

The future of ITIL® V2
A market exploring survey
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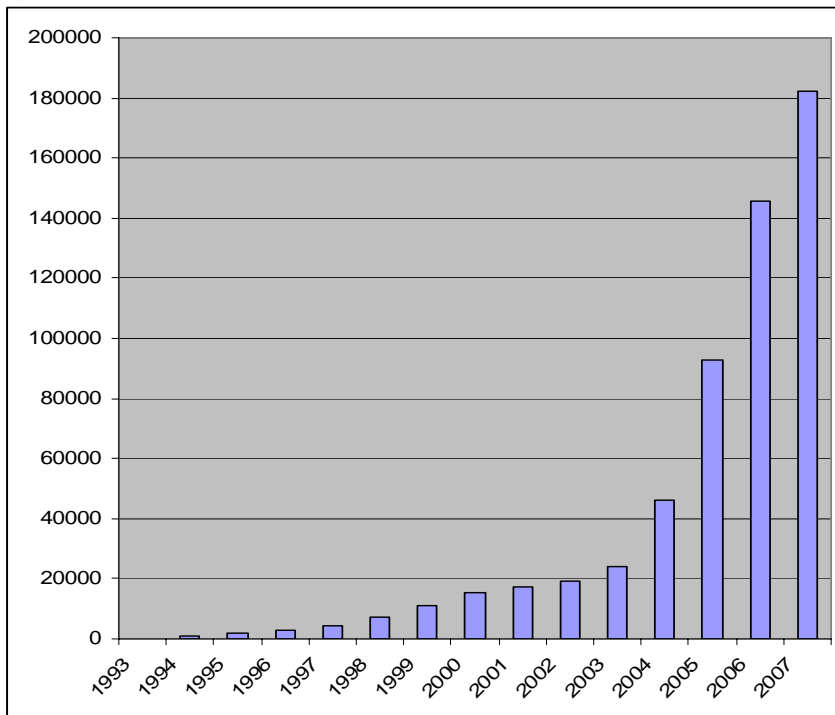
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1. Introduction

1.1 The growth of ITIL®

EXIN has been offering examination for ITIL® V2 since the very beginning in 1993: initially there was only the Service Manager exam. Soon the foundation exam and single practitioners were introduced in the Netherlands, and internationally from '97. After 2000 ITIL® V2 certification started growing more rapidly globally and after 2005 ITIL® certification skyrocketed.

Figure 1 total ITIL® exams volume EXIN International 1993-2007



With the introduction of ITIL® V3 in 2007 many people involved in IT Service Management asked the question 'how much longer can we certify for ITIL® V2?'. In certain parts of the world ITIL® V2 had just been introduced or localized. As the ITIL® Qualification Board is currently considering the discontinuation of ITIL® V2 certification, this survey aims at finding out the opinion of the demand side of the market.

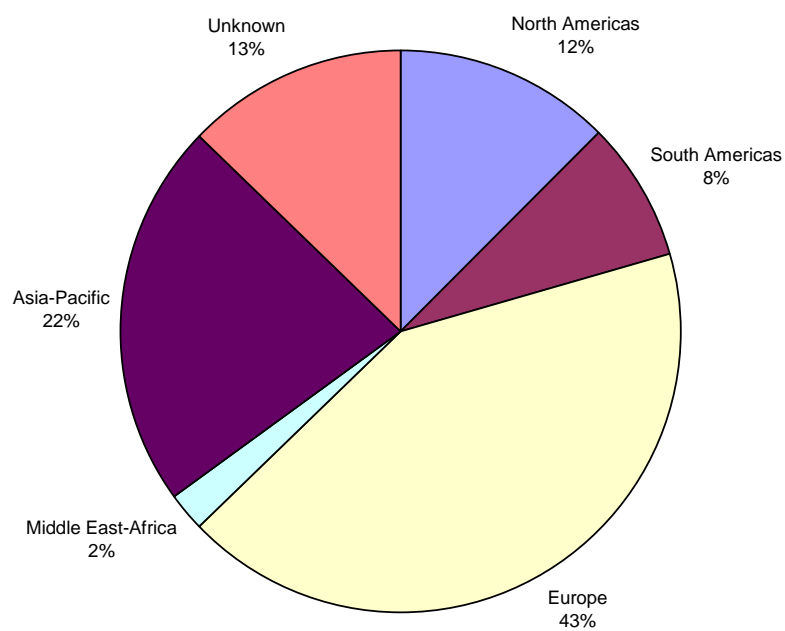
1.2 The survey

This survey aims at questioning the demand side of the market for ITIL® certification: the people who sell, advice on or use ITIL® V2 framework. The fact that ITIL® V3 is currently being embraced by many 'mature' ITIL® countries cannot be denied. However, there seems a part of the market that would like to maintain ITIL® V2 certification for their own reasons. The main question is how big is that group?

1.2.1 Respondents regional representation

In total, 547 respondents participated anonymously by fully filling out the online questionnaire. When divided into regions, the research population has a relatively big representation in the regions Europe and Asia-Pacific. It is important to note that there were no major differences in results on a country level.

Figure 2 regional representation of the research population (n=547)



1.2.2 Research population's relation to ITIL®

The majority of the people that took part in this survey are involved in advising or selling ITIL®. The vast majority of the people that are not involved in advising or selling ITIL® is currently using the V2 framework. The research population is very precise: only 2,9% of the participants were not as selling or using ITIL®.

Figure 3 Are you involved in advising in the area of ITIL®?

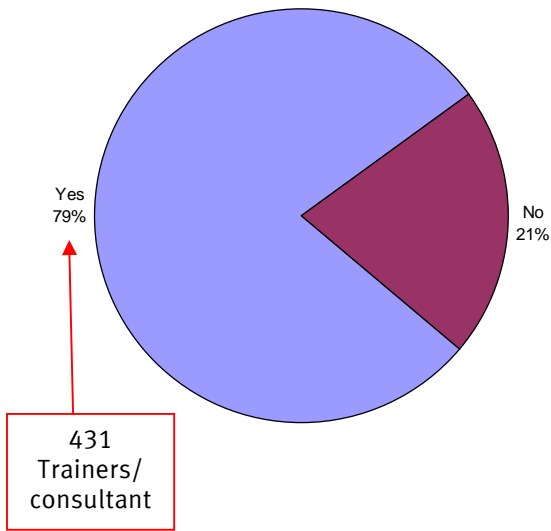


Figure 4 Are you currently using the ITIL® V2 framework?

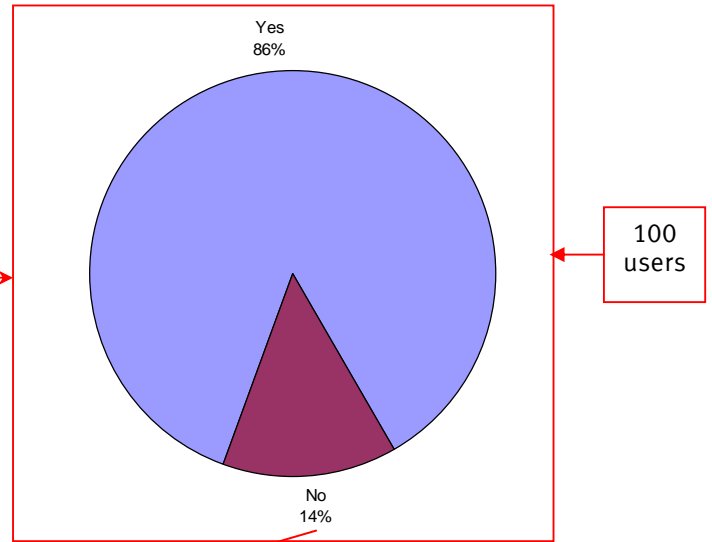
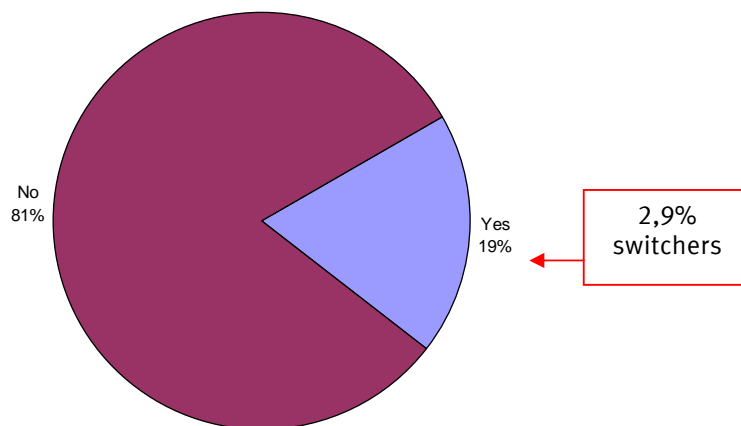


Figure 5 Have you used the ITIL® V2 framework in the past?



2. Results

2.1 The perceived benefits of ITIL® V2 & V3

Trainers & consultants

At the moment, the majority of the market is still selling or advising on ITIL® V2. Almost 70% of the trainers and consultants argue that their customers still ask for ITIL® V2 certification. Nevertheless, V3 already has taken a great amount of the ITIL® market in a short time. 60% of the respondents offer both frameworks at the same time.

Figure 6 Which course(s) or framework(s) are you currently selling or advising on?

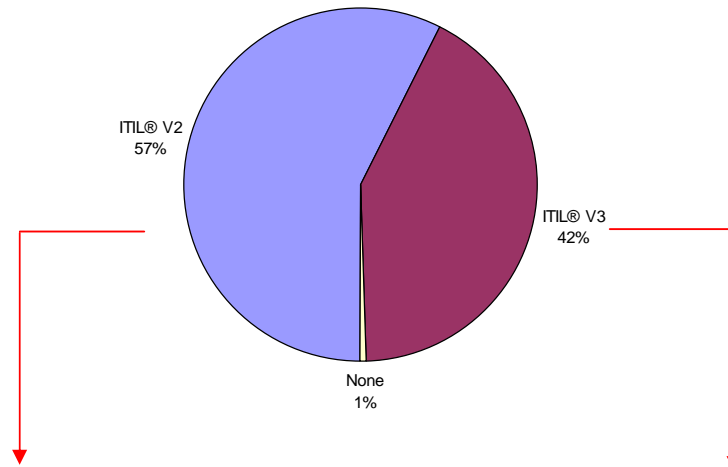


Figure 7 Benefits still selling/advising ITIL® V2 (n=397)

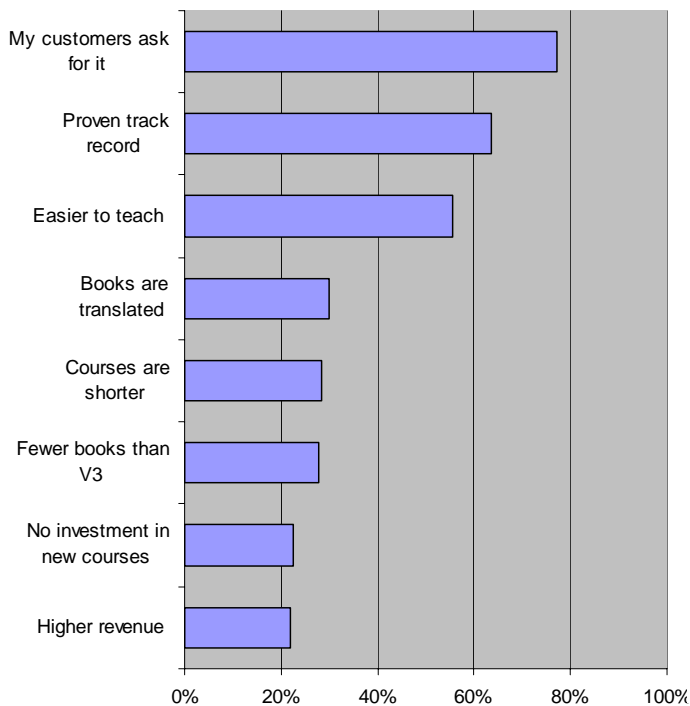
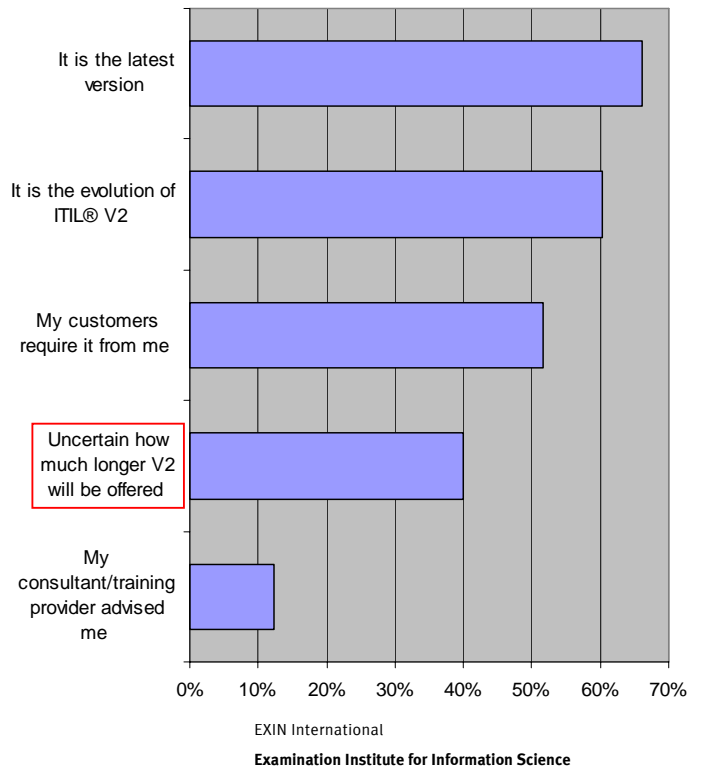


Figure 8 Reasons for selling/advising ITIL® V3 (n=290)



Trainers/consultants that currently sell or advise on ITIL® V3, mainly state that they do so because V3 is the latest version, the evolution of V2 but also because they are uncertain how much longer ITIL® V2 certification will remain available to the public.

Corporations and users

In this survey suppliers of ITIL® training were asked to assess their customer’s perceived benefits of ITIL® V2. In addition users were asked directly about their perceived benefits. In this way it is possible to cross check demand and derived demand. Both groups were perfectly in-line with each other, although the users added reasons such as localization of exams and books.

Past good experience, proven effectiveness as well as the fact that ITIL® V2 imposes lower additional investments at this moment are the main benefits of ITIL® V2 to the users.

Figure 9 What benefits do your customers perceive in ITIL® V2? (n=306) (projected by trainers/consultants in ITIL® V2)

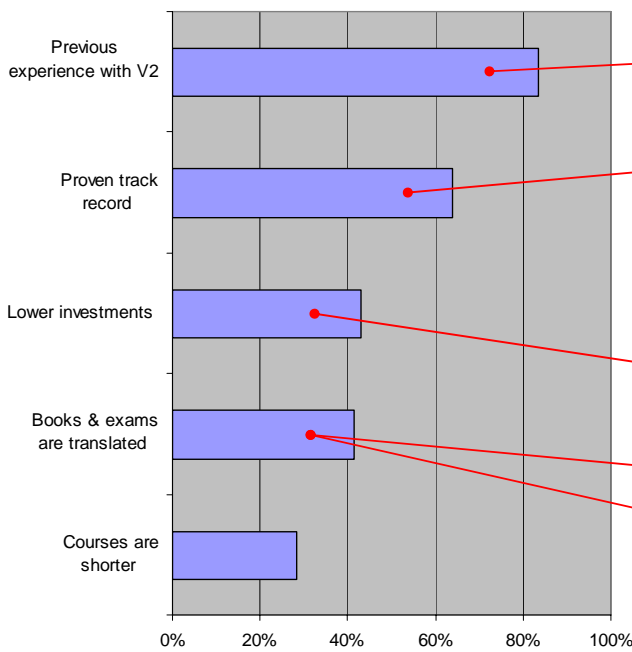
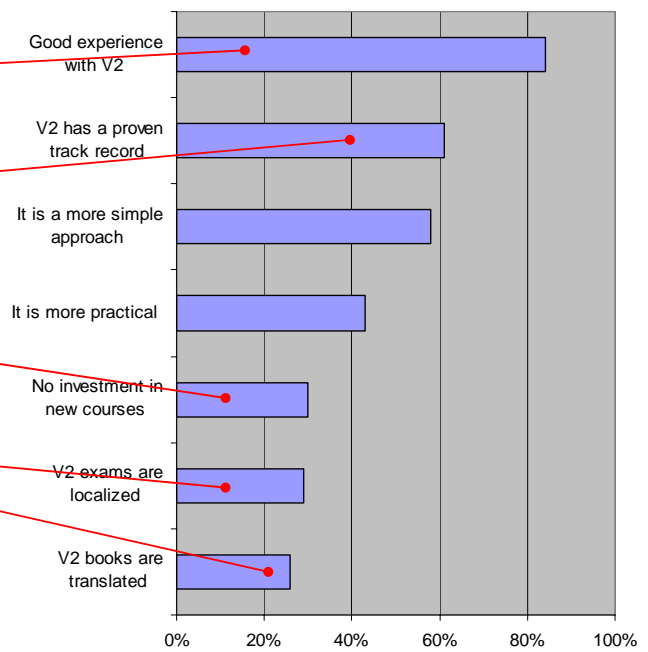


Figure 10 benefits to users of ITIL® V2 (n=100) (answered by users/buyers of ITIL® V2)



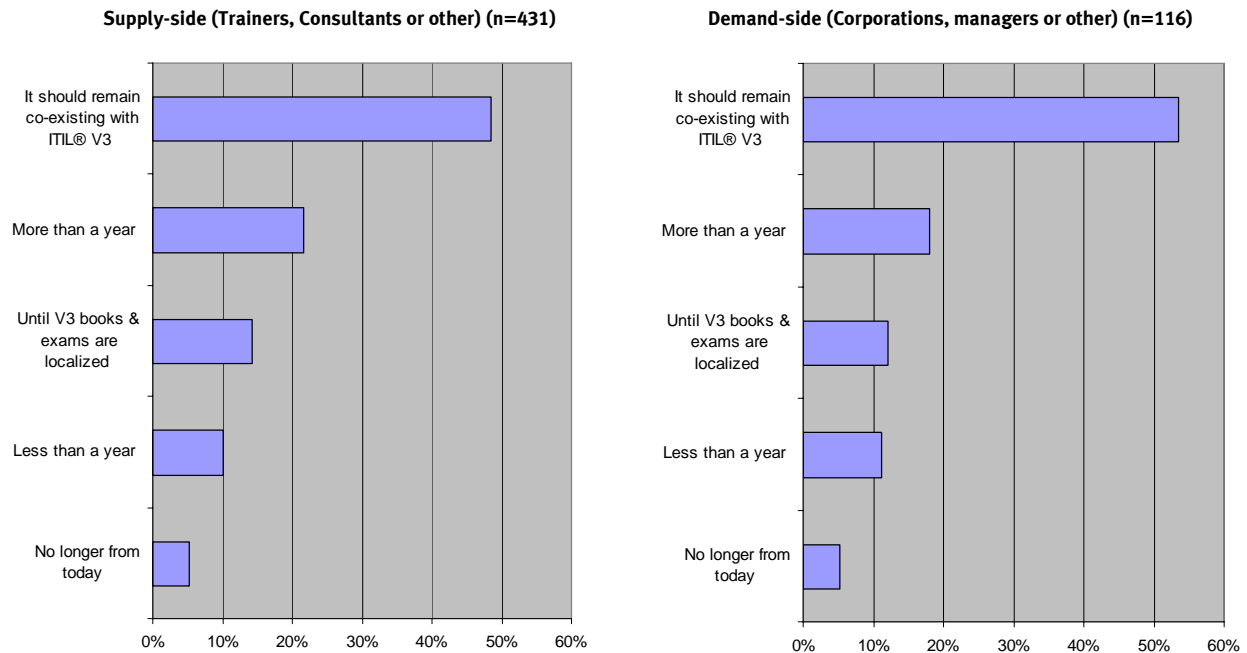
In this survey only 2,6% of the users of ITIL® have said to have switched to ITIL® V3, calling “it’s the latest version” their main reason for switching.

2.2 How long does the market want ITIL® V2 to stay?

In this survey both final demand (corporations, candidates) as well as derived demand (trainers, consultants) feel the same way about a possible end of life for ITIL® V2: it should not end anytime soon.

Almost half of the trainers/consultants wishes ITIL® V2 to remain co-existing with ITIL® V3, whereas more than half of the corporations/candidates wishes ITIL® V2 to remain co-existing with ITIL® V3.

Figures 11 & 12 How long should ITIL® V2 exams remain on offer from now?



3. Conclusions

For this survey 547 respondents that are active in IT Service Management have filled out the questionnaire that was drawn up by EXIN to get a view on the market's opinion about a possible sunset for ITIL® V2 certification. The market has been defined in terms of final demand ('users') and derived demand (trainers/consultants).

Almost half of the people would like to see ITIL® V2 remain coexisting peacefully with ITIL® V3 in the long term. Less than 5% of the survey participants think ITIL® V2 certification should be stopped at this moment.

Almost 70% of the trainers and consultants argue that their customers still ask for ITIL® V2 certification and a cross check with the users confirms this demand. The main reasons given for the continuing demand for ITIL® V2 certifications are good experience with V2, the proven track record of V2 and the fact that no new, additional investments in an updated version of a framework have to be made.

Trainers/consultants that currently sell or advise on ITIL® V3, mainly state that they do so because V3 is the latest version, the evolution of V2 but also because they are uncertain how much longer ITIL® V2 certification will remain available to the public.