



# Power Up Your Service Potential

With certification to  
ISO/IEC 20000-1



# Showing service quality is at the heart of your organization

Delivering a consistent and reliable service that continues to add value to your customers is key in today's competitive business landscape.

That's why leading organizations are turning to international standard ISO/IEC 20000-1 to demonstrate their commitment to quality Service Management. Service Management System (SMS) ISO/IEC 20000-1 provides organizations with a robust framework that can help them continuously improve service quality, enhance governance, manage risks

more effectively, and meet the evolving needs of customers, stakeholders, and regulators.

It is particularly beneficial for IT and business services organizations who have a high digital dependency.

With certification to ISO/IEC 20000-1, your organization can unlock new opportunities and show your commitment to consistently delivering outstanding customer-focused services.

**In this guide, you'll learn how an SMS certified to ISO/IEC 20000-1 helps you:**

- create a holistic view of your services;
- improve service quality;
- centralize service management;
- identify and reduce risk;
- standardize and document processes; and
- improve governance and accountability.



# How is service management evolving?

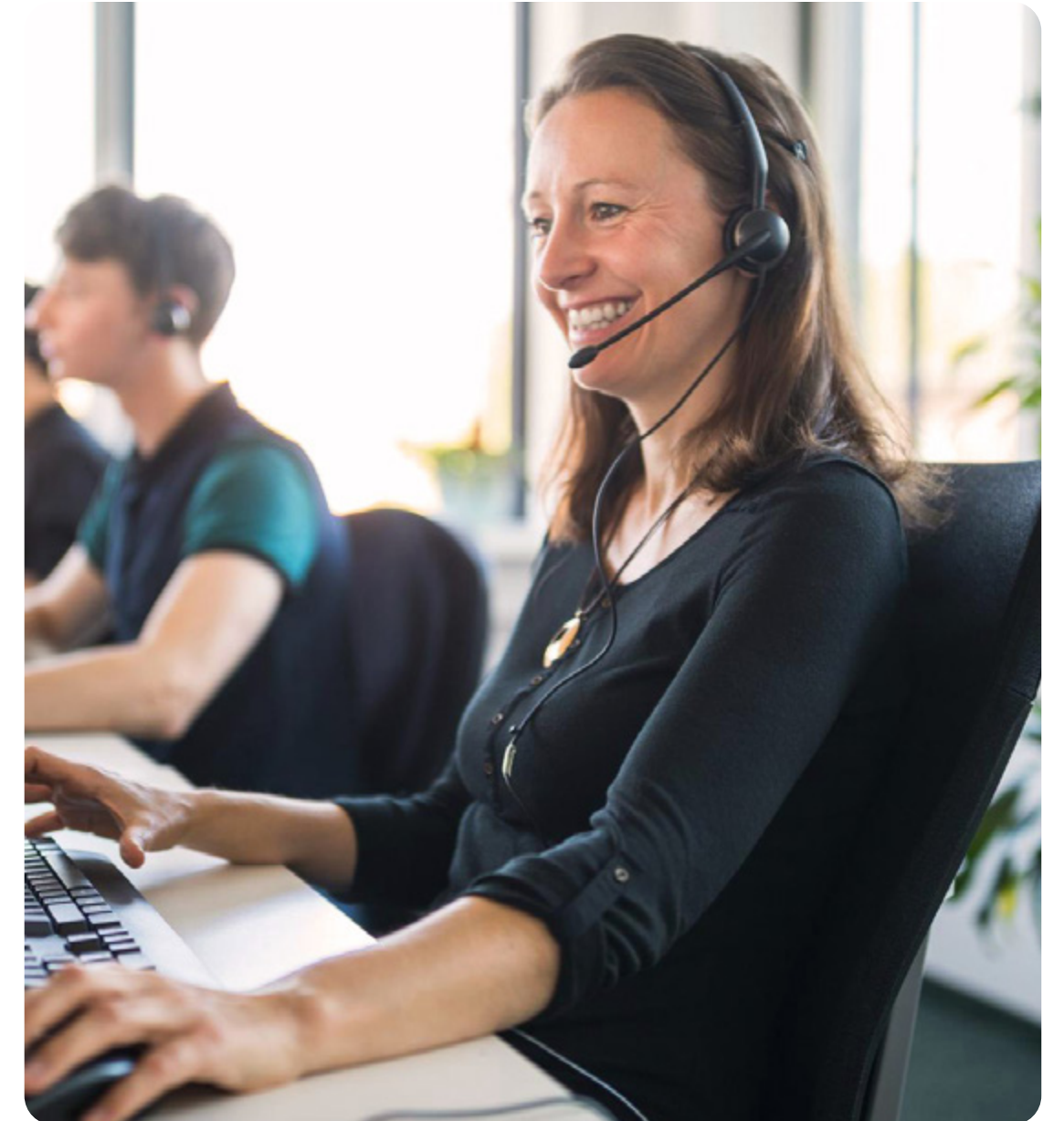
Today's service delivery environment is rapidly changing, driven by the emergence of digital ecosystems and the demand for seamless, personalized omnichannel experiences.

Here, we explore three core trends that will continue to influence organizations whose services are heavily dependent on technology.

## Trend 1: Increasing reliance on digital services

Customers and stakeholders expect business services to be reliable, available and of high-quality. To meet these needs, organizations are increasingly building digital ecosystems to help facilitate transformation, create new innovative services, and drive operational efficiencies.

This places renewed pressure on business leaders to ensure trust in the reliability, security and integrity of digital services in their organization.







## Trend 2: Managing complex digital environments

The rapid expansion of technology like AI and cloud solutions means organizations must find ways to effectively harness their potential and optimize service delivery in a safe, secure and ethical way.

This can become a complicated task, especially for organizations who are also managing hybrid environments, migrating away from legacy systems, and mitigating risks across vendor ecosystems.

98% of global tech executives say their business has been impacted by increasing complexity of data across the cloud<sup>2</sup>





### Trend 3: Evolving and varying regulations

Across the globe, new regulations and compliance measures are being introduced to standardize practices and protect individuals and organizations from growing risk. This has become particularly complex as these laws often vary across regions and are being updated as new technologies like AI emerge.

You'll need to consider both direct and indirect links regulatory changes will have on both your organization and on your customers. For example, your ability to manage capacity and demand – a key element of service management – impacts your customers' assurance on the “availability” element of security for EU regulation such as the EU Network and Information Systems (2) Directive and the Digital Operational Resilience Act.





# Seizing new opportunities with ISO/IEC 20000-1

Today's service management landscape offers an array of opportunities for organizations willing to seize them. Key to this is successfully navigating the increasing complexities to ensure the services can be trusted to deliver as expected, when needed.

By improving the quality of your services, centralizing practices and supporting compliance requirements around resilience and security, you can create a powerful competitive advantage.

One of the most effective ways to achieve this is by leveraging ISO/IEC 20000-1 to establish a standardized Service Management System (SMS).

## **Building an SMS aligned to ISO/IEC 20000-1 principles**

The framework outlined in ISO/IEC 20000-1 enables you to implement a cohesive system, giving you a holistic view of your services to identify, assess, and mitigate risks. With greater visibility and control, you can more effectively meet customer expectations, deliver value and drive continual improvements.





# Components of ISO/IEC 20000-1



## **Stakeholder focus**

Organizations must understand the needs and expectations that customers, employees, and partners have of the SMS.

## **Support of the SMS**

Organizations must provide the necessary resources to operate the SMS, including competent people, tools, and infrastructure.

## **Leadership**

Top management must demonstrate commitment to the SMS, establishing an SMS policy and objectives, ensuring alignment with the organization's strategic goals.

## **Operational planning and control**

Organizations must establish plans and processes for operational aspects such as demand and capacity, service level, service design and service portfolio management, to ensure effective service delivery.

## **Planning**

Organizations must identify risks and opportunities that could impact the SMS, set clear objectives for the SMS, and make plans to achieve them.

## **Performance evaluation and improvement**

Organizations need to monitor, measure, and evaluate SMS performance and conduct internal audits to ensure compliance with ISO/IEC 20000-1 and continual improvement.

# How does ISO/IEC 20000-1 streamline operations?



## Meet the need for consistent service

- Ensure services meet agreed service levels through effective portfolio and availability management.
- Drive continual improvement, maintain efficiency and align services with the organization's goals by monitoring, measuring, and enhancing service performance.
- Effectively manage incidents, and proactively plan capacity to ensure seamless business continuity and meet evolving service demands.
- Maintain the security and integrity of services while minimizing disruptions and preventing future interruptions.



## Streamline digital environments

- Gain a holistic view of your IT based services through configuration management.
- Manage complex migrations, and hybrid and multi-cloud environments, while maintaining consistency and security.
- Maintain an accurate and up-to-date configuration management database enabling you to manage complex, interconnected digital environments.
- Properly plan, approve, and document all changes to your digital services with a structured change management process.



## Manage regulatory requirements

- Ensure that you regularly evaluate your direct and indirect compliance with applicable regulations, using the continual improvement cycle.
- Maintain comprehensive records and thorough documentation of your service management processes.
- Continually monitor and review your services to stay current with evolving regulatory requirements and adjust processes.
- Improve your governance and accountability using the roles and responsibilities defined by the standard.

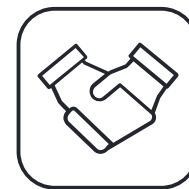


# Building lasting success with ISO/IEC 20000-1 certification

Certifying your SMS to ISO/IEC 20000-1 is a critical step in differentiating your organization, creating assurance, and strengthening your future-readiness.

Certification signals to your stakeholders, customers, and partners that you have a world-class SMS that operates at the highest levels and demonstrates that service quality is at the heart of your organization.

BSI clients who have adopted an ISO/IEC 20000-1 SMS tell us they benefit in the following ways<sup>3</sup>...



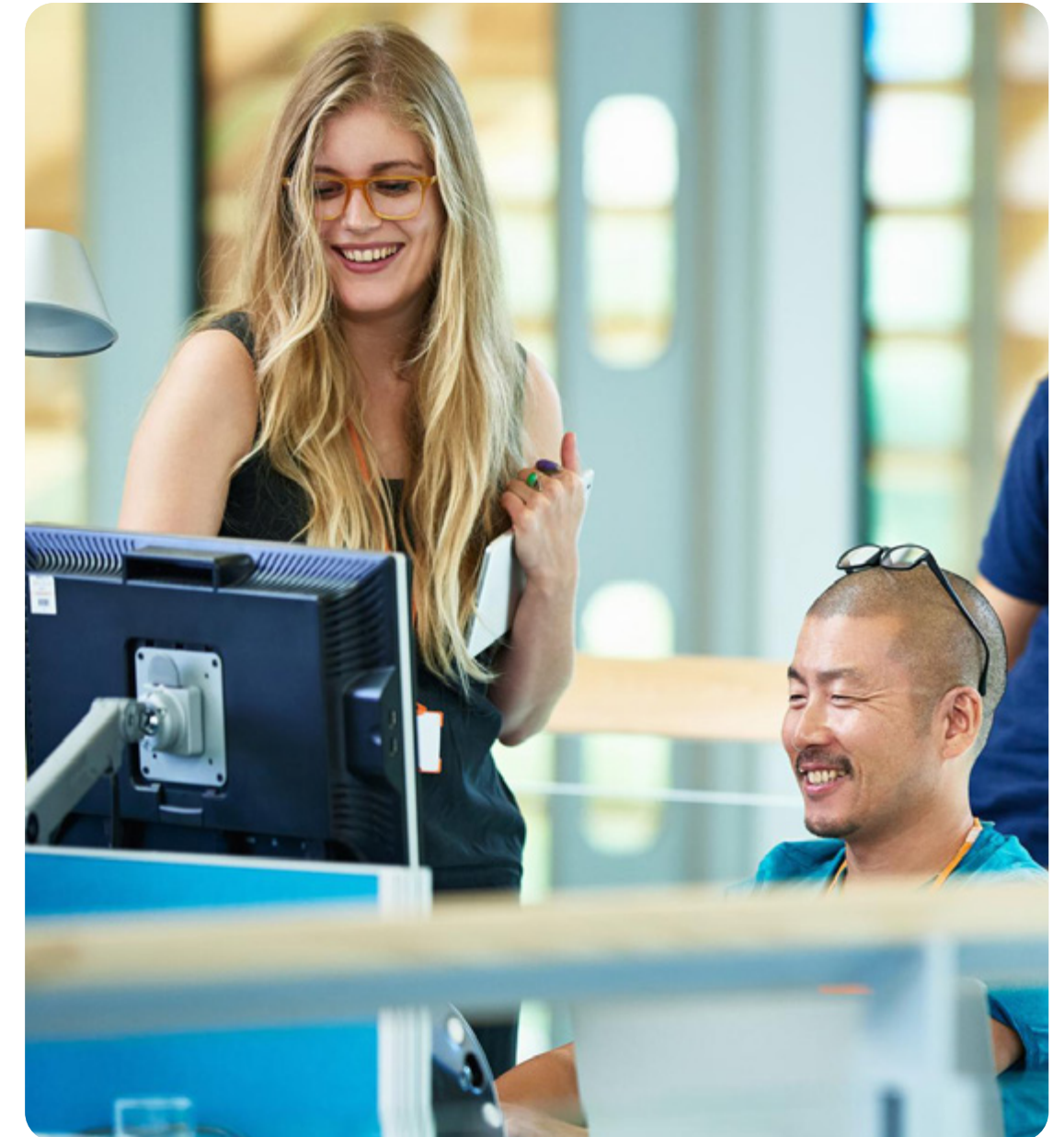
Inspires trust in our business



Improves products and services



Reduces business risk



# Supporting your journey towards certification

No matter where you are in your SMS journey, we can support you. As your trusted partner, we ensure your approach to service delivery can strengthen compliance, enable continual improvement, and meet evolving business needs for a competitive edge.

## Our ISO/IEC 20000-1 solution areas

### Understand and prepare with Training and Qualifications

Strengthen your knowledge about what an ISO/IEC 20000-1 SMS does, how to implement it, and how to audit your system in our range of training courses and professional qualifications.

### Gauge your readiness with Pre-Certification Assessments

As an optional early-stage review, a Gap Assessment pinpoints areas where your existing SMS does not meet the requirements of ISO/IEC 20000-1.

A Pre-Assessment is also highly recommended, completed prior to certification audit to ensure everything is in place for this stage.

### Becoming certified

We conduct the formal certification audit to evaluate your SMS against ISO/IEC 20000-1. This comprehensive review ensures that all aspects of your service management plan conform and are effective.

Once you've successfully completed the certification audit, BSI awards you with an accredited and internationally recognized certification.





# Your partner in progress

Having been on the frontline of quality and technological progress for more than a century, BSI has been working with organizations across the globe to build trust in digital risk management.

ISO/IEC 20000-1 is originally based on BS 15000, the world's first standard specifically aimed at service management, developed by BSI in 2000. Since then, we've been involved in its development and the ISO technical committee. That's why we're best placed to help you understand this standard.

Partner with us to assure your customers of your commitment to quality service.

[Contact us](#)

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