

# INTRODUCING 5 HIGH-LEVEL DIGITAL OBJECTIVES

## FROM ITIL® 4 SPECIALIST: HIGH-VELOCITY IT

THE FUTURE OF DIGITAL AND I.T. SERVICES

### AXLE CAR HIRE

IS A FICTIONAL CASE STUDY THAT FEATURES IN THE ITIL 4 CORE GUIDANCE PUBLICATIONS TO CONTEXTUALIZE KEY ITIL 4 CONCEPTS AND HELP BRING THEM TO LIFE.

Axle Car Hire is undergoing a digital transformation with an ITIL 4 approach, aligning change with its vision to be the world's most recognized environmentally responsible car hire brand.

Technology is part of a digital organization's business model, so higher demands are often placed on their digital products.

Axle Car Hire wants to better integrate its digital services into its work practices. As the organization's business is being digitized, the IT team is increasing in size and responsibility.



"This transition will likely be a series of small, targeted changes, which are reviewed and revised on an ongoing basis."

Solmaz, Business Transformation Manager

## THE HIGHER DEMANDS ON DIGITAL PRODUCTS, WHICH COMPANIES SUCH AS AXLE MUST MANAGE, CAN BE REPRESENTED BY FIVE HIGH-LEVEL OBJECTIVES.

### VALUABLE INVESTMENTS



"Our technology investments should align with our goals and comply with requirements."

Henri, CIO

### FAST DEVELOPMENT



"When improving our booking app, we develop new functionality in increments, releasing changes regularly and frequently. This helps us to realize value earlier and receive feedback sooner."

Solmaz, Business Transformation Manager

### RESILIENT OPERATIONS



"Our services must be reliable and consistent. We also need to make sure that our team is resilient and can adapt to different conditions."

Henri, CIO

### CO-CREATED VALUE



"At Axle Car Hire, there is no divide between the business and IT. The teams collaborate to deliver a service experience that is responsive to customer requirements."

Su, Product Manager

### ASSURED CONFORMANCE



"All our staff are trained to be aware of how our behaviour can compromise our security. We follow security processes and can detect, prevent, and correct security incidents."

Marco, IT Delivery Manager

It's important to remember that the five objectives cannot be achieved in isolation: they influence and interact with each other. They need to be managed collectively.

Sometimes, there may be conflicts between the different objectives. For example, **fast development** could negatively affect **resilient operations** or **assured conformance** objectives.

## ITIL 4 HIGH-VELOCITY I.T. EMPHASIZES THE IMPORTANCE OF ENSURING THESE OBJECTIVES ARE PROPERLY BALANCED, IN LINE WITH THE ORGANIZATION'S PRIORITIES.

## THIS IS ONLY ONE EXAMPLE OF HOW A CONCEPT FROM ITIL 4 HIGH-VELOCITY I.T. CAN HELP I.T. PROFESSIONALS TO REALIZE THEIR STRATEGIC VISION.

CERTIFY IN ITIL 4 SPECIALIST: HIGH-VELOCITY I.T. TO LEARN ABOUT OTHER KEY CONCEPTS, INCLUDING:

4 characteristics of high-velocity IT

5 key concepts of high-velocity IT

And introduction to: 17 ITIL management practice guides



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