

PRE-CONFERENCE WORKSHOPS
8 SEPTEMBER

CONFERENCE
9-10 SEPTEMBER

6TH ANNUAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

9-10 SEPTEMBER 2014 – KUALA LUMPUR

“THE BUSINESS OF IT”



PinkASIA14

We live in a business era of
superhuman challenges! Is your
IT team up to the task?

Learn what it takes to
be an IT superhero.

*“This
continues
to be my IT
organisation’s
conference of
choice...”*



The World's Premier IT Service Management Conference

Pink has the undisputed reputation for developing an unsurpassed line-up of speakers and meaningful subject matter. As a result of our unwavering commitment, we are very proud to present what is widely acknowledged as the most content rich programme in the industry.

With the conference theme, *The Business Of IT*, this two-day event aims to show you how to be an IT "superhero" by turning the knowledge obtained from various certification programmes into successful business results!

Who Should Attend?

There's something for everyone in the comprehensive and power-packed programme.

- IT Senior Leadership (CIO, VP, Directors)
- Business Relationship Managers
- Service Level Managers
- Supplier & Vendor Managers
- IT Development & Operations Managers
- ITIL® Process Owners
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to IT Service Management (ITSM) and ITIL
- And, anyone who is interested in building and managing a truly business focused IT organisation

About Pink Elephant

A global company with a proud and pioneering 30 year history, we're the world's #1 provider of ITSM and ITIL education, consulting and conferences. Pink Elephant offers a vast array of products and services to help you meet your IT and business goals.

Visit our website for more details.

Pre-Conference Workshops

Enhance your experience at PinkASIA14 by taking one of the following pre-conference workshops.

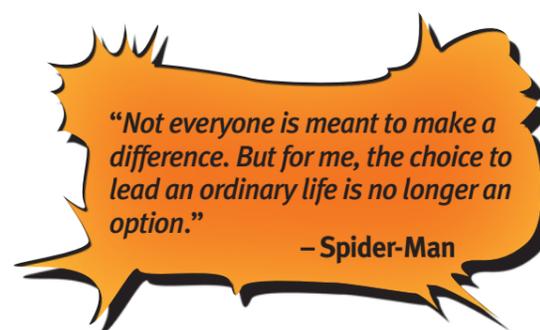
Workshop	Date
IT Service Management Strategic Roadmap	8 September 2014
NEW! The ITSM Leadership MasterClass	8 September 2014
Problem Management: Root Cause Analysis One-Day Workshop	8 September 2014

Visit our website for course descriptions

"I have found this event to be the most useful overall as compared to other industry forums and events..."

"Our team found this event invaluable and very worthwhile. The investment paid for itself many times over."

"...By far the best and most professionally rewarding IT conference available."



Opening Keynote Speaker Vinh Giang

Magician, Entrepreneur

What can a magician teach about life and business? A lot!

Vinh is an entrepreneur and an extremely gifted and talented magician with a very fascinating message! He speaks about many different areas of magic and takes people through a roller coaster ride of emotions. Vinh's main message is "With an open mind, you can achieve anything".

Vinh will show you the many natural flaws of the human mind; he will walk you through each flaw and help you turn these flaws into assets. He will show you how you can stop your mind from playing tricks on you.

He started with the simplest of card tricks and worked his way up to finger-breaking sleight of hand. After being involved in the world of magic for over 15 years, Vinh discovered there was so much more to magic. He became fascinated with the psychology behind this mysterious art and regularly sat with psychologists to understand why people were fooled by magicians. He soon realised that as human beings we are not only fooled by the magic tricks performed by a magician, but we are also fooled by the tricks that life plays on us. It turns out there are many common threads between the two, and understanding one will often unlock the secrets of the other. Upon discovering this, he was determined to use magic as his vehicle to show people how we sometimes fall victim to our own negative thinking. Although Vinh never reveals the secret behind his magic, he will reveal the tricks we tend to play on ourselves.

Track Descriptions

- Track 1 – Pink University** – Industry experts, including Pink’s own highly acclaimed senior consultants, present value-added practical guidance about the business of IT best practices, Governance, ITSM strategies, and IT leadership.
- Track 2 – IT Service Management Case Studies** – Real-life stories from real-life IT managers from all levels of the organisation. They provide a wide variety of experiences from their current improvement initiatives. Listen to their stories about what worked, what didn’t, and valuable lessons learned.
- Track 3 – Panel Discussions Forums & Facilitated Peer Focus Groups** – These sessions, based on a wide range of subjects, provide attendees the opportunity to not only learn from the presenter/facilitator, but also to contribute experiences and ideas while learning from peers.
- Track 4 – Exhibitor Showcase & Thought Leadership** – Exhibiting organisations present insights about IT strategies, trends and the ever changing technological landscape.

Day 1 – Tuesday 9 September 2014

8:15am – 9:00am: Registration & Welcome Refreshments		
9:00am – 9:10am: Welcome Remarks		
9:10am – 10:10am: Opening Keynote: Vinh Giang “Rather A Mind Opened By Wonder, Than One Closed By Belief”		
10:10am – 10:25am: Refreshment Break		
10:25am – 11:25am:		
TRACK 1 #101	TRACK 2 #102	TRACK 4 #103
Major Incident Management – What Can We Learn From Emergency Medical & Fire Services? Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant <i>Code: General</i>	Proactive Problem Management: What ITIL Didn’t Tell You Gabriel Soreanu , Senior ITSM Consultant, Cisco Systems, Inc. <i>Code: Beyond Beginner</i>	Practical Steps To Implement A Successful Service Catalogue John Paul Andrade , Business Development Manager, Mproof International <i>Code: General</i>
11:25am – 12:25pm: Lunch		
12:25pm – 1:25pm:		
TRACK 1 #201	TRACK 2 #202	TRACK 2 #203
Winning C-Level Buy-In With An Effective Business Case David Ratcliffe , President, Pink Elephant <i>Code: Beyond Beginner</i>	Successfully Achieving ISO 20000 Certification – A Project Approach Siddharth Shetty , IT Operations Manager & Project Manager, Amdocs <i>Code: General</i>	WoW – Journey Of Process Optimisation Rocky Siew Kok Hsuing , Process Specialist, GlaxoSmithKline <i>Code: General</i>
1:25pm – 1:35pm: Comfort Break		
1:35pm – 2:35pm:		
TRACK 1 #301	TRACK 1 #302	TRACK 4 #303
Leveraging COBIT® 5 To Enable Service Orchestration & Effective IT Governance Troy DuMoulin , VP Research, Innovation & Product Development, Pink Elephant <i>Code: Beyond Beginner</i>	Deploying Configuration Management & Asset Management Kerry Gilmore , IT Management Consultant, Pink Elephant <i>Code: General</i>	IT Service Management Integration With Business ERP Processes David Birkenbach , Senior Solution Manager, SAP AG <i>Code: General</i>
2:35pm – 2:50pm: Refreshment Break		
2:50pm – 3:50pm:		
TRACK 1 #401	TRACK 2 #402	TRACK 3 #403
Integrating Lean, DevOps & ITSM To Deliver Success Projects Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant <i>Code: Beyond Beginner</i>	Enabling Supplier Integration Through The Service Management Office Des Burke , Head of IT&S Service Management, BP <i>Code: Beyond Beginner</i>	Your (S)aaS Is On The Line! What Does Today’s IT Service Management Leader Need To Know About The Cloud? Facilitator: David Ratcliffe , President, Pink Elephant Panellists: Gary Mellott , Managing Director of Emerging Markets, Cherwell Software & Jean-Paul Andrade , Business Development Manager, Mproof International <i>Code: General</i>

3:50pm – 4:00pm: Comfort Break	
4:00pm – 5:00pm:	
TRACK 3	CLOSING SESSION
Expert Panel Discussion: Conflicting Loyalties! How To Establish Process Ownership In A Highly Distributed Matrix Organisation Facilitator: David Ratcliffe , President, Pink Elephant Panellists: Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant Kurt Bergmans , Chief Operations Officer Asia Pacific & Japan, Getronics Kashif Khan , Senior Manager, Technology Service Management, Standard Chartered Bank & Des Burke , Head of IT&S Service Management, BP <i>Code: General</i>	

Day 2 – Wednesday 10 September 2014

8:30am – 9:00am: Welcome Refreshments		
9:00am – 10:00am: General Session: Troy DuMoulin “Tips For Cementing Organisational Change”		
10:00am – 10:15am: Refreshment Break		
10:15am – 11:15am:		
TRACK 1 #501	TRACK 2 #502	TRACK 4 #503
The Squeeze! Supplier Management Complexity & The IT Value System Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant <i>Code: Beyond Beginner</i>	Advanced Change Management: Stories From The Trenches Gabriel Soreanu , Senior ITSM Consultant, Cisco Systems, Inc. <i>Code: Beyond Beginner</i>	Knowledge Management For Real Paul Jay , Service Quality Innovator, Service Quality <i>Code: General</i>
11:15am – 11:25am: Comfort Break		
11:25am – 12:35pm:		
TRACK 1 #601	TRACK 1 #602	TRACK 2 #603
5 Critical Actions For IT Service Management Leaders David Ratcliffe , President, Pink Elephant <i>Code: General</i>	Establishing A Global Support Model Based On ITSM Best Practices Sean Low , ITSM Consultant, Pink Elephant <i>Code: General</i>	The Heart Of An ITSM Champion Siddharth Shetty , Service Management Office IT Program Management, Amdocs IT, Global Business Technologies Group <i>Code: General</i>
12:35pm – 1:35pm: Lunch Break		
1:35pm – 2:35pm:		
TRACK 1 #701	TRACK 1 #702	TRACK 2 #703
Providing Financial Transparency Through Service Costing Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant <i>Code: Beyond Beginner</i>	How To Establish A Service Management Office Kashif Khan , Senior Manager, Technology Service Management, Standard Chartered Bank <i>Code: Beyond Beginner</i>	How To Manage Service Partners Across Multiple Countries & Multiple Clients Kurt Bergmans , Chief Operations Officer, APAC, Getronics <i>Code: General</i>
2:35pm – 2:45pm: Comfort Break		
2:45pm – 3:45pm:		
TRACK 1 #801	TRACK 1 #802	TRACK 3 #803
Metrics That Speak The Language Of Business Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant <i>Code: General</i>	How To Form & Manage An Effective Change Advisory Board (CAB) Kerry Gilmore , IT Management Consultant, Pink Elephant <i>Code: General</i>	Is The Service Desk Dead? Facilitator: David Ratcliffe , President, Pink Elephant Panellists: David Birkenbach , Senior Solution Manager – SAP ITSM & Vijaya Shanker , Senior Vice President of Technology & Product Management, Symphony SUMMIT <i>Code: General</i>
3:45pm – 3:55pm: Refreshment Break		
3:55pm – 4:55pm: Closing Session: David Ratcliffe “8 Key Traits Of An IT Service Management Superhero!”		
4:55pm – 5:15pm: Lucky Draw & Closing Remarks		

TRACK 1

Pink University

8 Key Traits Of An IT Service Management Superhero!



David Ratcliffe,
President,
Pink Elephant

Code: General

ITSM “superheroes” know how to successfully manage and drive business change! What do these ITSM superheroes do? What makes them stand out? In this general session, using a mix of entertaining footage from superhero TV shows and movies, together with real-life IT examples, David will review eight key traits you need to practice in order to be an ITSM superhero yourself.

Tips For Cementing Organisational Change



Troy DuMoulin,
VP Research, Innovation & Product Development,
Pink Elephant

Code: General

You’ve put your staff through certification. You’ve implemented new processes. You’ve purchased and implemented new tools. BUT, you’re not seeing the results you were after. One reason could be that not enough attention has been placed on formally “cementing” or “freezing” change in your organisation. Troy will explain what this means, and why all IT leaders must understand the concepts of anchoring change in order to make it stick. Based on his extensive experience, Troy will also offer five tips IT leaders can use immediately upon returning to work to make a difference.

Leveraging COBIT 5 To Enable Service Orchestration & Effective IT Governance



Troy DuMoulin,
VP Research, Innovation & Product Development,
Pink Elephant

Code: Beyond Beginner

In this session Troy will describe the practical outputs of IT Governance and how to establish an overall IT Operating Model aligned with business objectives and linked to the execution of specific IT management processes and frameworks. Without this explicit linkage it is very difficult, if not impossible, to express how improvements in IT management practices, such as Change Management support business objectives.

Deploying Configuration Management & Asset Management



Kerry Gilmore,
IT Management Consultant,
Pink Elephant

Code: General

This session will discuss the methods and benefits of deploying a separate and unique focus to Configuration Management and Asset Management. Kerry will describe the differences between these two processes and explain the goals and objectives of each one. He will also discuss the major challenges of implementing both processes effectively and provide guidance on how to overcome barriers.

5 Critical Actions For IT Service Management Leaders



David Ratcliffe,
President,
Pink Elephant

Code: General

David will highlight five critical actions every leader in an ITSM organisation should be addressing – right now. These are all actions you can easily begin as soon as you get back to work. A lot to cover in one short session, but David promises to give very practical guidance on how to improve the effectiveness and image of your ITSM practices.

Providing Financial Transparency Through Service Costing



Troy DuMoulin,
VP, Research, Innovation & Product Development,
Pink Elephant

Code: Beyond Beginner

As IT leaders discover and define their Service Portfolio the next critical question typically asked by the business customer is, “How do internal IT service costs compare with external offerings?” But this comparison is next to impossible based on traditional cost center accounting methods.

Today’s IT leaders need to understand how to define, model and cost IT services to support financial based decision making, cost recovery and potentially charge back for IT service consumption. This session will look at the ITSM steps and processes required to achieve these objectives.

The Squeeze! Supplier Management Complexity & The IT Value System



Troy DuMoulin,
VP, Research, Innovation & Product Development,
Pink Elephant

Code: Beyond Beginner

In early 2014, a Pink Think Tank (PTT) was formed, made up of several of the world’s foremost ITSM experts, to tackle pressing IT issues. Troy was a member and will highlight PTT’s findings. Specifically, Troy will talk about “The Squeeze”, which can be described as the fact that internal IT organisations are experiencing two major pressure points, top down and bottom up, which are adding to an ever-growing complexity of suppliers in the IT value system. Are you ready? Troy will give you very valuable guidance.

Metrics That Speak The Language Of Business



Troy DuMoulin,
VP, Research, Innovation & Product Development,
Pink Elephant

Code: General

Every organisation has plenty of data but they are often challenged with how to translate that data into meaningful measurement practices that drive strategic decisions, and can be rolled up to business value measures.

In this session Troy will take you beyond ITIL theoretical guidance and explain how to identify key performance indicators, align ITSM metrics with the proper target audience and develop service and process dashboards to support strategic, tactical and operational decision making.

Major Incident Management – What Can We Learn From Emergency Medical & Fire Services?



Troy DuMoulin,
VP, Research, Innovation & Product Development,
Pink Elephant

Code: General

“Be Prepared” is the motto of the worldwide Scout Organisation and is the core principle of the brave men and women who serve our communities in Emergency Medical and Fire Management sectors. Decisions they make often have a life and death consequence and we expect that they are well trained and have robust pre-defined rapid response, triage and support models.

This session will explore how IT Management best practices can leverage and integrate the key emergency principles and practices of Medical and Fire service organisations.

Winning C-Level Buy-In With An Effective Business Case



David Ratcliffe,
President,
Pink Elephant

Code: Beyond Beginner

As a Senior Executive in a global IT services organisation, David has a great deal of experience in assessing and validating plans presented by subordinates. Based on this experience he is well positioned to clearly describe exactly what the Executive Team expects to see and hear when asked for approvals.

Specifically, David will describe the different requirements you will need to tackle for each of the primary project approvers (CEO; CFO; CIO). They all have a different focus, so it makes sense that they all have different needs! You will take away not only a check-list of critical success criteria, but also recommendations on HOW to present your vision and plans in ways which will minimise risk and maximise opportunities and benefits.

How To Form & Manage An Effective Change Advisory Board (CAB)



Kerry Gilmore,
IT Management Consultant,
Pink Elephant

Code: General

One of the most important and powerful teams advocated by ITIL’s ITSM process model is the CAB. But, it is one thing to understand the theory, putting it into practice is a totally different situation and many IT organisations struggle to get it right. In this insightful session, Kerry will review the key elements of creating and managing a successful team and the related communication processes. He will highlight the most common mistakes made in choosing CAB members and in establishing the CAB emergency committee (CAB/EC), organising and conducting CAB meetings, and managing ongoing activities. Kerry’s session will also include an overview of the Change Manager (CM) role and its key function and duties.

Integrating Lean, DevOps & ITSM To Deliver Success Projects



Troy DuMoulin,
VP, Research, Innovation & Product Development,
Pink Elephant

Code: Beyond Beginner

For decades the IT Development & Operations groups have experienced tension based on what seem like conflicting goals. Development is focused on enabling business goals quickly through innovation and projects. IT Operations is charged with making sure that the production environment is rock

solid with everything under strict control being: reliable, stable and secure. Both groups blame the other for project failure and business dissatisfaction. However both goals are necessary and form the basis for delivering customer value!

The DevOps movement and those that adopt the ITIL best practices recognise that no one will ever “win” this epic struggle, so it’s time to change from conflict to collaboration. This session will look at how to leverage the objectives of both groups to achieve this seemingly daunting task.

How To Establish A Service Management Office



Kashif Khan,
Senior Manager, Technology Service Management,
Standard Chartered Bank

Code: Beyond Beginner

Gone are the days where technical specialists determined how IT services should be delivered without input and engagement from the business. This is especially true in the financial and banking industries, where IT Service outcomes need to be established, governed and measured to ensure consistent delivery due to increased regulatory and cost pressures. From this perspective the emerging concept and function of the Service Management Office (SMO) has surfaced at just the right time! In support of these objectives, the SMO acts as a nucleus for best practice promotion and enables the Service Management process teams to manage initiatives, establish governance and manage resources effectively. Join Kashif as he outlines the critical success factors to consider when setting up an SMO and detail why he believes it has the capability to change the IT service landscape in the financial industry.

Establishing A Global Support Model Based On ITSM Best Practices



Sean Low,
ITSM Consultant,
Pink Elephant

Code: General

In this unique session, Sean will share two very different perspectives; that of a Consultant and that of an ITSM Practitioner who has been there and has the scars to prove it. Sean will share how he and his colleagues from his previous organisation created and rolled out their global support model. You’ll learn what it takes to roll out a common and sustainable Incident and Problem Management process on a new tool to over 30 countries!

TRACK 2

IT Service Management Case Studies

Successfully Achieving ISO 20000 Certification – A Project Approach



Siddharth Shetty,
IT Operations Manager & Project Manager,
Amdocs

Code: General

Don’t miss this opportunity to learn why and how Amdocs’ IT leadership chose to certify its internal IT Delivery Organisation for ISO 20000:2011 – an ITSM framework. You’ll learn about the challenges faced in servicing over 20,000+ internal customers at over 73 locations across the globe and why Amdocs’ IT management choose an internal Project Manager to lead the process. Siddharth will reveal the roadmap created to unite teams under one service-oriented framework, which was designed to enable year after year improvements.

Proactive Problem Management: What ITIL Didn't Tell You



Gabriel Soreanu,
Senior ITSM Consultant,
Cisco Systems, Inc.
Code: Beyond Beginner

Proactive Problem Management is the most important process for reducing the number of IT outages, but few organisations actually do it. Gabriel will present practical techniques and a governance model for implementing strong proactive Problem Management. This seasoned IT veteran will help you understand what exactly proactive Problem Management is and why forward thinking organisations are investing in the time to use it. You'll learn how to implement, measure and improve the process, as well as best practices for proactive Problem Management.

Advanced Change Management: Stories From The Trenches



Gabriel Soreanu,
Senior ITSM Consultant,
Cisco Systems, Inc.
Code: Beyond Beginner

Change Management is one of the most important Service Management processes, but at the same time it is a major source of incidents. Gabriel will draw upon his years of consulting experience to show you practical methods of improving the Change Management process, and reducing the failure rate and related incidents. You will learn how to use industry leading practices and metrics to improve Change Management outcomes and process efficiency within your organisation.

How To Manage Service Partners Across Multiple Countries & Multiple Clients



Kurt Bergmans,
Chief Operations Officer, APAC,
Getronics
Code: General

IT service companies who support clients in multiple countries and regions across the globe often make use of service partners to cover the full geographical scope. Kurt will share with you his personal experiences in managing international IT contracts with service partners, compiled from over a decade of experiences. You'll learn about the cultural and operational challenges in managing partners, how to implement IT contracts with your partners and what are the key drivers for successful partner management. In this session Kurt will also discuss a governance model for partner management as well as how to implement Continuous Service Improvement during the tenure of international IT contracts.

WoW – Journey Of Process Optimisation



Rocky Siew Kok Hsuing,
Process Specialist,
GlaxoSmithKline
Code: General

Passionately committed to Continual Service Improvement, Rocky shares the fascinating story of GlaxoSmithKlein's (GSK) Process Optimisation Programme that focuses on reducing complexity to achieve simpler Ways of Working (WoW)! Rocky will share how, as part of the WoW programme, GSK has embarked in the Process Optimisation Programme by leveraging frameworks such as ITIL, CMMI Process Maturity and Lean Six Sigma. The results of these efforts have led to improved process maturity and standardised and simpler ways of working for IT. You don't want to miss this session where Rocky will share his personal experience and lessons learned on achieving process improvement success!

The Heart Of An ITSM Champion



Siddharth Shetty,
Service Management Office |
IT Program Management, Amdocs IT,
Global Business Technologies Group
Code: General

Don't miss this opportunity to see Siddharth sit down with Pink's Troy DuMoulin for a candid discussion about Amdoc's ISO 20000 project. Siddharth will provide the context of why this project was so important to his organisation, its implications, benefits and how they ensured its success. You'll also learn how this project benefitted Siddharth personally and how it served as a springboard for the creation of a Service Management Office. Don't miss this opportunity to learn how an individual can make a difference and have a transformative impact on the entire IT organisation.

Enabling Supplier Integration Through The Service Management Office



Des Burke,
Head of IT&S Service Management,
BP
Code: Beyond Beginner

As the Head of IT&S Service Management, Des understands the challenges of effectively orchestrating ITSM processes across multiple internal and external suppliers. However complexity is not an excuse for poor service, but rather a business challenge to overcome with good process governance and vendor management practices. In this session Des will share the challenges, successes and lessons learned so far on their Service Management journey.

TRACK 3

Panel Discussion Forums & Facilitated Peer Focus Groups

Your (S)aaS Is On The Line! What Does Today's IT Service Management Leader Need To Know About The Cloud?



Facilitator: **David Ratcliffe**, President, Pink Elephant

Panellists:

Gary Mellott, Managing Director of Emerging Markets, Cherwell Software & **John Paul Andrade**, Business Development Manager, Mproof International

Code: General

Today everyone knows about the Cloud. Not just IT folks – everyone. Most IT customers have personally subscribed to Cloud-based services and we continue to see a trend towards consumerisation and BYOD. This session will explore many Cloud service-related issues and questions, including: Are your online Cloud services compatible with how you work in ITSM today? Some criticise that best practice frameworks, like ITIL, hardly acknowledge the Cloud, so how can ITSM work in the Cloud? Can your business accept that key services – and data – are being hosted somewhere else, and that you don't always know where, or who is accountable? How do we come to terms strategically with the Cloud?

Conflicting Loyalties! How To Establish Process Ownership In A Highly Distributed Matrix Organisation



Facilitator: **David Ratcliffe**, President, Pink Elephant

Panellists:

Troy DuMoulin, VP Research, Innovation & Product Development, Pink Elephant

Kurt Bergmans, Chief Operations Officer Asia Pacific & Japan, Getronics
Kashif Khan, Senior Manager, Technology Service Management, Standard Chartered Bank &

Des Burke, Head of IT&S Service Management, BP

Code: General

One of the most frequently heard topics IT service managers want to talk about is the whole subject of "process ownership". Many organisations have struggled with this over the years, especially in recent times as many IT services are now outside the main organisation – in the Cloud. Fortunately our panellists have a lot of experience and have seen what works and – almost as importantly – what doesn't work with regard to "process ownership", and they're here to give you the benefit of their knowledge.

Is The Service Desk Dead?



Facilitator: **David Ratcliffe**, President, Pink Elephant

Panellists:

David Birkenbach, Senior Solution Manager, SAP ITSM &

Vijaya Shanker, Senior Vice President of Technology & Product Management, Symphony SUMMIT

Code: General

Companies all over the web are foregoing traditional live phone support in favour of self-service portals for end customers. Crowdsourcing support using Google & Bing is on the upswing and moving quickly into the mainstream even at large corporations. Tool vendors and large organisations are being squeezed on both ends because the baby boomers still want traditional live support while the millennials prefer to solve their issues on their own. So...where does that leave us? Recent articles and speeches have stated that the Service Desk is dead unless it refocuses and re-purposes itself into an innovation support role that leads the business into new capabilities utilising technology. In this panel we'll hear several different points of view, including yours.

TRACK 4

Exhibitor Showcase & Thought Leadership

Practical Steps To Implement A Successful Service Catalogue



John Paul Andrade,
Business Development Manager,
Mproof International
Code: General

In this practical how-to session, John Paul will walk attendees through the step-by-step process on how to define, model and measure the order/provisioning of two example service catalogue services.

Through two use-case scenarios, you will understand how to create, categorise, choose attributes and develop customer forms for each service, ultimately enabling the organisation to create useful knowledge base articles (FAQs) and identify business and/or CAB approvers. This session will also demonstrate how to measure the successes, failures and savings of service provisioning in monetary terms. You will walk away with an understanding of how and whom to involve in identifying other services that will be of benefit in the service catalogue.

Knowledge Management For Real



Paul Jay,
Service Quality Innovator,
Service Quality
Code: General

'KCS in the real world'. You're already using your knowledge, why not capture and reuse it while you work?

Knowledge Centered Support (KCS) is gathering momentum, but it is evident that many people are still unsure of its concepts and are also a little skeptical of the benefits of Knowledge Management in the arena of Service Management. If you are willing to shift the focus of your support organisation from being 'Call Centric' to becoming 'Knowledge Centric' then you'll reap the benefits that have been realised by many support organisations that have implemented KCS. Paul Jay has been implementing KCS in many large organisations since 2005, and he will share the many tips and traps that come with rolling out Integrated Knowledge Management solutions leveraging the KCS framework.

IT Service Management Integration With Business ERP Processes



David Birkenbach,
Senior Solution Manager,
SAP AG
Code: General

Today in many organisations, critical business data related to IT Services is captured and stored in siloed ITSM tools that have limited to no integration with related business processes. Your business customers have data and information requirements stemming from major business implementation projects, which are constrained by unnecessary data duplication and integrity issues caused by separate ITSM and Enterprise Resource Planning (ERP) systems. IT Service Providers working towards high process maturity and business enablement goals are looking for ways to optimise and integrate business and IT processes and systems. In this session David will explain which processes in IT have relevance to, and require integration with, business ERP processes. He will demonstrate the business value that IT can provide from an integrated ERP and ITSM approach.

Courses		August	September	October	November	December
ITIL FOUNDATION CERTIFICATION						
ITIL Foundation	Public Classroom	Singapore (4-6) Kuala Lumpur (25-27)	Hong Kong (1-3) Singapore (29-1)	Kuala Lumpur (7-9) Singapore (27-29)	Kuala Lumpur (3-5) Singapore (24-26)	Kuala Lumpur (1-3) Singapore (15-17)
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL CAPABILITY CERTIFICATION						
ITIL Operational Support & Analysis	Public Classroom	Singapore (11-15)	Kuala Lumpur (22-26)			
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL Release, Control & Validation	Public Classroom	Kuala Lumpur (18-22)				
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL Service Offerings & Agreements	Public Classroom		Kuala Lumpur (29-3)	Singapore (13-17)		
ITIL Planning, Protection & Optimisation	Public Classroom					Kuala Lumpur (1-5)
ITIL LIFECYCLE CERTIFICATION						
ITIL Service Strategy	Public Classroom		Singapore (2-5)			Kuala Lumpur (8-11)
ITIL Service Design	Public Classroom				Kuala Lumpur (3-6)	Singapore (1-4)
ITIL Service Transition	Public Classroom				Kuala Lumpur (10-13)	Singapore (8-11)
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL Service Operation	Public Classroom				Kuala Lumpur (17-20)	
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL Continual Service Improvement	Public Classroom			Kuala Lumpur (13-16)		
	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITIL EXPERT CERTIFICATION						
Managing Across The Lifecycle	Public Classroom	Singapore (25-29)				
COBIT® CERTIFICATION						
COBIT 5 Foundation	Public Classroom		Singapore (29-1)			
ISO CERTIFICATION						
ISO/IEC 27002 Foundation: Developing Capabilities In Security Management Activities	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
ITAM CERTIFICATION						
NEW! IT Asset Management Foundation	Public Classroom	Kuala Lumpur (28-29)	Singapore (2-3)			
NEW! Certified Software Asset Manager	Public Classroom		Singapore (4-5) Kuala Lumpur (17-18)		Kuala Lumpur (6-7)	
"HOW TO" INSTRUCTIONAL WORKSHOPS						
How To Define & Implement A Service Catalogue	Public Classroom			Singapore (30-31)		
How To Define & Implement A CMDB According To ITIL Best Practices	Public Classroom	Singapore (7-8)			Kuala Lumpur (6-7)	
Problem Management: Root Cause Analysis Workshop	Public Classroom				Singapore (27-28)	Kuala Lumpur (15-16)
Problem Management: Root Cause Analysis One-Day Workshop	Public Classroom		Kuala Lumpur (8)			
			Singapore (11)			
IT Service Management Strategic Roadmap	Public Classroom		Kuala Lumpur (8)			
			Singapore (11)			
NEW! The ITSM Leadership MasterClass	Public Classroom		Kuala Lumpur (8)			
			Singapore (11)			
Service Catalogue Implementation Overview	Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) for details.				
CONFERENCES & SPECIAL EVENTS						
6th Annual IT Service Management Conference & Exhibition			Kuala Lumpur (9-10) Singapore (12)			

Bring us onsite. All of Pink's courses can be delivered at your location. For course descriptions and more details, visit www.pinkelephant.com or call 60 3 9207 9638.

VENUE INFORMATION

The conference will be held in downtown Kuala Lumpur. Details will be provided at time of registration.

TEAM PRICING

Register and pay for teams of 3 or more from the same organisation, and receive a 15% discount for all attendees (a minimum 3 registrations must be booked and paid for at the same time).

COMBINATION PRICING

Register and pay for the conference and a post-conference workshop and receive a 15% discount on the post-conference workshop.

REGULAR CONFERENCE FEE

The regular conference fee is MYR 2,995.

SUBSTITUTIONS & CANCELLATIONS

You can cancel until 25 July 2014 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 workshops or events.

TO REGISTER

Choose one of the following options:

- Phone: 60 3 9207 9638
- Email: information.asia@pinkelephant.com
- Online: www.pinkelephant.com/pinkAsia14-KualaLumpur

For course descriptions and more details, visit www.pinkelephant.com or call 60 3 9207 9638.



Exhibition Showcase

Gain valuable insight into the constantly changing world of ITSM focused services and products. Many of the participating organisations provide ITIL compatible products and services. Here is a sample of the organisations that are participating in this year's exhibition.

For a complete list, visit www.pinkelephant.com/pinkAsia14-KualaLumpur



Get Involved!

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

PRE-CONFERENCE WORKSHOPS
8 SEPTEMBER

CONFERENCE
9-10 SEPTEMBER

6TH ANNUAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

9-10 SEPTEMBER 2014 – KUALA LUMPUR

“THE BUSINESS OF IT”



“A hero can be anyone.”
– Batman