



**20<sup>th</sup> Annual International  
IT SERVICE MANAGEMENT  
CONFERENCE & EXHIBITION**

**February 14-17, 2016  
Bellagio Hotel,  
Las Vegas, Nevada**

**BUILDING A BUSINESS CASE**



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## **Building A Business Case**

You've heard about Pink Elephant's 20<sup>th</sup> Annual International IT Service Management Conference & Exhibition and are convinced it is the must-attend event for anyone serious about improving IT processes in their organization. Perhaps you are a conference alumnus and wish to return next year to stay up-to-date with the latest in IT Management.

First, you need to build your business case for attendance. This document follows a step-by-step approach and shows you how to communicate the benefits, including return on investment, of attending our event.



## 1. STRUCTURING YOUR BUSINESS CASE

Pink Elephant recommends the following structure to present your business case. The materials in this document will help you to flesh out the information. At the end of each section, an example is provided. This is simply a sample layout of how to communicate key details in the key areas of your business case.

### **Executive Summary**

A short overview that summarizes a proposal and contains key and salient points of the document.

### **Current Situation**

Describe the current business problem and why it is a problem; how does it affect the corporate mission? (i.e.: are we spending more than we need to on IT costs?) Include a brief statement of any mandates that require processes and/or services not currently in place.

### **Proposal**

What is proposed; how does it solve the problem? Describe how ITIL will help the organization achieve anticipated business outcomes and how the conference is an important component in knowledge acquisition.

### **Financial Proof**

What new income/outcomes will result; can costs afterwards be recouped? Reduced? You also want to provide a clear argument by summarizing key quantitative and qualitative information about ITIL, including a description of the impact of *not* implementing an ITIL project.

Determine and include analysis information that is necessary to provide a clear justification for an ITIL project and for attendance at Pink's event. The type and extent of information included in the justification will vary based on the best approach for making a compelling and accurate argument.

### **Conclusion**

Wrap up your business case by summarizing the problem/situation. Describe the anticipated outcomes of implementing an ITIL project that specifically addresses the business issue. The conclusion should include answers to questions such as "What are we aiming for?" and "What are the expected benefits to business operations?".

### **Supporting Materials**

This document cites some supplementary material provided at the end of this document that can help bolster your business case. Select which parts will suit your needs:

- What is ITIL?
- Who is Pink?
- What are some ITIL Quick Wins I will learn at the conference?



## 2. EXECUTIVE SUMMARY

*Example:*

*The purpose of this business case is to submit a request to attend Pink Elephant's 20<sup>th</sup> Annual International IT Service Management Conference & Exhibition in Las Vegas on February 14-17, 2016. The research for this report has included an analysis of our current situation, the adoption of good practices and the return on investment we will receive from my attendance of this event.*

*This conference will provide me with the opportunity to learn from practitioners, industry experts and Pink Consultants covering a vast array of subjects from all across the ITSM spectrum. Many topics will be discussed, including best practices, the latest research and findings, answers to today's most pressing issues, and much more. The conference is focused on providing insights and practical guidance for anyone who is interested in building and managing a truly business-focused IT organization.*

*This event is considered the industry's best and there is non-stop learning. From breakfast clubs, general sessions, team case studies and open forum discussions, I will definitely be provided with important takeaways that will enable a more effective and efficient IT organization. Thus, I believe the return on this investment will exceed the registration fee and related costs of this conference of only \$2,195 USD.*

*The conference program is content-rich and comprehensive, with 12 tracks and over 140 sessions. These sessions will provide me with the knowledge to create an effective, efficient and successful IT department. It is for these reasons that I would like to attend Pink Elephant's 20<sup>th</sup> Annual International IT Service Management Conference & Exhibition.*



### 3. CURRENT SITUATION

For this section, provide some context around the current challenges you face related to technology, processes and/or services, without presupposing a solution. These issues may include:

- Unbalanced blend of technology, people and processes
- Dissatisfaction with current IT service provisions
- Focus on Systems Management, not Service Management
- Lack of communication and understanding between IT and its customers
- IT infrastructure expenses are excessive relative to the business
- The IT provider's responsiveness to required changes in the infrastructure is not in line with business objectives
- IT projects are delivered late and over budget
- The business has zero control over IT provisions

Try to connect these issues to the business at large. Besides having to deal with these issues within your own department, what is the greater impact? How does the current situation affect your company?

*Example:*

*IT is what drives our business today; however, our current processes are highly reactive. The majority of effort in my department is spent firefighting (i.e.: fixing a downed server), with little view on recurring issues or the elimination of repeat issues or systemic IT environment problems. This situation is starting to negatively impact our Service Level Agreement. I strongly believe that if we do not implement an approach to track and analyze these repeat incidents, this will lead to unnecessarily excessive costs for the company.*



## 4. PROPOSAL

Based on the issues you have identified in the previous section, you now want to describe what you propose to do to solve the situation. You will also want to show how the conference addresses these issues.

### 4.1 Adoption Of Good Practices – IT Service Management & ITIL

Propose the adoption of a common set of good practices for IT that provides bottom-line benefits.

Within all industries today, there are practices considered acceptable to meet an organization's internal objectives, as well as any externally imposed requirements. These practices might help an organization remain relevant to its customers by helping to close gaps in its capabilities.

IT Service Management (ITSM) is considered a source of 'good practice' for IT service provision, and focuses primarily on the relationship between IT and the end-user, as opposed to tools and technology. While there are different approaches to ITSM, ITIL is widely viewed as the most credible framework for building more efficient IT processes to increase customer satisfaction.

If you wish to provide a bit more background information on ITIL's history, refer to the supplementary materials section at the end of this document.

#### 4.1.1 Industry Support For ITIL

ITIL is especially relevant in these times of economic uncertainty. Now, more than ever, IT managers must understand how to cut costs and add business value. These industry articles, which you can reference in your business case, recognize ITIL as a must-have in tough times:

[IT staff learn their ITIL lines at Walt Disney Parks & Resorts](#)

[Why is ITIL so successful?](#)

[13 Ways to Cut IT Costs Now](#)

[Six Sigma, ITIL, other business processes cut IT costs in lean times](#)



## 4.2 Pink's Annual Conference – *The One-Stop-Shop For ITSM Knowledge*

Next, you want to describe Pink Elephant's conference and how it will help you solve your current situation.

For decades, Pink Elephant has championed the growth of ITIL and ITSM worldwide and seen the enormous benefits that organizations have reaped from process improvement. More information on Pink's industry leadership is in the supporting materials section at the end of this document.

The Annual International IT Service Management Conference & Exhibition is an initiative that Pink organizes, to bring together IT practitioners, industry gurus, business management experts, academics, and the very latest in ITIL best practices. In 2016, the conference celebrates its 20<sup>th</sup> year. As recognition for ITIL has increased, so too has the size of this event. In fact, it has grown to become *the* largest and most successful conference dedicated to ITIL.

### 4.2.1 Track Descriptions

After positioning Pink's conference as a key industry event for ITIL, dig deeper into the program and match your issues to the conference's subject matter. The conference program is carefully designed for those requiring beginner, implementation or strategic knowledge. These are the 12 tracks for the 20<sup>th</sup> Annual Conference, within which many related sessions will be offered<sup>1</sup>.

#### **Sunday Pre-Conference Optimizers**

Maximize your learning! Start your Pink16 conference experience on Sunday afternoon with one of these breakout sessions.

#### **Track 1 – IT Leadership**

Seasoned IT leaders and business experts will provide best practices and proven and practical how-tos for effectively managing and leading people through the process of organizational and cultural change. Learn how to effectively plan for and manage through the many communication processes needed to achieve success. Many speakers are on hand to show you how to get it right.

#### **Track 2 – IT Strategic Management**

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs, senior IT leaders and leading industry experts.

#### **Track 3 – Lean IT & Agile**

Fast becoming "must-have" tools, senior IT leaders are embracing the principles of Lean and Agile to gain improved efficiency and productivity.

#### **Track 4 – Service Support & Operations**

The Service Desk, and closely related operational processes, continues to be major focus areas for many of today's IT organizations. What do IT support managers need to know to achieve operational

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<sup>1</sup> For up-to-date information on sessions, visit the conference website at [www.pinkelephant.com/Pink16](http://www.pinkelephant.com/Pink16)





excellence? Find out from leading support industry experts and case study practitioners featured in this track.

### **Track 5 – “How-To” ITIL Clinics & Workshops**

These sessions, taught by Pink's highly knowledgeable and experienced ITIL experts, are very instructional and discussion-based in nature to take you beyond the content of the certification courses. You have ample opportunity to ask your most pressing questions and get expert guidance from the industry's best. Each session includes recommended steps for success, and barriers/pitfalls to avoid with suggestions for how these can be overcome – it's like getting free consulting!

### **Track 6 – DevOps**

There are many misconceptions today about what DevOps is and what it is not! Speakers in this track discuss the ins and outs and profile how to gain real business benefits from DevOps. Learn why it is essential for any business aspiring to be lean, agile and able to respond rapidly to changing customer and marketplace demands.

### **Track 7 – Organizational Change Management**

Organizational Change Management is the approach for transitioning individuals and teams to a desired future state. It involves managing the effect of new business processes, changes in organizational structure or cultural changes within an enterprise. Simply put, Organizational Change Management addresses the people side of change.

### **Track 8 – Pink Think Tank**

The pace of change within the IT sector is accelerating, and many feel that IT Service Management is at a cross-road. We are moving into a brave new world where we lose control of most IT assets; data is hosted, systems are outsourced, users are empowered to self-provision. It is a generally held belief that in the future, the role of ITSM will be to govern, integrate, manage, monitor and improve IT operated by external parties. With ITSM being called on to change, and change quickly, Pink Elephant is proud to move this discussion forward by bringing together some of the world's leading ITSM thinkers to form the Pink Think Tank (PTT).

The PTT gathers prior to each annual conference to consider some of the toughest questions in ITSM. They present their results to attendees during the program, as well as contribute their expertise in the form of breakout sessions that are part of Pink16's "Luminary Profile."

### **Track 9 – Tools & Technology**

Case studies, suppliers, and industry experts show you what it really takes for successful process implementation and integration, for enabling better decision-making, and for monitoring service performance to identify continual improvement opportunities.

### **Track 10 – Cyber Risk & Security Management**

As the world becomes increasingly interconnected, IT organizations must pay more attention to business continuity, security and risk management. Almost every week there are new headlines about hackers bringing an organization to its knees. The stolen funds, bad publicity, and embarrassing revelations are front page news. How can you protect your organization from these issues? The best



protection is to implement plans and procedures, and the dynamic speakers in this track will highlight the best way to do it.

### **Track 11 – Platinum Sponsor**

Pink16's Platinum sponsor is profiled with four thought compelling breakout sessions showcasing some of today's most pressing IT Service Management issues and industry trends.

### **Track 12 – Half-Day Workshops**

Only at Pink's conference! No one else provides a half-day free educational session. Choose from one of many workshops ranging from operational to strategic in focus.

## **4.2.2 Conference Fees & Features**

There are 4 different Conference Pass types for you to choose from.

### **Regular Pass: \$2,195 USD**

You will receive:

- All conference materials
- All meals (continental breakfasts, lunches and snacks at receptions)
- Access to all conference sessions

### **Platinum Pass: \$2,695 USD**

You will receive:

- All Regular Pass entitlements PLUS...
- Reserved seating in the General Session room
- Access to the special Platinum Lounge where you can grab a beverage and relax, and network with other Platinum Pass holders
- Dedicated Platinum Registration counter for fast check-in
- Dedicated Platinum Concierge and Customer Service counter
- "Front-of-the-Line Pass" for Celebrity Keynote book signing. Pink Conferences are renowned for the amazing line up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you don't have to wait in a long line to get your book signed or for a photo op!
- Platinum Dining Room where you can have lunch, network and engage with other Platinum Pass holders
- Hotel room upgrade to "Dancing Fountain View" – based on availability
- Attendance at a series of 3 exclusive "Platinum Pass Ask-The-Expert Breakfast Club" workshops with Pink's Subject Matter Experts Jack Probst & Gary Case on Monday, Tuesday & Wednesday mornings.

### **VIP Pass: \$2,895 USD**



Day 1 of Pink16 is also Valentine's Day, so why not bring your Sweetie with you to Las Vegas and receive:

- All the benefits of the Platinum Pass, plus ...
- A champagne and rose cocktail reception on Valentine's Day (Sunday, February 14) for you and your Sweetie! We'll have guest speaker, Allan Pease, presenting a fun talk on couples and relationships. Allan and his wife, Barbara, are the co-authors of many best-selling books, including "Why Men Don't Listen and Women Can't Read Maps". This will be Allan's 4th appearance at our Annual Conference – come to this VIP reception and you'll quickly understand why we keep inviting him back!
- All couples will receive a free book from Allan Pease
- Sweeties are permitted to attend all keynotes and networking sessions

### **Team Pass**

With 12 Track Topics and up to 16 concurrent sessions in the program, there's a lot to take in at this year's Conference. The math means that at certain times of the day a single person is going to miss about 94% of the content! Clearly your organization will benefit most by sending a Team to Pink16 and we want to make that as easy and attractive as possible. The following Team Pass discounts are available:

- Register 2 people at the same time and receive a 10% discount off any Pass
- Register 3 people at the same time and receive a 15% discount off any Pass
- Register 4 people at the same time and receive a 20% discount off any Pass
- Register 5 people at the same time and receive a 25% discount off any Pass
- Register 6 people at the same time and receive a 30% discount off any Pass

### **Payment**

Pink Elephant must receive full payment with each registration. Your place is not confirmed until full payment is received. Fees are charged in USD.

### **Cancellations & Substitutions**

For Full Fee Conference Pass purchases, you can cancel up until December 31, 2015 and receive a full refund. No refunds or credits after December 31, 2015; however, substitutions can be made at any time. Pink Elephant reserves the right to cancel or reschedule workshops or events.

We are unable to provide refunds for passes purchased as part of a "Special Offer" (i.e.: such as Super Faithful, 2-for-1, Last Early Bird Discount offers); however, the cost can be applied as a credit towards another Pink Elephant product to be used within 6 months of the cancellation date. Substitutions can be made at any time.

If you need to change or cancel your room reservation at The Bellagio Hotel, you must notify us at [info@pinkelephant.com](mailto:info@pinkelephant.com) at least 72 hours (three business days) prior to your arrival date. For hotel room nights only, we will issue a refund to your credit card, minus an administration fee of 5% of the total cost.



Pink Elephant reserves the right to restrict attendance and participation at workshops or events. Some courses require specific prerequisites which must be validated. Attendees are responsible for all expenses incurred.

### **Exhibition Showcase**

We've rounded up all our industry partners and asked them to exhibit their ITIL-compatible products and services, including those that have earned PinkVERIFY™ certification. Visit the Exhibition Showcase to gain insight into the constantly changing world of ITSM-focused services and products.

### **Networking Opportunities**

There is no need to experience your ITSM issues alone. Make contact with others who have the same goals and issues as you. Not only can you network during breakfasts, lunches and breaks, and at the evening receptions, we also offer a wide array of focus group sessions to help link you up with others with a similar area of interest.

### **Value-Added Resources: Session Handouts & Audio**

Each conference attendee receives complimentary access to a website containing session slides, handouts and audio files for most sessions. This enables the attendee to catch up on sessions they missed while onsite.

### **Pre- & Post-Conference Education**

Pink Elephant offers pre- and post-conference courses for an added learning experience. These workshops include ITIL certification courses, "How-To" courses and strategic level education.

*Example:*

*At home and abroad, public and private sector organizations are implementing ITIL as a common approach to effectively and practically manage IT.*

*In fact, I was just reading a Forrester report that states that, due to the economy, IT departments are going to be placing more emphasis on process improvement. Another report states that ITIL is expected to be pushed to the top of many priority lists over the next few years.*

*Our company has an opportunity to develop and implement two key ITIL processes – Incident and Problem Management- that will improve our ability to track recurring IT issues and in turn provide a higher level of IT service quality. In terms of financial benefit, we can manage IT costs more effectively.*

*As a first step, I've discovered an event to help me learn more about ITIL – Pink Elephant's 20<sup>th</sup> Annual International IT Service Management Conference & Exhibition. This is the largest event dedicated to ITIL, presented by the company that first introduced ITIL to North America in 1997.*

*I've identified 14 sessions that directly address our situation, including several case studies. There's also an exhibition showcasing tools we might want to consider for automating our processes. Further, there are networking opportunities, and I commit to making 10 new contacts who I will keep in touch with and share ideas with after the event.*

*I'm proposing that we implement ITIL, and to acquire the knowledge we need to start our project off in the right direction – I am requesting approval to attend Pink Elephant's event.*



## 5. FINANCIAL PROOF

In this section, your goal is to emphasize the bottom-line benefits of adopting ITSM and the financial return on your conference investment. This will probably be the number one question on the mind of any manager or director approving your case.

### 5.1 Return On An ITIL Investment

To set the scene, it is important for your business to understand the cost of downtime when it is not able to generate revenue. Below are some estimated costs of downtime for a variety of organizations:

- Telephone Ticket Sales – \$69,900 per hour
- Airline Reservations Center – \$89,500 per hour
- Retail Catalog Sales – \$90,000 per hour
- Infomercial 800# – \$199,500 per hour
- Credit Card Authorization – \$2.6 million per hour
- Retail Brokerage Firm – \$6.5 million per hour
- NYSE – \$3.2 million per minute

Given these alarming numbers, it is understandable why now more than ever companies are embracing process improvement to reduce downtime. In a recent survey by Dimension Data, more than half of US companies have engaged with ITIL and of those, 85% said that ITIL and ITSM best practices had either the actual or potential ability to help optimize existing business practices<sup>2</sup>.

There are literally hundreds of companies large and small – including many Fortune 500s worldwide – that have seen impressive return on an ITIL investment and have promoted their successes. Some of those stories are available on our blog.

[http://blogs.pinkelephant.com/index.php/?pinknews/comments/the\\_roi\\_of\\_itil/](http://blogs.pinkelephant.com/index.php/?pinknews/comments/the_roi_of_itil/)

Please refer to the “supplementary materials” section for more detailed information on the financial return on an ITIL investment.

Complementing the tangible, financial benefits of ITIL, there are also many intangible, soft benefits to note, including:

- Breaking down silos in IT
- Creating a common language for IT
- Business continuity and risk mitigation
- IT security and information integrity
- Aiding in internal and external compliance audits

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<sup>2</sup> Source: Sarbanes-Oxley Compliance Journal - [http://www.s-ox.com/dsp\\_getNewsDetails.cfm?CID=2222](http://www.s-ox.com/dsp_getNewsDetails.cfm?CID=2222)



### 5.1.1 Cost Of Not Doing ITIL

Most organizations are spending between 65% and 85% of their IT budget simply keeping the lights on, leaving little money to be spent on helping the organization grow and transform the business.

Without common processes and a single tool, service delivery typically continues to be inconsistent – ad-hoc at best – and the costs of delivering IT will continue to go up. Organizations will continue to firefight and will always be in a reactive mode, with little time for proactive process planning and implementation to help increase service availability, reliability and stability.

Organizations also continue to spend a significant part of their time performing rework due to failed changes, poor understanding of business requirements, and poor understanding of IT's capability to deliver a service. This all leads to poor customer satisfaction with IT as a whole.

Organizations that do not adopt best practices are also less likely to be effective with management reporting. They may have some metrics, but are not able to link the metrics to IT services or ultimately, to how IT enables business outcomes.

There is an investment cost in implementing ITIL; however, there is also a significant cost of *not* implementing ITIL.



## 5.2 Return On Conference Investment

Pink Elephant is aware of how the current economic situation has created a challenge for those seeking approval to attend professional development events. The good news is that Pink’s conference is centered on the very concept advocated by external, objective sources during tough times – building efficient processes based on a proven framework.

We are confident that if you walk away with even **one idea** you learned at our conference, then go back to work and implement it, this would more than pay for your conference registration fee as well as all travel-related costs.

The following cost/benefit analysis illustrates how you can calculate ROI and how long it will take for your company to recoup the expenditure. For more quick wins you can expect to learn at the conference, see the supporting materials section.

Costs	Benefits
Conference Registration: 1 Regular registration @ \$2,195  Other costs: <ul style="list-style-type: none"> <li>• Travel: 1 round-trip flight @ approx. \$500</li> <li>• Accommodation: 3 hotel room nights @ 256.48*/night</li> <li>• Lost time: 5 work days @ \$200 / day</li> </ul>	Conference Package: <ul style="list-style-type: none"> <li>• Conference program – equivalent to 4 consulting days: \$16,000</li> </ul> Taking 1 ITIL quick win from a ‘How-To’ conference session <sup>3</sup> : <ul style="list-style-type: none"> <li>• Starting some basic Problem Management activities: \$36,000 / year</li> </ul>
<b>Total cost: \$4,464</b>	<b>Total Benefit: \$52,000 / year</b>
<b>Payback time: \$4,464 / \$52,000 = 0.08 of a year = approx. 1 month</b>	

\*Pricing for the Bellagio Hotel from February 14-17, 2016 includes taxes and Hotel Resort Fee.

*Example:*

*I am aware of our company’s new policy regarding cost control, and understand that this conference and an ITIL investment may seem like an unnecessary expenditure at this time. I also know that the company continues to promote and support professional development if it is justified.*

*With respect to starting an ITIL project, it will certainly require a financial commitment; however, there is also a cost of not implementing ITIL. I’ve found examples of financial institutions like ours that have managed to contain excessive spending with ITIL in a relatively short time. Visa, for example, was able to improve monitoring of network and systems outages, and reduce the time to resolve Incidents by as much as 75%.*

*Regarding Pink’s event, I estimate that our company will be able to recoup the conference expenses within one month after the event. I’d be happy to share my cost/benefit analysis detailing the actual costs of attending and the value of several ITIL quick wins that I will be bringing back to the company and implementing right away.*

<sup>3</sup> See Supporting Materials section for Incident and Problem Management Financial Benefits and assumptions used in calculations.



## CONCLUSION

Wrap up your business case by summarizing the problem/situation. Describe the anticipated outcomes of implementing an ITIL project that specifically addresses the business issue. The conclusion should include answers to questions such as “What are we aiming for?” and “What are the expected benefits to business operations?”

*Example:*

*As an IT professional, my goal is to have an effective, efficient, successful IT department – a department that contributes to the overall business goals of this organization.*

*One of our key goals is total customer satisfaction, and my department has a responsibility to ensure our customers receive continuous service with minimal disruption. This requires maintaining a close eye on uptime. Any opportunity to decrease systems outages will only serve to benefit the organization’s bottom line.*

*A considerable challenge my department is facing is that we need to build better processes to examine recurring incidents within our IT systems – incidents that can seriously impact our uptime and cause us to incur excessive costs. Currently, we are spending too much time “firefighting.” We require the knowledge and capability to conduct incident trending and analysis, and I recommend that we implement a best practice approach – namely, ITIL.*

*If we start with Incident and Problem Management, our organization can expect to reap the following benefits. Most of these common benefits can be translated into financial benefits.*

- *Reduced Incident Mean Time to Repair (MTTR). Common improvements range between 10% and 25% improvement*
- *Reduced number of recurring incidents. Most organizations have a significant number of recurring incidents (anywhere from 15% to 25%) that take time for the Service Desk and 2<sup>nd</sup> level support teams to continually resolve*
- *Increased first-contact resolutions*
- *Improvement in people-resource utilization*
- *Increased user and IT staff productivity*
- *Reduction of downtime and associated costs of downtime*

*Many companies have already demonstrated significant ROI with ITIL, and I’d like us to achieve the same success; however, I want to make sure we’re doing it correctly the first time. I need access to industry leaders, experienced practitioners and the best trainers and consultants in the industry.*

*I have found an event that provides me with everything I need to succeed: Pink Elephant’s 20<sup>th</sup> Annual International IT Management Conference & Exhibition, from February 14-17, 2016 in Las Vegas. Not only is this event designed to show me how to address the department’s most important issues, but it’s also created by the organization responsible for introducing many ITIL “firsts” worldwide, including some of the first ITIL certification courses.*

*Based on the quick wins that I will be implementing when I get back from the event, and the financial gain from those quick wins, I estimate that the company will recoup the cost of the conference within one and a half months.*





## 6. SUPPORTING MATERIAL

### 6.1 A Brief History Of ITIL

It's hard to find an accurate account of ITIL's origins, but as the company that witnessed and actively participated in the evolution of ITIL from the very beginning, Pink offers the following brief timeline of events. This is good foundational knowledge – it helps to describe ITIL, its transformation over the last 20 years, and why it is still relevant today.

#### 1986 – 1989

ITIL originated from the Central Computer & Telecommunications Agency – what is known today as the Office of Government Commerce in the UK. The CCTA was an agency that provided computer support to the British government. In 1986, the agency began a project to create a common set of IT best practices for increasing operational efficiencies. A single volume of guidance was issued in 1989, but it wasn't originally called ITIL; it was titled the *Government Information Technology Infrastructure Management Method*, or GITIMM.

#### 1989 – 1996

Not wanting to limit its usefulness to the government, or be referred to simply as a “method”, GITIMM was renamed the Information Technology Infrastructure Library. And what started in 1989 as one book grew over the next seven years to 44 books (ITIL version 1) – a vast collection describing an integrated, process-based, best practice framework for managing IT services.

#### 1996 – 2000

ITIL version 1 was updated, condensed into ten books, and released as ITIL version 2, starting with Service Support, then Service Delivery. Over the next few years ITIL became, by far, the most widely used ITSM best practice approach in the world for government and non-government organizations.

#### 2007 – 2011

In 2007 ITIL version 3 was released, with five core books describing a lifecycle approach to IT Service Management: *Service Strategy*; *Service Design*; *Service Transition*; *Service Operation*; and *Continual Service Improvement*.

#### 2011 – Present

The 2011 edition of ITIL was released. It provided a facelift to the five core books released in 2007, with minor changes to correct inconsistencies and errors noted in version 3. Today, ITIL is still the only comprehensive and independent guidance for ITSM, yet it represents more than books alone. It has generated an entire industry that includes training, certification, consulting, software tools and a trade association (*itSMF*). ITIL is also an international quality standard (ISO/IEC 20000) and organizations can receive independent verification of ITSM excellence.

ITIL's most significant impact has been in providing a consistent and repeatable best practice approach to the world of IT.



## 6.2 Top 9 Reasons To Attend Pink's 20<sup>th</sup> Annual International IT Service Management Conference & Exhibition

1. **It's Our 20<sup>th</sup> Anniversary** – While you can expect the best from our annual conference each year, this year is going to be HUGE! We'll be celebrating our 20<sup>th</sup> anniversary and we'll be pulling all the stops. We'd love to celebrate with you.
2. **The Industry's #1 Event** – Pink has the undisputed reputation for developing an unsurpassed lineup of speakers and meaningful subject matter. As a result of our unwavering commitment, we are very proud to present what is widely acknowledged as the most content-rich program in the industry.
3. **An Incredible Lineup Of Speakers That Are “Out Of This World!”** – Don't miss this opportunity to hear from executive speakers from the public, private and educational spheres, and our lineup of keynote speakers are sure to inspire and educate!
4. **Content-Rich & Comprehensive** – 12 tracks and over 160 sessions cover a vast array of subjects including: IT leadership and people management, leading change, ITIL, COBIT, Lean IT, DevOps, Cyber Risk, Security and Resilience and more! There is a session for everyone – strategic, tactical, and operational – we've got you covered!
5. **Non-Stop Learning** – Choose from pre- or post-conference courses, breakfast clubs, pre-conference optimizers, general sessions, team case studies, and open forum discussions – from early morning until the evening, the learning never stops.
6. **Free Half-Day Workshops** – That's right! We offer a variety of free half-day workshops as part of our conference program.
7. **Find Exciting New Exhibitors** – Gain valuable insight into the constantly changing world of ITSM focused services and products. Speak with exhibitors who provide ITIL compatible products and services.
8. **Pink's Consultants Are Top Notch** – Our program includes many sessions with unbeatable content from Pink's world renowned expert consultants.
9. **Network With Your Fellow Attendees** – Meet new friends and get to know your fellow attendees, Pinkers and exhibitors. A great opportunity to make new contacts and build strong business relationships.

### 6.3 Sample ITIL Quick Wins

Idea	Cost Savings	Reasoning	Timeline
Reduction of tools used to log Incidents, Problems, and Changes	Can be anywhere from \$5,000 - \$40,000	Reduction of licensing fees, support fees, maintenance fees as well as required infrastructure costs such as servers etc.	Could be realized within 3-6 months
Implementation of a Change Advisory Board to better conduct impact and risk assessments	<p>Internal savings could be up to \$50,000 in the first six months (cost avoidance example)</p> <p>Reduction of cost of rework – reduce the amount of rework by up to 40 hours per month @ \$70 per hour = \$2,800</p>	<p>Examples of one organization saving \$50,000 in their first CAB meeting</p> <p>Reduction of rework – # of hours required for rework x the # of people doing the rework @ the fully allocated cost of employees on both the infrastructure and application management groups</p>	Could be realized in the first 1-3 months
Starting some basic Problem Management activities	Assume 150 recurring Incidents per month at an average cost of \$20 per Incident = \$3,000	Identifying the top five recurring Incidents and eliminating one or two of these	1-2 months
Improved availability to reduce the cost of downtime on key business revenue generating applications (customer ability to conduct business) – assume that a business loses the ability to produce revenue of \$12,000 per hour	If availability of a key business application is improved by 15 minutes each month this could increase revenue generation \$3,000 per month	Identifying the key business applications and ensuring proper availability, change and release activities are followed to increase availability	3-4 months
Increased workarounds defined as part of Knowledge Management	<p>Service Desk resolution = \$15 per Incident – 2<sup>nd</sup> level resolution = \$25 per incident</p> <p>100 Incidents = \$10 difference = \$1,000</p>	Cost of handling incidents at the Service Desk is ultimately lower than at the 2 <sup>nd</sup> and 3 <sup>rd</sup> levels	3-4 months
Improved management reporting leads to improved management decisions	This is Value on Investment and not an ROI but it is still valuable	Ability for management to make better and faster strategic, tactical and operational decisions	3-4 months



## 6.4 Sample E-mail Text

Use the following e-mail text to present your business case to your approval manager, and attach your completed Business Case document. You may modify it according to your particular role in IT.

Dear \_\_\_\_\_,

I am writing to seek approval to attend Pink Elephant's 20<sup>th</sup> Annual International IT Service Management Conference, February 14-17, 2016.

As Change Manager for the company, there are numerous aspects of this event that will allow me to significantly increase my knowledge and better fulfill my role as Change Manager. And, as you know, our 2015-2016 goals involve strengthening processes, assigning another Change Manager, integrating Change Management with our other ITSM processes, and aligning Change Management more closely with corporate business objectives.

I have looked through the conference program and there are at least 15 sessions, including several case studies, addressing these needs.

I have also put together a detailed business case, attached for your review. I would be happy to meet and discuss this with you in more detail with you at a time that's convenient.

I await your response and confirmation of my approval for this professional development opportunity.

Sincerely,

<sign off>

Need help building your business case or require more information on the conference?  
Please e-mail Stephany Dancy at [s.dancy@pinkelephant.com](mailto:s.dancy@pinkelephant.com).