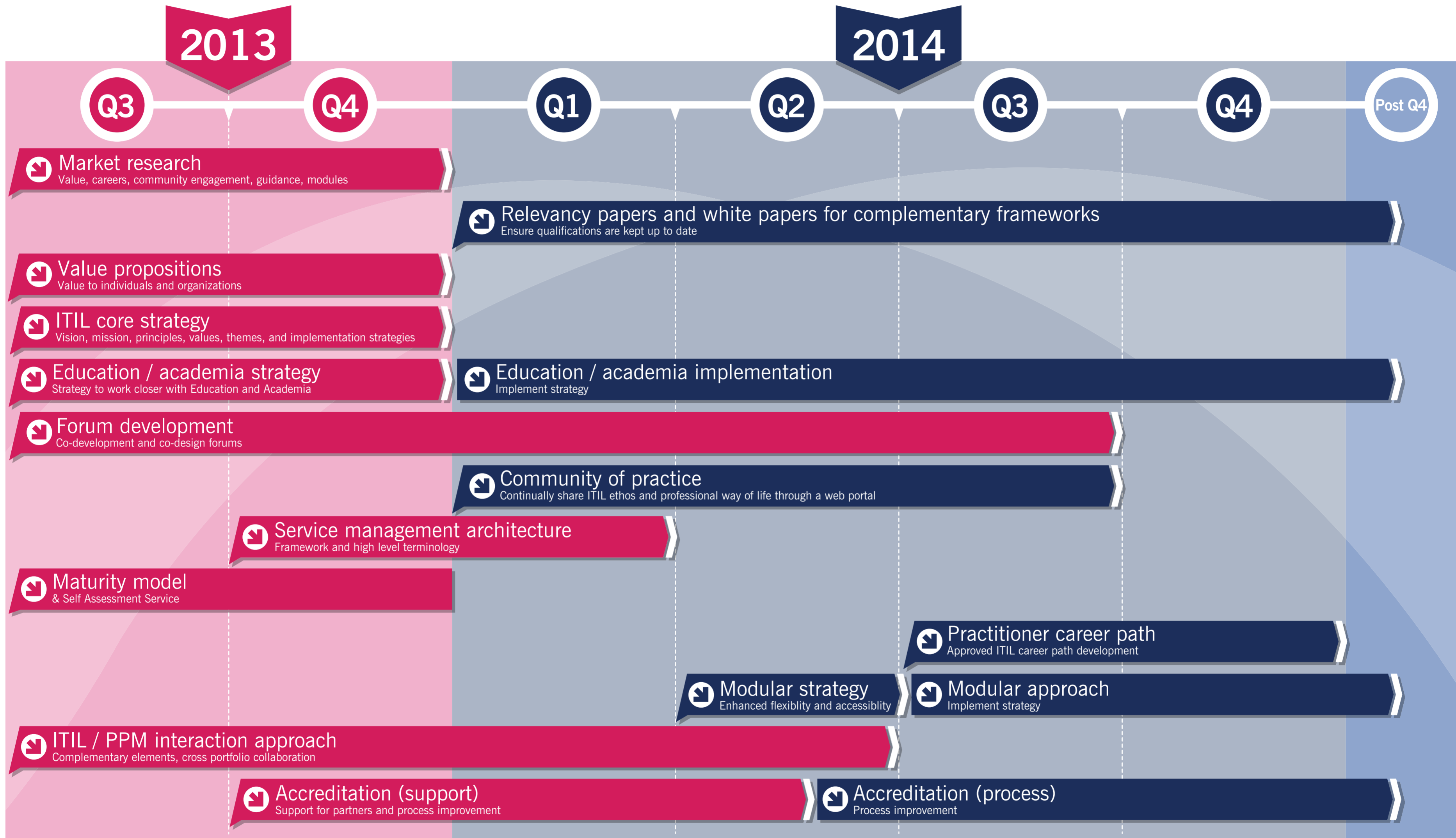# PRODUCT DEVELOPMENT ROAD MAP PRIORITIES - ITIL

As we are building a new business, your continued support is important to us. Our immediate focus is on getting the core functions right so that we are ready for the 1 January 'go-live' date. We appreciate your patience, and know that you are interested in hearing what we have planned for development.

Through our previous work with the wider community, we have been provided with a large number of great ideas on how to take us forward. We have taken on board everything we have heard so far and decided on a number of priorities for the short and medium-term, which will help us build a strategy for the longer-term. Although not set in stone, the following will provide you with a feel of our current intentions. This will further be reviewed as we gather more information and feedback, such as the results from the research that we are currently undertaking. We will be asking for your support and feedback starting this month.

ITIL Roadmap

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Relevancy papers and white papers for complementary frameworks
Ensure qualifications are kept up to date

Value propositions
Value to individuals and organizations

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Vision, mission, principles, values, themes, and implementation strategies

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Strategy to work closer with Education and Academia

Education / academia implementation
Implement strategy

Forum development
Co-development and co-design forums

Community of practice
Continually share ITIL ethos and professional way of life through a web portal

Service management architecture
Framework and high level terminology

Maturity model
& Self Assessment Service

Practitioner career path
Approved ITIL career path development

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Collaborative innovation: Strategic drive to include all parts of the business model with community drive and support

Digitization: Supporting the development of new ways to deliver and learn, using experiential methods

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Priorities and AXELOS core principles

Our priorities for the end of next year and going forwards underpin our core principles.

Improving quality

To further ensure the intrinsic value of our products continues, we will be required to drive and improve standards of quality throughout the business model. Quality assurance processes will be put in place to attain and improve standards across the portfolio. We will require the backing of the community to support the assurance model and ensure the protection of its value.

Consistency

Value is assured though consistency and continual improvement; this commitment to 'continual service improvement' is a well regarded module within the ITIL framework. In order to ensure that our product portfolio is delivered and tested consistently and that support is delivered with a consistent message, guides will be produced to support our partners in ensuring that standards are met, maintained and enhanced on a continual basis.

Collaborative innovation

Collaborative innovation is at the heart of the AXELOS vision. Innovation will touch all parts of our business model – from process innovation allowing a better user experience, to product innovation, with the use of more digital mediums for delivery. We will require your collective support to develop the strategy and ensure that we are continually innovative in the way we develop the ITIL methodology and its delivery to practitioners. We will actively engage with our ecosystem to propose new models for the future and set up a process for continual development and innovation.

Digitization

As a longer-term strategy, our research and engagement with the ecosystem and prospective customers has told us that they want new ways to learn. AXELOS will digitize its content and customers will increasingly access this through digital channels. Our research shows that standard e-learning is not sufficient to deliver good outcomes, so we will focus on experiential learning methods such as gaming and simulation. We will work with specific strategic partners to ensure that our products are at the forefront of the digital age in terms of development and delivery.

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Market research

Building on the energy and feedback from the workshops with our ecosystem this year, we will continue to review our product portfolio with a focus on potential updates to ITIL. The key themes of the research will be: value for practitioners and organizations, career paths, community engagement, guidance and exploring the potential for additional products in the form of modules. We will target key market groups to inform potential future developments. The first survey will be complete by the end of 2013 and the results published early in 2014. Surveys will be used to seek the views of the wider community and specific groups on a continual basis going forwards.

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ITIL core strategy

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The high level strategy that we shared with the community early on in the year will be further validated to confirm the vision, mission, guiding principles, values and objectives for product development. This will help guide the AXELOS product development process over the next two years. We will also be developing our strategy for expanding our international recognition and presence, which will provide additional value for organizations and practitioners who operate in global markets. Collaboration with our partners will feature highly in our strategic approach, therefore this will not be finalized until we have completed the market research with the community. The core strategy is currently under development and will be complete by the end of 2014. This will be a live document that will continue to evolve as we develop as a business.

Currently, there are no immediate plans for an updated version of the ITIL core guidance. We are however, looking to move towards a more modular framework, to enhance and refresh the core and maintain its relevance in the industry.

There are five key themes in the current emerging strategy, which includes a complementary framework approach, module development, community involvement, academia inclusion and promoting career paths.

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Accreditation (support for partners and process improvement)

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Supporting our partners through our accreditation process is paramount. We will review our processes for quality and relevancy, with a view to informing our partners of how we intend to make improvements in this area. Our focus is on improving the quality of delivery to end users – to that end, the processes will be reviewed in consultation with our key partners by the end of the year. The process for improvement will include how we work with our partners for delivery. The scheme brochure will be published by mid November 2013 and we will be clarifying the quality improvements as we move through 2014, starting from Q1. As we look to improve quality, we will introduce supporting process improvements too.

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Value propositions

The value of our product portfolio to practitioners and organizations is described in many ways by different organizations within our ecosystem. We are seeking to capture the most imperative propositions that will help identify the real value of our portfolio of products. We will be asking our ecosystem to support this process with case studies and real life examples as to the quantifiable benefits. We will share a series of propositions, in the form of short briefs for CEOs, at the end of the year and ask for your support with their continual development. We have already commenced the process of developing value propositions and will start the validation process with the wider community before the end of the year.

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Maturity model

Organizations are increasingly seeking ways to assess and benchmark their ITIL effectiveness. Our new product, the ITIL Maturity Model and Self-assessment Service, will provide a view of an organization's relative maturity in order to identify areas of improvement. The ITIL product was made available from the end of October 2013.

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Education / academia strategy

ITIL

We are keen to support educational and academic establishments in gaining access to our portfolio of products in order to promote ITIL theory and practice into the extended curriculum. We have commenced initial consultations and will deliver a strategy by Q2 of 2014 to outline how education, academia, and ITIL can work closer in the future. The implementation of the strategy will start from Q2 2014.

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Forum development

Collaboration is intrinsic to all our developments and we have been appreciative of the community's interest and support to date. In order to build on the two way co-development and co-design elements of our philosophy, all types of forums will be at the centre of any plans for development. Forums will take the form of conferences, seminars, webinars, events, road shows, blogs, Twitter, etc. We will take an active role in leading, listening and participating to ensure that we work together with the community and for the community. All parts of the ecosystem will be invited to engage with us and each other, such as EIs, ATOs, ACOs, practitioners, non-practitioners and public and private organizations in the first quarter of next year. The enabling portal is planned to deliver from Q3 2014.

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Community of practice

The wider community is at the core of the AXELOS business model. We will build partnerships with organizations, user groups and individuals and provide a place to continually share and develop ITIL as an ethos and a professional way of life. Early in 2014, we will share our high level strategy with the wider community to enhance its development. The development process will evolve as we continue to develop with the community. Communication and collaboration will be key to the development of the ITIL community and portfolio of products. The main medium of communication will be through the AXELOS Community Portal. The web portal will be co-designed and user led by partners, practitioners, organizations and the wider community. Once we have a good view of the approach early in 2014, a delivery timeline will be provided. The intension is to deliver the portal by the end of Q3 2014.

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Service management architecture

To take service management forward, we will explore how an architecture and supporting ontology can progress this aim. This work will help to define service management more precisely, serve as a driver for the emergence of consistent best practices, and enables standard models and standard interchange formats. We will facilitate workshops during November this year. Following on from the workshops, a wider collaboration with the community will be sought through a review of the outcomes. The aim of this is to produce a high level service management architecture and a service management view of ontology. The approach will be developed by the end of 2013 leading to the development of the framework and high level terminology by the end of Q1 2014. This will be further combined with a PPM view of ontology to provide a holistic view across the portfolios before the end of 2014.

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ITIL / PPM interaction approach

It has long been regarded that ITIL has complementary elements to other products, such as PRINCE2, that could benefit practitioners, partners and organizations if developed into an interaction approach. Essentially, we are seeking to enhance the offering, whilst reducing duplication. We will propose an approach, based on modules, supporting careers and personal development for interactions across multiple products within the portfolio by Q2 2014. Interaction development across the portfolios will be an ongoing initiative going forwards.

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Relevancy papers and white papers for complementary frameworks

In order to ensure that our qualifications portfolio is kept up to date and is relevant in today's complex planning environments, we will be providing a series of papers aimed at CEOs, SROs and senior stakeholders. The papers will also be supported by briefings to open the community for comment and participate in the development process. The first papers will be publicized before the end of the year. We are committed to developing a complementary approach with other frameworks initially through the development of white papers. To add to our series of white papers, we are currently engaged in developing / updating papers with COBIT, HDI (Helpdesk Institute) and Dev Ops (Development and Operations). We will start to share the latest relevancy papers from the end of Q1 2014.

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Modular strategy and approach

We are seeking to develop a more modularized approach to the product portfolio to enhance the flexibility of the products and make them more accessible for both individuals and businesses. We will be striving to understand how this approach can be implemented to address areas of improvement. Again we will involve the community to help define the scope and formulate the strategic approach by Q2 and Q3 of 2014 respectively.

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Practitioner career path (including CPD)

Our practitioners are the life blood of our community and supporting them in their careers is of paramount importance. Currently, the ITIL development career path has a great deal of scope for improvement. Products are also regarded as bottom up progression with no cross product development paths. We are committed to supporting the continual professional development of practitioners; to this end, we will work with professional external bodies to develop practitioner career paths. To support this initiative, we will develop a framework which will inform practitioners of how they can enhance their professional careers across the portfolio. We will require the support of our partners in industry to inform practitioners of the benefits and will share our draft framework and commence developments from Q4 of 2014.

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