Pink Elephant
Catalogue Of Services

2014 Asia Edition

PINK

Pink Elephant is the world's #1 ITIL and ITSM consulting, education and conference service provider.

www.pinkelephant.com

603 9207 9638 (Malaysia)
65 6734 2744 (Singapore)
800 96 8197 (Hong Kong)

Version 1.0

With a proud and rich 30 year history, Pink Elephant is the world's #1 supplier of ITIL® and IT Service Management (ITSM) conferences, education and consulting services. To date, over 350,000 IT professionals have benefitted from our expertise.

This Catalogue Of Services provides you with information about the vast array of products and services Pink Elephant offers to help you meet your IT and business goals.

Courses & Certifications

Pink Elephant is proud to offer the industry's most comprehensive portfolio of ITSM programmes, including ITIL, ISO, COBIT, Lean IT and other ITSM best practices.

Pink is internationally accredited with PEOPLECERT, AMPG and EXIN, independent examination institutes that manage the ITSM certification programmes. The Project Management Institute (PMI) also recognises Pink as a Registered Education Provider.

ITIL Certification Scheme

ITIL Master

ITIL Expert

Managing Across The Lifestyle

SS | SD | ST | SO | CSI

OSA | PPO | RCV | SOA

Intermediate Lifecycle

Intermediate Capability

ITIL Foundation
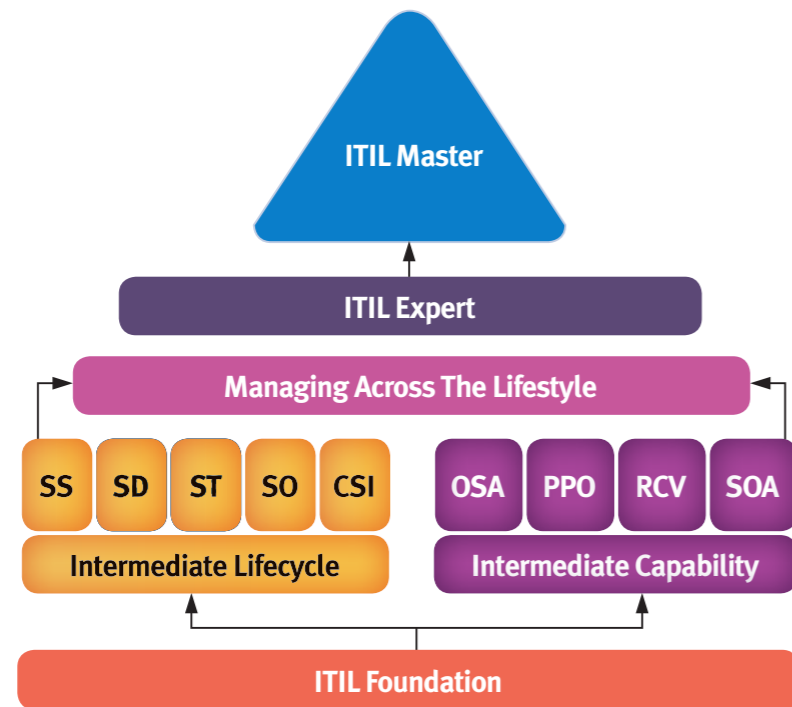
The Official ITIL Accreditor 2014

Education Formats

Pink Elephant offers a variety of formats for our courses and workshops, including:

SELF-PACED ONLINE: Self-paced online courses are cost effective, time efficient and flexible since you can learn at your own pace, anytime, anywhere. Comprehensive, accredited courseware prepares you for the official online exam – perfect for the IT Business Leader on the go!

INSTRUCTOR-LED ONLINE: Learn from a certified Pink ITIL Expert instructor without the inconveniences and costs of travel. Learn from your home or office in a regularly scheduled class or schedule one for your entire team.

PUBLIC CLASSROOM: Learn in a traditional classroom format from a certified Pink ITIL Expert possessing an average of 20 years ITSM experience. To find an upcoming course in a major city near you, visit our website for the Public Course Schedule.

ONSITE TRAINING: Bring the Pink education experience onsite when it is most convenient for your team and at the location of your choice. This is a great opportunity to educate your team efficiently, foster team building experiences, and allow for company-specific discussion to align new learning with corporate projects and goals.

ITIL FOUNDATION CERTIFICATION	
ITIL Foundation	Gain 2 ITIL credits. This official ITIL Foundation certification course provides you with a general overview of the ITSM Lifecycle which is outlined in ITIL's five core books – *Service Strategy, Service Design, Service Transition, Service Operation* and *Continual Service Improvement*. You will receive 18 PDUs and 6 CPDs.
ITIL Foundation Review	The ITIL Foundation Review will assist those who have taken a self-study programme or self-paced online course and wish to have an instructor-led review to help prepare for the official ITIL Foundation certification exam.

ITIL CAPABILITY CERTIFICATION	
ITIL Operational Support & Analysis	Gain 4 ITIL credits. The focus of this Intermediate course is on Event Management, Incident Management, Request Fulfillment, Problem Management, and Access Management. You will receive 32 PDUs and 12 CPDs.
ITIL Release, Control & Validation	Gain 4 ITIL credits. The focus of this Intermediate course is on Change Management, Release & Deployment Management, Service Validation & Testing, Service Asset & Configuration Management, Knowledge Management, Request Fulfillment, and Change Evaluation. You will receive 32 PDUs and 12 CPDs.
ITIL Service Offerings & Agreements	Gain 4 ITIL credits. The focus of this Intermediate course is on Service Portfolio Management, Service Catalogue Management, Service Level Management, Demand Management, Supplier Management, Financial Management For IT Services, and Business Relationship Management. You will receive 32 PDUs and 12 CPDs.
ITIL Planning, Protection & Optimisation	Gain 4 ITIL credits. The focus of this Intermediate course is on Capacity Management, Availability Management, IT Service Continuity Management, Information Security Management, and Demand Management. You will receive 32 PDUs and 12 CPDs.

ITIL LIFECYCLE CERTIFICATION	
ITIL Service Strategy	Gain 3 ITIL credits. For managers seeking to gain an understanding about how to integrate IT and business processes as well as formulate stronger ITSM strategies. You will receive 25 PDUs and 6 CPDs.
ITIL Service Design	Gain 3 ITIL credits. For managers seeking to gain a more in-depth understanding of IT business integration and obtain practical guidance regarding the management principles and core concepts required to design new or modify existing IT services. You will receive 25 PDUs and 6 CPDs.
ITIL Service Transition	Gain 3 ITIL credits. For managers seeking to gain an understanding about how to consistently manage change, and the introduction, transfer and decommissioning deployment of new or changed services. You will receive 25 PDUs and 6 CPDs.
ITIL Service Operation	Gain 3 ITIL credits. For managers seeking to gain practical guidance about the service delivery and support phase of ITIL's service lifecycle model. You will receive 25 PDUs and 6 CPDs.
ITIL Continual Service Improvement	Gain 3 ITIL credits. For managers seeking to gain a better understanding about ROI, measurements and metrics, trending and management reporting. You will receive 25 PDUs and 6 CPDs.

ITIL EXPERT CERTIFICATION

Managing Across The Lifecycle	Gain 5 ITIL credits. Become an ITIL Expert – the highest ITIL qualification! A total of 17 ITIL credits are required as a prerequisite for this course. You will receive 32 PDUs and 12 CPDs.	

COBIT CERTIFICATION

COBIT 5 Foundation	This course provides an end-to-end business view of COBIT 5 – an internationally accepted framework for governing and managing enterprise IT that supports executives and management in their definition and achievement of business goals and related IT goals. You will receive 19.5 PDUs.	

ISO CERTIFICATION

ISO/IEC 27002 Foundation Self-Paced Online	This comprehensive certification course teaches you how to structure and organise information security within your organisation. You will receive 7 PDUs.	

PRINCE2 CERTIFICATION

PRINCE2 Foundation	PRINCE2 Foundation is an introductory course for those seeking to become effective IT project contributors and for those who wish to obtain the PRINCE2 Certification. You will receive 21 PDUs and 6 CPDs.	
PRINCE2 Practitioner	The PRINCE2 Practitioner course teaches you how to practically apply the PRINCE2 concepts within a project environment. You will learn how to apply and tailor PRINCE2 processes, themes and techniques within a project environment. You will receive 14 PDUs and 6 CPDs.	

LEAN IT CERTIFICATION

Lean IT Foundation: Using Lean Principles For Continual Service Improvement	This course will help IT departments become customer and value oriented, removing waste, inflexibility and variability. You will receive 0.5 credits of the 6 complementary credits available to put towards the ITIL Expert certification. You will receive 15 PDUs and 6 CPDs.	

ITIL OVERVIEWS

ITIL Overview – FREE!	The perfect starting point for ITIL education, our two part ITIL Overview consists of a unit titled 'What Is Service Management?' and a unit titled 'What Is ITIL?'	
ITIL Executive Overview	Pink Elephant will provide a Senior Consultant to facilitate an executive level ITIL awareness discussion to support the organisation's ITSM awareness objectives.	

MONEY BACK GUARANTEE

Pass Your ITIL exams – Foundation, Intermediate & Managing Across The Lifecycle – Or Your Money Back!

We are the only training provider to offer a money back guarantee for all ITIL courses.

With the highest pass rates in the industry, it's easy to see why we are that confident that you'll pass. And, if you don't – no worries. We've got you covered.

Check our website for full details. *Offer not available in Singapore.*

"HOW TO" INSTRUCTIONAL WORKSHOPS

Service Catalogue Implementation Overview Self-Paced Online	The Service Catalogue Implementation Overview is a dynamic, self-paced, 90-minute online offering, ideal for achieving that critical internal awareness. BONUS! The Overview also includes downloads of sample Service Catalogue implementation templates and process documents, as well as Pink's bestselling book, *Defining IT Success Through The Service Catalog*.	
How To Define & Implement A Service Catalogue	For managers who want to learn why the Service Catalogue and its underlying service structure is the cornerstone of any ITSM programme as well as how to map IT services to business processes and functions. You will receive 14.5 PDUs. BONUS: Receive numerous take-aways including: sample service definitions, example service structures, service specification templates, sample Service Level Agreement, sample Operating Level Agreement and more!	
Problem Management: Root Cause Analysis Workshop	This interactive workshop will provide you with a practical, structured approach to applying established root cause analysis principles and techniques in order to identify the sources of recurring incidents and service downtime. You will receive 15 PDUs.	
IT Service Management Strategic Roadmap	This workshop will provide you with the strategic knowledge you will require to navigate around common pitfalls and establish an ITSM improvement project that delivers tangible results with the highest likelihood for success. You will receive 6.75 PDUs.	
How To Define & Implement A CMDB According To ITIL Best Practices	For managers who want to learn the critical success factors for defining, building, deploying and managing a best practice CMDB. You will receive 13 PDUs. Receive numerous take-aways including: a useful "data model" template and example; RACI matrix showing roles and responsibilities; job descriptions to support the RACI matrix and more!	
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	Learn how to conduct a process maturity assessment and use this knowledge to perform a self-assessment of your organisation's maturity for three processes: Incident Management, Problem Management and Change Management. You will receive 6.75 PDUs.	
Continual Service Improvement One-Day Workshop	This is an exclusive Pink Elephant "Signature" Workshop developed by George Spalding, co-author of the ITIL V3 core volume, *Continual Service Improvement*. This workshop will help you identify the steps required for implementing a successful CSI practice and how to incorporate it into your ITIL programme/project.	
How To Measure, Improve & Manage The Effectiveness Of Your Service Level Management Processes	This workshop will equip you with the knowledge and tools to perform a self-assessment of your organisation's maturity for three processes: Service Level Management, Service Catalogue Management and Business Relationship Management. You will receive 6.75 PDUs.	

Business Simulation Workshops

Business Simulations (or serious games) are interactive workshops in which teams of employees work on challenging issues within a simulated environment.

ITSM In Action: The Apollo 13 Simulation Workshop

During this very popular one day, onsite interactive workshop, your team will learn how to apply ITIL and ITSM concepts to a real life situation using the historical events involved in the "successful failure" story of Apollo 13.

What You Will Learn

The real-life ITSM lessons you will learn from Apollo 13 are:

- The importance and impact of defining and documenting ITSM policies, processes and procedures
- The importance of defining clear roles and performance expectations through Service Level Agreements (SLAs) and Key Performance Indicators (KPIs)
- How Incident, Problem, Change and Configuration Management are truly interdependent
- How productivity, consistency and reliability depend upon tools that must be easy to use and configured appropriately
- The value of automated tools within an IT environment
- The relationship between team members and cross-organisational teams is the most valuable component within an ITSM operation

IT Business Alignment In Action: How To Create A High Performing IT Organisation

This two-day, onsite interactive business simulation teaches your team how to use specific ITSM processes to become a High Performance IT department. Your team will be faced with the need to align its IT capabilities to changing business needs, reflecting the current challenges facing many IT organisations. This business simulation teaches groups how to deploy the People, Process, Product and Partner capacities to create a high performing IT department.

What You Will Learn

Your team will play six rounds, with each round representing one business month in the lifecycle of the pizza delivery organisation Grab@Pizza. In each round participants will:

- Analyse the current performance of your IT management processes and organisation
- Identify the business requirements and demands for IT solutions
- Make decisions about resources, workload and priorities
- Calculate the IT costs for this round and make investment decisions
- Plan application development activities and plan the Change Calendar
- Propose and implement improvements to align IT performance to business needs

Stay Connected To Pink!

There are many ways to get immediate notifications of special discounts, preview announcements about new products and services, and all the latest news from Pink!

E-Newsletters

Sign up for e-bulletins and monthly PinkLINK e-newsletters by visiting: www.pinkelephant.com/ResourceCenter/PinkLink

Twitter
@itilexpertsASIA

Facebook
Pink Elephant Inc

LinkedIn
Pink Elephant

Blogs
blogs.pinkelephant.com

YouTube
PinkerTube

Flickr
Pink Elephant

Pink's Special Offers

ITIL Expert Pass

If you're on your "ITIL Expert" journey and planning to obtain all 22 credits to get this highly respected qualification, you can save up to 50% with this very special offer!

Purchase the ITIL Expert Pass starting at MYR 15,090 / SGD 8,995 + GST / HKD 47,775 – up to 50% off compared to paying for all courses separately! Take up to two years from date of purchase to attend all your ITIL certification courses that qualify you for your "ITIL Expert" qualification.

Team Passes

If you can't bring us to your location for onsite training, you can still save on our public education classes by purchasing your seats in bulk. Discounts vary depending on how many seats you purchase at once.

By sending a team to public courses, you can save up to 30% off the regular price.

FREE ITIL Foundation Course

Starting your ITIL certification journey? Get your Foundation level training and certification FREE. Visit our website or call us for all the details. *Offer not available in Singapore.*
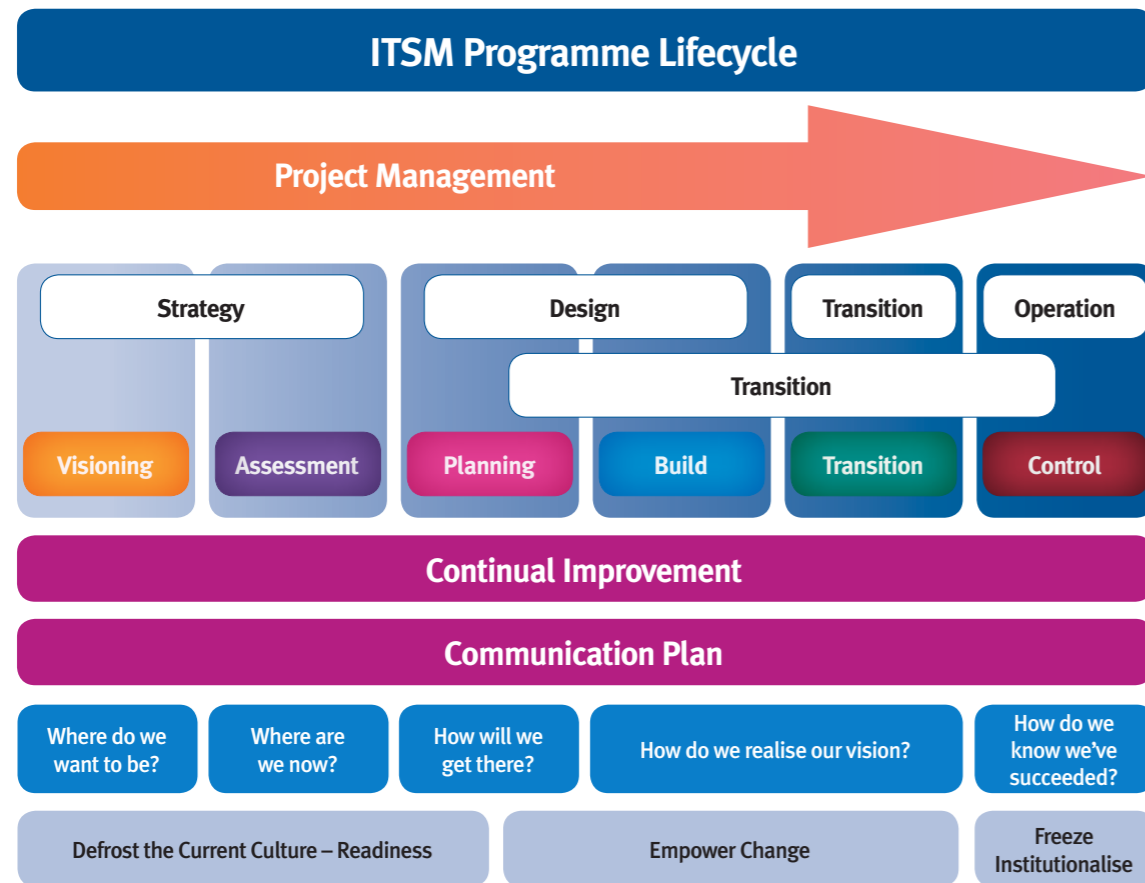
Consulting

Using a range of best practice frameworks to underpin an ITSM philosophy, Pink Elephant provides end-to-end consulting services, from assessment to strategic planning to implementation and beyond. Our experienced consultants work hand-in-hand with you every step of the way.

Pink's Consultants fulfill a trusted advisor role to your IT Management project with strategic, tactical, and operational knowledge, skills and experience at the right place and at the right time to assist you towards achieving your improvement goals.

Pink Consultants support your ITSM implementation project in a variety of different roles.

PROCESS ADVICE	PROJECT ADVICE	STRATEGIC ADVICE	CONSULTING WORKSHOPS
We work with established teams to support the design and documentation of your specific ITSM processes.	We can engage at any phase of your project lifecycle with guidance, leadership and subject matter expertise to support ITSM improvement projects.	We provide support, advice and direction to senior ITSM leaders embarking on strategic initiatives such as: visioning; policy making; IT governance design; IT value justification; critical path planning.	Based on practical experience, we have developed onsite team workshops that are tailored to your organisation's ITSM objectives. See pg 11 for workshop examples.

ITSM Programme Lifecycle

Project Management

Strategy		Design	Transition	Operation
		Transition		
Visioning	Assessment	Planning	Build	Transition	Control

Continual Improvement

Communication Plan

Where do we want to be?	Where are we now?	How will we get there?	How do we realise our vision?	How do we know we've succeeded?

Defrost the Current Culture – Readiness	Empower Change	Freeze Institutionalise

Consulting Workshops

At Pink Elephant our goal is to assist and advise you to turn ITSM best practice knowledge into meaningful results. We have learned critical lessons on how to do this from the hundreds of organisations we have worked with worldwide.

Below are only a sample of the consulting workshops Pink Elephant offers. For more detailed information, and to determine the consulting services that would best suit your organisation's needs, contact Pink Elephant at 603 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong) or information.asia@pinkelephant.com.

Consulting Workshops	Overview	ITSM Lifecycle Stage (refer to page 10)
Executive Strategic ITSM Roadmap Overview	Provide your senior leadership team with an executive level overview of the people, processes, tools, and partner elements of an ITSM project that will transform your IT department from a technology focused group to a business-aligned service provider.	Visioning
Vision & Strategy Workshop	Identify your key ITSM programme drivers, develop your ITSM goals, and create a report on your organisation's vision – a document that will act as key input into future ITSM planning activities.	Visioning
ITSM Process Maturity Assessment	Receive an ITIL maturity assessment, industry benchmark comparisons, a cultural analysis, and detailed improvement recommendations through PinkSCAN – Pink Elephant's consultant-led process assessment service.	Assessment
ITSM Process Capability & Gap Analysis Assessment	Have up to three rapid and targeted ITIL process assessments through PinkBASELINE™ – Pink Elephant's consultant-led process capability assessment service. You will receive a consultant facilitated discussion for next-steps and an executive report on observations and process improvement recommendations.	Assessment
ITSM Roadmap Planning Workshop	Create actionable Process, Communication, Training, Organisational, Change and Governance Plans to move your ITSM initiative forward while integrating key enablers.	Planning
Process Design & Deployment Consulting	Employing the process templates of PinkATLAS – the company's rich, online ITSM resource repository – this five-day workshop results in processes optimised for your organisation's requirements.	Build
ITSM Tool Selection Support	Working with the PinkSELECT™ service, a Pink consultant provides you with an objective and cost effective assessment of software products that underpin ITSM processes.	Planning
Service Catalogue & Definition Workshop	This two-day 'how to' Service Catalogue workshop assists your organisation to agree upon and define a set of services, while ensuring that key stakeholders have the practical knowledge required for project success.	Build
Configuration Management Database (CMDB) Workshop	Gain a better understanding of the design requirements, organisational roles, data modelling activities and project tasks required to define and implement your configuration management database.	Build

—

PinkONLINE

Pink Elephant has been helping organisations understand ITIL for over 20 years – longer than any other service provider. We've used our vast knowledge and ITIL implementation experience to develop these industry exclusive online tools.

PinkATLAS

Use this amazing knowledge tool and ITIL resource center for hundreds of documents, templates, process maps, implementation how-tos, reference books, white papers, and "Ask-The-Expert" – access to Pink's highly experienced consultants.

A PinkATLAS subscription offers 24/7 access to hundreds of downloadable and customisable documents that can be used to rapidly deploy process-specific initiatives based on ITIL for 17 processes.

What Do You Get With PinkATLAS?

PinkATLAS Platinum subscribers have 12 months of online access to these major components:

1. A lifetime of implementation expertise from Pink's expert consulting team through the unique Ask-The-Expert feature.
2. A *knowledge database* with dozens of white papers, books and multi-media files (podcasts, videos, etc.), plus 100s of sample ITIL implementation documents.
3. Browsable books:
   - The ITIL lifecycle books – *Service Strategy; Service Design; Service Transition; Service Operation; Continual Service Improvement;* plus *The Official Introduction To The ITIL Service Lifecycle*
   - Pink Elephant's very own ITSM titles, including *Service Management Strategies That Work* and *Defining IT Success Through The Service Catalog*
4. The PinkATLAS Forum, where you benefit from the insights and experience of fellow ITSM professionals all over the world.

No matter where project teams are located, all that is required is an internet connection to access PinkATLAS.

Feature	PinkATLAS – Regular	PinkATLAS – Platinum
Online subscription	3 months	12 months
Ask The Expert – email and phone implementation guidance	✓	✓
Orientation to PinkATLAS	1 hour	1 day
Online access to PinkSCAN – process maturity assessment tool		✓
Online access to PinkREADY – cultural assessment tool		✓
Online access to TSO Books, including core ITIL books		✓
Two days of remote consulting		✓

PinkSCAN

Getting the answer to the question: Where are we now? is necessary so that you can better answer: How do we get to where we need to be? Use it on your own, or bring us in to help you in whole, or in part. Conduct an online "process health check" of 23 ITIL processes. Plus, get benchmarking data, reports and graphs. PinkSCAN is the most detailed and effective online ITIL process assessment tool available anywhere!

What Do You Get With PinkSCAN?

Here are more reasons to consider making PinkSCAN a core aspect of your ITIL implementation project:

- Make continual improvements a reality in your organisation – Sign up and use PinkSCAN for an entire 12 months
- Perform as many self-assessments as you like over a 12 month period
- Easy to set up and run your own assessments. Distribute your first assessment in 30 minutes or less – guaranteed
- Optional "How To Conduct An ITSM Process Assessment" training programme and certification
- Option to have a Pink Expert Consultant validate your results, highlight service improvement opportunities and provide quick win recommendations
- And much, much more!

The following assessments are included in an online PinkSCAN:

- Access Management
- Access Management
- Availability Management
- Business Relationship Management
- Capacity Management
- Change Management
- Continual Service Improvement
- Demand Management
- Event Management
- Financial Management
- Incident Management
- Information Security Management
- IT Asset Management
- IT Service Continuity Management
- Knowledge Management
- Problem Management
- Release Management
- Request Fulfillment
- Service Catalog Management
- Service Level Management
- Service Portfolio Management
- Service Validation & Testing
- Supplier Management
- Service Asset & Configuration Management
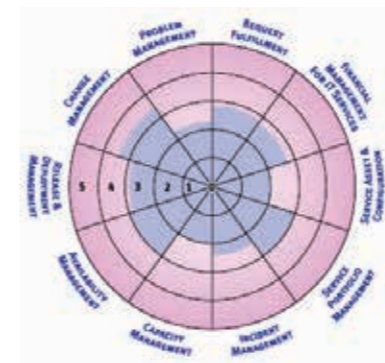
6TH ANNUAL
IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

PINK

9-10 SEPTEMBER 2014 – KUALA LUMPUR
12 SEPTEMBER 2014 – SINGAPORE

KNOWLEDGE TRANSLATED INTO RESULTS

PinkASIA14

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

Learn what other IT superheroes have done to successfully drive business change!

Annual IT Excellence Awards

At Pink we know that implementing and maintaining ITSM programmes takes dedication, perseverance and hard work. To recognise individuals and organisations, and to share their success stories with other aspiring IT professionals, Pink Elephant presents the IT Excellence Awards each year at our annual IT Service Management Conference & Exhibition in Las Vegas, USA. To learn more about the nomination process or to submit a nomination form, call us or visit our website.

Recent Winners

NEW AWARD! **2013 IT Leader Of The Year** Edward Marx, SVP/CIO, Texas Health Resources	**2013 Case Study Of The Year** Patrick Soule, Director, Infrastructure Services, Allstate Insurance Company	**2013 Practitioner Of The Year** Siddharth Shetty, IT Operations Manager, Amdocs	**2013 Innovation Of The Year** Attivio – Service Knowledge Expert	**2013 Project Of The Year** EMC – "UnITy" ITSM Initiative

Call For Speakers

Being chosen to be part of our prestigious events is indeed an honour. If selected to present a session, you will receive a complimentary registration to the event and of course a coveted Pink speaker alumni status!

Pink Elephant is always on the lookout for:

- Practitioners and Industry Experts
- Seasoned CIOs and IT Directors
- IT Support Managers
- Network Managers
- Technology Planners
- Management and Leadership Experts
- University Business Professors
- Industry Analysts and Experts
- ITIL Process Owners
- Six Sigma Black Belts
- ISO Certified Professionals
- PRINCE2 and Lean IT Practitioners
- Product and Service Providers

Attendees at our events are especially interested in real-life success stories from practitioners who have a particular expertise that they can share, and can add value by shedding light on how to overcome obstacles and implement major change successfully.

If you are interested and feel your presentation meets our criteria, please contact Pattie Lanktree at p.lanktree@pinkelephant.com.