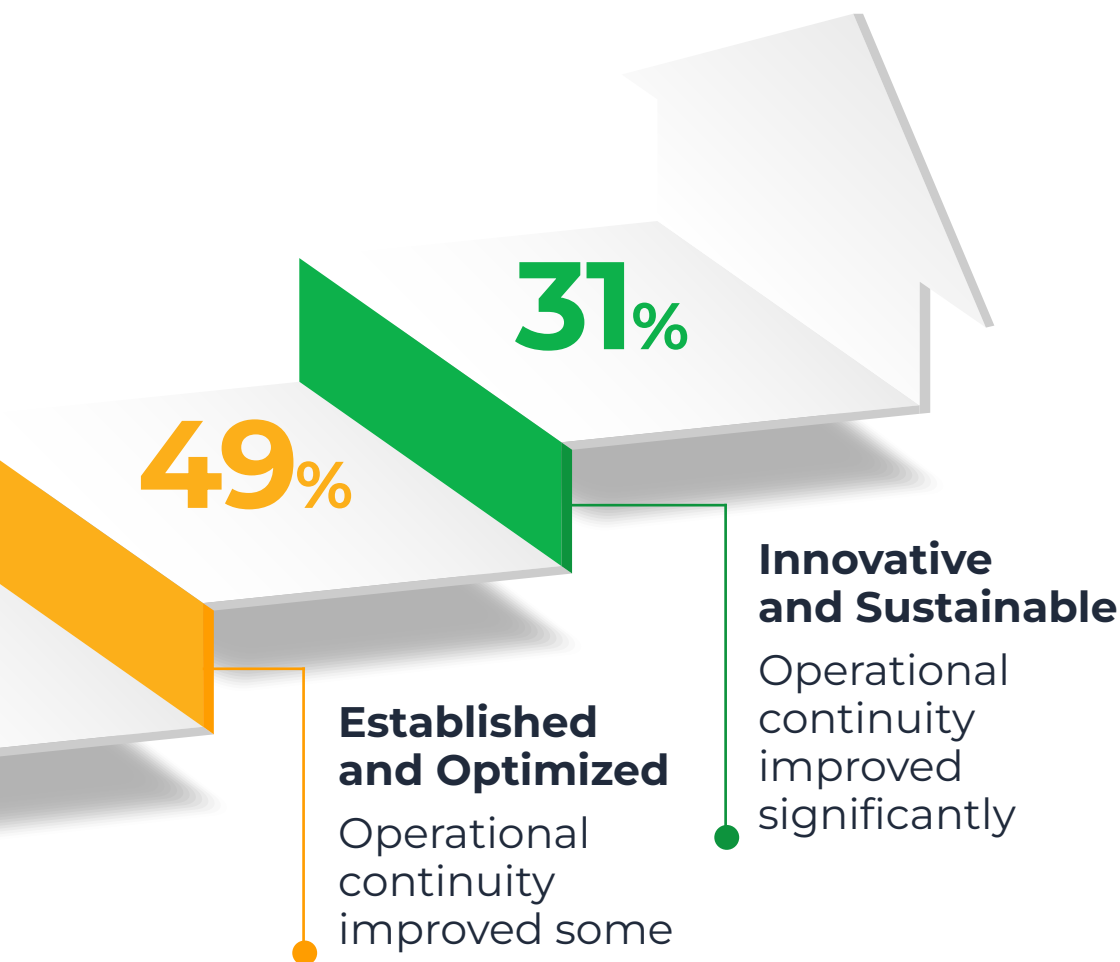
**Performing and Managed**

Operational continuity stayed the same

9%

11%

**80% of organizations** have seen a **reduction** in service-related problems after **adopting ITIL**, enabling a more responsive and stable business focused on **strategy** and **growth**.



**Ensuring**  
Continuous  
Business  
Operations

**Accelerating**  
Service Quality  
and  
Experience

**Reducing**  
IT Operational  
Cost

**Optimizing  
and Enabling**  
Partner  
and Supplier  
Ecosystem

**Safeguarding**  
Business  
Continuity

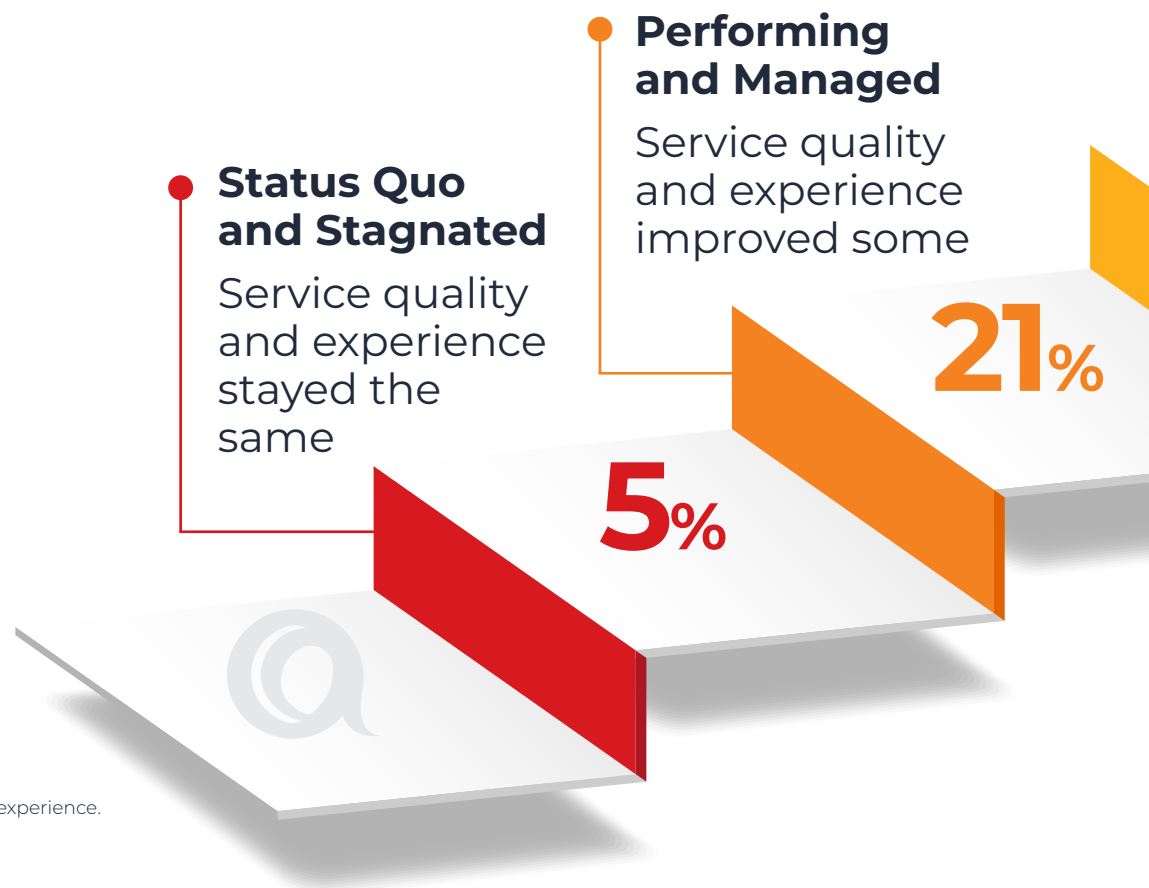
**Attracting  
and Retaining**  
Talent  
Within IT

**Increasing**  
the Speed  
of Automation  
and Innovation



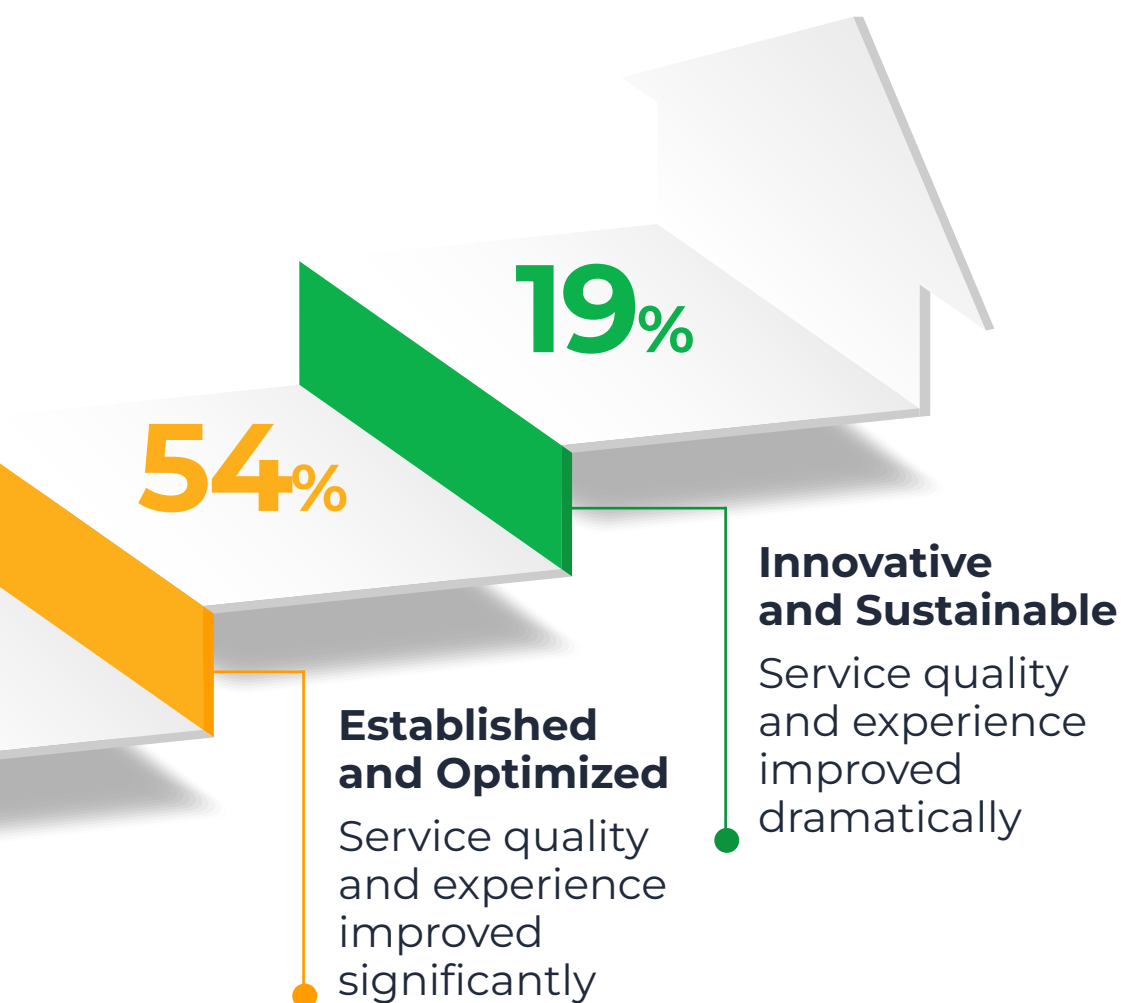
# Accelerating Sustained Service Quality & Experience

ITIL dramatically improves service quality by aligning information and technology resources with business needs, driving a consistent service experience, and fostering a culture of continuous improvement.



1% of survey respondents saw a decline in service quality and experience.

**73% of IT organizations** have achieved significant improvements across service **experience** and service **quality**.



Ensuring  
Continuous  
Business  
Operations

Accelerating  
Service Quality  
and  
Experience

Reducing  
IT Operational  
Cost

Optimizing  
and Enabling  
Partner  
and Supplier  
Ecosystem

Safeguarding  
Business  
Continuity

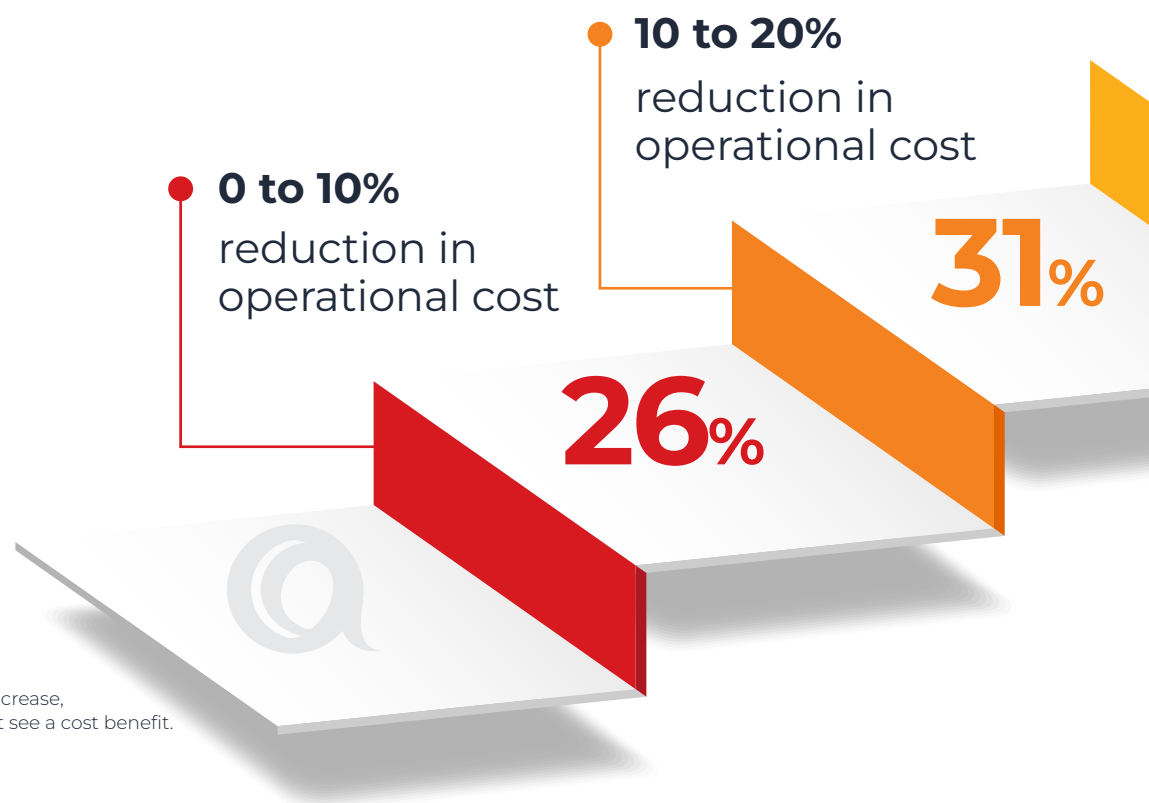
Attracting  
and Retaining  
Talent  
Within IT

Increasing  
the Speed  
of Automation  
and Innovation



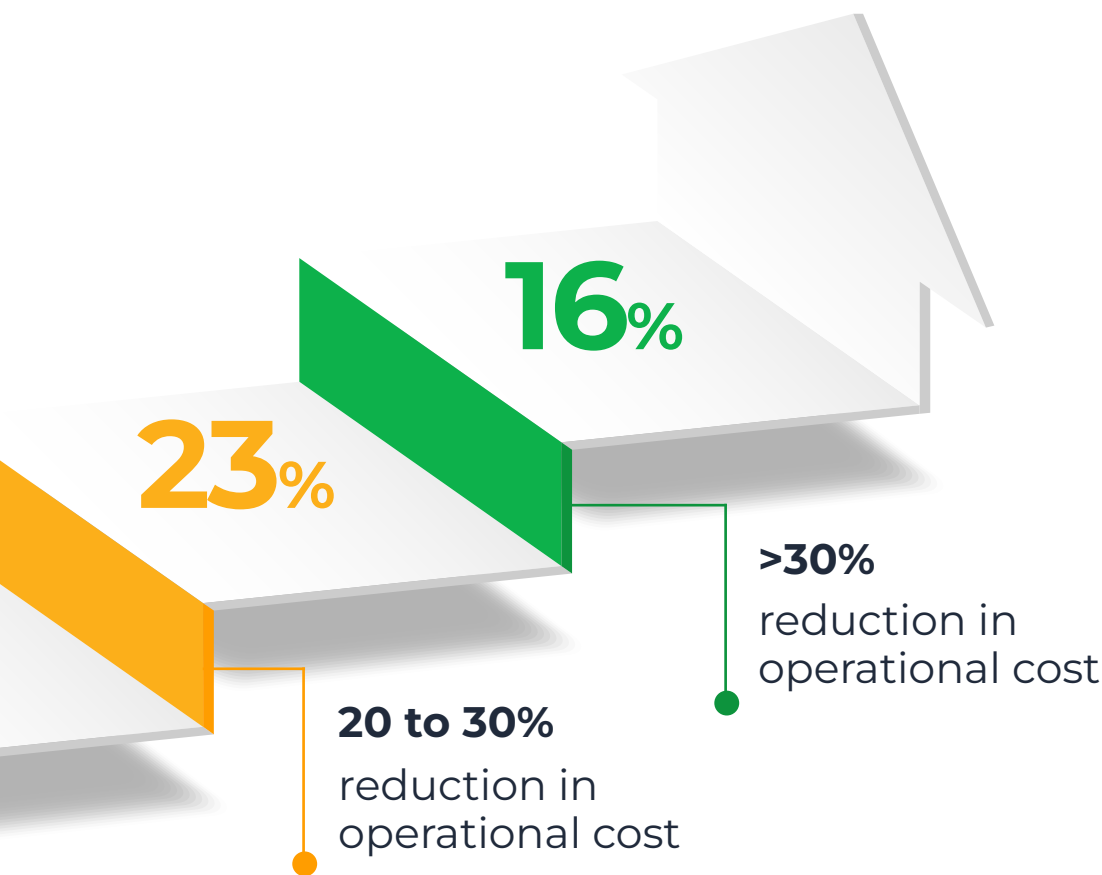
# Optimizing Service Value & Investments

The adoption of ITIL delivers significant savings in operational costs, enabling to shift these savings towards other resources and priorities.



4% of respondents saw a cost increase, while 7% of respondents did not see a cost benefit.

**70% of organizations** that have **adopted ITIL**, have realized **operational cost reductions** of more than **10%**.



Ensuring  
Continuous  
Business  
Operations

Accelerating  
Service Quality  
and  
Experience

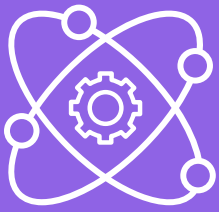
Reducing  
IT Operational  
Cost

Optimizing  
and Enabling  
Partner  
and Supplier  
Ecosystem

Ensuring  
Business  
Continuity

Attracting  
and Retaining  
Talent  
Within IT

Increasing  
the Speed  
of Automation  
and Innovation



# Optimizing & Enabling Partner & Supplier Ecosystem

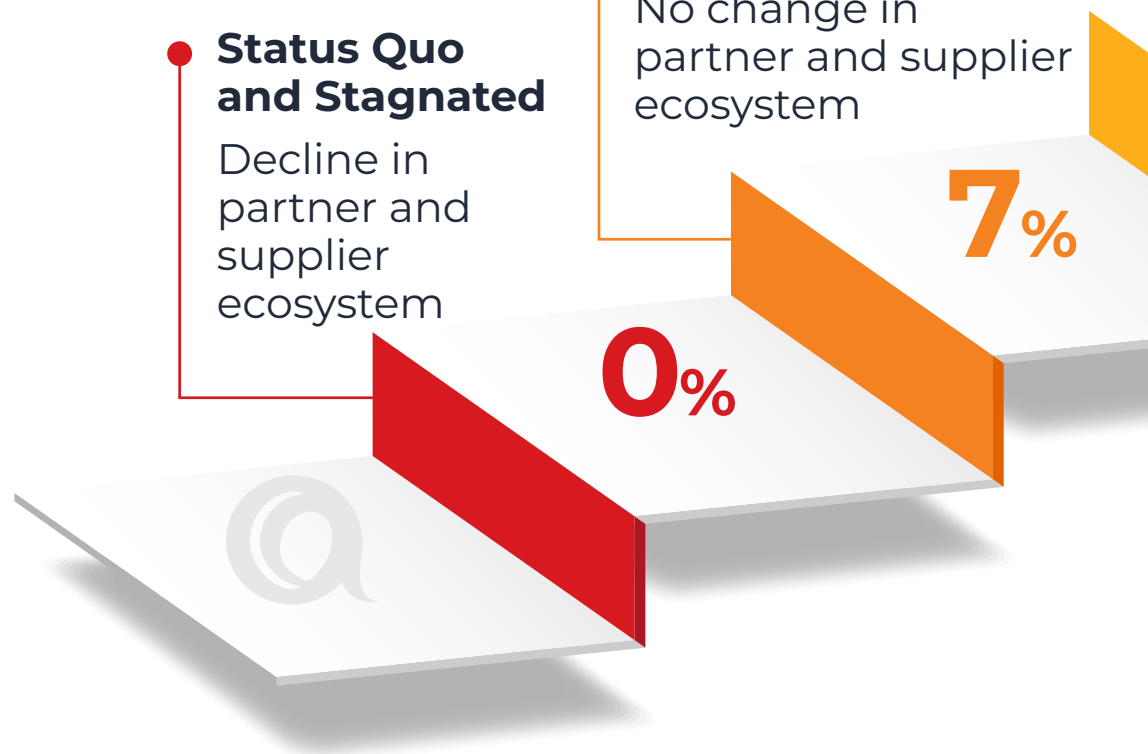
Defined business relationships, an articulated service value stream and a transparent and well-defined service portfolio, lead to valuable and profitable partners and supplier ecosystem.

## **Status Quo and Stagnated**

Decline in partner and supplier ecosystem

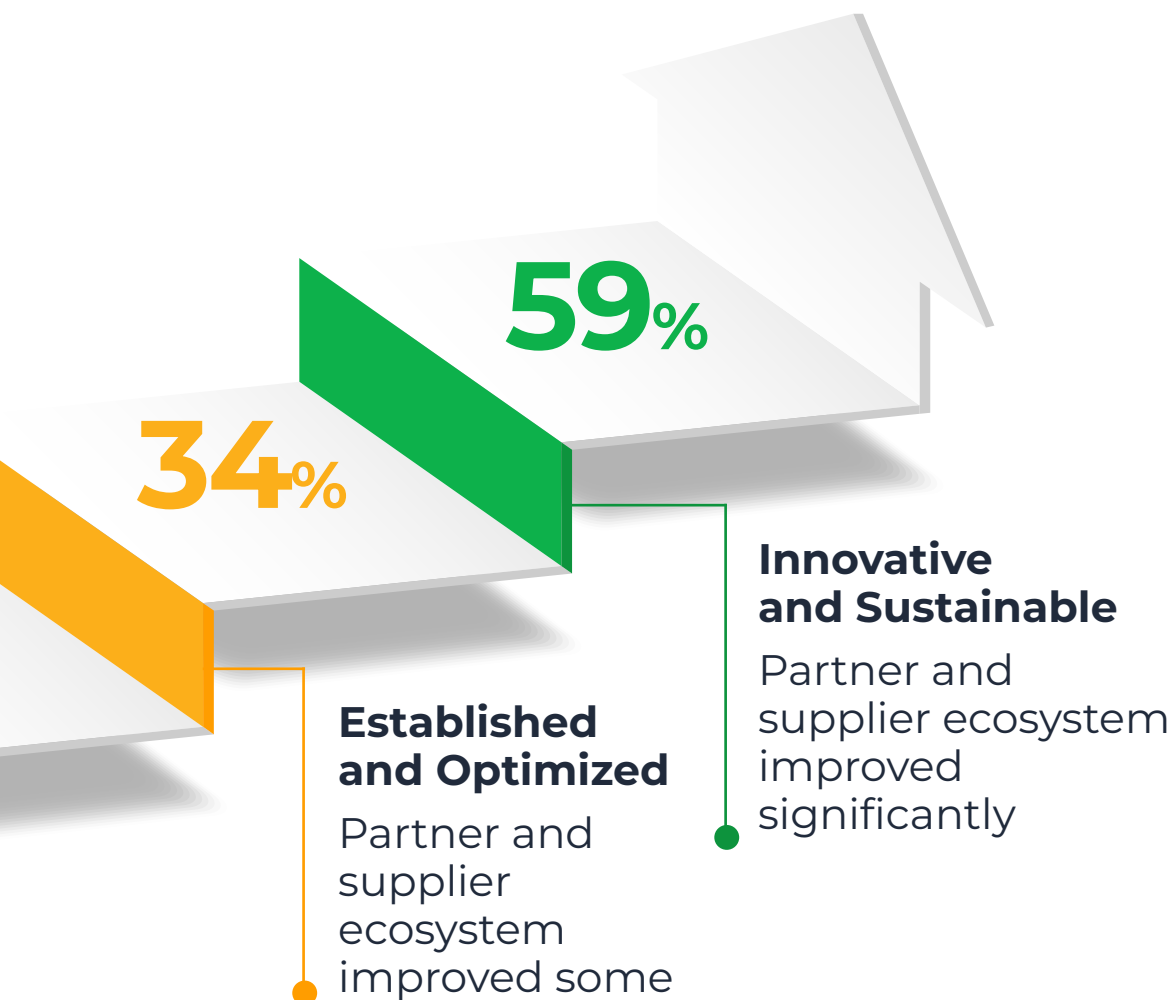
## **Performing and Managed**

No change in partner and supplier ecosystem





**93% of organizations**  
have seen  
**improvements** within  
their **partner ecosystem**  
after adopting ITIL.



Ensuring  
Continuous  
Business  
Operations

Accelerating  
Service Quality  
and  
Experience

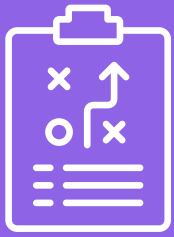
Reducing  
IT Operational  
Cost

**Optimizing  
and Enabling  
Partner  
and Supplier  
Ecosystem**

Safeguarding  
Business  
Continuity

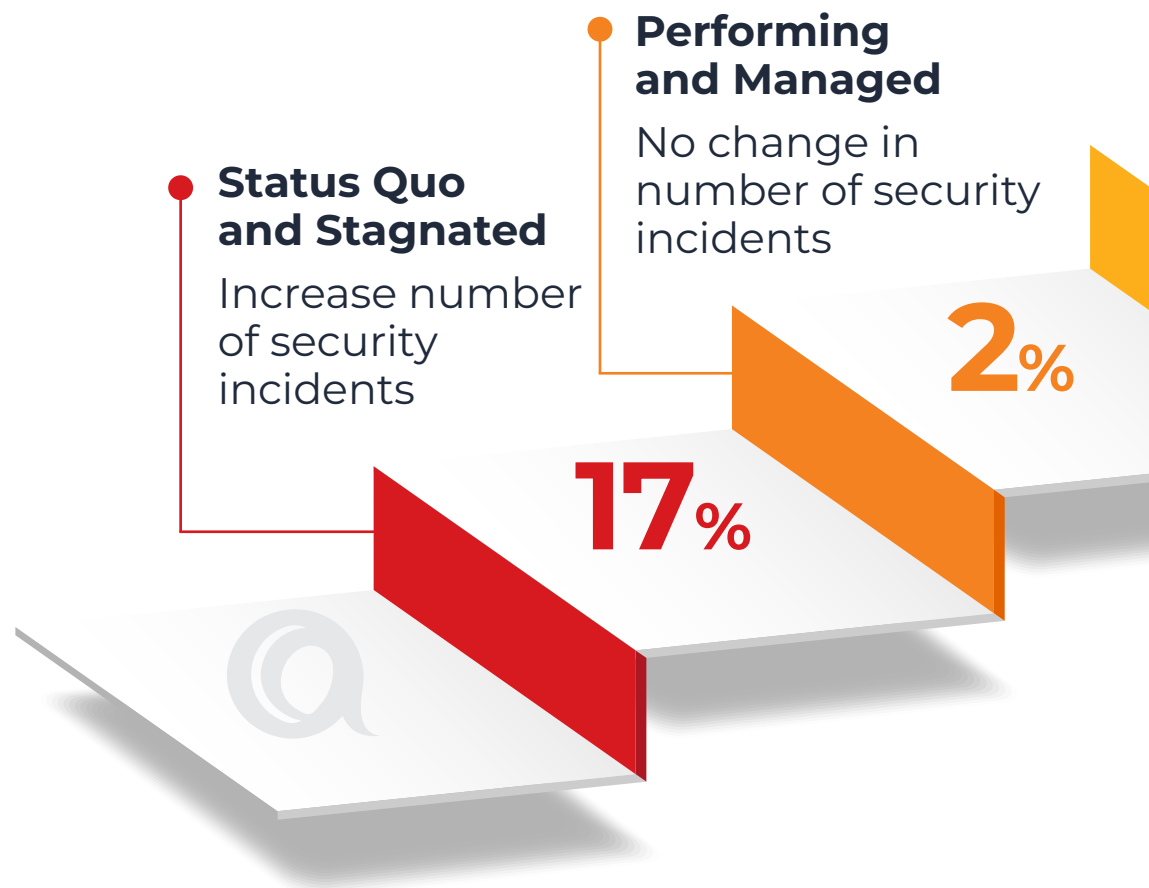
Attracting  
and Retaining  
Talent  
Within IT

Increasing  
the Speed  
of Automation  
and Innovation

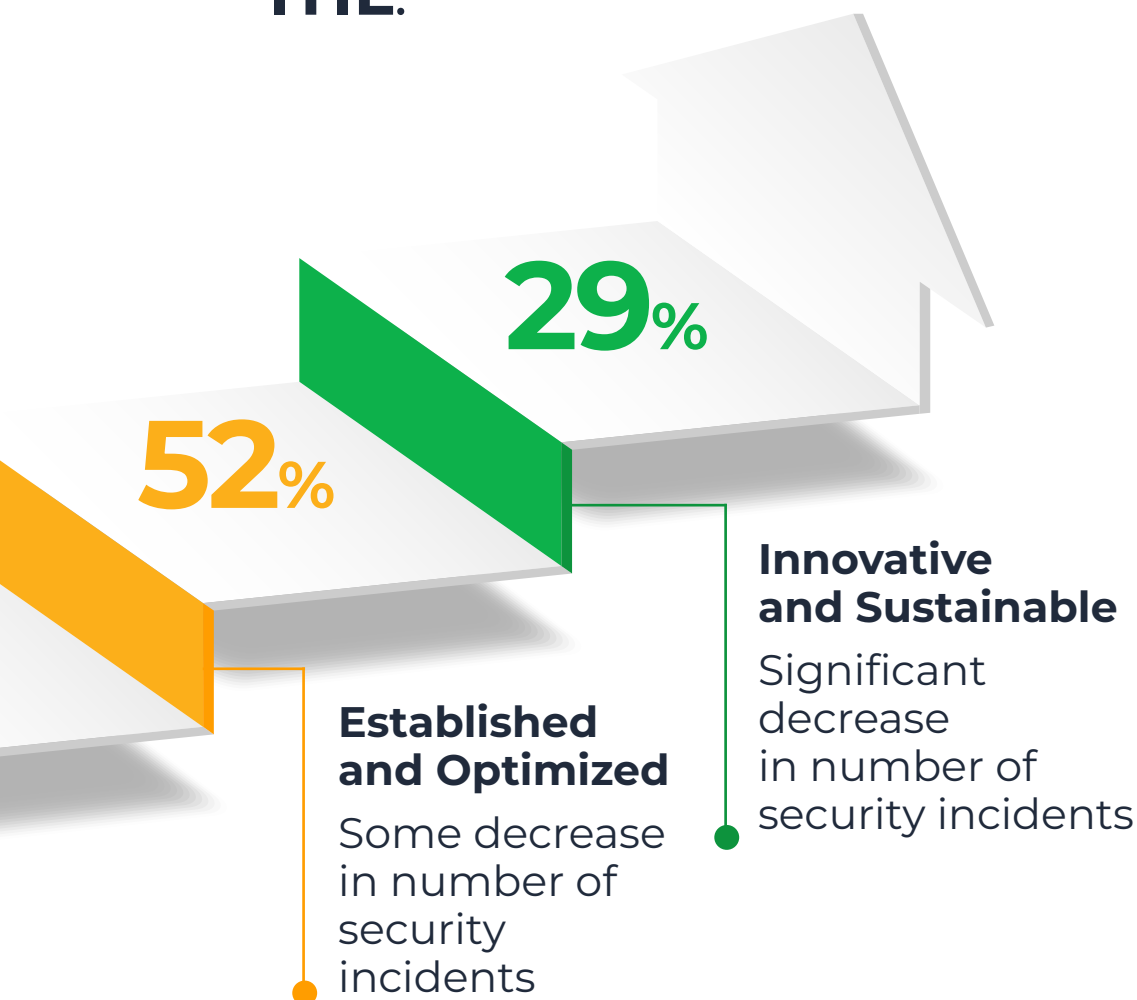


# Ensuring Business Continuity

Well defined practices and processes around security incidents enable visibility and therefore improve business continuity.



**81% of organizations** have seen a **significant decrease** in security incidents due to improved visibility and management of security incidents, **avoiding business disruptions** with the **adoption of ITIL.**



Ensuring  
Continuous  
Business  
Operations

Accelerating  
Service Quality  
and  
Experience

Reducing  
IT Operational  
Cost

Optimizing  
and Enabling  
Partner  
and Supplier  
Ecosystem

Safeguarding  
Business  
Continuity

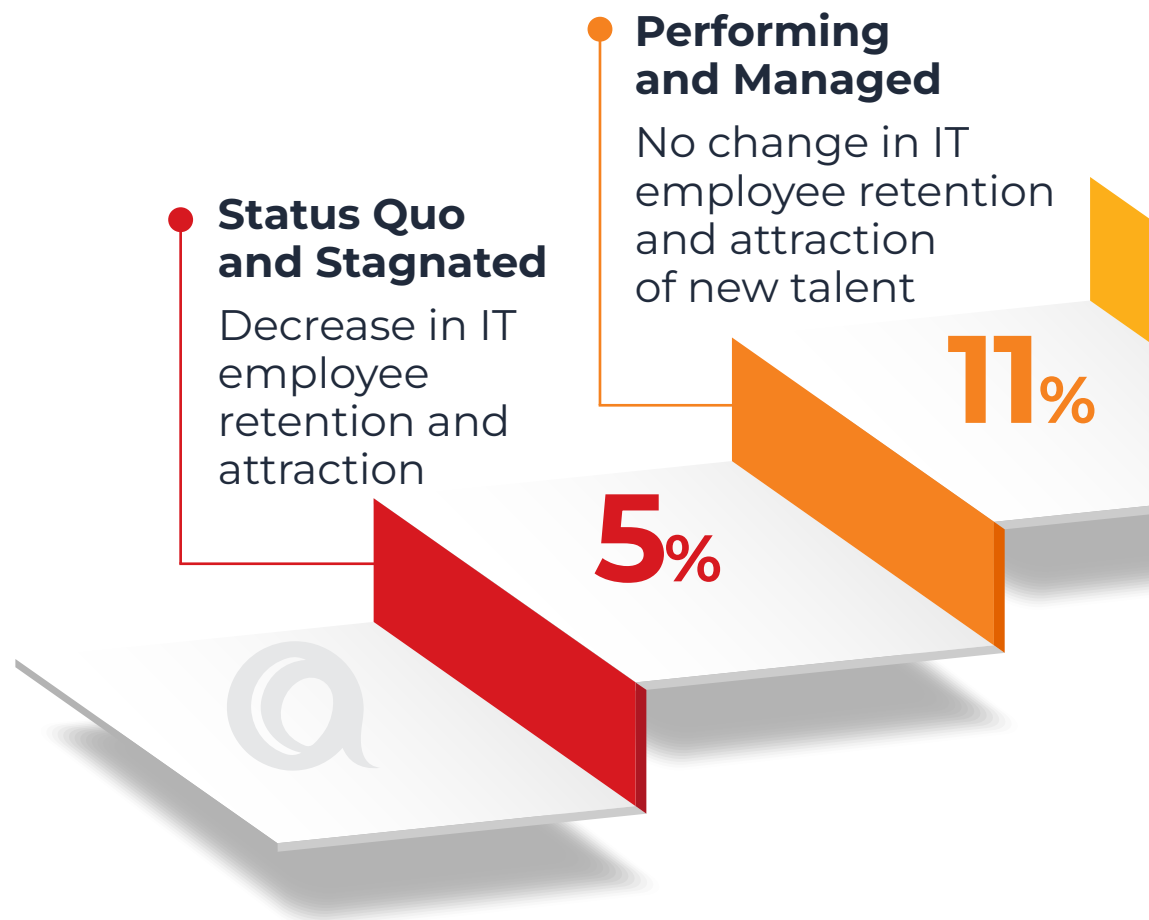
Attracting  
and Retaining  
Talent  
Within IT

Increasing  
the Speed  
of Automation  
and Innovation

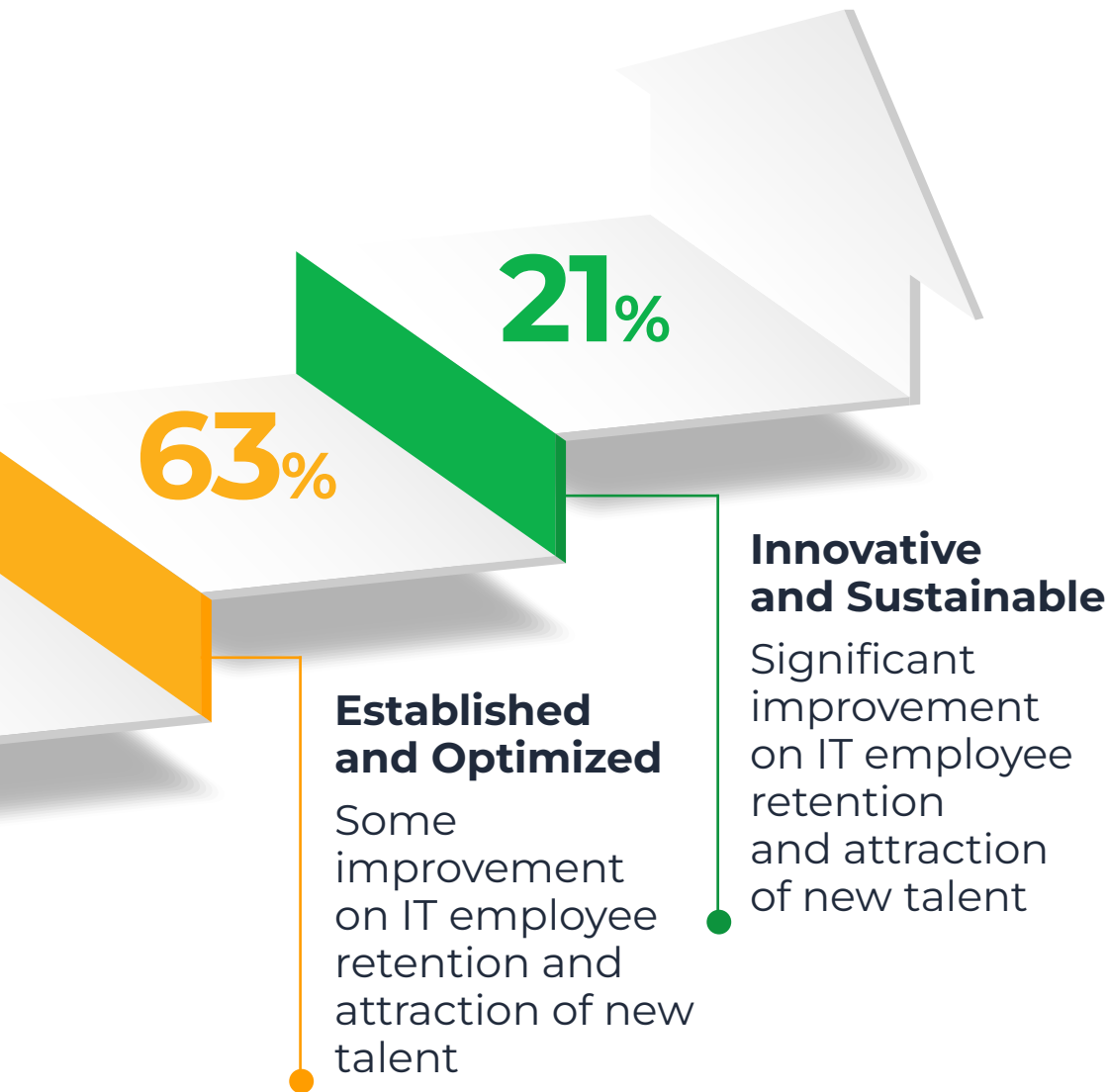


# Attracting & Retaining Talent Within IT

A stable, structured and organized business strategy attracts the best talent. Clear business strategy, goals, business objectives and communications keep them.



**84% of IT organizations** are successful in **retaining and recruiting new talent.** Defined goals and roles aligned with ITIL principles and practices make this possible.



Ensuring  
Continuous  
Business  
Operations

Accelerating  
Service Quality  
and  
Experience

Reducing  
IT Operational  
Cost

Optimizing  
and Enabling  
Partner  
and Supplier  
Ecosystem

Safeguarding  
Business  
Continuity

Attracting  
and retaining  
Talent  
Within IT

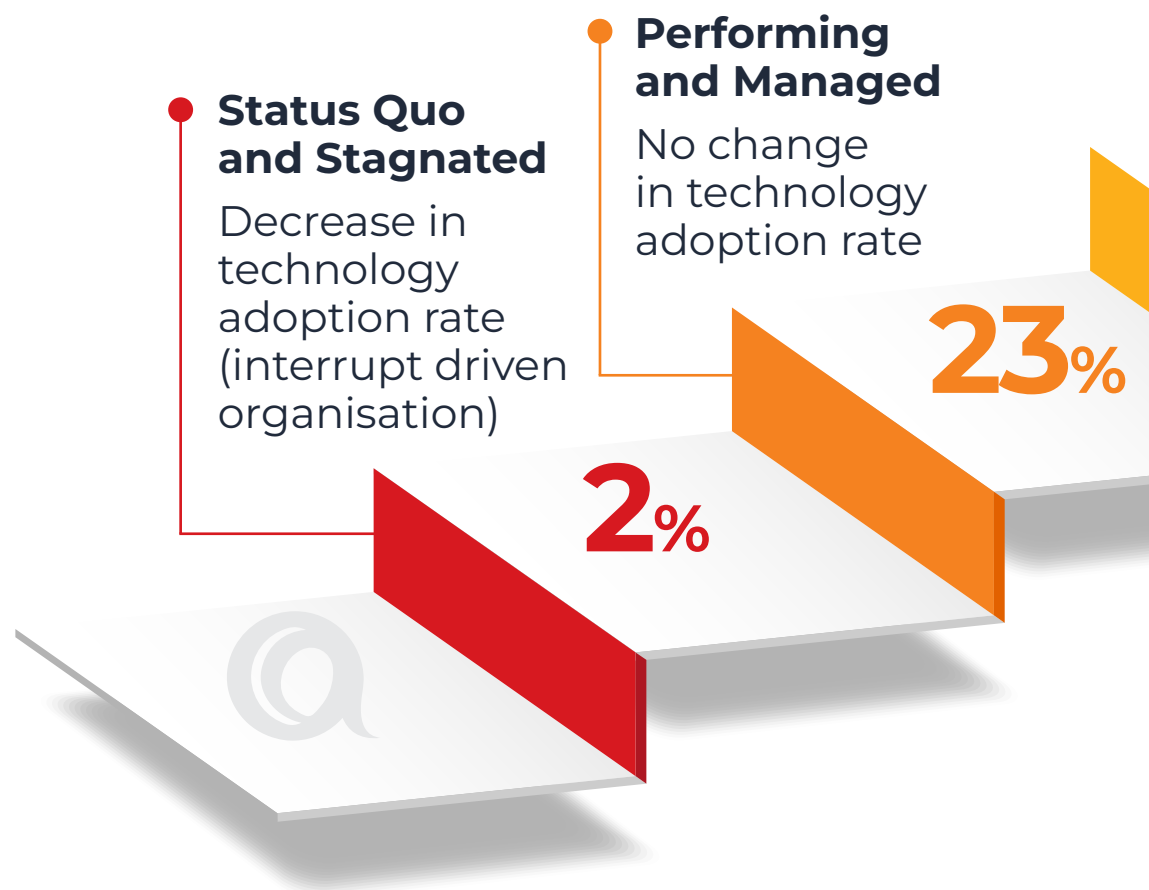
Increasing  
the Speed  
of Automation  
and Innovation

Source: Research In Action, N = 1,500 IT Managers with budget responsibility in enterprises globally.



# Increasing Speed of Automation & Innovation

Keeping technology, frameworks, best practices and tools relevant to enable innovation while adopting automation is key to ongoing digital transformation.



**75% of IT organizations** ensured that they stays **technologically relevant and adaptive** through the adoption of ITIL.



**Ensuring**  
Continuous  
Business  
Operations

**Accelerating**  
Service Quality  
and  
Experience

**Reducing**  
IT Operational  
Cost

**Optimizing  
and Enabling**  
Partner  
and Supplier  
Ecosystem

**Safeguarding**  
Business  
Continuity

**Attracting  
and Retaining**  
Talent  
Within IT

**Increasing  
the Speed**  
of Automation  
and Innovation

# The Vodafone Case:



## Service Management Goals or Situation

- Innovate and adopt new technologies
- Modernize existing product and service offering
- Improve service uptime and increase service availability

...across its global business units in a cost efficient and agile way.



## Existing Challenges

- Global stakeholders needed to be convinced of a shift in how services were delivered
- Need for greater collaboration among multiple service management functions across business streams and geographies.



## Solutions

- Establish Global Service Management (GSM) function focusing on delivering business value leveraging ITIL.
- GSM functions as catalyst to drive modernization and standards.
- GSM models the principles of learning organization and psychological safety.



## Results

# Global Service Availability & Uptime Improvements



## Service Improvements

**364**  
hours

compared to previous year of services back to business teams

Fiscal Year 2023/2024 compared with 321 hours in Fiscal Year 2022/2023. A 13% YOY increase in Service Improvement Hours.

### How?

By establishing a collaborative Service Model through a global community of practice sharing best practices and helping each other to address challenges.

## See what ITIL can do for your organization!

Contact us at:  
[info@peoplecert.org](mailto:info@peoplecert.org)



## Service Quality and Experience

**3x**

higher service uptime and availability year over year

**46%**

reduction in P1 Major incident volumes

Fiscal Year 2023/2024) compared to 22% (in Fiscal Year 2022 and 2023)

### How?

Thanks to collaborative and value driven teams. Global Service Management function is now comprized of motivated, outcome oriented, effective and autonomous teams delivering business impacts.



PeopleCert is the global leader in the certification industry, with a product portfolio of global best practice frameworks and certifications including ITIL® and DevOps Institute for IT & Digital Transformation, and PRINCE2® for Project, Programme & Portfolio Management, as well as language qualifications through LanguageCert.

Our certifications are delivered across the globe, empowering people and organizations to achieve what they are capable of, improving organizational efficiency and realizing their life ambitions through learning.

[peoplecert.org](https://peoplecert.org) | [info@peoplecert.org](mailto:info@peoplecert.org)

