



Unlock the power of ITIL

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

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Data Demographics

Data Demographics

Country Breakdown



525
United States



50
Canada



200
DACH



125
United Kingdom



125
France



50
Benelux



50
Nordics

100
Southern Europe

75
Eastern Europe

200
Asia Pacific

Industry Breakdown

Total
1,500



90
Energy



200
Technology, Media & Telecoms



260
Financial Services



100
Consumer Packaged Goods & Retail



70
Government & Non-Profit



120
Professional Services



160
Life Sciences



100
Travel & Transportation

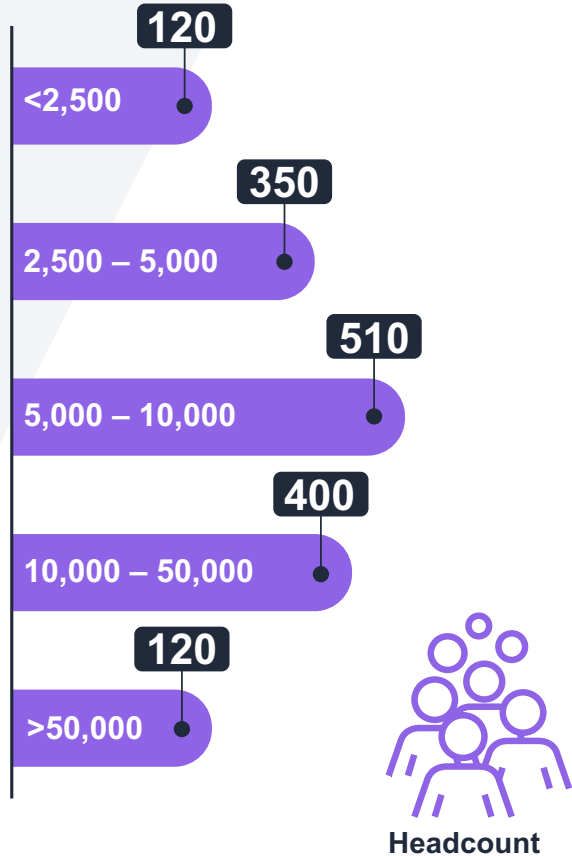


400
Manufacturing

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.

Data Demographics

Company Size Breakdown



Job Title Breakdown

Total
1,500

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

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Unlock The Power of ITIL



> 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

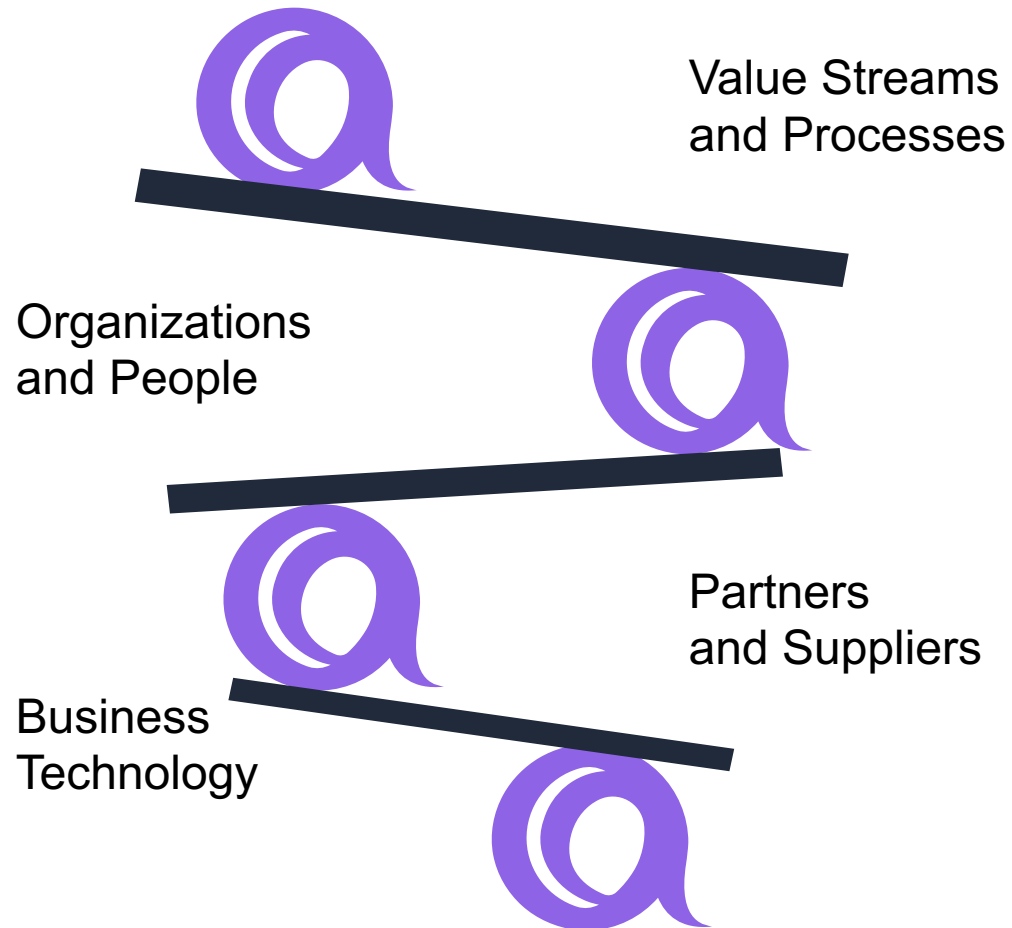


> IT must be resilient

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

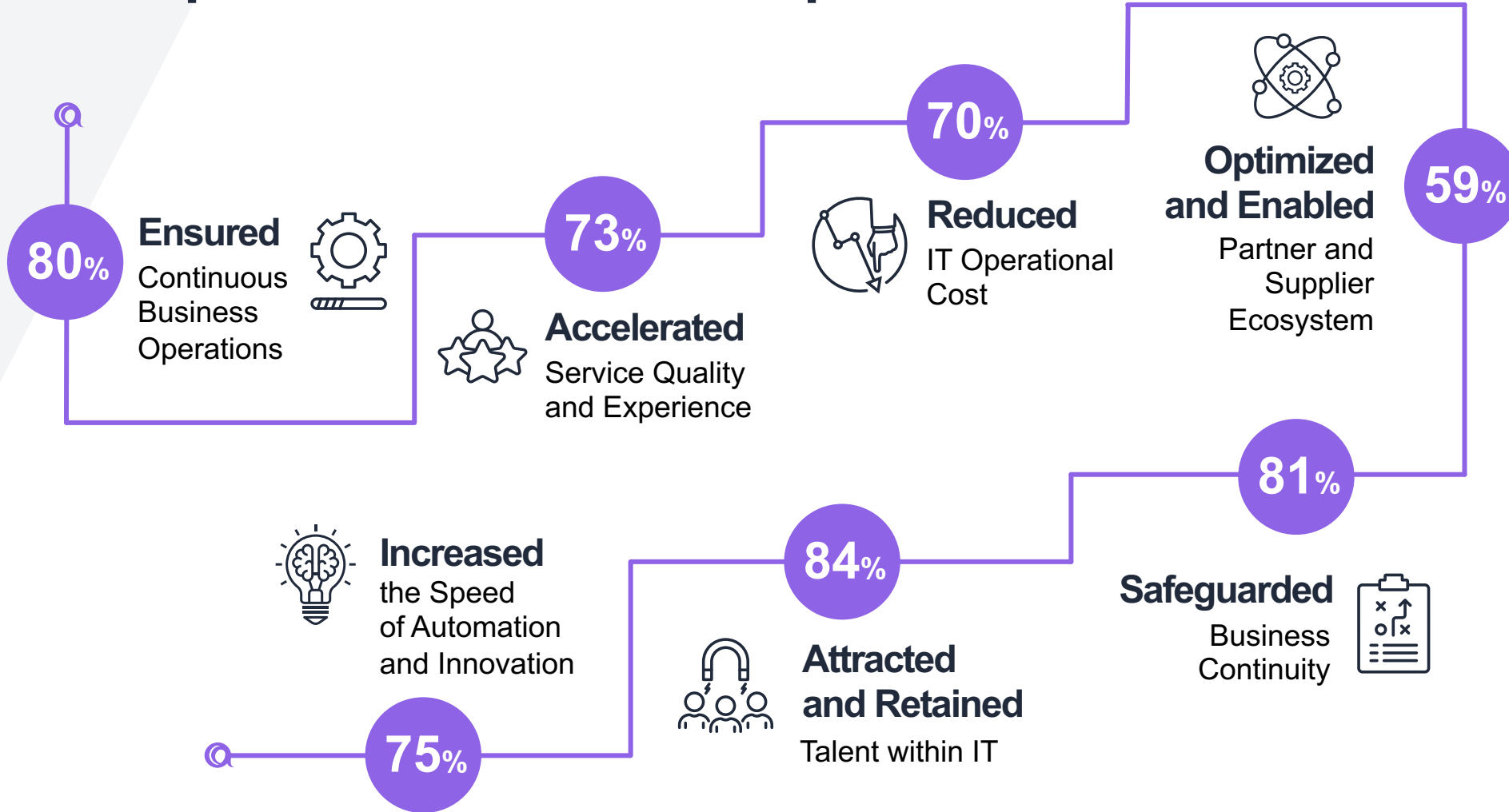
99%

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.

The Power of ITIL

ITIL Adoption Results for Enterprises



Ensuring
Continuous
Business
Operations

Accelerating
Service Quality
and Experience

Reducing
IT Operational
Cost

Optimizing
And Enabling
Partner and
Supplier
Ecosystem

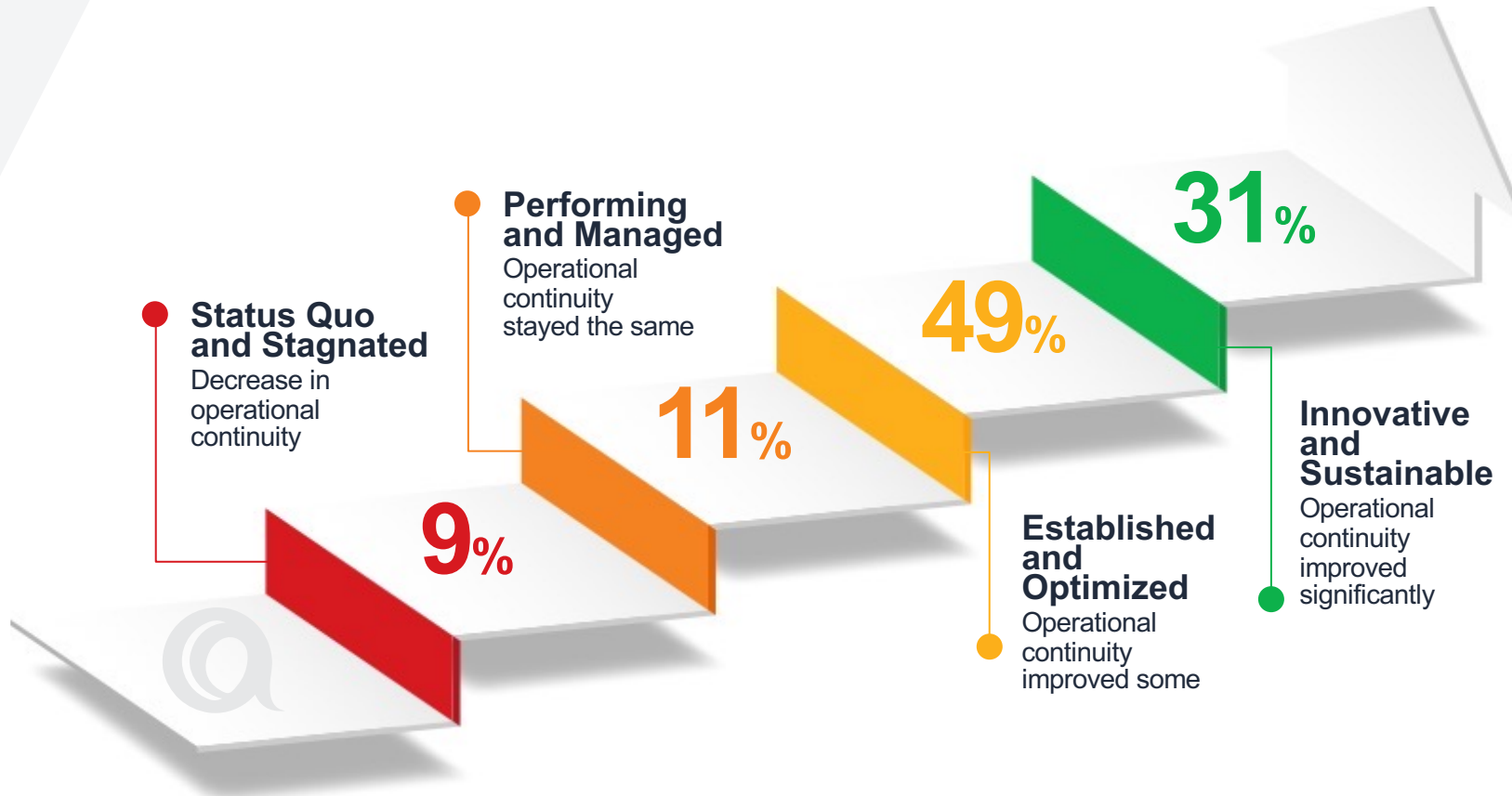
Safeguarding
Business
Continuity

Attracting
and
Retaining
Talent
Within IT

Increasing
the Speed
of Automation
and Innovation

Ensuring Continuous Business Operations

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



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**.

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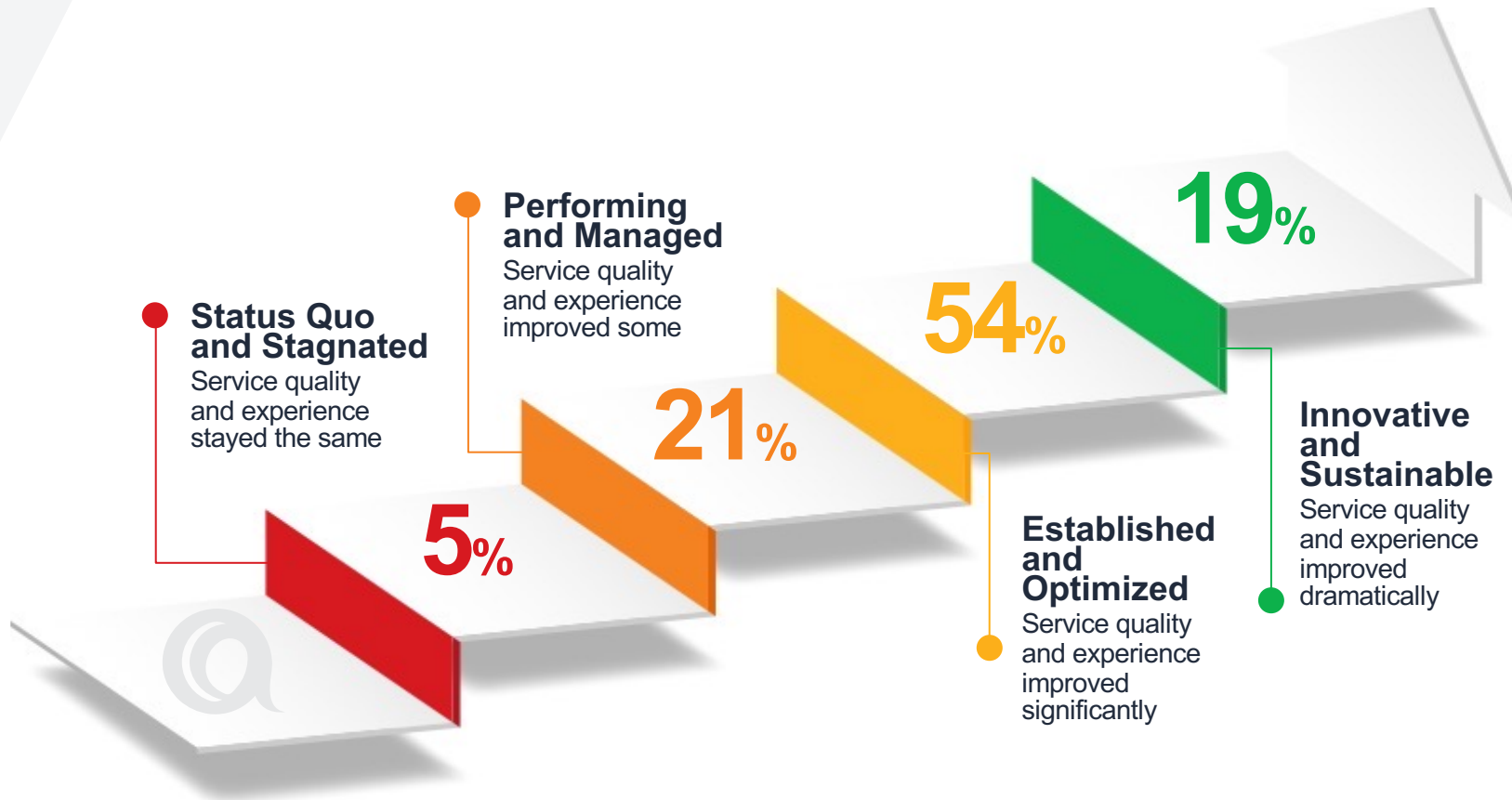
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Accelerating Sustained Service Quality & Experience

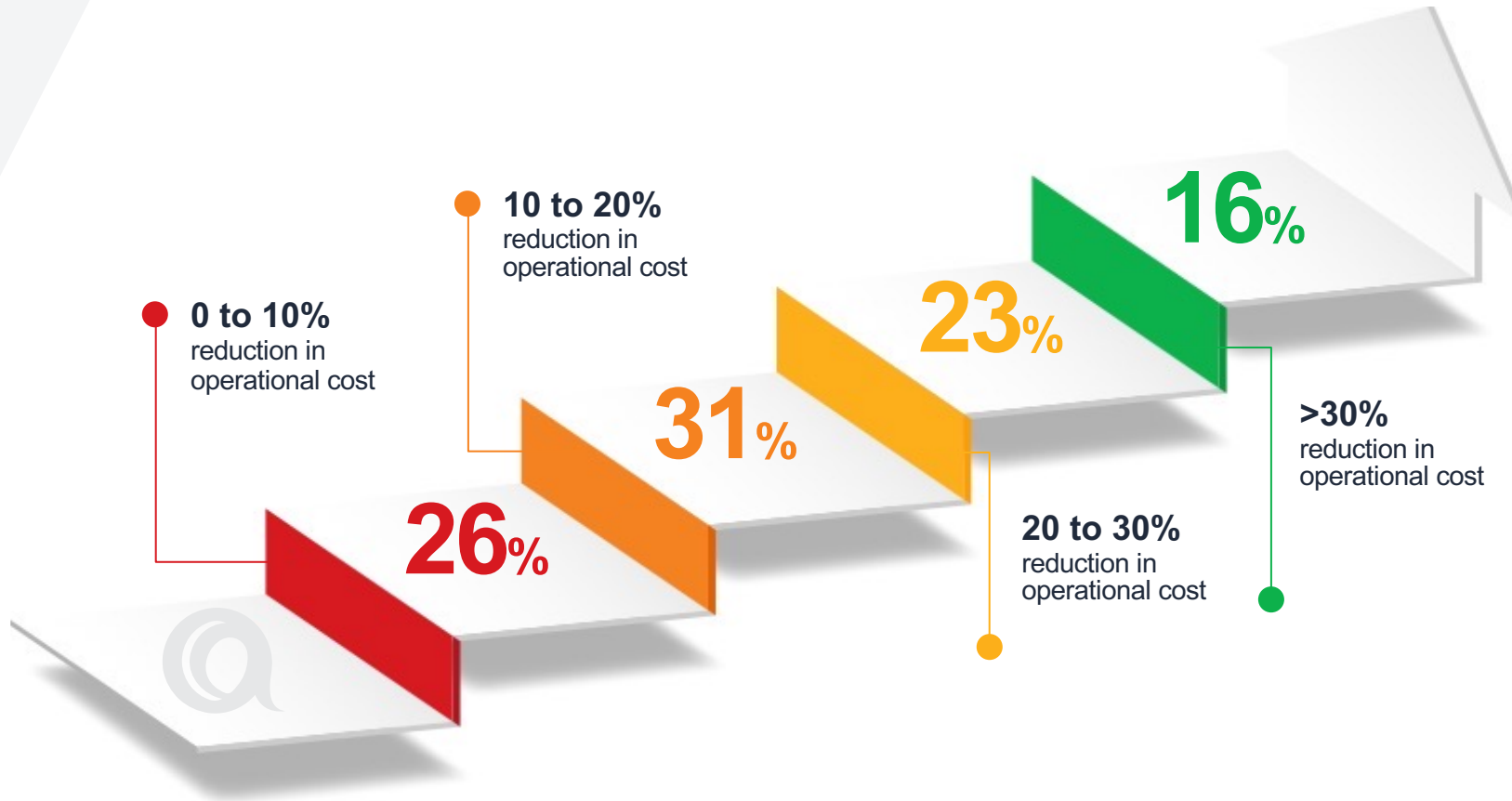
ITIL dramatically improves service quality by aligning information and technology resources with business needs, driving a consistent service experience, and fostering a culture of continuous improvement.



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

Optimizing Service Value & Investments

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



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

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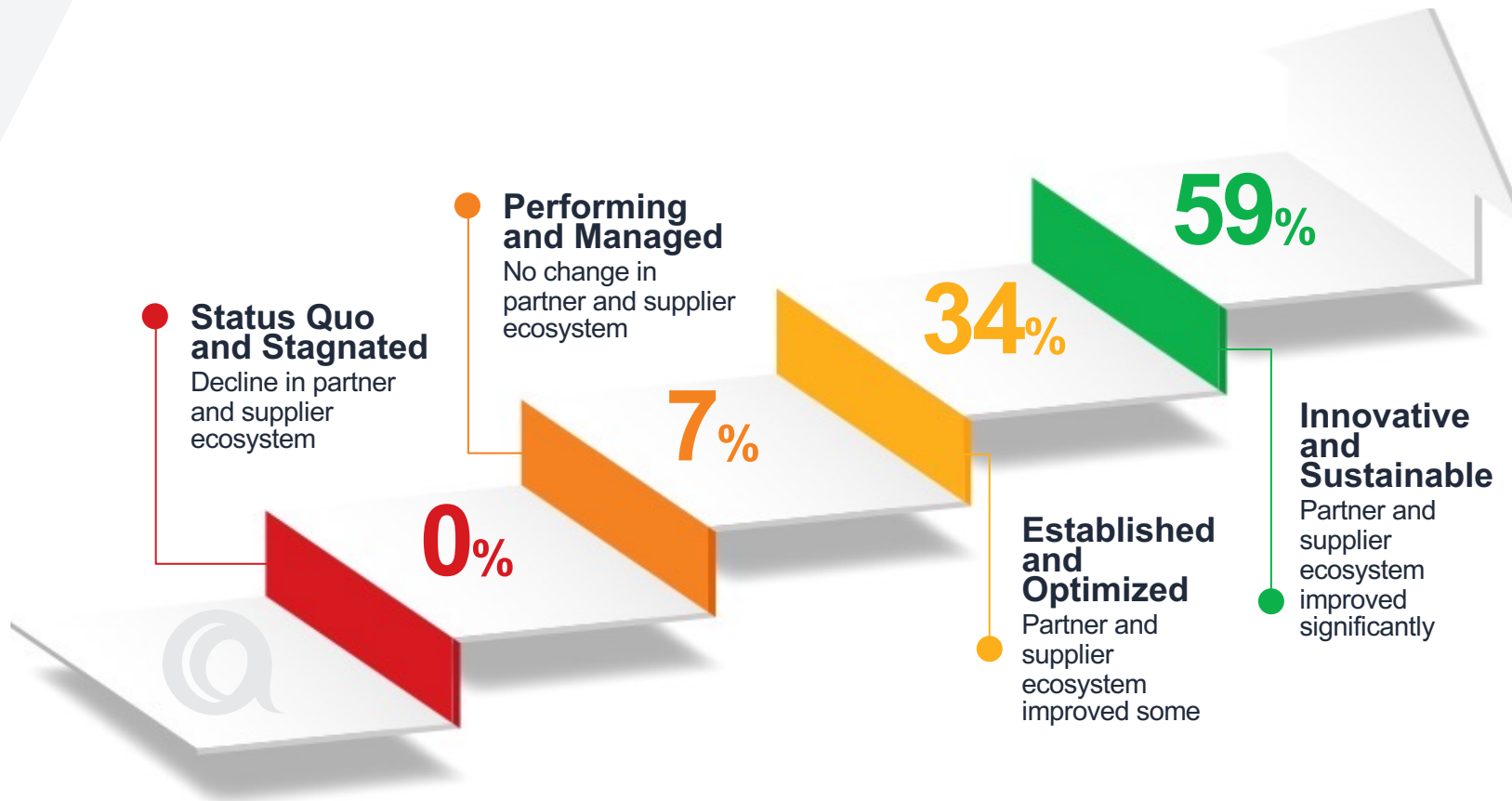
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Optimizing & Enabling Partner & Supplier Ecosystem

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.



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

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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**.

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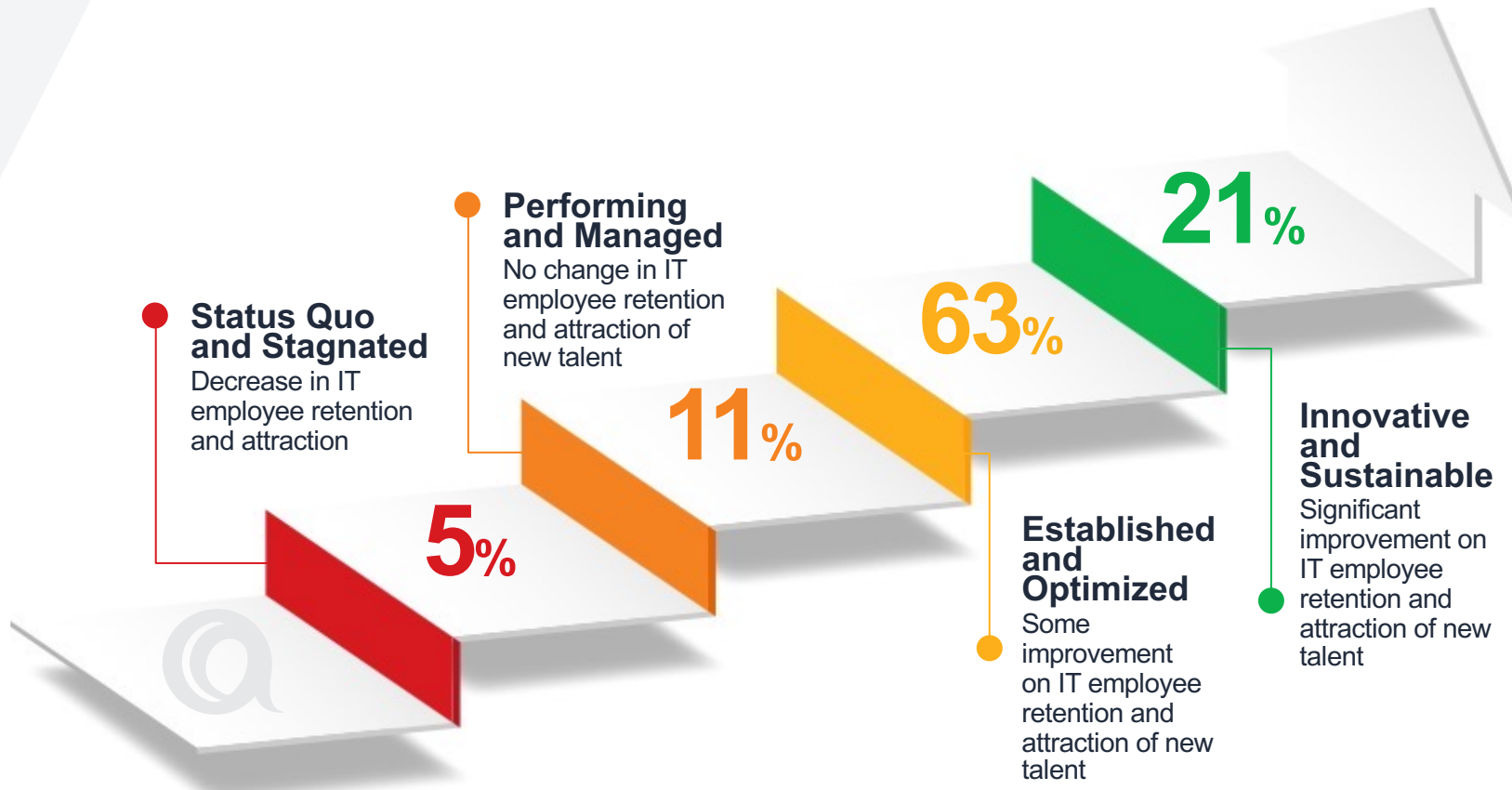
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Attracting & Retaining Talent Within IT

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.

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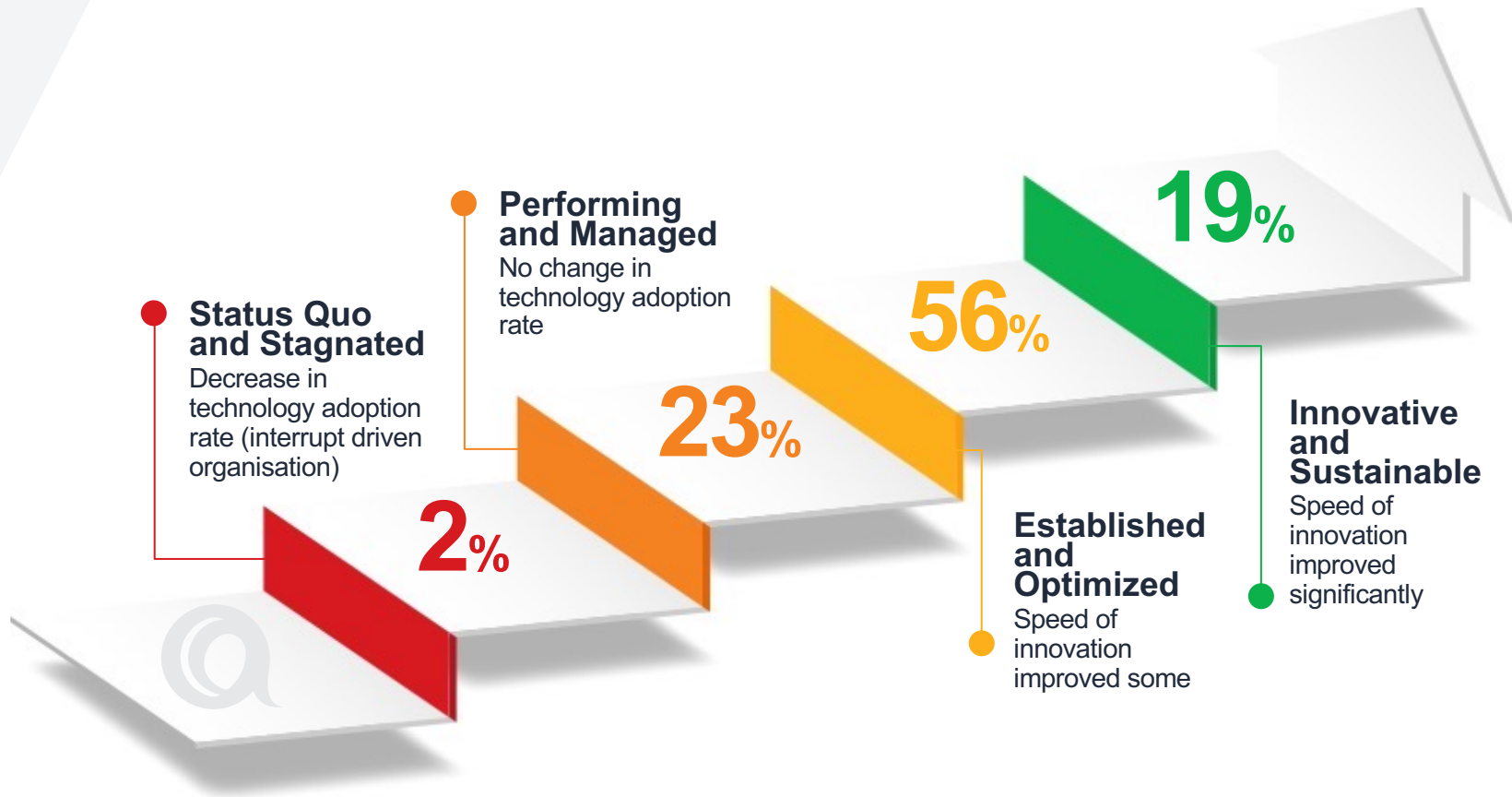
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Increasing Speed of Automation & Innovation

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 stay **technologically relevant and adaptive** through the adoption of ITIL.

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X Vodafone Case study



> 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 Community of practices for service management, focusing on delivering business value
- Introduced globally recognized and accepted standards (ITIL) and policies governing the services

The Vodafone Case – Results

Global Service Availability & Uptime Improvements



Service Improvements

364
hours

year on year
availability of services
back to business teams

How?

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



Service Quality and Experience

3x

higher service uptime
and availability year
over year

How?

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

**See what ITIL can do
for your organization!**

Contact us at: info@peoplecert.org

A woman with dark curly hair and a nose ring is looking out a window with a view of greenery and a blue sky. The image is split by a dark blue diagonal line. On the left side, the text 'Next steps' is written in white, with a large orange 'X' shape behind it. On the right side, there is a large dark blue arrow pointing to the right.

Next steps



 **PeopleCert**
Dream it, do it.

The logo features a stylized orange '@' symbol icon to the left of the text. The text 'PeopleCert' is in a sans-serif font, with 'People' in white and 'Cert' in orange. Below it, the tagline 'Dream it, do it.' is written in a smaller white font.