

Pink Elephant Catalog Of Services

Summer 2014 Edition



**Pink Elephant is the world's
#1 ITIL and IT Service
Management consulting,
education and conference
service provider.**

**www.pinkelephant.com
1-888-273-PINK**





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 benefited from our expertise.

This Catalog 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.

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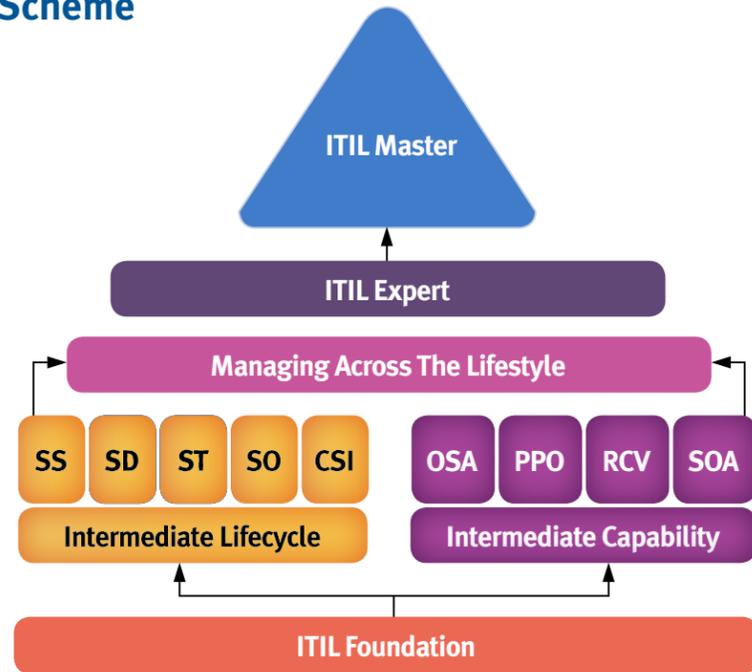
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Courses & Certifications

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

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

ITIL Certification Scheme



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 – <i>Service Strategy</i> , <i>Service Design</i> , <i>Service Transition</i> , <i>Service Operation</i> and <i>Continual Service Improvement</i> . You will receive 18 PDUs and 6 CPDs.	
ITIL Foundation Review	The ITIL Foundation Review will assist those who have taken a self-study program 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 Catalog 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 & Optimization	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 organize information security within your organization. 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.	
IT ASSET MANAGEMENT CERTIFICATION		
IT Asset Management Foundation	This course with optional certification is designed to impart an extensive overview of IT Asset Management best practices and processes as well as ways to embrace multiple organizational frameworks such as ITSM. You will receive 16 PDUs and 6 CPDs.	
Certified Software Asset Manager	This course teaches the importance of adhering to software regulations, and how to develop a well-planned and executed Software Asset Management program. You will receive 16 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 organization’s ITSM awareness objectives.	

“HOW TO” INSTRUCTIONAL WORKSHOPS		
Service Catalog Implementation Overview Self-Paced Online	The Service Catalog 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 Catalog implementation templates and process documents, as well as Pink’s bestselling book, <i>Defining IT Success Through The Service Catalog</i> .	
How To Define & Implement A Service Catalog	For managers who want to learn why the Service Catalog and its underlying service structure is the cornerstone of any ITSM program 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 organization’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, <i>Continual Service Improvement</i> . This workshop will help you identify the steps required for implementing a successful CSI practice and how to incorporate it into your ITIL program/project.	
Implementing IT Service Management Boot Camp	In this 3-day, boot camp style workshop you will receive the critical knowledge needed to successfully set up your ITSM program and project, establish process governance, build your tool strategy and define your deployment plans to achieve meaningful results.	
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 organization’s maturity for three processes: Service Level Management, Service Catalog Management and Business Relationship Management. You will receive 6.75 PDUs.	
The ITSM Leadership MasterClass	The agenda for this course covers five major components, beginning with an overview on the meaning of “ITSM leadership”, and ending with case studies of how the principles taught were successfully implemented in real-life: Understanding & Developing Your ITSM Leadership Capabilities, Vision, Strategy & Objectives For ITSM, Empowering Your ITSM Team, Focus On Achieving ITSM Success and Learning From ITSM Success Stories.	

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-organizational teams is the most valuable component within an ITSM operation

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

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 organizations. 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 organization Grab@Pizza. In each round participants will:

- Analyze the current performance of your IT management processes and organization
- 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



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 US \$8,940 – 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.



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.

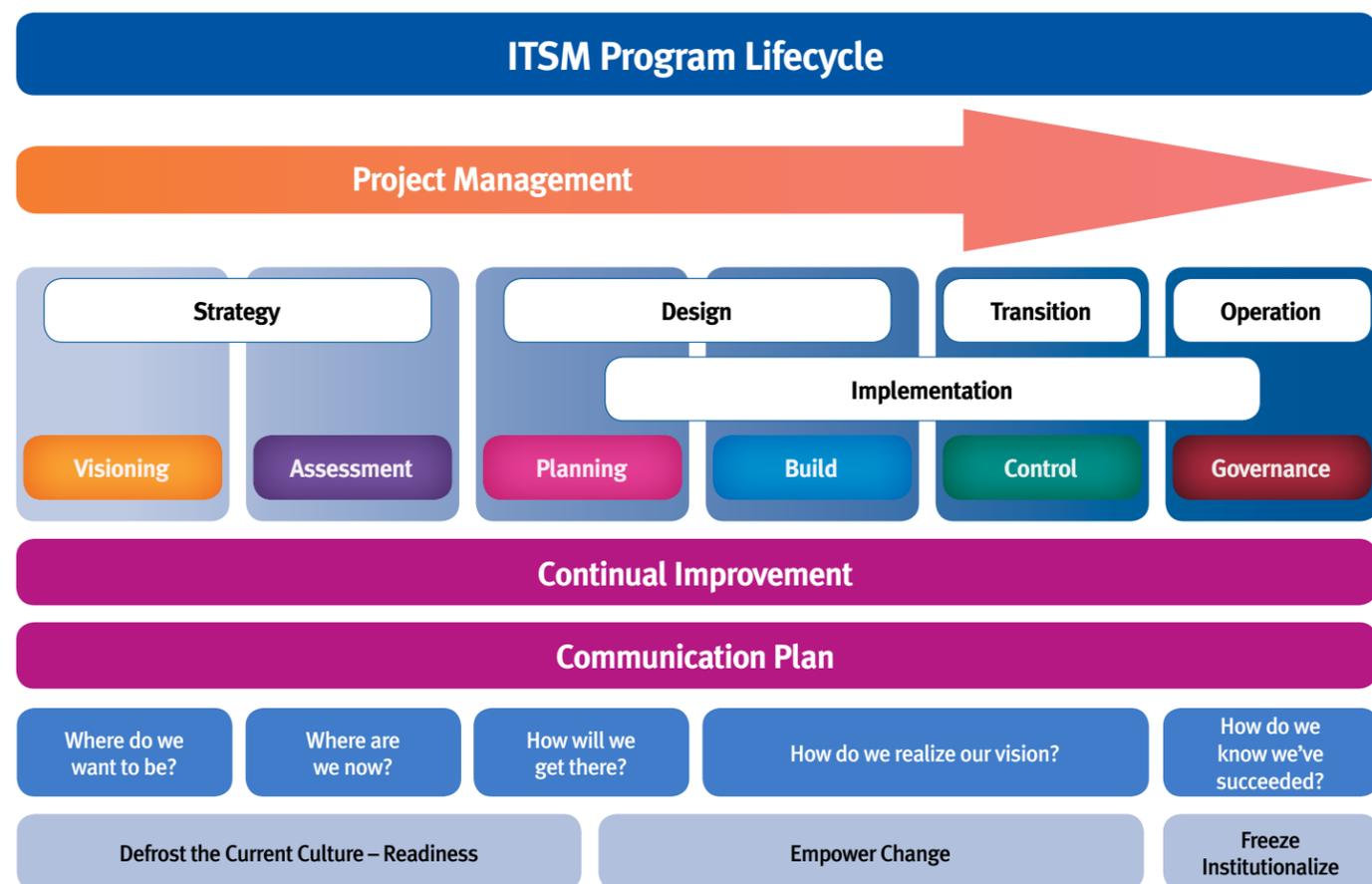
Pink Elephant excels at providing successful, outcome-focused consulting services from concept to completion, whether you need strategic planning, unbiased assessments, objective analysis, design guidance, implementation assistance or simply a vision of what could be.

The full range of Best Practice Frameworks underpins the time tested Pink Elephant consulting philosophy. Our world class consultants work with you every step of the way.

Pink Elephant consultants fulfill the role of trusted advisor. We share our years of hard won knowledge and real world experience to help you achieve your ITSM improvement goals.

Pink Elephant consultants support your ITSM initiative in a variety of ways:

<p>STRATEGIC ADVICE</p> <p>Support, advice and direction to senior IT leaders embarking on strategic initiatives such as visioning, policy creation, governance, establishing value, and critical path planning.</p>	<p>PROJECT ADVICE</p> <p>Engagement at any phase of your project lifecycle to provide guidance, leadership and subject matter expertise to support your ITSM improvement goals.</p>	<p>PROCESS ADVICE</p> <p>Working with established teams to support the design, documentation and implementation of specific ITSM processes.</p>	<p>CONSULTING SERVICES</p> <p>Pink Elephant has developed industry-leading onsite team workshops and assessments which will be tailored to your organization's specific objectives.</p>
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At Pink Elephant we like to say that we translate ITSM knowledge into real world results. For nearly 20 years, we have made it happen for hundreds of satisfied client organizations.

Contact us today at 1-888-273-PINK to see how Pink Elephant can help you achieve your ITSM goals.

Consulting Workshops

At Pink Elephant our goal is to deliver meaningful results by taking ITSM best practice knowledge and combining it with the critical lessons learned from the hundreds of organizations that we have helped around the world.

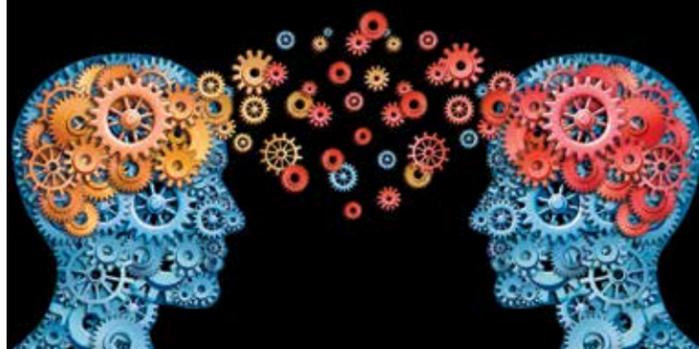
Below is only a sample of the type of consulting engagements that Pink can offer. For more detailed information contact Pink Elephant at 1-888-273-PINK or email us at info@pinkelephant.com.

Workshops, Assessments, Guidance & Assistance	Overview	ITSM Lifecycle Stage (refer to page 10)
Vision & Strategy Workshop	Identify your key ITSM program drivers, develop your specific ITSM goals, and deliver a report on your organization's vision – a document that will act as a foundational input into future planning activities.	Visioning
Executive 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
ITSM Process Maturity Assessment & Gap Analysis	PinkSCAN, Pink's consultant-led process assessment service, will provide you with an unbiased process maturity assessment, industry benchmark comparisons, cultural analysis, maturity gap analysis, and detailed recommendations for the next steps in your improvement journey.	Assessment
ITSM Roadmap Planning Workshop	Create actionable Process, Communication, Training, Organizational Change, and Governance Plans to move your ITSM initiative forward.	Planning
Rapid Process Design Workshop	Leveraging the wealth of information within PinkATLAS – the company's rich online ITSM resource repository – this intensive 5-day workshop results in the design of key processes that are optimized for your specific organization.	Planning
ITSM Tool Selection Support	Utilizing both PinkSELECT™ and PinkVERIFY™ an experienced Pink consultant provides you with an objective assessment of current software products that underpin today's ITSM processes.	Build
Service Catalog/Service Definition Workshop	This fast-paced, 2-day workshop enables your organization to define and agree upon a set of core services while ensuring that key stakeholders have the essential and practical elements required for project success.	Build
Configuration Management Database (CMDB) Workshop	In 2 days you will gain a deeper understanding of the design requirements, organizational roles, data modeling activities and specific project tasks required to define and implement a comprehensive configuration management database.	Build
Transition Guidance & Assistance	The Transition phase of the ITSM Program Lifecycle is fraught with Risk. In many ways this is the make-or-break segment of the project. Each change to the status quo must be carefully measured, managed, and controlled. Pink's experienced consultants have led countless other organizations successfully through this Transition phase.	Control
Operation Guidance & Assistance	The Operation phase is where the significant changes made so far must be embedded into the day-to-day fabric of the organization. Process and Employee Compliance are key elements at this point in the project.	Governance

**3rd Annual
IT Service Management
Leadership Forum**
“PinkFORUM14”
Scottsdale, AZ ▶ August 18-19, 2014

A must-attend event! This uniquely focused program is a great opportunity to hear from successful IT leaders and business leadership experts.

REGISTER TODAY!



The Business Of IT
1 Day Seminar
Toronto, ON ▶ September 18, 2014



Is your IT organization recognized for its strategic business contribution and value?

If you're under pressure to “up your game”, don't miss this unique and powerful 1 day seminar.

NEW!
**IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**
NORTH REGIONAL
“PinkNORTH14”
TORONTO, ON ▶ DECEMBER 8-9, 2014

Join us in December for an extraordinary education experience!

Each year Pink Elephant presents the largest and most respected industry conference in Las Vegas. Building on the popularity of the event, we are also bringing it to the north – to Toronto!

Amazing Special Offers Available For All Events!

Come experience what thousands of IT professionals are raving about.



**19th Annual International
IT Service Management
Conference & Exhibition**
“PINK15”
Las Vegas ▶ Bellagio Hotel
February 15-18, 2015

Register Today!
Join us in 2015 for another extraordinary education experience!

“...By far the best and most professionally rewarding IT conference available.”

“I had heard that Pink is the ‘must-attend’ service management conference... Pink did not disappoint.”

“My experience was that this was not only the best Pink conference yet, but also the single best global ITSM I have ever attended.”



Annual IT Excellence Awards

At Pink we know that implementing and maintaining ITSM programs takes dedication, perseverance and hard work. To recognize individuals and organizations, 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.

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 – “UnlTy” ITSM Initiative

Call For Speakers



Being chosen to be part of our prestigious events is indeed an honor. 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 1-888-273-PINK ext. 237.