



# **A Side-by-Side Look at integratedITSM and ITIL<sup>®</sup>**

Recognizing the industry's growing frustration with what many practitioners believe to be outdated and heavily theory based and non-practical certification models such as ITIL®, Professional Designations Corp. (PDC) launched integratedITSM. Practitioners also voiced significant concerns regarding the escalating fees associated with supplier exams and mandatory add-ons, which over the years have substantially increased costs.

In response, PDC's integratedITSM offers a significantly more cost-effective solution without compromising on quality, while emphasizing real-world and highly practical application.

PDC, working in close collaboration with esteemed industry leader Pink Elephant, introduced integratedITSM certifications that reflect the fast-paced realities of modern business and technology. Pink Elephant brings to the table over 40 years of IT service management expertise including consulting experience helping a multitude of CIOs and their teams over the years to implement real-world solutions.

As a result of this collaboration, integratedITSM is a meaningful, relevant, and forward-thinking certification scheme that prioritizes real-life on-the-ground practicalities, business value and alignment, reshaping the ITSM landscape.

The integratedITSM designation path equips professionals with actionable guidance, operational excellence, and hands-on methods – all grounded in an *integrated* perspective designed for today's IT and business challenges.

Key features of the integratedITSM scheme include:

- **Built for today's realities:** Developed to reflect how ITSM is practiced in fast-changing business and technology environments
- **Designed for 'doers':** Practical, real-world content with hands-on guidance that goes beyond theory; students learn how to *do it*
- **Direct business alignment:** Clear connections between ITSM practices and enablers, and both operational and strategic business goals
- **Real process application:** Concrete examples and take-away toolkits for implementing and improving core ITSM processes
- **Holistic, integrated view:** Includes Lean, Agile, DevOps, OCM, and BRM within a unified system
- **Flexible entry points:** No required starting course; begin where it makes the most sense for your role or needs
- **Future-proof skillset:** Emphasizes adaptive and systems thinking, integrated processes, and business impact – all vital for today's IT roles

Whether you're an individual IT professional looking to expand your capabilities, or an organization aiming to strengthen service delivery, integratedITSM offers a comprehensive, modern, and adaptable approach.

PDC's scheme is designed not just to help learners understand service management – but to apply it effectively. And integratedITSM certifications build confident leaders who can drive digital transformation, improve performance, and deliver meaningful business results.

With its flexibility, practicality, and alignment with real-world needs, PDC's integratedITSM designation scheme delivers outstanding value for your training investment.

Ready to make a move beyond ITIL®? The table below provides a comparison of key aspects between the ITIL and integratedITSM designation schemes.

<b>Key comparative factors</b>	<b>ITIL designation scheme</b>	<b>integratedITSM designation scheme</b>
<b>Is there a mandatory first course in the designation scheme?</b>	Yes. ITIL Foundation is a mandatory first course and must be taken before any other course in the ITIL designation scheme.	No. There are no mandatory first courses in the integratedITSM designation scheme, which offers a more flexible approach.
<b>Is there a business focus and systems thinking approach?</b>	Yes. ITIL promotes a SVS (service value system) consisting of multiple components described below.	Yes. integratedITSM promotes an integrated IT service management system with a focus on multiple key enablers identified to achieve overall success, integration, and alignment between ITSM processes, IT, and business goals and objectives.
<b>Is recertification required?</b>	Yes. ITIL has a mandatory recertification requirement every three years, and a minimum of 20 CPD points annually is needed for renewal. Students must purchase the exam and/or courses within the ITIL scheme to achieve recertification.	No. There are no mandatory recertification requirements.  One and done.
<b>How many designations are offered?</b>	ITIL offers four major designations that include the Strategic Leader, Managing Professional, Practice Manager, and ITIL Master. Most certification courses required include only theory-based content and students can obtain a designation without actually acquiring 'how-to' practical knowledge.	The integratedITSM designation scheme offers six designations and, with each certification course required, the content includes highly practical and how-to knowledge.

Key comparative factors	ITIL designation scheme	integratedITSM designation scheme
<b>What are the main teaching points of the 'cornerstone' course?</b>	The cornerstone course is ITIL Foundation, which is a mandatory first course. The agenda provides only a very high-level overview of the service value system, which includes 34 practices, four dimensions, and seven guiding principles. The curriculum does not include how-to guidance for process improvement. To obtain knowledge beyond just theory, students can take several individual courses after the mandatory ITIL Foundation course.	There are two cornerstone courses: integratedITSM Essentials and The integratedITSM System. Students learn the 'integrated' IT business model, and many how-to practicalities related to process management including the very specific building blocks for establishing and managing nine key ITSM processes and enablers – incident, problem, change, request, release, deployment, configuration, business relationship, service level, and IT asset management.

## The integratedITSM Scheme Offers 10 Certifications and Six Designations

Certifications	Organizational Change Management Architect™	IT Business Relationship Management Architect™	Value Stream Mapping Architect™	IT Performance & Improvement Management Architect™	integratedITSM™ Professional	integratedITSM™ Champion
The integratedITSM™ System	○	○	○	○	○	○
integratedITSM™ Essentials	○	○	○	○	○	○
Lean IT Essentials					○	○
Agile Scrum Essentials					○	○
Organizational Change Management	○					○
IT Business Relationship Manager		○				○
Value Stream Mapping			○			○
IT Performance & Improvement Management				○		○
Enabling integratedITSM™ with DevOps, Agile & Lean						○
IT Business Leader						○

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PDC distinguishes itself by eliminating mandatory recertification, removing the need for a fixed starting course, and significantly reducing overall costs.

The integratedITSM designation scheme equips professionals with the practical knowledge needed to apply ITSM practices effectively in real-world settings.

### **integratedITSM Designations:**

- **integratedITSM Champion**  
Ten certifications required. This premier designation signifies comprehensive mastery of integrated IT service management, Agile and Lean practices, IT leadership, organizational change management (OCM), and business relationship management (BRM). Holders are equipped to lead IT teams and drive transformative initiatives across the enterprise.
- **integratedITSM Professional**  
Four certifications required. This credential reflects a strong and practical understanding of integratedITSM, Lean IT, Agile Scrum, and key enablers. It prepares professionals to manage IT initiatives and contribute meaningfully to service delivery teams.
- **Organizational Change Management Architect**  
Three certifications required. This designation highlights advanced capability in leading and supporting change in complex environments. It emphasizes the alignment of ITSM improvements with broader business transformation goals.
- **IT Business Relationship Management Architect**  
Three certifications required. This designation signifies the ability to manage and strengthen IT-business relationships. Professionals operate effectively across operational, tactical, and strategic levels to promote business alignment and service value.
- **Value Stream Mapping Architect**  
Three certifications required. This designation demonstrates expertise in process design, mapping, and improvement. Recipients are equipped to streamline workflows and enhance both business and IT service outcomes.
- **IT Performance & Improvement Management Architect**  
Three certifications required. This designation validates knowledge and skills in conducting assessments, identifying improvement opportunities, and applying performance metrics. Professionals with this designation support continuous improvement across IT and business services.

**About Professional Designations Corp. (PDC)**

Empowering Business Talent through Certification

Professional Designations Corp. (PDC) is an independent examination institute committed to delivering high-integrity certification services. Each certification is developed and maintained by respected industry experts to reflect current knowledge areas and evolving professional practices.

PDC's portfolio includes the integrated ITSM designation scheme – a modern, practical approach to IT service management aligned with the real-world needs of today's organizations.

To learn more, visit [www.professionaldesignations.com](http://www.professionaldesignations.com).