A Side-by-Side Look at integratedITSM™ and ITIL®

A few years ago, Professional Designations Corp. (PDC) launched integratedITSM™ in response to the IT industry's growing frustration with outdated certification models like ITIL®. This initiative also addresses the fact that practitioners had been voicing significant concerns regarding the escalating fees associated with supplier exams and mandatory add-ons, which over the years have substantially increased costs.

PDC's integratedITSM™ meets these needs with a significantly more cost-effective solution – without compromising on quality – and with a specific emphasis on its real-world application for handling today's dynamic challenges.

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 more than 40 years of IT service management expertise including consulting experience that has helped a multitude of CIOs and their teams implement authentic and timely solutions. As a result of this collaboration, integratedITSM™ is a meaningful, relevant, and forward-thinking certification scheme that prioritizes real-life on-the-ground application, business alignment, and practical value – ultimately 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 skill set:** Emphasizes adaptive 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. 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.

The table below provides a comparison of key aspects between the ITIL and integratedITSM™ designation schemes.

Key comparative factors	ITIL® 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, which offers a more flexible approach.
Is there a business focus and systems 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 offers four designations: Practice Manager, Managing Professional, Strategic Leader, and ITIL® Master.	The integratedITSM™ designation scheme offers six designations, as shown on the next page.

Key comparative factors	ITIL® 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 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, 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 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						◎

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

The integratedITSM™ designation scheme equips professionals with the practical knowledge needed 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 provide essential support for the evolving demands of modern IT service management.

integratedITSM™ Designations:

- **integratedITSM™ Champion**
  Awarded upon completion of ten certifications, 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**
  Earned through four specific certifications, 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™**
  Achieved by completing three targeted certifications, this designation highlights advanced capabilities 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™**
  Awarded after completing three related certifications, this designation confirms 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™**
  Granted upon completion of three focused certifications, 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™**
  Earned through three focused certifications, this designation validates skills in conducting assessments, identifying improvement opportunities, and applying performance metrics. Professionals with this designation can 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 integratedITSM™ 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.