



PinkVERIFY™

**IT SERVICE MANAGEMENT TOOLS:
COMPATIBILITY CONSIDERATIONS**

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1 PINKVERIFY SERVICE

1.1 Introduction

Over the past three decades, traditional businesses have used Information Technology as a catalyst to restructure and become more competitive; however, the move towards utility computing, shrink-wrapped applications and a redefinition of the role of the IT function to a model of service provider has prompted the need for a change of culture, processes and management tools. The focus of IT management is shifting from technology management to efficient service delivery using commonly used processes.

The obvious outcome of this trend is the blossoming interest in operational excellence and recognized industry best practices. The result of this is the growing adoption of the IT Infrastructure Library (ITIL[®]) as a standard and the requirement for implementing software solutions to automate the processes described within the framework.

For this reason, Pink Elephant has developed a service to assist organizations that are in the process of selecting, procuring, and implementing enterprise IT Service Management (ITSM) tools.

1.2 What Is PinkVERIFY?

PinkVERIFY is a service Pink Elephant has provided to the ITSM community since 1999. The PinkVERIFY assessment criteria are based on several sources of industry knowledge and experience:

- High level ITIL tool requirements documented in ITIL and various publications from The Stationary Office (TSO - the official ITIL publishers)
- Practitioner input
- Software vendor input
- Pink's own consulting experience

Software vendors voluntarily subject their tools to the PinkVERIFY process in order to get some independent assessment of the tool's compatibility to ITSM's requirements for processes, activities and terminology. Tools that pass the verification process are identified on the Pink Elephant website:

www.pinkelephant.com/en-US/PinkVerify/PinkVerifyToolsetV3.htm

Other resources available on the site include this white paper explaining the PinkVERIFY process along with the criteria (free downloads) Pink Elephant use in the assessment.



The service was developed as a tool to validate that an ITSM software product can meet a basic set of functional requirements as defined by ITIL and other supporting best practices. Software vendors wishing to have an independent tool assessment can leverage this service to gain Pink Elephant's PinkVERIFY ITSM compatibility certification.

In summary, PinkVERIFY provides:

- A set of criteria on what to look for in an ITSM-compatible software tool
- A viewable list of tools that have been independently verified by Pink as compatible to good ITSM practices

1.3 Compatibility vs. Compliance

PinkVERIFY does not measure ITIL compliance. ITIL is not a standard, but rather a set of good and best practices that are adapted to address the specific needs of an organization. This being said, there are clear tool related practices that ITIL and other industry sources define as good practice; therefore, PinkVERIFY assesses a tool's compatibility with the ITIL framework and these practices as they are defined within the criteria of this service.

To assist tool vendors in understanding these requirements from a software perspective, two ITIL books were published by TSO.

While the books, *IT Infrastructure Support Tools* and *Service Delivery Tools*, are no longer available in printed form, they are available from the TSO website back catalog as a pdf download and continue to offer guidance to organizations wishing to select ITSM tools. These books provide detailed data flow models for the core ITIL processes, interrelationships between the processes, and logical guidance for selecting an ITSM tool.

Compatible = *The software tool supports the PinkVERIFY criteria and ITIL terminology "out of the box" as part of its standard commercial offering.*

Note: There are many excellent tools available on the market and practitioners should not exclude any tools from their selection process because they do not have the PinkVERIFY certification; however, the PinkVERIFY criteria and list can provide a useful starting point to understand which vendors have explicitly demonstrated a commitment to ITIL and its vision for integration of processes by approaching Pink Elephant for this service.

1.4 What Does PinkVERIFY Cost?

There is no charge for anyone to view the toolset list or download the criteria from the PinkVERIFY site. Should a vendor choose to proceed with the multi-phased verification process, there are fees involved that cover the time it takes a qualified consultant to



answer their questions and assess the tool against the published criteria (see section 3.1).

1.5 How Does A Vendor Get On The PinkVERIFY List?

Here is a typical high-level sequence of events:

1. The vendor contacts Pink Elephant (vendors are not solicited for this service; they contact Pink voluntarily).
2. Pink Elephant recommends the vendor download and read the white paper and conduct their own PinkVERIFY self-assessment by using the downloadable criteria on the PinkVERIFY website.
3. When the vendor has assured themselves that their tool meets the published criteria, they request Pink Elephant's independent verification.
4. A time is scheduled when a qualified Pink Consultant meets with the vendor to perform the independent assessment.
5. If the Pink Consultant confirms the tool meets or exceeds the published criteria, a license agreement is signed, the tool is posted on the PinkVERIFY toolsets list and the vendor is permitted to use the PinkVERIFY logo. If the Pink Consultant believes there are still compatibility gaps, the vendor is informed of what those gaps are and PinkVERIFY status is declined. The vendor may then choose to make further improvements to address the gaps and undergo a re-assessment.
6. Approved tools remain on the toolsets list for an initial 12 months. After this time the license agreement must be renewed to remain on the list.
7. If the vendor releases a new tool version, the tool requires a re-verification to ensure that essential functionality has not been removed. The vendor may not associate a new version of their tool with PinkVERIFY unless that version of the tool has been assessed by a qualified Pink Consultant and a new license agreement has been signed.

For a detailed explanation of the assessment process, please refer to section 3.



2 PINKVERIFY SCOPE

PinkVERIFY originally entered the market in 1999 as an assessment of service management tools against the four processes of Incident, Problem, Change and Release Management. At the point of entry, only a few of the major service management suites had the ability to meet the integration requirements suggested by the ITIL framework. Since this time, the industry has moved aggressively towards a focus on ITSM to the point where there are numerous products that meet these basic requirements. In fact, it can be said without hesitation that there are no major vendors in the service management space which have not announced a move towards ITIL in relationship to their product development strategy.

In accordance with the industry growth and the evolution of the ITIL V3 Service Lifecycle Model, 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 Support Scope)
- Service Portfolio Management
- Service Level Management
- Financial Management (Service Costing & Demand Management)
- Service Catalog Management
- Availability Management
- Capacity Management
- Release & Deployment Management

Note: The following processes are qualified and have a reduced scope to support a tool verification assessment.

| Process | Qualification |
|--|--|
| Service Knowledge Management (Service Support) | Service Knowledge Management as it is described in ITIL V3 is a very broad process with an enterprise focus. For the purposes of PinkVERIFY and existing tools that support Service Support processes. Knowledge Management criteria will be restricted in support of Incident, Problem and Change Management. |
| Availability , Capacity and Event | The tool criteria for these three processes focus on |



| | |
|--|--|
| Management (Monitoring and Workflow tools) | the identification, monitoring and process automation elements of these processes. The questions are based on the assumption that the tools under PinkVERIFY consideration support both technology monitoring and the process workflow. |
| Financial Management (Service Costing & Demand Management) | Financial Management is a very broad topic and is not well defined in ITIL. For the purposes of PinkVERIFY, the criteria will focus on criteria in support of Service Costing and Demand Management. |
| Service Portfolio Management | Service Portfolio Management tools support the design, definition, demand and ongoing management of IT services throughout their full lifecycle. The questions for this process reflect activities that will most probably be answered by several solutions or modules provided by an ITSM vendor. |

2.1 PinkVERIFY Logos

The IT Service Management Toolset "Stamp of Approval"

As part of the PinkVERIFY service a successfully verified tool will be licensed to use a PinkVERIFY logo that indicates that the ITSM software has been successfully assessed against one or many processes described within the PinkVERIFY service scope.



The logo will be adjusted for the vendor to reflect the specific number of processes the product is verified for.

To determine which processes the tool has been verified against visit the Pink Elephant resource center at our website:

www.pinkelephant.com/en-US/PinkVerify/PinkVerifyToolsetV3.htm



3 DETAILED SERVICE DESCRIPTION

PinkVERIFY is an assessment service that lists successfully verified tools on the Pink Elephant website and provides ITSM software vendors the licensed use of the PinkVERIFY logo for marketing purposes. To use the logo, a specific version of an ITSM tool must have undergone a successful assessment by a qualified Pink Elephant consultant and meet all the mandatory and integration questions for a specific process within the PinkVERIFY scope. PinkVERIFY serves two distinct markets:

| Market | Description |
|------------------------------|--|
| IT Software Vendor Community | <p>Vendors seek PinkVERIFY in order to stand out from 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 ITIL best practices.</p> <p>For a fee, tool vendors can request that a Pink Elephant consultant assess the product against the published criteria. If the tool meets the criteria, the vendor signs a license agreement and uses the PinkVERIFY logo to promote their tool's status in various product marketing pieces (e.g. spec sheet, website, product packaging). In addition, the vendor is listed on Pink Elephant's PinkVERIFY toolsets page.</p> <p>The license agreement is valid for one year, renewal upon payment of an annual fee and confirmation that brand use has been maintained. Each separate product and version number requires a separate license agreement in order for the tool to be posted on the PinkVERIFY site.</p> |
| IT Practitioner Community | <p>As recognition for IT best practices (including ITIL) increases, practitioners seek an easy way to identify those tools that will support their needs. PinkVERIFY meets this need.</p> <p>PinkVERIFY offers an objective, best practice-based set of criteria to assess tools. It also provides an easily read list of verified tools. Those tools with a stamp of approval can be short-listed with confidence since they have met published minimum functional requirements.</p> <p>Conversely, it is also important to realize that while PinkVERIFY will validate 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 and four wheels and will get you from point A to Z; however, the practitioner still needs to examine the vendor in question and decide whether they need a compact or luxury vehicle.</p> |



3.1 PinkVERIFY Process Phases & Pricing

- Phase One:** The Vendor completes criteria forms located at www.pinkelephant.com/en-US/PinkVerify/SelfAssessment.htm. A ‘YES’ response must be provided for 100% of the mandatory and integration criteria and comments must be provided for each criterion (screen shots are highly recommend). The Vendor faxes or e-mails the completed criteria forms to Pink Elephant. There are no fees for Phase One.
- Phase Two:** Pink Elephant facilitates a Vendor-led tool demonstration. The demonstration must show evidence of the tool’s compatibility with the PinkVERIFY criteria and align with ITIL terminology. Additional development may be required by the Vendor in order to pass this phase. New development will require an additional tool demonstration between the Vendor and Pink Elephant. This phase may be iterative.
- Phase Three:** The Trademark License Agreement is signed by both parties and the Vendor provides their organizational logo and URL that Pink Elephant will post on the PinkVERIFY web page. Pink Elephant provides the Vendor with the PinkVERIFY logo, Logo Guidelines that outline acceptable logo usage, and an official letter from Pink Elephant confirming the PinkVERIFY status.
- Renewals:** The Trademark License Agreement is valid for a period of 12 months. Renewal fees apply to those organizations whose License Agreement is about to expire and whose tool version has not changed.
- Version Changes:** The Trademark License Agreement is valid only for the tool version that was originally verified. A separate Trademark License Agreement is required for each tool version. Version Changes, Partial and Full Releases require re-assessment.

NOTE:

1. Tool development is not within the scope of PinkVERIFY – the client’s tool must be fully complete, represent a standard “out of box” configuration, and not modified specifically to meet the assessment criteria.
2. In addition to functionality, the PinkVERIFY assessment reviews the tools use of terminology as defined in the official ITIL glossary located here: www.best-management-practice.com/IT-Service-Management-ITIL
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. PinkVERIFY produces no formal report. It is a yes or no validation, with the vendor having authorization to use Pink Elephant's PinkVERIFY logo – if a positive result is achieved and a license agreement is signed. The vendor may choose to share with potential customers of their product the PinkVERIFY criteria that the Pink Elephant Consultant analyzed and that provided the basis for the verification.



3.2 Scoring Model

PinkVERIFY criteria are separated into three groupings:

1. **Mandatory:** Basic requirement for a specific process
2. **Integration:** Primary integration requirements
3. **Optional:** Optional criteria not required for a successful PinkVERIFY assessment but of interest to the ITSM community.

To achieve PinkVERIFY certification for a specific process, a vendor must demonstrate that 100% of the mandatory and integration criteria for a specific process have been met. Optional criteria are not factored into the assessment but are of interest to the general ITSM community and are considered by Pink as advanced product differentiators.

Integration with third party or external tools

PinkVERIFY certification requires that all mandatory criteria must be fulfilled by out of box or standard functionality within the tool 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.

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 business' growing dependency on IT services. To ensure infrastructure and IT service stability, organizations are required to take a serious look at mapping process, people and technology.

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 ABOUT PINK ELEPHANT

Pink Elephant is proud to be celebrating 20 years of ITIL experience – more than any other service provider. Operating through many offices across the globe, the company is the world's #1 provider of ITIL and ITSM conferences, education and consulting services. To date, more than 200,000 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 or call 1-888-273-PINK.

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