



## Messaging Matrix - ITIL® Maturity Model

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As the pace of change accelerates, service management organizations continually strive to identify and leverage competitive and performance advantage from improved efficiency and delivery across their organizations.

In many sectors, management models have grown in importance to become the foundation for assessing organizational capability and identifying opportunities for improvement.

### PRODUCT DESCRIPTION:

The ITIL® Maturity Model is a management maturity model that looks across an entire organization to assess its service management capabilities and the maturity of its governance structure and management system (service value system).

The ITIL Maturity Model considers the whole service management system and not just the processes in place. It takes into consideration interactions between the processes, the competencies of the people involved, the tools used to support, and the management information used to manage delivery and improvements (ITIL four dimensions).

Although the ITIL Maturity Model is structured around some of the key concepts and guidance of the ITIL framework, it has been designed in a way that it can also be used independently to assess service management practices and delivery helping you identify areas of improvement. Regardless of whether you are committed to a defined service management framework or are not using a specified approach, an ITIL Maturity Model assessment will benefit you.

Using the ITIL Maturity Model to assess an organization's capability and maturity level makes it easier to define strengths and areas of opportunity in the delivery of service management. The strengths can be shared with other teams within the organization and the areas of opportunity can be addressed with training and certifications within the ITIL 4 product portfolio.

The ITIL Maturity Model provides you with the flexibility to tailor the assessment to meet the needs of your organization and focus on specific areas of the business.

There are three forms of ITIL Maturity Model assessment which are available through AXELOS Consulting Partners (ACP) only:

- Capability assessment
- Maturity assessment only
- Comprehensive assessment.

**The capability assessment** looks at how well the management practices of the organization are meeting their purpose and provides a score for each assessed practice. There are 34 management practices which can be assessed that are aligned to the ITIL 4 framework, but you have the flexibility to select those that are most relevant for the organization to identify areas of improvement. These practices are aligned to the ITIL 4 Service Value System and four dimensions, but they will also be present in organizations that have not adopted ITIL 4 and therefore their capabilities can still be assessed.

The assessment does not review how the practices are being managed or implemented, but rather it assesses how effectively the practice is fulfilling its purpose using practice success factors.

**The maturity assessment** is an in-depth study of an organization's governance structure and management system aimed at informing the organization's improvement planning by highlighting the areas which need development. The assessment takes into consideration the five components of the ITIL Service Value System:

- **Guiding principles:** Recommendations that can guide an organization in all circumstances, regardless of changes in its goals, strategies, type of work or management structure. The assessment of this component is not focused on the adoption of the seven ITIL guiding principles; rather, it helps to understand the role and maturity of shared values and principles across an organization.
- **Governance:** The means by which an organization is directed and controlled.
- **Service value chain/value streams:** A set of interconnected activities that an organization performs to deliver a valuable product or service to its consumers and to facilitate value realization. The assessment of this component is not focused on the specific value chain model provided in ITIL. Rather, it aims to assess the maturity of the organization's service value streams, including how they are identified, managed, and improved.
- **Continual improvement:** A recurring organizational activity performed at all levels to ensure that an organization's performance continually meets stakeholders' expectations. The maturity assessment is not focused on the adoption of the particular improvement model. Rather, it helps to understand the role and maturity of continual improvement across the organization.
- **Practices:** Sets of organizational resources designed for performing work or accomplishing an objective.

Each one of these is structured into five maturity levels:

- Level 1: Initial
- Level 2: Managed
- Level 3: Defined
- Level 4: Quantitative
- Level 5: Optimizing.

These maturity levels are a measure of an organization's effective governance and management - the higher up the curve the more effective the outcome.

A maturity assessment must also include a capability assessment of the continual improvement practice and can feature up to six management practices.

**The comprehensive assessment** takes a look at both service management capabilities and the maturity of an organization's governance structure and management system. As part of this assessment, all components of the service value system must be assessed alongside seven or more management practices. This is the recommended assessment model as it provides a holistic view of an organization's service management performance and where improvements are required.

Validation of the rating achieved for each type of assessment is available from AXELOS. This acts as a formal confirmation of the organization's ability to perform as an effective service provider and supports organizations in differentiating themselves for bids and request for proposal (RFP) responses.

#### VALUE PROPOSITION:

The ITIL Maturity Model is a management maturity model that looks across an entire organization to assess its service management capabilities and the maturity of its governance structure and management system (service value system). It allows organizations to have an objective view of their capabilities and maturity and a structured process in which to drive improvements. This structure ensures the correct prioritization and resource management is in place to drive forward transformational change in service management.

The ITIL Maturity Model also creates a benchmark which organizations can share both internally and externally to drive confidence and reassurance in their organizational capability to support business opportunities.

Target Audience	Problem/Opportunity statement Pain Points/Motivations	Product feature & benefits statement [that answer the problem/opportunity]
<p>Organizations</p> <ul style="list-style-type: none"> <li>• Directors responsible for delivering organizational change</li> <li>• Heads of service management, CIO, Head of Technology/IT, IT Director</li> <li>• IT or service management/delivery managers.</li> </ul>	<p>Challenges include:</p> <ul style="list-style-type: none"> <li>• Aligning the organization's service value system to meet defined strategic goals</li> <li>• Identifying areas to enhance business efficiencies that support growth, mitigate risk, and meet customer demands</li> <li>• Justifying spend and optimizing investments in service management improvements</li> <li>• Assessing the impact of transformation or improvement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Drive forward transformational change</b> - The ITIL Maturity Model is a powerful tool that provides you with a structured approach for ongoing development, helping you remain competitive and reach the optimal level of organizational performance to achieve the organization's strategic goals. It can also be used to identify systemic weaknesses to help tackle the reasons behind of ineffective or inefficient practices.</li> <li>• <b>Optimize investments</b> - Understanding your current business capabilities and being able to improve performance will allow you to optimize your return on future investments by ensuring you focus resources on the right service management activities and make better investment decisions.</li> <li>• <b>Gain efficiencies</b> - The ITIL Maturity Model provides organizations with a holistic vision of improvement which leads to decreased costs and efficiencies gained in productivity, improved quality of service management activities, and customer satisfaction.</li> <li>• <b>Ensure correct prioritization of resources</b> - Investing in service management improvements and understanding your organization's capabilities supports training budget decisions in the service management space (ITIL 4).</li> <li>• <b>Benchmark performance</b> - Using the ITIL Maturity Model provides you with an independent benchmark against which you can assess the success of transformation or improvement initiatives.</li> </ul>