

# **integratedITSM™ or ITIL® 4?**

## **The Important Differences to Consider**

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The growing popularity of the integratedITSM™ certification courses reflects a shift in the IT service management (ITSM) community's needs and expectations.

Pink Elephant has played a pivotal role in shaping the global ITSM landscape since the late 1980s, helping launch the ITIL movement and delivering the first ITIL certification programs. Until mid-2023, Pink supported and contributed to the development of the ITIL framework across its many versions.

However, the ITSM environment has evolved. In response to significant changes – rising costs, shifting ownership, and diminishing value – Pink Elephant no longer endorses ITIL as the optimal path for ITSM professionals. Instead, we have partnered with Professional Designations Corporation (PDC) to develop integratedITSM – a modern, practical, and business-aligned alternative offering greater value and real-world relevance.

Built on over 40 years of consulting experience, integratedITSM draws from decades of hands-on engagement with CIOs, IT practitioners, and solution providers. It is designed to deliver actionable guidance and operational excellence – not abstract theory.

This fresh, business-focused framework is gaining traction among organizations seeking a more meaningful and impactful approach to managing IT services. integratedITSM introduces innovative ideas, practical methods, and integrated thinking aligned with today's organizational demands.

Organizations moving beyond ITIL often seek better implementation support, clearer guidance, and more flexible learning options. integratedITSM addresses these needs with a robust, adaptable framework and content-rich certifications.

integratedITSM offers an innovative and outcome-focused alternative to current models that feel outdated or lack sufficient guidance. With a flexible structure, practical how-to content, and a strong business orientation, the integratedITSM certification path enables professionals to drive tangible improvements in ITSM practice.

Many professionals have expressed concern that traditional ITSM approaches no longer meet their needs. Comments such as “What we’ve been using doesn’t work anymore.” and “ITIL 4 lacks practical guidance.” reflect a growing demand for more actionable and modern solutions. integratedITSM responds to this demand with a distinctive and practical certification approach that emphasizes:

- A more innovative and meaningful path to professional ITSM certification
- Extensive real-world, practical content beyond surface-level theory
- Operational guidance aligned to strategic business outcomes
- Realistic examples of ITSM process management in action

## integratedITSM™ or ITIL® 4? The Important Differences to Consider

- An integrated view linking ITSM with Lean, Agile, DevOps, organizational change management (OCM), and business relationship management (BRM)
- No required starting course – choose the path that suits your needs
- No mandatory recertification or additional hidden costs

PDC's integratedITSM™ certification scheme is designed to deliver maximum value for your training investment. When comparing alternatives, the practical depth, flexibility, and cost-effectiveness of integrated IT service management make it a compelling choice for today's IT professionals.

Take a closer look at just some key comparative examples in the following table between the ITIL 4 designation scheme and the integratedITSM designation scheme...

Key comparative factors	ITIL® 4 Designation Scheme	integratedITSM™ Designation Scheme
Is there a mandatory first course in the designation scheme?	Yes. ITIL 4 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 offering a more flexible approach.
Is there a business focus and system thinking approach?	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.
Is recertification required?	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.
How many designations are offered?	ITIL 4 offers two major designations that include the Strategic Leader and Managing Professional. Most certification courses required include only theory-based content and students can obtain a designation without acquiring how-to practical knowledge.	The integratedITSM designation scheme offers six designations and, with each certification course required, content includes highly practical and how-to knowledge.

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Key comparative factors	ITIL® 4 Designation Scheme	integratedITSM™ Designation Scheme
What are the main teaching points of the 'cornerstone' course?	The cornerstone course is ITIL 4 Foundation, which is typically three days and 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 practice manager courses after the mandatory ITIL 4 Foundation course.	The cornerstone course is the three-day integratedITSM™ Essentials course. Students learn many how-to practicalities related to process management and the very specific building blocks for establishing and managing nine key ITSM processes and enablers – incident, problem, change, request, and release and deployment management, as well as configuration management, business relationship management, service level management, and IT asset management.

## The integratedITSM™ Scheme Offers 10 Certifications and 6 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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Pink Elephant and PDC distinguish themselves by eliminating mandatory recertification, removing the requirement for a fixed starting course, and significantly reducing overall costs.

The integratedITSM™ certification program is built around cornerstone courses that deliver consultative, how-to content – equipping professionals with the knowledge to apply ITSM practices effectively in real-world settings.

As organizations increasingly prioritize streamlined operations, business-aligned performance, and strategic IT leadership, integratedITSM certifications and designations serve as essential enablers for the evolving demands of modern service management.

### integratedITSM Designations:

- **integratedITSM™ Champion**  
Awarded upon completion of ten certifications, this designation is recognized as a premier credential in the ITSM field. It demonstrates a comprehensive mastery of integrated IT service management, Agile and Lean practices, IT leadership, organizational change management, and business relationship management. Holders of this designation are equipped to lead IT teams and drive transformative initiatives across the enterprise.
- **integratedITSM™ Professional**  
Earned through four specific certifications, this designation reflects a deep and practical understanding of integrated ITSM™, Lean IT, Agile Scrum, and related enablers. It prepares professionals to actively manage IT initiatives and contribute effectively to team-based service delivery.
- **Organizational Change Management Architect™**  
Achieved by completing three targeted certifications, this designation signifies an advanced capability to lead and support organizational change in complex environments. It underscores the recipient's ability to align IT service management improvements with broader business transformation goals.
- **IT Business Relationship Management Architect™**  
Granted upon earning three relevant certifications, this designation affirms the ability to manage and foster key IT-business relationships. Holders are equipped to work effectively at operational, tactical, and strategic levels to support service success and business alignment.



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- **Value Stream Mapping Architect™**  
Awarded after three specific certifications, this designation confirms expertise in process design, management, and mapping. Recipients are positioned to identify and streamline workflows to enhance business outcomes and IT service effectiveness.
- **IT Performance & Improvement Management Architect™**  
Earned through three focused certifications, this designation validates skills in conducting assessments, identifying improvement areas, and implementing metrics to monitor and drive performance. Professionals with this designation support continuous improvement across IT and business services.

### About Pink Elephant

Knowledge Translated into Results

We are THE IT service management experts!

For over 40 years, Pink Elephant has been a global leader in ITSM consulting and education. As a pioneering force, Pink played a critical role in launching and applying the world's first ITSM framework – setting the standard for global adoption.

In recent years, Pink Elephant has continued to lead by developing integratedITSM™, an innovative, nonproprietary approach grounded in decades of hands-on consulting experience. Supported by a robust certification and designation scheme, integrated IT service management helps organizations align IT services with business goals, improve operational performance, and enable innovation.

With a proven history and a forward-looking approach, Pink Elephant ensures IT professionals are prepared for the evolving demands of a digital-first world.

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



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### **About Professional Designations Corp. (PDC)** Empowering Business Talent through Certification

PDC is an examination institute dedicated to high-integrity certification and assessment processes. Its credentials are developed and regularly updated by respected industry experts to reflect critical knowledge areas and evolving professional practices.

PDC's portfolio includes the integratedITSM™ certification program – a modern and practical approach to IT service management that meets the real-world needs of today's organizations.

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