

CONFERENCE

KUALA LUMPUR 16-17 JULY
SINGAPORE 18-19 JULY

POST-CONFERENCE WORKSHOPS

KUALA LUMPUR 18 JULY
SINGAPORE 20 JULY

4TH ANNUAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION



KNOWLEDGE TRANSLATED INTO RESULTS

GET BUSINESS RESULTS!

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We'll show you how to successfully "transfer knowledge into results" by using ITIL, ISO 20000, PRINCE2, PMBOK, Six Sigma, COBIT, Lean IT, Social IT...and more!



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FEATURING MANY ITIL & ITSM EXPERTS!



DAVID RATCLIFFE
Visionary
Industry Luminary



GEORGE SPALDING
Celebrated
ITIL Author



TROY DUMOULIN
World Renowned
ITSM Expert



STEPHEN WRENN
Award Winning
IT Executive



JERRY YORK
Inspirational,
Passionate CIO

...and more

“PinkAsia12” Conference Highlights

Attend “the best conference in the industry”

Pink Elephant’s annual events are globally recognised as the world’s premier IT Service Management conferences.

Our program is content-rich and comprehensive covering many subjects from the ITSM spectrum, including ITIL®. Whether you’re looking for a strategic, tactical, or operational perspective – we’ve got you covered!

Join us for *Knowledge Translated Into Results* – our next conference theme. We’ll show you how to go beyond just theory to achieve true business value and outcomes.

5 Powerful Tracks!

The highly informative program includes five tracks:

- Track 1: IT Strategies
- Track 2: ITSM Operations
- Track 3: ITSM Case Studies
- Track 4: Spotlight On Technologies
- Track 5: “How To” Focus Groups

See page 4 for full track descriptions.

Who Should Attend?

There’s something for everyone in the comprehensive and power-packed program.

- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- ITIL Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Manager
- Project/Program Directors and Managers
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM and ITIL
- And, anyone who is interested in building and managing a truly business focused IT organisation

Post-Conference Workshops

Make the most of your conference experience. We are offering post-conference one-day workshops in both Kuala Lumpur and Singapore.

Kuala Lumpur		
Course	Date	Price (MYR)
ITSM In Action: The Apollo 13 Simulation Workshop	18 July	1,295
IT Service Management Strategic Roadmap	18 July	1,095
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	18 July	1,095

Singapore		
Course	Date	Price (SGD)
ITSM In Action: The Apollo 13 Simulation Workshop	20 July	\$555 + GST 7%
IT Service Management Strategic Roadmap	20 July	\$475 + GST 7%
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	20 July	\$475 + GST 7%

About Pink Elephant

Founded in 1980, Pink Elephant is the leader in providing IT Service Management best practice services.

Operating in many locations across the globe including the USA, Canada, Mexico, Brazil, the UK, Netherlands, South Africa, Hong Kong, Malaysia and Singapore, Pink Elephant is the world’s #1 service provider of ITIL and IT Service Management conferences, education and consulting services.



PinkAsia11 attendees enjoy lunch with Mary Grace Seck, Pink’s Customer Service Manager, and N. Shivakumar, one of Pink’s IT Management Consultants.

We bring you the best!

PinkAsia12 features these highly experienced, knowledgeable, inspiring and engaging speakers.



Stephen Wrenn,
Senior VP Enterprise IT Services, CVS Caremark & Adjunct Professor, University of New Hampshire

A highly acclaimed senior IT leader, Stephen is a multi-year ITIL veteran and past winner of the Case Study Of The Year Award. Stephen has been a highly rated conference presenter for many years running, and conference attendees really appreciate his very articulate sessions and real-world examples of ITIL implementation dos and don’ts. We are very excited to have Stephen present three sessions at this event.



Jerry York,
VP & CIO, University Of Texas Health Science Center at San Antonio

Jerry has over thirty years of experience in leading information technology organisations and has served as Vice President and CIO at the University of Texas Health Science Center at San Antonio since 1998. Jerry has extensive experience in computer system applications and services in universities and health science centers.



David Ratcliffe,
President, Pink Elephant

A highly accomplished business and IT professional, David is considered one of the leading authorities in the areas of ITIL and ITSM. A regular presenter at conferences around the world including North America, Europe, the Middle East, Asia, Australia and New Zealand, David is highly respected for his insightful and practical solutions to real-life business and IT Management issues.



George Spalding,
Executive Vice President, Pink Elephant

George Spalding is co-author of ITIL V3’s *Continual Service Improvement* core volume, and is one of the world’s most engaging ITSM experts. In addition to his extensive commitment to improving the industry, George spent several years as a consultant to the White House on technical presentations and White House conferences. George has achieved ITIL Service Manager certification, and is a regular author of IT articles and white papers, and a presenter at global ITSM conferences and events.



Troy DuMoulin,
AVP, Strategic Solutions, Pink Elephant

Troy DuMoulin is a leading ITIL and ITSM authority with a solid and rich background in executive IT management consulting. Troy holds the ITIL Service Manager and Expert certifications and has extensive experience leading global ITSM programs. He is a frequent speaker at ITSM events all over the world and is a contributing author to multiple ITSM books, papers and official ITIL publications including ITIL’s *Planning To Implement IT Service Management* and *Continual Service Improvement*.



Kerry Gilmore,
Senior Consultant, Pink Elephant

A highly in-demand consultant and trainer, who lives in Asia, Kerry Gilmore is a professional with more than 20 years of IT experience. Kerry holds the ITIL Expert certification, currently the highest ITIL certification available. During his expansive career, Kerry has specialised in ITSM, project management and process implementation for many notable clients.



N. Shivakumar,
IT Management Consultant, Pink Elephant

A seasoned IT professional, Shiva is a very popular and knowledgeable consultant and trainer. He uses his 18 years of IT experience to ensure his students receive real-life, meaningful and practical guidance, not just theory. As a result, he earns kudos from his customers, and high exam pass rates.



Jan Schilt,
Managing Director, GamingWorks

Jan is co-owner of GamingWorks – an innovative company which designs, develops and deploys professional business simulations aimed at supporting organisational learning and development. A very experienced business professional and highly knowledgeable process consultant, Jan has his Master of Science Human Resource Development. Jan is also the designer of all GamingWorks products, such as the Apollo 13 Simulation. Jan will present two sessions and also deliver one of the post-conference workshops.

Track Descriptions

IT Strategies
Sessions in this stream are aimed at senior level policy makers and decision-makers. They provide information, guidance and instruction for strategically focused projects in IT.

ITSM Operations
Sessions in this stream are aimed at mid-level managers, supervisors, technicians and analysts who are responsible for processes or teams. They provide direction on how to set-up and improve specific elements of IT service management.

ITSM Case Studies
Sessions in this stream are of general interest to all ITSM professionals. They provide a wide variety of real-life experiences from current IT professionals who have achieved success by applying frameworks and approaches that are repeatable and copyable.

Spotlight On Technologies
Sessions in this stream are aimed at mid-level managers, supervisors and technicians responsible for identifying, selecting and configuring ITSM tools. These sessions provide insight into the capabilities of many ITSM tools and how they can be applied and configured.

“How To” Focus Groups
Sessions in this stream provide attendees the opportunity to not only learn from the presenter/facilitator, but also to contribute experiences and ideas while learning from peers. These sessions begin with guidance, thoughts and recommendations from the primary presenter who then facilitates discussions within the group to gain a wider understanding of how concepts have been applied (or tried!) amongst the group.

DAY ONE

8:00 a.m. - 9:00 a.m.: REGISTRATION & WELCOME REFRESHMENTS

9:00 a.m. - 9:30 a.m.:

CONFERENCE WELCOME & OPENING KEYNOTE: DAVID RATCLIFFE – CHALLENGES FOR THE IT LEADER IN ASIA

9:30 a.m. - 10:40 a.m.:

ITSM CASE STUDIES: STEPHEN WRENN – A BEFORE & AFTER LOOK AT A MAJOR ITSM IMPROVEMENT INITIATIVE

10:40 a.m. - 11:00 a.m.: REFRESHMENT BREAK

11:00 a.m. - 12:10 p.m.:

IT STRATEGIES	3A	“How To” Focus Groups	3B	“How To” Focus Groups	3C
4 Rules For Transferring Knowledge Into Results David Ratcliffe, President, Pink Elephant		How To Define A Change Manager Role That Generates Compliance & Respect! N. Shivakumar, IT Management Consultant, Pink Elephant		How To Manage Information Security Risks & Controls With ISO 27002 George Spalding, Executive Vice President, Pink Elephant	

12:10 p.m. - 1:10 p.m.: LUNCH BREAK

1:10 p.m. - 2:20 p.m.:

ITSM CASE STUDIES: JERRY YORK – “ITSM EXTREME MAKEOVER 2011” – PART 1 OF THE STORY FROM THE FRONT LINES!

2:20 p.m. - 2:40 p.m.: REFRESHMENT BREAK

2:40 p.m. - 3:50 p.m.:

ITSM CASE STUDIES	5A	ITSM OPERATIONS	5B	SPOTLIGHT ON TECHNOLOGIES	5C
The Essential Responsibilities Of The Senior Manager In An ITSM Improvement Project Stephen Wrenn, Senior VP Enterprise IT Services, CVS Caremark & Adjunct Professor, University of New Hampshire		Efficiently Managing Events, Requests, Incidents, Problems & Changes At The ITIL Service Desk N. Shivakumar, IT Management Consultant, Pink Elephant		What To Expect From A Good Configuration Management System George Spalding, Executive Vice President, Pink Elephant	

3:50 p.m. - 4:00 p.m.: COMFORT BREAK

4:00 p.m. - 5:00 p.m.:

IT STRATEGIES: DAVID RATCLIFFE & GEORGE SPALDING – PINK ELEPHANT’S TOP 8 ABSOLUTE MUST DO PROJECTS FOR EVERY ITSM ORGANISATION

DAY TWO

8:30 a.m. - 9:00 a.m.: NETWORKING REFRESHMENTS

9:00 a.m. - 9:30 a.m.:

IT STRATEGIES: GEORGE SPALDING – SEEING THROUGH THE CLOUDS: 8 TIPS FOR CHOOSING SUPPLIERS, SERVICES & TOOLS

9:30 a.m. - 10:40 a.m.:

ITSM OPERATIONS: JAN SCHILT & JERRY YORK – HOW TO DEAL WITH EMPLOYEES RESISTING CHANGES TO NEW PROCESSES & PRACTICES

10:40 a.m. - 11:00 a.m.: REFRESHMENT BREAK

11:00 a.m. - 12:10 p.m.:

“How To” Focus Groups	9A	“How To” Focus Groups	9B	SPOTLIGHT ON TECHNOLOGIES	9C
How To Implement A Measurement Framework & Dashboard For ITSM Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant		How To Successfully Incorporate COBIT® Into Your ITSM Strategy Kerry Gilmore, Senior Consultant & N. Shivakumar, IT Management Consultant, Pink Elephant		Using Tools & Technologies To Effectively Match Incidents & Enable Problem Management George Spalding, Executive Vice President, Pink Elephant & Gerben van Kesteren, Founder & Business Development Director, Mproof	

12:10 p.m. - 1:10 p.m.: LUNCH BREAK

1:10 p.m. - 2:20 p.m.:

“How To” Focus Groups	10A	“How To” Focus Groups	10B	SPOTLIGHT ON TECHNOLOGIES	10C
How To Use Lean IT Principles to Drive ITSM Efficiencies Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant		How To Leverage New Knowledge & Experiences To Improve IT Services Jan Schilt, Managing Director & Co-Owner, GamingWorks		Using Tools & Technologies To Manage Your Service Catalog George Spalding, Executive Vice President, Pink Elephant & Angus Gregory, CEO, Biomni	

2:20 p.m. - 2:40 p.m.: REFRESHMENT BREAK

2:40 p.m. - 3:50 p.m.:

IT STRATEGIES	11A	ITSM OPERATIONS	11B	ITSM CASE STUDIES	11C
Making Continual Service Improvement A Day-To-Day Reality George Spalding, Executive Vice President, Pink Elephant		How To Justify A Process Improvement Project To Senior Management Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant		“ITSM Extreme Makeover 2011” – Part 2 Of The Story From The Front Lines! Jerry York, VP/CIO, UTHSC	

3:50 p.m. - 4:00 p.m.: COMFORT BREAK

4:00 p.m. - 5:00 p.m.:

CLOSING KEYNOTE: DAVID RATCLIFFE – ROUND-TABLE WITH THE ITSM EXPERTS

**EARLY BIRD
ENDS 8 MAY, 2012**

Save up to 50% off regular fee!

See page 11 for more details



PinkAsia11 attendee receives one of many prize giveaways from Pink's executive team – Fatima Ratcliffe, George Spalding and David Ratcliffe.

OPENING & CLOSING KEYNOTE SESSIONS

Challenges For The IT Leader In Asia



David Ratcliffe,
President,
Pink Elephant

One of the most knowledgeable and well-travelled IT industry experts in the world, David has extensive experience interacting with IT managers from all the over the globe, including 20 years of visiting and working with IT professionals in Asia.

David will present his views on the opportunities and challenges facing those responsible for IT Service Management; specifically:

- There seem to be so many management frameworks and new technologies and services available to us – how do we sift through and make the right choices of what to exploit?
- Customer expectations and knowledge of IT possibilities are ever increasing – how can we stay ahead of these unrelenting series of demands?
- Our IT teams need to be focused and motivated to deliver relevant, top quality IT services to our businesses – what knowledge and techniques should they be embracing?

At Pink Elephant we travel the world advising large organisations how to manage processes, technologies, services and people in ITSM. Many of the criteria for success are common to everyone, but here David will discuss what he believes is different for IT leaders in Asia.

Round-Table With The ITSM Experts

Facilitated By: **David Ratcliffe**, President, Pink Elephant



Panel of ITSM Experts:

Stephen Wrenn, Senior VP Enterprise IT Services, CVS Caremark & Adjunct Professor, University of New Hampshire

Jerry York, VP/CIO, University of Texas Health Science Center at San Antonio (UTHSC)

Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant

George Spalding, Executive Vice President, Pink Elephant

Rich Razon, Co-founder, PureShare

In this final session we have two key objectives:

1. Provide you with a recommended next-steps approach for how to apply the ideas, guidance and recommendations from the past two days. This means we will highlight the key learning points from the program, pointing out the essential activities we believe every organisation should address, as well as decision criteria for the optional activities, including: risks and opportunities; resources; timings; prioritisations.
2. Provide you a valuable opportunity to pick the brains of our Expert presenters – don't miss it!

IT STRATEGIES

4 Rules For Transferring Knowledge Into Results



David Ratcliffe,
President,
Pink Elephant

Based on Professor Donald Kirkpartick's famous Four-Level Evaluation Model, and bestselling books, David will review how to use the model to transfer learning into behavior to get people to apply what they learn once the training is over. Tap into David's research that shows:

1. Most IT improvement projects fail – and why
2. Most people attend training courses to gain certifications
3. Most managers send staff on training courses without briefing them on what will be expected of them (new behaviors and capabilities) once they return to work

David will tell you how to break this cycle of inefficiency. Hear how you can set reasonable, achievable and valuable expectations BEFORE embarking on training. Through the right type of experiential learning techniques, your staff will return to the workplace more capable and motivated to deliver improved performance and measurable value to the business as well as their technical function.

Pink Elephant's Top 8 Absolute Must Do Projects For Every ITSM Organisation



David Ratcliffe,
President &



George Spalding,
Executive Vice President,
Pink Elephant

From Pink Elephant's deep experience and understanding of what makes a great ITSM organisation, we have identified eight must do projects that every IT organisation should embrace. You'll not only hear WHAT they are in, but you'll also be advised HOW to initiate and improve each one. For each project we make sure to review:

- Goals and activities
- Essential meaningful metrics and reporting strategies
- RACI matrix (responsibilities, accountabilities, consultations and information distribution)
- Critical success factors
- Expected benefits

Seeing Through The Clouds: 8 Tips For Choosing Suppliers, Services & Tools



George Spalding,
Executive Vice President,
Pink Elephant

What's really behind the hype? Do cloud services help or hinder the progress of your business? Will adopting new business models make your business more agile and cost-competitive? How do ITIL and other industry standards fit in?

Join George to learn the answer to these questions, plus take away the Pink Checklist for how to choose the right suppliers and services in the cloud.

Making Continual Service Improvement A Day-To-Day Reality



George Spalding,
Executive Vice President,
Pink Elephant

Meet the co-author of ITIL's fifth Lifecycle book, *Continual Service Improvement!*

A "continual improvement" mindset cannot be adopted by any team simply by reading the CSI book and agreeing with the concepts described therein. You need to capture the hearts as well as the minds of your team, and – most importantly – you need to empower them with the right approach, resources and support. George will describe a very realistic and down-to-earth view of how he believes continual improvement can be injected into the bloodstream of your ITSM team; resulting in a reduction in downtime and costs, improved services and a more rewarding and enjoyable work routine for your team. At the end of this session you will have the knowledge needed to return to your workplace and:

- Set up a weekly CSI Steering Group
- Assign CSI roles and responsibilities
- Define reports and metrics to support CSI
- Set targets for improvements

ITSM OPERATIONS

Efficiently Managing Events, Requests, Incidents, Problems & Changes At The ITIL Service Desk



N. Shivakumar,
IT Management Consultant,
Pink Elephant

If your Service Desk is like most others it will be constrained by limited resources and increasing demands to respond to customers almost instantly! But what about all the other core activities that fall into the domain of the ITIL Service Desk, especially the need to get to the root cause of incidents by identifying problems and initiating fixes through changes? The first objective for any IT Service Desk is to be the SPOC (single point of contact) for its customers. Beyond that the focus then needs to be on clearly organising the different types of work to be managed, ensuring each unit of work is given the right level of attention. From this session you will take away strong recommendations for how to:

- Define, record and assign activities
- Escalate work efficiently and effectively
- Allocate resources and responsibilities to ensure all tasks are completed effectively

How To Deal With Employees Resisting Changes To New Processes & Practices



Jan Schilt,
Managing Director & Co-Owner,
GamingWorks &



Jerry York,
VP/CIO,
University of Texas Health Science Center at San Antonio (UTHSC)

If you're a manager in ITSM then you rely on people to implement any new strategy or tactic; and you need people to embrace and adhere to any new operational practices. But it doesn't always seem to work that way in practice! We often hear about "resistance to change" as a major

barrier to improvement and success. In fact it's usually cited as the number one reason why IT projects fail. In this session you will have a very unique opportunity to learn about how to lead people through change from two accomplished individuals – a highly respected industry expert, and a real-world honest view from a well-seasoned IT executive. Jan and Jerry's agenda includes:

- Why employees resist change
- How to avoid resistance in the first place
- How to identify resistance when it starts
- And how to deal with resistance when it happens

How To Justify A Process Improvement Project To Senior Management



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Troy is a one of the world's leading ITSM and ITIL authorities! Author of two highly praised books – *Defining IT Success*

Through The Service Catalog: A Practical Guide and *Service Management Strategies That Work – Guidance For Executives* – and a veteran of numerous process improvement projects, Troy has helped hundreds of IT practitioners around the world better understand the right way to address key ITIL and ITSM implementation issues.

Your director needs to see certain "boxes checked" before authorising any project requiring resources (money, tools and/or time). But it's not just the availability of resources that determines whether an initiative can proceed – it's also the risk/benefit relationship and the likelihood for success.

Troy will outline the key criteria that YOU will need to address before your boss will give her/his approval. You will take away a checklist of critical success criteria, and recommendations for HOW to present your vision and plans in ways which will minimise risk and maximise opportunities and benefits.

ITSM CASE STUDIES

The Essential Responsibilities Of The Senior Manager In An ITSM Improvement Project



Stephen Wrenn,
Senior VP Enterprise IT Services,
CVS Caremark &
Adjunct Professor,
University of New Hampshire

An award winning and highly respected senior IT manager, Stephen is the Senior VP of a very large IT infrastructure with proven success in ITSM, so this is a subject he knows inside out! His organisation, CVS Caremark, is the largest drugstore chain in the US with over 7,300 stores/pharmacies and 200,000 employees. Stephen is also a part-time professor at the University of New Hampshire using his vast business knowledge and real world successes to add value to the university's curriculum.

In this session Stephen will focus on providing you his experience of the importance of clearly defining the specific roles of senior IT managers in ITIL/ITSM project initiatives. His guidance and recommendations will be in the following important areas:

- What it really means to "strategically lead" an ITIL implementation
- What specific senior management contributions are value-adds and must-haves to ensure success
- How should senior managers communicate project objectives up the line, down the line and across the line – to whom and how often
- Strategies for how to "rally the troops"

A Before & After Look At A Major ITSM Improvement Initiative



Stephen Wrenn,
Senior VP Enterprise IT Services,
CVS Caremark &
Adjunct Professor,
University of New Hampshire

Stephen is a multi-year ITIL veteran and winner three years in a row of the *Case Study Of The Year Award* at Pink's International ITSM Conference (presented in the USA each year). In this session he will provide a strategic perspective on his organisation's continuous improvement projects. He'll present a "before" and "after" picture describing progress made to-date since his organisation started a major enterprise-wide IT process improvement initiative in early 2009. His discussion includes:

- A summary of how the strategic vision was developed and communicated
- A description of his role of executive sponsor and a recap of what it means for him to be the "executive evangelist" and lead the initiative
- A review of the frameworks adopted and implemented, and the reasons why these specific choices were made
- How and why service operations and software development were chosen as key starting points for improvements
- A list of quick wins; and highlights of key strategic benefits gained to-date

"ITSM Extreme Makeover 2011" – Part 1 Of The Story From The Front Lines!



Jerry York,
VP/CIO,
University of Texas Health Science Center at San Antonio (UTHSC)

In 2011 Pink Elephant (and the other sponsor IT services organisations – Hornbill, GamingWorks, HDI, LCS and TSO) delivered an "ITSM Extreme Makeover" to the University of Texas Health Science Center at San Antonio.

Jerry and his team support a large complex IT infrastructure and organisation that includes over 3,000 enrolled students and a total workforce of 5,800 teaching staff and health care professionals. In this Part 1 session, Jerry describes the implementation roadmap that was used; which includes the four major components of Strategy, Design/Build, Transition and Operation.

All underpinned by Process Governance, Organisational Change Management, Communication, Education Planning and Continual Service Improvement. Jerry will explain each one in detail highlighting what was needed to successfully address all key planning and implementation activities. At the end of this session, you will understand what is required by way of a practical template to successfully plan for, build and implement your own ITSM program.

"ITSM Extreme Makeover 2011" – Part 2 Of The Story From The Front Lines!



Jerry York,
VP/CIO,
University of Texas Health Science Center at San Antonio (UTHSC)

Using the approach described in the above session, Jerry will describe the real-world application of the plans envisioned for his organisation. Specifically he will address:

- How IT's plans were aligned to business objectives
- How IT KPIs and metrics were defined to support those objectives
- Primary risk factors that were kept in mind as the improvement plan was rolled out, and how they were mitigated
- Adjustments to the plan, including the review process for mid-course corrections
- Lessons learned about the importance of focusing on people – and results!

We often hear ITSM practitioners complain about not getting the ear of the CIO, and how they should go about getting management commitment. If that's a concern for you then don't miss this session. A CIO speaks out – loud and clear!

SPOTLIGHT ON TECHNOLOGIES

Facilitated By:



George Spalding,
Executive Vice President,
Pink Elephant

In the "Spotlight On Technologies" stream at this year's Conference you will hear Pink Elephant's own George Spalding describe the success criteria for what a good tool should be able to do to address the most common operational needs in ITSM. He'll also feature examples and demonstrations of some leading tools and technologies that you may wish to investigate further beyond each session.

George will facilitate three sessions:

What To Expect From A Good Configuration Management System

In this session George will describe the essential and desirable deliverables and traits of a "state-of-the-art" Configuration Management tool. After attending this session you will be better equipped with the knowledge needed to assess and evaluate how any Configuration Management tool measures up against your own specific requirements.

Using Tools & Technologies To Effectively Match Incidents & Enable Problem Management



Gerben van Kesteren,
Founder & Business Development Director,
Mproof

In this session George is joined by Gerben. They will describe the essential and desirable deliverables and traits of a "state-of-the-art" Service Desk tool. Gerben will also show us how the essential requirements described by George can be achieved by one of the leading tools in the marketplace today. After attending this session you will be better equipped with the knowledge needed to assess and evaluate how any ITSM tool measures up against your own specific Service Desk requirements.

Using Tools & Technologies To Manage Your Service Catalog



Angus Gregory,
CEO,
Biomni

In this session George is joined by Angus. They will describe the essential and desirable deliverables and traits of a "state-of-the-art" tool to support Service Catalog requirements. Angus will also show us how the essential requirements described by George can be achieved by one of the leading tools in the marketplace today. After attending this session you will be better equipped with the knowledge needed to assess and evaluate how any ITSM tool measures up against your own specific Service Catalog requirements.

"HOW TO" FOCUS GROUPS

How To Define A Change Manager Role That Generates Compliance & Respect!



N. Shivakumar,
IT Management Consultant,
Pink Elephant

One of the key ITIL processes is Change Management, and many IT organisations include it as an early implementation and improvement focus. While not complicated, Change Management is a complex, multi-faceted process that many IT managers struggle with. Get Change

Management right and it works, get it wrong and it becomes a bureaucracy that creates frustration and confusion that everyone wants to bypass – and that's one of the biggest problems with Change Management!

Change Management is a control process that needs to have a good balance of efficiency and effectiveness. It also needs strong leadership and direction from a confident, well informed and connected Change Manager. In this session you'll learn:

- The essential activities and responsibilities of a Change Manager
- The communication channels and methods for how the Change Manager needs to engage with all IT managers and other personnel
- A recommended approach for organising the work day and work week of the Change Manager
- Suggestions for how non-compliance to the Change process should be dealt with
- The metrics and reporting strategy to highlight the successes and challenges of the Change Manager and the Change process

How To Manage Information Security Risks & Controls With ISO 27002



George Spalding,
Executive Vice President,
Pink Elephant

One big reason to look beyond ITIL in today's business climate is the growing recognition of the business exposure and risk related to data loss, information integrity and security. As organisations realise that the vitality and success of their corporate mission is tied to its digital business data it is imperative that all employees and partners share a common understanding of best practices related to managing this business critical asset. The ISO/IEC 27000 series of standards provides best practice guidelines for information security management, risks and controls within the context of an overall Information Security Management System (ISMS).

In this educational session, George will first provide a brief overview of the ISO 27000 series components and their relevance, including the certification process. He will then provide practical recommendations on how you can apply the guidance in ISO 27002 in your ITSM organisation; topics to be covered include suggestions for:

- Scope and detail
- Essential supporting activities
- Roles and responsibilities
- Tracking, reporting and auditing

How To Implement A Measurement Framework & Dashboard For ITSM



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

In this session Troy will begin with the end in mind by highlighting the most important and valuable ITSM service outcomes. He will then review the most important and valuable "internal" performance characteristics within ITSM that enable those service outcomes. Now that we have clarity on what needs to be managed to deliver the service levels our business needs, we can begin to consider how to establish a measurement framework for real-time, daily and weekly reporting of ITSM performance. And to make our lives as simple and relevant as possible, we can supplement those measurements with a dashboard summary of how we're doing at any moment in time. At the end of this session you'll have received clear guidance from Troy on:

- WHAT needs to be measured, and WHY
- HOW and WHEN to measure and report

How To Successfully Incorporate COBIT Into Your ITSM Strategy



Kerry Gilmore,
Senior Consultant &



N. Shivakumar,
IT Management Consultant,
Pink Elephant

Scheduled for release in early 2012, COBIT 5 is designed to meet the needs of stakeholders and align with today's thinking in IT management techniques and enterprise governance. Join Kerry and N. Shivakumar as they bring you the latest news on this framework and how it will connect with other major frameworks and standards (including ITIL) in the marketplace. They will also highlight and recommend the essential components that they believe should be incorporated into every organisation's ITSM governance strategy.

How To Use Lean IT Principles To Drive ITSM Efficiencies



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

What is "Lean IT", and what should IT managers know about it? Troy will tell you. Numerous organisations have gained huge efficiencies and improved overall effectiveness by applying Lean concepts. In this session Troy will explain Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is, an awareness of its business value and particularly how it can be applied in ITSM to:

- Improve process flows
- Remove bottlenecks
- Drive consistency
- Clarify meaningful metrics and enable effective reporting
- Improve quality

How To Leverage New Knowledge & Experiences To Improve IT Services



Jan Schilt,
Managing Director & Co-Owner,
GamingWorks

Do you and your colleagues view your IT department as a "learning organisation"? If this is a new concept to you, Jan will explain what this means and why it is important for IT managers to understand these key concepts.

We all know the importance of people in ITSM programs. This session will show you how your team can improve the performance and quality of IT services by learning from their own actions. In ITSM too much reliance is placed upon ad-hoc improvement efforts through activities such as "root cause analysis"; in this session you'll learn how to systematically adopt Action Learning strategies and other Learning Processes to create sustainable Continual Service Improvement benefits.

Combination Discount!

Attend the conference and a post-conference workshop and save 35% off the combined fee.

See pages 2 & 11 for details.

COURSES	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
ONLINE COURSES						
ITIL Foundations Self-Paced Online <i>(Official ITIL Foundation Certification)</i>	Learn at your own pace through your computer from anywhere at anytime. Call for details.					
ITIL Awareness Overview Self-Paced Online						
Service Catalog Implementation Overview Self-Paced Online						
ISO/IEC 27002 Foundation Self-Paced Online						
FOUNDATION LEVEL CERTIFICATION						
ITIL Foundations Public Classroom <i>(Official ITIL Foundation Certification)</i>	16–18 Hong Kong	14–16 Kuala Lumpur	11–13 Kuala Lumpur	23–25 Hong Kong	13–15 Kuala Lumpur	10–12 Kuala Lumpur
	16–18 Kuala Lumpur	21–23 Singapore	20–22 Singapore	23–25 Kuala Lumpur	27–29 Singapore	10–12 Singapore
	23–25 Singapore	28–30 Hong Kong		30–1 Singapore		26–28 Hong Kong
COBIT Fundamentals			14–15 Kuala Lumpur		2–3 Singapore	
ISO/IEC 20000 Foundation			4–6 Singapore			
PRINCE2® Foundations			25–27 Kuala Lumpur			
PRACTITIONER LEVEL CERTIFICATION						
ITIL Practitioner: Operational Support & Analysis <i>(Official ITIL Capability Certification)</i>			4–8 Singapore		13–17 Hong Kong	24–28 Kuala Lumpur
ITIL Practitioner: Release, Control & Validation <i>(Official ITIL Capability Certification)</i>				23–27 Kuala Lumpur	13–17 Singapore	
ITIL Practitioner: Service Offerings & Agreements <i>(Official ITIL Capability Certification)</i>	16–20 Singapore	7–11 Kuala Lumpur				
ITIL Practitioner: Planning, Protection & Optimisation <i>(Official ITIL Capability Certification)</i>						3–7 Singapore
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices <i>(Official ITIL Complementary Guidance Course)</i>		28–30 Kuala Lumpur	27–29 Hong Kong	11–13 Kuala Lumpur		
PRINCE2 Practitioner			28–29 Kuala Lumpur			
MANAGER LEVEL CERTIFICATION						
ITIL Manager: Service Strategy <i>(Official ITIL Lifecycle Certification)</i>	10–13 Kuala Lumpur		11–14 Singapore		27–30 Kuala Lumpur	
ITIL Manager: Service Design <i>(Official ITIL Lifecycle Certification)</i>					6–9 Kuala Lumpur	10–13 Singapore
ITIL Manager: Service Transition <i>(Official ITIL Lifecycle Certification)</i>		14–17 Singapore		9–12 Kuala Lumpur		
ITIL Manager: Service Operation <i>(Official ITIL Lifecycle Certification)</i>	2–5 Singapore	21–24 Kuala Lumpur				
ITIL Manager: Continual Service Improvement <i>(Official ITIL Lifecycle Certification)</i>	9–12 Kuala Lumpur			2–5 Singapore		
Managing Across The Lifecycle <i>(Official ITIL Expert Certification)</i>		28–1 Kuala Lumpur				3–7 Singapore
NON-CERTIFICATION COURSES						
ITSM In Action: The Apollo 13 Simulation Workshop	This team-based workshop is delivered onsite only. Call for details.					
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices	19–20 Kuala Lumpur		25–26 Hong Kong	9–10 Singapore		
ITSM Process Implementation Roadmap	19–20 Hong Kong					
CONFERENCES & SPECIAL EVENTS						
4th Annual IT Service Management Conference & Exhibition		Early Bird Deadline Ends 8 May		16–17 Kuala Lumpur; 18–19 Singapore		

Bring Us Onsite
All of Pink's courses can be delivered at your location. For course descriptions and more details visit our website.

Venues

The conference will be held in a venue located in the business district within Kuala Lumpur and Singapore. For exact locations in each city visit our website.

Regular Conference Fee

After 8 May, 2012 the following regular fee applies:

- In Kuala Lumpur: MYR 2,995
- In Singapore: SGD \$1,295 + GST 7%

Team Discount: For teams of 3 or more from the same organisation, receive a 25% discount for all attendees (a minimum 3 registrations must be booked and paid for at the same time).

Early Bird Discount

Take advantage of the best Early Bird Special Offers in the industry. Register and pay before 8 May, 2012 to receive a 35% discount off the regular fee (see above).

Team Pricing

For teams of 3 or more from the same organisation, register and pay by 8 May, 2012 for all attendees to get a 50% discount (a minimum 3 registrations must be booked and paid for at the same time).

Combination Pricing

Register and pay before 8 May, 2012 for the conference and a post-conference workshop and receive a 35% discount on the combined fee.

Substitutions & Cancellations

You can cancel until 1 June, and get a full refund. After this date, no refunds allowed; only substitutions.

Substitutions can be made at any time.

Pink Elephant reserves the right to cancel or reschedule courses or events.

To Register

Choose one of the following options:

- Phone: 60 3 9207 9638 (Malaysia) / 65 6734 2744 (Singapore)
- Email: information.asia@pinkelephant.com
- Online: www.pinkelephant.com/PinkAsia12

Questions

Please call (numbers listed above) or e-mail us at information.asia@pinkelephant.com.

Exhibition Showcase

Join the growing list of exhibitors participating at PinkAsia12.



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<http://www.biomni.com>



GamingWorks
<http://www.gamingworks.nl>



Mproof
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Pureshare
<http://www.pureshare.com>

Get involved!

If you're a supplier of IT Service Management focused services and products, participate in this value-added event.

To inquire about exhibiting, contact Lisa Lyons at l.lyons@pinkelephant.com.



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CONFERENCE
KUALA LUMPUR 16-17 JULY
SINGAPORE 18-19 JULY

POST-CONFERENCE WORKSHOPS
KUALA LUMPUR 18 JULY
SINGAPORE 20 JULY

4TH ANNUAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION



KNOWLEDGE TRANSLATED INTO RESULTS

*“THIS CONTINUES
TO BE MY IT
ORGANISATION’S
CONFERENCE OF
CHOICE...”*



PinkAsia11 attendees had a great time! You can too at PinkAsia12.