



# **PinkVERIFY™ 2011**

## **IT SERVICE MANAGEMENT TOOL ASSESSMENT**

Produced By : Pink Elephant  
Date : March 2014



## Table Of Contents

<b>1</b>	<b>PinkVERIFY IT Service Management TOOL ASSESSMENT SERVICE.....</b>	<b>3</b>
1.1	<i>Executive Summary.....</i>	3
1.2	<i>What Is PinkVERIFY?.....</i>	4
1.3	<i>How To Obtain A PinkVERIFY &amp;/Or ISS Logo.....</i>	5
1.4	<i>Tips For A Successful Assessment.....</i>	7
<b>2</b>	<b>SERVICE HISTORY &amp; SCOPE.....</b>	<b>8</b>
<b>3</b>	<b>SERVICE DESCRIPTION .....</b>	<b>11</b>
3.1	<i>Process Phases &amp; Pricing Model .....</i>	12
3.2	<i>Scoring Model.....</i>	16
3.3	<i>Best Practices Summary.....</i>	16
<b>4</b>	<b>APPENDIX I.....</b>	<b>18</b>
4.1	<i>Additional Notes On PinkVERIFY 2011 .....</i>	18
<b>5</b>	<b>ABOUT PINK ELEPHANT .....</b>	<b>20</b>



## 1 PinkVERIFY IT Service Management TOOL ASSESSMENT SERVICE

### 1.1 Executive Summary

The range and sophistication of software tools that support IT Service Management (ITSM) has grown rapidly in recent years in correlation with the growing awareness of businesses' dependency on IT services and processes. More organizations are adopting ITIL® best practices due to its focus on business outcome management and value generation.

In recent years integrated service management applications have replaced best of breed tools that enabled single processes or standalone systems management tools. With this increased functionality and scope, tool vendors are developing integrated IT management platforms, products and services to align people, process and technology, based on ITIL functional requirements for process automation.

As a result of this trend Pink Elephant's customers began very early to ask questions about which tools supported and were compatible with ITIL best practices. To support these inquires Pink Elephant developed a software assessment service called PinkVERIFY in 1999. The purpose of PinkVERIFY is to assist:

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

In 2009, the ITIL accreditor announced that with permission of the owner of the ITIL intellectual property (AXELOS – formerly the Cabinet Office) that they were launching the ITIL Software Scheme (ISS). The ISS, promoted by AXELOS, provides vendors with the opportunity to have their products assessed as compliant to specific ITIL criteria and thereby recognized through the ISS Process Compliance logo. In September 2009, Pink Elephant was officially announced as a Licensed Software Assessor (LSA) for the ISS assessment scheme.

As an organization with over 2 decades of tool assessment experience and as an LSA, Pink Elephant uses its qualified and experienced IT Management Consultants to assess ITSM tools according to the published PinkVERIFY and ISS criteria. If the tool successfully demonstrates the relevant process criteria, a vendor can display the PinkVERIFY and/or ISS *swirl* logos on its website and product packaging for the applicable processes.



## 1.2 What Is PinkVERIFY?

PinkVERIFY is an objective ITSM software assessment service based on published functional and integration criteria. The service validates that ITSM toolsets meet ITIL requirements based on a voluntary third party and neutral assessment conducted by certified Pink Elephant tool assessors. Software vendors may use the service to obtain the PinkVERIFY logo to indicate a tool's compatibility with ITIL functional requirements as described by the PinkVERIFY criteria.

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 documents also include the ISS standard process criteria. This development allows tool vendors to obtain the PinkVERIFY logo as well as the ISS logo through a single assessment process.

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

- ITIL 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 2011 criteria
- ISS criteria

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

Other resources available on the webpage include the PinkVERIFY process criteria documents.



### 1.3 How To Obtain A PinkVERIFY &/Or ISS Logo

Vendors wishing to obtain the PinkVERIFY and 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. Pink Elephant will schedule a date for the vendor tool demonstration and notify AXELOS with the vendor tool and process information including the ISS Process Compliance level selected by the vendor (there are three levels of ISS Compliance – Bronze, Silver, Gold).
4. The vendor moves forward by signing a statement of work (SOW).
5. The vendor completes a process criteria self-assessment for the processes to be demonstrated and submits the completed process criteria documents to Pink Elephant.
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 AXELOS 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 12 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 ISS Gold and Silver Process Compliance to send to Pink Elephant, who will validate the documentation with the customer and notify AXELOS. The vendor will then sign an ISS trademark license agreement with AXELOS for the use of the ISS Bronze, Silver or Gold Process Compliance logo. The term of the license is 12 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 ISS (including the process compliance level) on the Pink Elephant PinkVERIFY webpage. AXELOS will post the vendor, tool, version and process compliance.



10. If a vendor releases a new tool version, the tool must be reassessed to ensure continued compatibility with ITIL processes. (reference 3.1 Process Phases & Pricing Model)

For a detailed explanation of the assessment process and pricing, please refer to Section 3.1 Process Phases & Pricing Model.



#### 1.4 Tips For A Successful Assessment

1. Pink Elephant recommends that vendor sales personnel and development staff take the ITIL Foundation certification course 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 ISS. The responses can be copied into other process documentation with specific examples added for 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 ISS referenced criteria

**Important Note:** The demonstration must 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 HISTORY & SCOPE

In 1999, PinkVERIFY entered the market as an assessment of ITSM 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 ITSM tool industry has aggressively moved towards a focus on supporting more and more ITIL processes. Now there are numerous tools and services which meet these needs of practitioners operating in an ITSM-focused environment.

Over time Pink Elephant added processes to the PinkVERIFY assessment for those tools whose functionality had expanded beyond Incident, Problem, Change and Configuration Management.

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

In November 2009, PinkVERIFY 3.1 was expanded to include:

- IT Service Continuity Management
- All requirements for the ISS

In May 2012, PinkVERIFY 2011 was released with PinkVERIFY and ISS criteria aligned to the ITIL 2011 Edition.





## Logos

### PinkVERIFY 2011 Logo



As part of the PinkVERIFY 2011 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 2011 toolsets](#).

### ISS Process Compliance Logo



The *ITIL Swirl* logos reflect bronze, silver or gold levels for each process based on the following AXELOS 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



## IT Service Management Tools & PinkVERIFY White Paper

---

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 ISS toolsets](#) or the [Official ITIL webpage](#).



### 3 SERVICE DESCRIPTION

PinkVERIFY is a service that assesses and evaluates software tools in accordance to ITIL process objectives, activities and workflows. Successfully verified tools are listed on Pink Elephant’s website with the PinkVERIFY 2011 logo and, where applicable, the 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 validation 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 AXELOS for the use of the 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 AXELOS’s Official ITIL website.</p> <p>The license agreements 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 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</p>



	<p>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>
--	--

### 3.1 Process Phases & Pricing Model

<b>Phase I</b>	<p><b>Criteria Documentation</b></p> <p>A vendor determines the processes for which the tool is to be assessed.</p> <p>The vendor completes the <a href="#">self-assessment criteria</a> documents. Tools not meeting the process 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 is validated as meeting 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 <a href="mailto:l.lyons@pinkelephant.com">l.lyons@pinkelephant.com</a>.</p> <p>There are no fees for Phase I.</p>
<b>Phase II</b>	<p><b>Demonstration</b></p> <p>Pink Elephant will provide the vendor with a PinkVERIFY Phase II SOW and date(s) for the online tool demonstration.</p> <p>If the ISS certification is required Pink Elephant notifies AXELOS that an assessment is scheduled and provides documentation with the vendor’s contact information, tool name and version, processes to be assessed and the selected 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 satisfies the functionality, workflows, and, where applicable, automation, and documentation requirements as specified by the PinkVERIFY and ISS criteria for the processes selected to be assessed.</p>



	<p>To advance to Phase III, a tool must pass the PinkVERIFY and/or the ISS assessment for at least one process. To pass a PinkVERIFY and 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>
<p><b>Phase III</b></p>	<p><b>Trademark License Agreements</b></p> <p><b>PinkVERIFY Certification</b></p> <p>Pink Elephant prepares and executes a Phase III SOW and 12-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><b>ISS Process Compliance Certification</b></p> <p>If a vendor selects the 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 provide the customer contact information to AXELOS who will then contact the vendor’s customers for a confirmation statement of the submitted documentation.</p> <p>If the vendor selects the ISS bronze process compliance level, customer documentation is not required.</p> <p>Pink Elephant sends AXELOS 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> <p>Pink Elephant connects the vendor and AXELOS for the ISS Trade Mark License Agreement and logo to cover the vendor, tool and assessed processes for 24 months.</p>



IT Service Management Tools & PinkVERIFY White Paper

<p><b>Pricing Model</b></p>	<p>The fee for a PinkVERIFY assessment package (PinkVERIFY only, ISS only or both) is based on the number of processes to be assessed, documentation review, and 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 the 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>AXELOS charges a fee per process, per compliance level for a 24-month license term for the trade mark licensing and ISS Process Compliance logos. This fee is charged directly to the vendor by Axelos.</p>
<p><b>Renewal Phase</b></p>	<p><b>Renewals</b></p> <p>The PinkVERIFY 2011 Trademark License Agreements are valid for a period of 12 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 Customer Relationship Manager contact will email the vendor with a renewal reminder and request three months prior to the expiry date.</p> <p>The ISS Trademark License Agreements are valid for a period of 24 months. Renewals can be applied for by vendors directly to AXELOS for Trademark License Agreements that are about to expire and whose tool version has not changed. The fee for the AXELOS Trademark Licensing Agreement and ISS Process Compliant logo is per process and compliance level (payable directly to AXELOS).</p>
<p><b>Version Changes:</b></p>	<p><b>Version Changes</b></p> <p>The PinkVERIFY 2011 Trademark License Agreement is, as noted above, valid for a period of 12 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 performance related changes. If the functionality of the assessed processes has changed then a reassessment will be required.</p>



## IT Service Management Tools & PinkVERIFY White Paper

---

<p>With respect to these delta changes and license renewal option, the Vendor is subject to the following conditions as stipulated by AXELOS:</p> <ul style="list-style-type: none"><li>• Tool vendors must approach the same LSA who facilitated the original assessment to ensure the knowledge of the tool, process and documentation is retained</li><li>• Tool vendors need to list and detail the changes in the tool that have constituted another release</li><li>• 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)</li><li>• Tool vendor executives need to sign off the proof with examples where required</li></ul> <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 ISS 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 tool’s 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.
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 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 ISS referenced criteria)
- Affirmed customer references for Gold and Silver Process Compliance logos (requirement for ISS only)

### Integration With Third Party Or External Tools

PinkVERIFY certification requires that all general and process criteria must be fulfilled by out-of-box or standard functionality within the tool or tool suite being verified. Integration criteria may be fulfilled directly 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 standalone module or tool, which is an addition to the tool being assessed, is required to achieve the functionality it must be part of the assessment. This module or tool will 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.





## IT Service Management Tools & PinkVERIFY White Paper

---

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 2011

- The PinkVERIFY and 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 ISS Swirl being sought by the vendor, and the requirements associated with the different ITIL Swirl levels – Bronze, Silver and Gold
- A trained Pink Elephant 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 AXELOS, 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
- The LSA notifies AXELOS of all processes that pass the ISS assessment
- Processes that pass the ISS assessment and aspire to the Bronze ISS Swirl do not require ISS qualification
- Processes that pass the ISS assessment and aspire to Silver or Gold ISS Swirls require evidentiary proof in the form of customer contact and process information which is submitted by the customer to the vendor and then forwarded to Pink Elephant by the vendor with the vendor’s customer’s permission. Pink Elephant forwards the customer information to AXELOS, which verifies the customer



## IT Service Management Tools & PinkVERIFY White Paper

---

evidence, to complete the ISS qualification phase

- For processes that pass the ISS assessment AXELOS administers and the vendor executes the appropriate Bronze, Silver and/or Gold ISS Swirl Trade Mark License Agreement and AXELOS provisions the logo(s) (Bronze, Silver, Gold) to the vendor
- It is possible for a tool's demonstration of a process' functionality and capability to qualify for an ISS Swirl logo and not for a PinkVERIFY logo due to the fact that the PinkVERIFY criteria are more extensive
- ISS criteria are referenced under the terms of the LSA agreement with AXELOS and use the standard approved wording. Many of the ISS criteria overlap with criteria used in previous PinkVERIFY releases
- 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

Pink Elephant is proud to be celebrating 20 years of ITIL experience – more than any other supplier. Operating through many offices across the globe, the company is the world's #1 supplier of ITIL and ITSM conferences, education and consulting services. To date, more than 350,000 IT professionals have benefited from Pink Elephant's expertise. Pink Elephant has been championing the growth of ITIL worldwide since its inception in 1989, and was selected as an international expert to contribute to the ITIL V3 project as authors of V3's *Continual Service Improvement* book and through representation on the International Exam Panel. For more information, please visit [www.pinkelephant.com](http://www.pinkelephant.com).

### Service Lines

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

**CONSULTING:** Using ITIL and other best practice frameworks and approaches, 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 our customers every step of the way.

**ONLINE TOOLS:** We offer many online course options for education, and many online tools to help with your ITIL and ITSM process improvement projects, including PinkATLAS, which contain hundreds of process deployment documents.

**EDUCATION:** Pink Elephant is the most prolific creator and widespread distributor of ITIL and ITSM training. We offer training for: ITIL, ISO, COBIT, Lean IT and other ITSM best practices. Pink is internationally accredited with EXIN, ISEB, and PEOPLECERT, independent examination institutes that manage the ITIL certification program. The Project Management Institute (PMI) has also recognizes Pink as a Registered Education Provider.

**CONFERENCES:** Pink Elephant is the world's largest producer of ITSM conferences and delivers several major events per year to thousands of IT professionals.

### What We Are Proud Of

#### ITSM Leadership

- Pink Elephant has grown to become recognized globally as The IT Service Management Experts and we are very proud of our commitment to IT management best practice frameworks. In fact, Pink Elephant has been involved in the "ITIL project" since its inception in 1989



## IT Service Management Tools & PinkVERIFY White Paper

---

### ITIL V3 (Published in 2007):

- Author of the *Continual Service Improvement* core volume
- Member of ITIL V3's international exam qualification panel
- Delivered the first ITIL V3 Foundations course
- Trained more students in ITIL V3 than any other organization (Foundations, V2-V3 Foundations Bridging and V2-V3 Service Manager Bridging) with pass rates that exceed the industry average by double-digits
- Pink's ITIL trainers passed the very first V2-V3 Service Manager Bridging Course exam leading to the 'ITIL Expert' certification

### ITIL V2 (Published in 2000):

- Supported the development of ITIL V2's core books:
  - *Service Support* (English and French editions)
  - *Service Delivery* (English and French editions)
- First to market with public Foundation, Practitioner and Management ITIL certification courses in North America, and worked with EXIN to produce the associated exams

### In addition, Pink Elephant has led the way:

- Training more than 350,000 IT professionals in ITIL, including employees from over 80 of the Fortune 100 companies – more than any other organization worldwide
- Offering among the highest customer approval ratings – 96% recommend Pink's education
- Launching the world's first classroom-based, foundation-level certification course in Control Objectives for Information and Related Technology (COBIT®)
- Introducing an approach to change when implementing ITIL based on the teachings of John P. Kotter (Professor of Leadership at Harvard Business School)
- Promoting IT best practices internationally through podcasts, white papers, blogs, published books, news articles and in presentations at international IT events
- Hosting the world's largest and most respected IT Service Management Conference & Exhibition each February in Las Vegas, USA
- Applying CMM (Capability Maturity Model) to assess ITIL processes
- Launching PinkVERIFY™, the only independent certification program worldwide that recognizes software that supports specific IT management processes
- Facilitating plans for an ITIL examination centre in North America (Loyalist College in Belleville, Ontario, Canada)
- Serving as a founding member of the IT Service Management Forum (now itSMF) – the worldwide networking group for IT Service Management professionals



## Where We Are – Global Presence

Pink Elephant is an international company with offices and/or partners in all major global regions:

- Toronto, Ontario (corporate headquarters)
- San Francisco, USA
- Mexico City, Mexico
- Hong Kong, China
- Kuala Lumpur, Malaysia
- Singapore
- Reading, Berkshire, United Kingdom
- South Africa, Africa
- Sydney, Australia
- Auckland, New Zealand

## Awards We Have Won

Pink Elephant is recognized as a progressive and successful company and is the recipient of the following awards that reflect its corporate leadership excellence and business results:

- Top 300 Canadian IT Companies – Awarded by Branham300
- Top 100 Fastest Growing Companies in Canada – Awarded annually by PROFIT Magazine. Pink Elephant was recognized as one of Canada’s fastest-growing companies (based on a comparison of revenue growth for five consecutive years)
- Top 100 Woman Entrepreneurs – 2001 to 2008: Awarded to Pink Elephant CEO, Fatima Cabral, by PROFIT magazine
- Ontario Global Traders Award – Awarded by the Ontario Government for achievements in innovation, leadership, product excellence and expansion into new markets
- Finalist, 2011 Best Employer In Burlington. Awarded by The City of Burlington
- 2013 Silver Stevie® Award winner presented at the 10th Annual Stevie Awards for Women in Business. Awarded to Pink Elephant CEO, Fatima Cabral

To learn more about Pink Elephant’s services visit [www.pinkelephant.com](http://www.pinkelephant.com), or call us at 1-888-273-PINK.