



PinkVERIFY™ 3.1

IT SERVICE MANAGEMENT TOOL ASSESSMENT

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1 PinkVERIFY ITSM TOOL ASSESSMENT SERVICE

1.1 Executive Summary

IT Service Management (ITSM) is focused on maintaining a reliable, stable, cost-effective IT application and infrastructure environment which enables and supports the business services and processes. Similarly, the IT department is focused on moving from a technology provider to a service provider and business partner.

More organizations are adopting the IT Infrastructure Library (ITIL®) because it facilitates the integration of Business Service Management and ITSM principles and best practices.

In the world of ITSM support tools, a trend can be observed where single process Help Desk applications and systems management tools are being replaced by more complex Service Desk and integrated service management tool suites. To support this shift, tool vendors are developing integrated platforms, products and services to align people, process and technology based on ITIL processes.

As a result in 1999 Pink Elephant developed PinkVERIFY, an ITIL software tool assessment service, to assist:

- The software vendor community develop and market tools which enable and support ITIL terminology, processes, workflows and integration
- The software customer community select enterprise ITSM software by providing a list of vendors and tools that support ITIL functionality and integration

In early 2009, APM Group (APMG) announced the Office of Government Commerce ITIL Software Scheme (OGC ISS). The OGC ISS, promoted by APMG and OGC, provides vendors with the opportunity to have their product assessed as compliant to specific criteria and thereby recognized through an additional new logo – the OGC ISS Process Compliance logo. In September 2009, Pink Elephant was officially announced as a Licensed Software Assessor (LSA).

As an LSA, Pink Elephant uses its qualified and experienced IT Management Consultants to assess ITSM tools and services according to the published criteria. Software assessments conducted by Pink Elephant include process criteria for both PinkVERIFY and OGC ISS, and additional PinkVERIFY criteria not covered by the ISS. If the tool successfully demonstrates the process criteria, a vendor can display the PinkVERIFY and/or OGC ISS *swirl* logos on its website and product packaging for the applicable processes.



1.2 What Is PinkVERIFY?

PinkVERIFY is an objective software tool assessment service. The service validates toolsets that meet a set of functional requirements as defined by ITIL best practices. Software vendors can use the service to obtain the PinkVERIFY logo to indicate a tool's compatibility with ITIL.

A tool is assessed according to process platform, core and integration criteria which align with ITIL terminology, processes, workflows and integrations. As of November 2009, the PinkVERIFY assessment includes OGC ISS standard process criteria. This development allows tool vendors to obtain the PinkVERIFY logo as well as the OGC ISS logo. There are three levels of OGC ISS logos: gold, silver and bronze.

The PinkVERIFY assessment criteria are based on several sources of industry knowledge and experience:

- ITIL V3 books (5) and other publications from the official ITIL publishers, The Stationery Office (TSO)
- Practitioner input
- Software vendor input
- Pink Elephant's own consulting experience
- PinkVERIFY 3.0 criteria
- OGC ISS criteria

Tools achieving the PinkVERIFY logo and/or OGC ISS logo are identified on Pink Elephant's [PinkVERIFY webpage](#):

Other resources available on the webpage include the PinkVERIFY process criteria documents and toolsets assessed under PinkVERIFY 3.0 and 2.0.



1.3 How To Obtain A PinkVERIFY & OGC ISS Logo

Vendors wishing to obtain the PinkVERIFY and OGC ISS logos follow this process:

1. Contact Pink Elephant at 1-888-273-PINK.
2. Pink Elephant will provide an overview of the assessment process and soft copies of the requested process criteria descriptions.
3. The vendor moves forward by signing a statement of work (SOW).
4. The vendor completes a process criteria self-assessment for the processes to be demonstrated and submits the completed process criteria documents to Pink Elephant.
5. Pink Elephant will schedule a date for the vendor tool demonstration and notifies APMG with the vendor tool and process information including the OGC ISS Process Compliance level selected by the vendor.
6. A qualified Pink Elephant consultant facilitates the process assessment demonstration. Once the tool demonstration is complete, the consultant confirms the processes for which the tool meets or exceeds the published criteria and identifies any gaps requiring improvement and, if applicable, re-assessment. The consultant then documents and updates Pink Elephant Marketing and APMG with the results of the assessment.
7. The vendor will sign a PinkVERIFY trademark license agreement with Pink Elephant for the use of the PinkVERIFY logo. The term of the license is for 24 months after which either a renewal license will be issued or a new assessment and license will be required.
8. The vendor will gather customer documentation for OGC ISS Gold and Silver Process Compliance and send to Pink Elephant who will validate the documentation with the customer and notify APMG. The vendor will then sign an OGC ISS trademark license agreement with APMG for the use of the OGC ISS Bronze, Silver or Gold Process Compliance logo. The term of the license is 24 months after which either a renewal license or assessment and new license is required.
9. Pink Elephant will post the vendor, tool and version for PinkVERIFY and for OGC ISS (including the process compliance level) on the Pink Elephant PinkVERIFY webpage. APMG will post the vendor, tool, version and process compliance level on the [Official ITIL website](#):



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10. If a vendor releases a new tool version, the tool must be reassessed to ensure continued compatibility with ITIL processes. (reference 3.1 Version Changes)

For a detailed explanation of the assessment process and pricing, please refer to Section 3.1 PinkVERIFY Process Phases and Prices of this paper.



1.4 Tips For A Successful Assessment

1. Pink Elephant recommends that vendor sales personnel and development staff take ITIL Foundation training at a minimum.
2. Complete the general platform criteria documentation. The first section of each process covers general platform criteria and is the same for every process – unless there are specific capabilities noted for OGC ISS. The responses can be copied into other process documentation with specific examples added for OGC ISS referenced criteria.
3. Prepare the demonstration:
 - Build in examples of customer view business services (e.g.: email, payroll) in addition to IT view technical services (e.g.: infrastructure, network, application support)
 - Describe and demonstrate automation (if applicable) for each criteria
 - Reference or link to *Help* or user documentation for each OGC ISS referenced criteria

It is important that the demonstration be developed based on general commercially available functionality and not be developed as a custom configuration of the tool developed specifically to pass a PinkVERIFY assessment.



2 SERVICE SCOPE

In 1999, PinkVERIFY entered the market as an assessment of Help Desk tools against ITIL V2 Incident, Problem, Change and Configuration Management processes. At that time, only a few of the major service management suites boasted the ability to meet the integration requirements suggested by the ITIL framework.

In the years since, the industry has aggressively moved towards a focus on ITSM. There are now numerous tools and services which meet these needs of practitioners operating in an ITSM-focused environment.

Pink Elephant added processes to the PinkVERIFY assessment as options for those tools whose functionality had expanded beyond Incident, Problem, Change and Configuration Management. *PinkVERIFY Enhanced* meant that a specific tool was improved to include one of the following processes as a capability:

- Availability Management
- Release & Deployment Management
- Service Level Management

To reflect industry growth and the evolution of the ITIL V3 Service Lifecycle approach, the PinkVERIFY scope expanded in 2008 to include the following 14 ITIL V3 processes:

- Incident Management
- Problem Management
- Event Management
- Request Fulfillment
- Change Management
- Service Asset & Configuration Management
- Knowledge Management
- Service Portfolio Management
- Service Level Management
- Financial Management
- Service Catalog Management
- Availability Management
- Capacity Management
- Release & Deployment Management



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In November 2009, PinkVERIFY V3.1 was expanded to include:

- IT Service Continuity Management
- All requirements for the OGC ISS



2.1 Logos

PinkVERIFY 3.1 Logo



As part of the PinkVERIFY 3.1 service, a toolset is licensed to use a PinkVERIFY logo to indicate that it was successfully assessed against one or several processes described within the PinkVERIFY service scope.

To view which processes the tool has been verified against, visit the PinkVERIFY webpage [PinkVERIFY 3.1 toolsets](#).

OGC ISS Process Compliance Logo



The *OGC ITIL Swirl* logos reflect bronze, silver or gold levels for each process based on the following APMG criteria.

Bronze: The tool and processes have passed the assessment.

Silver: The tool and processes have passed the assessment and proof of at least three "in production" customers has been provided. Proof of purchase and deployment is either a customer letter or other proof of payment form (on customer letterhead) – values may be blanked out – stating the tool (including correct version) has been purchased and designated processes are or will be deployed in production and in accordance with ITIL.

Gold: The tool and processes have passed the assessment and proof is required of at least three "in production" customers that have a) implemented the tool, b) are using the tool, and c) are happy to reference that they are using the tool to automate the assessed processes in accordance with ITIL. Proof of customer



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implementation is required on customer letterhead. Documentation must reference the tool version, the ITIL processes which the tool supports, and one piece of user evidence per process such as a screenshot or report.

To view which processes the tool has been verified against, visit the [PinkVERIFY webpage OGC ISS toolsets](#) or the [Official ITIL webpage](#):



3 SERVICE DESCRIPTION

PinkVERIFY is a service that assesses and evaluates software tools and services in accordance to ITIL V3 process objectives, activities and workflows. Successfully verified tools are listed on Pink Elephant’s website with the PinkVERIFY 3.1 logo and, where applicable, the OGC ISS logo for marketing purposes.

To use the logos, a specific version of a tool and designated processes within the PinkVERIFY scope must undergo a successful assessment by a qualified Pink Elephant consultant and meet the platform, core and integration requirements.

PinkVERIFY serves two distinct markets:

Market	Description
IT Software Vendor Community	<p>Vendors seek PinkVERIFY to differentiate themselves in an increasingly competitive software market. Appearing on the list of verified products on Pink Elephant’s website offers an objective and independent validation of a tool’s capability to support the ITIL framework.</p> <p>Tool vendors can request a qualified Pink Elephant consultant to assess the product against the published criteria. If the tool meets the criteria, the vendor signs a trademark license with Pink Elephant for the use of the PinkVERIFY logo and with APMG for the use of the OGC ISS logo to promote a tool’s status in various product marketing vehicles. In addition, the vendor is listed on Pink Elephant’s PinkVERIFY webpage and APMG’s OGC Official ITIL website.</p> <p>The license agreements are valid for two years and can be renewed with confirmation that brand use was maintained for the tool version and assessed processes. Each distinct tool or service and version number requires a separate license agreement to receive verification.</p>
IT Practitioner Community	<p>As recognition increases for IT best practices, including ITIL, practitioners seek an easy way to identify tools that support their needs. PinkVERIFY meets this need.</p> <p>PinkVERIFY offers an objective, ITIL V3-based set of criteria to assess tools. It also provides a list of vendors, verified tools and processes. Those tools are listed as meeting documented functional, automated and documentation requirements.</p>



	<p>PinkVERIFY validates that high level ITIL requirements have been met; it does not provide a maturity model as to how well the product can meet the requirements. To use an analogy: this service provides a comfort level that the car has four doors, four wheels and is safe; however, the owner needs to examine the vendor in question to decide whether they need a compact or luxury vehicle, and whether specific optional features are required.</p>
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3.1 Process Phases & Pricing Model

Phase I	<p>Criteria Documentation</p> <p>A vendor determines the processes for which the tool is assessed.</p> <p>The vendor completes the self-assessment criteria documents. Tools not meeting the general platform, core, and integration criteria should be improved to close known gaps before proceeding with any assessment. See Section 3.2: Scoring Model</p> <p>Vendors provide answers to questions and provide a description of how the tool meets the requirements. Vendors may also include supporting documentation such as screenshots or reports to support their answers. If a tool appears to meet the criteria requirements, it qualifies to move to Phase II.</p> <p>To proceed to Phase II, vendors email completed criteria documents to Lisa Lyons at l.lyons@pinkelephant.com.</p> <p>There are no fees for Phase I.</p>
Phase II	<p>Demonstration</p> <p>Pink Elephant will provide the vendor with a PinkVERIFY Phase II statement of work (SOW) and date(s) for the online tool demonstration.</p> <p>The Pink Elephant consultant notifies APMG that an assessment is scheduled and provides documentation with the vendor's contact information, tool name and version, processes to be assessed and the OGC ISS process compliance level for the processes under assessment.</p> <p>The vendor will arrange and host an online session to demonstrate how the tool</p>



	<p>satisfies the functionality, workflows, and, where applicable, automation, and documentation requirements as specified by the PinkVERIFY and OGC ISS criteria for the processes selected to be assessed.</p> <p>To advance to the Phase III, a tool must pass the PinkVERIFY and/or the OGC ISS assessment for at least one process. To pass a PinkVERIFY and OGC ISS process assessment, a tool must demonstrate 100% compatibility of the general platform, core and integration criteria for that process. See Section 3.2: Scoring Model</p> <p>If the necessary criteria are not met and additional tool development or configuration is required to pass the assessment, the vendor is allowed to request an additional demonstration at a later date.</p>
Phase III	<p>Trademark License Agreements</p> <p>PinkVERIFY Certification</p> <p>Pink Elephant prepares and executes a Phase III SOW and 24-month trademark license agreement covering all the processes that were successfully assessed.</p> <p>Pink Elephant's Marketing department will contact the vendor to obtain the vendor's logo and the URL. This information is posted on the PinkVERIFY webpage along with the details identifying the tool, version and processes certified. Pink Elephant will provide the vendor with the PinkVERIFY logo, logo guidelines and an official letter confirming PinkVERIFY status.</p> <p>OGC ISS Process Compliance Certification</p> <p>If a vendor selects the OGC ISS silver or gold process compliance levels, the Pink Elephant consultant will require the vendor to provide a) customer contact information, b) documented evidence confirming the tool purchase and deployment of each assessed process, and c) for gold, documented evidence that the processes have been implemented in accordance with ITIL, for example screenshots or reports. Pink Elephant will then contact the vendor's customers for a confirmation statement of the submitted documentation.</p> <p>If the vendor selects the OGC ISS bronze process compliance level, customer documentation is not required.</p> <p>Pink Elephant sends APMG the summary scoring results, confirmation of receiving required vendor's customer documentation and confirmation for silver and gold levels and recommendation for the process compliance level.</p>



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	<p>Pink Elephant connects the vendor and APMG for the OGC ISS Trade Mark License Agreement and logo to cover the vendor, tool and assessed processes for twenty-four (24) months.</p>
<p>Pricing Model</p>	<p>The fee for a PinkVERIFY assessment package (PinkVERIFY only, OGC ISS only or both) is based on the number of processes to be assessed, documentation review, administration including PinkVERIFY trademark licensing, validation and report writing. A vendor can demonstrate up to three processes in one day including Help / Documentation review. If Help or User / Admin Documentation is sent in separately for review this may increase fee again based on the number of processes.</p> <p>Note: Partial or full process reassessments are subject to a fee.</p> <p>The need for a translator is subject to an additional fee.</p> <p>APMG charges a fee of £200 per process, per level for a 24-month license term for the trade mark licensing and OGC ISS Process Compliance logos. This fee is charged directly to the Vendor by APMG.</p>
<p>Renewal Phase</p>	<p>Renewals</p> <p>The PinkVERIFY 3.1 Trademark License Agreements are valid for a period of 24 months. Renewals can be applied for by vendors whose Trademark License Agreement is about to expire and whose tool version has not changed. The PinkVERIFY CRM contact will email the vendor with a renewal reminder and request three months prior to the expiry date.</p> <p>The OGC ISS Trademark License Agreements are valid for a period of 24 months. Renewals can be applied for by vendors directly to APMG for Trademark License Agreements that are about to expire and whose tool version has not changed. The fee for the APMG Trademark Licensing agreement and OGC Process Compliant logo renewal is £200 per process, per level, per license term (payable directly to APMG).</p>
<p>Version Changes:</p>	<p>Version Changes</p> <p>The PinkVERIFY 3.1 Trademark License Agreement is, as noted above, valid for a period of 24 months and only for the tool version that was originally verified. A separate Trademark License Agreement is required for each tool version. Partial or delta version changes (e.g.: 1.1 to 1.5) may require re-assessment based on the nature of the changes. Vendors are required to submit their delta version change documentation to be reviewed by Pink Elephant to determine if the changes have impacted the functionality of the assessed processes or are bug fixes and</p>



<p>performance related changes. If the functionality of the assessed processes has changed then a reassessment will be required.</p> <p>With respect to these delta changes and license renewal option, the Vendor is subject to the following conditions as stipulated by APMG:</p> <ul style="list-style-type: none">• Tool vendors must approach the same LSA who facilitated the original assessment to ensure the knowledge of the tool, process and documentation is retained• Tool vendors need to list and detail the changes in the tool that have constituted another release• Tool vendors need to prove that the delta changes have had no negative impact on the ITIL components within the tool (for the processes assessed)• Tool vendor executives need to sign off the proof with examples where required <p>The LSA will review the submitted changes and proof to ensure the above conditions have been met and no full re-assessment is required. Tool vendors must ensure that any delta approvals are shown against their OGC ITIL Swirl Trademark.</p> <p>Any tool release over the four delta releases or not meeting the above conditions within the four delta releases is subject to a full re-assessment and re-licensing.</p> <p>Full releases (e.g.: 1.5 to 2.0) require a complete re-assessment.</p>

NOTE:

1. Tool development is not within the scope of PinkVERIFY – the client’s tool must be fully complete, represent a commercially available, standard “out of box” configuration, and not modified specifically to meet the assessment criteria.
2. In addition to functionality, automation and help documentation, the PinkVERIFY assessment reviews the tools use of terminology as defined in the [official ITIL glossary](#).
3. If the tool is sold in more than one language, the vendor organization must be able to demonstrate that approved definitions were used to ensure the translated version matches compatibility criteria.
4. Each tool requires a separate license agreement. If a vendor organization has one tool branded differently depending on the market, each separate product name would require a separate license agreement.



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5. Tool assessments are currently conducted in English only and must be presented in English or Pink Elephant will hire a translator which is subject to an additional fee.



3.2 Scoring Model

PinkVERIFY criteria are separated into three groupings:

1. **General:** Basic tool platform requirements
2. **Core:** Primary core process requirements
3. **Integration:** Integration with other processes requirements

To achieve PinkVERIFY and or OGC ISS certification for a specific process, a vendor must demonstrate that 100% of the general, core and integration criteria for each assessed process have been met including:

- 100% functionality and ITIL terminology
- 100% automation as applicable and Admin/User Documentation (for OGC ISS referenced criteria)
- Affirmed customer references for OGC Gold and Silver Process Compliance logos (requirement for OGC ISS only)

Integration With Third Party Or External Tools

PinkVERIFY certification requires that all criteria must be fulfilled by out-of-box or standard functionality within the tool or tool suite being verified. Integration criteria can be fulfilled by the tool undergoing verification or by the existence of pre-defined and vendor supplied interfaces for workflow and data exchange to third party tools.

If a vendor-owned stand-alone module or tool, which is in addition to the tool being assessed, is required to achieve the functionality, is part of the demonstration and would be an additional requirement and cost to a customer, then this module or tool would be listed on the PinkVERIFY toolset list with the assessed tool as part of a tool suite.

3.3 Best Practices Summary

Few enterprises have no ITSM tools and many are considering replacing or upgrading those that are in use. The range and sophistication of tools for ITSM automation has grown rapidly in recent years in correlation with the growing businesses dependency on the delivery and support of IT services. To ensure the stability and reliability of the IT environment, organizations are required to take a serious look at mapping process, people and technology.



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There are few areas of ITSM that cannot be greatly facilitated by automation. Some areas of ITSM are too resource intensive to be performed effectively without assistance. It is Pink Elephant's belief that to truly realize the benefits described in ITIL, the best practices require automation from a variety of different solutions.

Pink Elephant is tool independent and PinkVERIFY is a service that offers an objective first step in a selection process.



4 APPENDIX I

4.1 Additional Notes On PinkVERIFY 3.1

- The PinkVERIFY and OGC ISS assessment is conducted via a vendor-hosted live web-based screen sharing demonstration. Up to three processes can be assessed in one “work day”
- The vendor is expected to verify and demonstrate that the software tool supports the PinkVERIFY criteria and ITIL terminology “out of the box” as part of its standard commercial offering
- A trained Pink Elephant Licensed Software Assessor (LSA) will confirm the processes to be demonstrated, the level of OGC ISS Swirl being sought by the vendor, and the requirements associated with the different OGC ITIL Swirl levels – Bronze, Silver and Gold
- A trained Pink Elephant’s LSA guides the demonstration through each process criterion asking the vendor to demonstrate a) how the tool satisfies each criterion, b) the automation of the work associated with the criterion (if applicable) and c) the documentation provided as user “help” information for the tool features associated with the criterion. All three points are scored
- Pink Elephant administers the PinkVERIFY Trademark License Agreement and logo directly with the vendor
- The LSA, under the terms of the LSA agreement with APMG, does not provide the vendor with the scoring or total “score”. The Pink Elephant LSA will inform the vendor of specific points that need improvement throughout the demonstration and in the final assessment wrap up
- Processes that pass the OGC ISS assessment and aspire to Silver or Gold OGC ISS Swirls require evidentiary proof in the form of customer information which is submitted by the customer to the vendor and then forwarded to Pink Elephant by the vendor with their customer’s permission. The Pink Elephant LSA verifies the customer evidence, to complete the qualification phase
- For processes that pass the OGC ISS assessment, Pink Elephant submits the assessment score results and verification of receipt and validation of any Silver or Gold documentation as proof the vendor, tool and processes have been assessed and qualify for the OGC ISS Swirl and, initiates the introduction of the vendor contact to APMG to administer the Bronze, Silver and or Gold OGC ISS Swirl



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Trade Mark License Agreement and logo (Bronze, Silver, Gold)

- It is possible for a tool's demonstration of a process' functionality and capability to qualify for an OGC ISS Swirl logo and not for a PinkVERIFY logo or vice versa
- OGC ISS criteria are referenced under the terms of the LSA agreement with APMG use the standard approved wording. Many of the OGC ISS criteria overlap with previous PinkVERIFY 3.0 criteria
- The PinkVERIFY vendor list provides practitioners with a starting point to understand which vendors have explicitly demonstrated a commitment to the ITIL framework and its vision for process integration by approaching Pink Elephant for this assessment service. There are many excellent tools available on the market and practitioners should not exclude any tools from their selection process just because they do not have the PinkVERIFY certification as this does not necessarily imply the vendor is not committed to the ITIL framework
- The PinkVERIFY vendor list of processes identifies the processes that have successfully been assessed in alignment with the ITIL framework. The vendor selects the processes to be assessed. This does not imply that the other processes are not aligned with ITIL. Also, the resulting list does not imply the processes that are not listed "failed" to meet the criteria as they may not have been submitted for the assessment; nor will Pink Elephant divulge any information regarding the processes submitted, the processes that qualified and any processes that did not qualify



5 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 & Singapore, Pink Elephant is the world's #1 supplier of ITIL® and IT Service Management conferences, education and consulting services.

Service Lines

Pink Elephant's service lines each provide different, but complementary business solutions:

- *Business Process Consulting*: Using the ITIL best practices approach as a springboard, Pink Elephant provides end-to-end solutions – from assessments, to strategic planning to implementation, continuous improvement and beyond. Experienced consultants work hand-in-hand with customers every step of the way
- *Conferences & Special Events*: Pink Elephant is the world's largest producer of IT Service Management conferences and delivers several major events per year to thousands of IT professionals
- *Education*: Pink Elephant is the most prolific creator and widespread distributor of ITIL training, and leads the way with education based ITIL V3's service lifecycle approach. Pink Elephant is internationally accredited by independent examination institutes that manage the ITIL certification program and is a Registered Education Provider with the Project Management Institute (PMI)
- *PinkATLAS™*: PinkATLAS is a secure, web-enabled knowledge management system containing over 1,000 ITIL process deployment documents, including road maps, templates, RACI matrices, etc., ready and waiting for users to access, copy, customize and re-use

ITIL Leadership

Pink Elephant has grown to become recognized globally as *The ITIL Experts* and is very proud of its commitment to the ITIL best practice framework. In fact, Pink Elephant has been involved in the "ITIL project" since its inception in 1987. Furthermore, Pink Elephant:

- Contributed to the ITIL V3 project (published in 2007):
 - Author of the Continual Service Improvement core volume
 - Member of ITIL V3's international exam qualification panel
- Developed new courses and public information sessions based on ITIL V3's service lifecycle:



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- ITIL V3 Foundations
- How To Use ITIL V3 In IT Operations
- Supported the development of ITIL V2's core books (published in 2000):
 - Service Support (English and French editions)
 - Service Delivery (English and French editions)
- Promoted IT Service Management best practices internationally through podcasts, white papers, blogs, articles in IT publications and in presentations at international IT events
- Introduced ITIL to companies across a wide variety of industries, sizes, technical platforms and corporate cultures
- Created the International IT Service Management Conference & Exhibition, one of the largest events worldwide solely dedicated to ITIL
- Developed the Foundation and Practitioners courses and worked with EXIN to produce the associated exams; was the first organization to administer the exams to clients
- Leaders in applying CMM to assessing ITIL processes
- Introduced the adoption of Kotter's approach to Change when implementing ITIL
- Accomplished extremely high first time pass rates in ITIL certification courses
- Launched PinkVERIFY, the only independent certification program worldwide that recognizes software that supports specific IT management processes
- Facilitated plans for an ITIL examination centre in North America (Loyalist College in Belleville, Ontario, Canada)
- First offered the Foundation, Practitioner and Management ITIL certification levels publicly in North America
- Launched a worldwide Foundations course in Control Objectives for Information and Related Technology (COBIT[®]), a framework that is complementary to ITIL for managing IT services and meeting legislative compliance
- Was a founding member of the IT Service Management Forum (now *itSMF*) – the worldwide networking group for IT Service Management professionals

To learn more about Pink Elephant's services visit www.pinkelephant.com, or call us at 1-888-273-PINK.