



## **FOR IMMEDIATE RELEASE**

**Kuala Lumpur, Malaysia**

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### **PINK ELEPHANT TAKES A DIGITAL APPROACH TO COURSEWARE**

Today, Pink Elephant announced that the company's eMaterials approach will take effect by March 1, 2013, providing all online, public, and in-house education workshop attendees with digital courseware. Pink Elephant, a global provider of ITIL and IT Service Management (ITSM) education and training, began introducing eMaterials earlier this year as part of the company's continuing effort to provide accessible and green ITSM course materials.

"With Pink's new approach, our customers will be able to use the soft copy materials on the device that best meets their needs" commented Troy DuMoulin, Pink Elephant VP, Professional Services. "Our eMaterials will also be accessible to customers weeks in advance, allowing them more time to prepare for their course".

There are many benefits to eMaterials, including:

- Portable – course materials will now be accessible on laptops, tablets and smart phones
- Ease of Use – digital content can be easily searched and customised
- Advance Learning – students receive eMaterials three weeks in advance of a course
- Green IT – digital materials have significantly less impact on the environment

In addition to traditional texts, Pink Elephant eMaterials will include useful supplementary content such as PowerPoint presentations and exercises. "We want to provide our customers with content in formats that they can reuse and leverage in pursuit of their IT Service Management goals" noted DuMoulin. "At Pink we don't just educate our customers, we equip them with the tools required to translate theoretical knowledge into real world results".

#### **About Pink Elephant**

Pink Elephant is the global leader in IT Service Management consulting, education and conferences. To date, hundreds of thousands of IT professionals worldwide have benefited from Pink Elephant's ITSM best practices and rich history as an ITIL® authority.

For more information and to check out our full list of products and services, visit [pinkelephant.com](http://pinkelephant.com) and follow Pink Elephant on Twitter: [@theitilexperts](https://twitter.com/theitilexperts)

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