FOR PROFESSIONALS

ITIL®

THE LANGUAGE OF GROWTH

AI NATIVE

› **UNLEASH YOUR POTENTIAL WITH THE NEW ITIL**

The Global Best Practice framework for Digital Product and Service Management

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PeopleCert

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

Digital roles are changing fast. AI adoption, product thinking, experience, and cross-functional collaboration are now essential capabilities for professionals across organizations.

The new ITIL helps you move beyond theory into confident adoption. It supports collaboration, outcome-focused thinking, and informed decision-making so you can deliver impact from day one.

ITIL. A LEADING GLOBALLY TRUSTED FRAMEWORK, EVOLVED FOR TODAY

ITIL is the Global Best Practice framework for Digital Product and Service Management. Adopted by over **3M professionals worldwide, powering 82% of the Fortune 500, and built on the trust of over 50,000 organizations,** 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 professionals build in-demand skills and unlock their potential in an ever-changing environment.**

WHAT'S NEW WITH ITIL

As the world's leading Best Practice framework for Digital Product and Service Management, the new ITIL equips professionals with trusted credentials to start, advance, or accelerate their career in a digital and AI-driven world.

Evolved for today's realities it brings together **strategy, design, delivery, experience, and continual improvement,** helping you clearly understand how your work connects to meaningful, measurable outcomes.

WHAT YOU GAIN WITH THE NEW ITIL

› **Trusted, AI-native capability**
Build confidence working in AI-enabled environments with guidance designed for real-world adoption and scalable use.

› **Practical guidance designed for real work**
Instantly adopt and adapt ITIL through clear examples, scenarios, and proven practices-focused on application.

› **Clear contribution to value across the business**
Understand how your role contributes to outstanding measurable outcomes across products, services, and experiences through an end-to-end, value-driven approach.

› **Relevant for every role not just IT Service Management, across the organization**
Develop capabilities that enable collaboration across product, service, experience, strategy, and transformation roles.

A LEARNING JOURNEY THAT GROWS WITH YOU

The new ITIL offers a clear, flexible qualification scheme designed around real digital roles.

You can start with the core concepts and progress through role-aligned learning paths that help you build practical capabilities, adopt and adapt what you learn, and grow as your role and career evolve.

Each step is designed to support real-world application, so you can use ITIL with confidence in your role.

ITIL® Official Qualification Scheme

Designation	ITIL Master								Designation
	ITIL Practice Manager			ITIL Managing Professional			ITIL Strategic Leader		
	⌃			⌃			⌃		
Certification	ITIL Transformation								Certification
	ITIL Monitor, Support and Fulfill ⌃	ITIL Plan, Implement and Control ⌃	ITIL Collaborate, Assure and Improve ⌃	ITIL Product ⌃	ITIL Service ⌃	ITIL Experience ⌃	ITIL Strategy ⌃	ITIL AI Governance	
	One of three								
	ITIL Foundation ⌃								
	Core Modules							Extension Module	