PinkVERIFY™ 2011

IT SERVICE MANAGEMENT TOOL ASSESSMENT

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1 PinkVERIFY IT Service Management Tool Assessment Service

1.1 Executive Summary

IT Service Management (ITSM) is focused on the delivery of value based IT Services supported by reliable and cost-effective IT application and infrastructure environments. To effectively achieve this goal many IT functions are focused on moving from a culture focused on being a technology provider to one that emphasizes the goal of being a trusted service provider and business partner.

To support this objective, organizations are adopting ITIL$^®$ as their preferred IT Management reference framework due to its integration of Business Service Management and ITSM principles and best practices.

As part of the shift towards integrated service management, support tools, single process Service Desk applications and systems management tools are being replaced by more complex and integrated service management tool suites. With this increased scope, tool vendors are developing integrated platforms, products and services to align people, process and technology, based on ITIL processes.

As a result, in 1999 Pink Elephant developed PinkVERIFY, an ITSM software tool assessment service, to assist:

- The software vendor community develop and market tools which enable and support ITIL terminology, processes, workflows and integration

- The software customer community select ITSM software by providing a list of vendors and tools that support ITIL functionality and integration

1.2   What Is PinkVERIFY?

PinkVERIFY is an objective software tool assessment service. The service validates toolsets that meet a set of functional requirements as defined by ITIL and other industry best practices. Software vendors can use the service to obtain the PinkVERIFY logo to indicate a tool's compatibility with ITIL process terminology, goals and activities.

A tool is assessed according to process platform, core and integration criteria which align with ITIL terminology, processes, workflows and integrations. Software tools which successfully pass the PinkVERIFY assessment are awarded the right to display the PinkVERIFY logo and are published on Pink Elephant's webpage.

The PinkVERIFY assessment criteria are based on several sources of industry knowledge and experience:

- ITIL books (5) and other publications from the official ITIL publishers, The Stationery Office (TSO)
- Practitioner input
- Software vendor input
- Pink Elephant's own consulting experience
- PinkVERIFY 2011 criteria

Tools achieving the PinkVERIFY logo are identified on Pink Elephant's PinkVERIFY webpage.

Other resources available on the webpage include the PinkVERIFY process criteria documents.

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1.3 How To Obtain A PinkVERIFY Logo

Vendors wishing to obtain the PinkVERIFY logo follow this process:

1. Review and complete the self-assessment to verify that your tool meets the necessary PinkVERIFY criteria

2. Contact Pink Elephant at 1-888-273-PINK, +1-905-331-5060 or email Lisa Lyons at l.lyons@pinkelephant.com

3. The vendor moves forward by signing a statement of work (SOW)

4. The vendor submits the completed process criteria self-assessment documents to Pink Elephant

5. A qualified Pink Elephant consultant facilitates the process assessment demonstration. Once the tool demonstration is complete, the consultant confirms the processes for which the tool meets or exceeds the published criteria and identifies any gaps requiring improvement and, if applicable, re-assessment. The consultant then documents and updates the Pink Elephant Marketing team with the results of the assessment

6. The vendor will sign a PinkVERIFY trademark license agreement with Pink Elephant for the use of the PinkVERIFY logo. The term of the license is for 12 months after which either a renewal license will be issued or a new assessment and license will be required

7. Pink Elephant will post the vendor, tool and version for PinkVERIFY on the Pink Elephant PinkVERIFY webpage

8. If a vendor releases a new tool version, the tool must be reassessed to ensure continued compatibility with ITIL processes. (Reference 3.1 Process Phases & Pricing Model.)

For a detailed explanation of the assessment process and pricing, please refer to Section 3.1 Process Phases & Pricing Model.

1.4 Tips For A Successful Assessment

1. Pink Elephant recommends that vendor sales personnel and development staff take the ITIL Foundation certification course at a minimum

2. Prepare the demonstration:

   - Build in examples of customer use case scenarios based on business services (e.g.: email, payroll) in addition to IT view technical services (e.g.: infrastructure, network, application support)
   - Describe and demonstrate automation (if applicable) for each criteria

It is important that the demonstration be developed based on general commercially available functionality and not be developed as a custom configuration of the tool developed specifically to pass a PinkVERIFY assessment.

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2   SERVICE HISTORY & SCOPE

In 1999, PinkVERIFY entered the market as an assessment of Service Desk tools against ITIL V2 Incident, Problem, Change and Configuration Management processes. At that time, only a few of the major service management suites boasted the ability to meet the integration requirements suggested by the ITIL framework.

In the years since, the industry has aggressively moved towards a focus on ITSM. Now there are numerous tools and services which meet these needs of practitioners operating in an ITSM-focused environment.

Pink Elephant added processes to the PinkVERIFY assessment as options for those tools whose functionality had expanded beyond Incident, Problem, Change and Configuration Management. *PinkVERIFY Enhanced* meant that a specific tool was improved to include one of the following processes as a capability:

- Availability Management
- Release & Deployment Management
- Service Level Management

To reflect industry growth and the evolution of the ITIL Service Lifecycle approach, 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 Portfolio Management
- Service Level Management
- Financial Management
- Service Catalog Management
- Availability Management
- Capacity Management
- Release & Deployment Management

In November 2009, PinkVERIFY V3.1 was expanded to include:

- IT Service Continuity Management

In May 2012 PinkVERIFY criteria were aligned to the ITIL 2011 Edition.

Most recently, in March 2016, PinkVERIFY was expanded to include:

- Asset Management

2.1 PinkVERIFY 2011 Logo

As part of the PinkVERIFY 2011 service, a toolset is licensed to use a PinkVERIFY logo to indicate that it was successfully assessed against one or several processes described within the PinkVERIFY service scope.

To view which processes the tool has been verified against, visit the PinkVERIFY webpage PinkVERIFY 2011 toolsets.

3   SERVICE DESCRIPTION

PinkVERIFY is a service that assesses and evaluates software tools and services in accordance to ITIL process objectives, activities and workflows. Successfully verified tools are listed on Pink Elephant's website with the PinkVERIFY 2011 logo.

To use the logos, a specific version of a tool and designated processes within the PinkVERIFY scope must undergo a successful assessment by a qualified Pink Elephant consultant and meet the platform, core and integration requirements.

PinkVERIFY serves two distinct markets:

Market	Description
IT Practitioner Community	As recognition increases for IT best practices, including ITIL, practitioners seek an easy way to identify tools that support their needs.
	PinkVERIFY offers an objective, ITIL based set of criteria to assess tools. It also provides a list of vendors, verified tools and processes. Those tools are listed as meeting documented functional, automated and documentation requirements.
	PinkVERIFY validates that 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, four wheels and is safe; however, the owner needs to examine the vendor in question to decide whether they need a compact or luxury vehicle, and whether specific optional features are required.
	PinkVERIFY should be used as a filtering aid to quickly identify which tools meet the best practice requirements for specific ITSM processes.
	There are no fees for Practitioners to reference any part of the PinkVERIFY documentation or toolset lists.
IT Software Vendor Community	Vendors use PinkVERIFY to differentiate themselves in 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 ITSM best practices.
	Tool vendors request a qualified Pink Elephant consultant to assess the tool against the published criteria. If the tool meets the criteria, the vendor signs a trademark license with Pink Elephant for the use of the PinkVERIFY logo.

3.1 Process Phases & Vendor Pricing Model

Phase I	**Criteria Documentation**
	A vendor determines the processes for which the tool is assessed.
	The vendor completes the self-assessment criteria documents. Tools not meeting the general platform, core, and integration criteria should be improved to close known gaps before proceeding with any assessment. See Section 3.2: Scoring Model
	Vendors provide answers to questions and provide a description of how the tool meets the requirements. Vendors may also include supporting documentation such as screenshots or reports to support their answers. If a tool appears to meet the criteria requirements, it qualifies to move to Phase II.
	To proceed to Phase II, vendors email completed criteria documents to Lisa Lyons at l.lyons@pinkelephant.com.
	There are no fees for Phase I.
Phase II	**Demonstration**
	Pink Elephant will provide the vendor with a PinkVERIFY Phase II SOW and date(s) for the online tool demonstration.
	The vendor will arrange and host an online session to demonstrate how the tool satisfies the functionality requirements as specified by the PinkVERIFY criteria for the processes selected to be assessed.
	To advance to the Phase III, a tool must pass the PinkVERIFY assessment for at least one process. To pass a PinkVERIFY process assessment, a tool must demonstrate 100% compatibility of the general platform, core and integration criteria for that process. See Section 3.2: Scoring Model
	If the necessary criteria are not met and additional tool development or configuration is required to pass the assessment, the vendor is allowed to request an additional demonstration at a later date.
Phase III	**Trademark License Agreements** **PinkVERIFY Certification**

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	Pink Elephant prepares and executes a Phase III SOW and 12-month trademark license agreement covering all the processes that were successfully assessed. Pink Elephant's Marketing department will contact the vendor to obtain the vendor's logo and the URL. This information is posted on the PinkVERIFY webpage along with the details identifying the tool, version and processes certified. Pink Elephant will provide the vendor with the PinkVERIFY logo, logo guidelines and an official letter confirming PinkVERIFY status.
Pricing Model	The fee for a PinkVERIFY assessment package is based on the number of processes to be assessed, documentation review, and administration including PinkVERIFY trademark licensing, validation and report writing. Note: Partial or full process reassessments are subject to additional fees. The need for a translator is subject to an additional fee.
Renewal Phase	**Renewals** The PinkVERIFY 2011Trademark License Agreements are valid for a period of 12 months. Renewals can be applied for by vendors whose Trademark License Agreement is about to expire and whose tool version has not changed. The PinkVERIFY Customer Relationship Manager contact will email the vendor with a renewal reminder and request three months prior to the expiry date.
Version Changes	**Version Changes** The PinkVERIFY 2011 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. Partial or delta version changes (e.g.: 1.1 to 1.5) may require re-assessment based on the nature of the changes. Vendors are required to submit their delta version change documentation to be reviewed by Pink Elephant to determine if the changes have impacted the functionality of the assessed processes or are bug fixes and performance related changes. If the functionality of the assessed processes has changed then a reassessment will be required. Full releases (e.g.: 1.5 to 2.0) require a complete re-assessment.

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NOTE:

1. Tool development is not within the scope of PinkVERIFY – the client's tool must be fully complete, represent a commercially available, standard "out of box" configuration, and not modified specifically to meet the assessment criteria

2. In addition to functionality, automation and help documentation, the PinkVERIFY assessment reviews the tools use of terminology as defined in the official ITIL glossary

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. Tool assessments are currently conducted in English only and must be presented in English or Pink Elephant will hire a translator which is subject to an additional fee

3.2 Scoring Model

PinkVERIFY criteria are separated into three groupings:

1. **General:** Basic tool platform requirements
2. **Core:** Primary core process requirement
3. **Integration:** Integration with other processes requirements

To achieve PinkVERIFY certification for a specific process, a vendor must demonstrate that 100% of the general, core and integration criteria for each assessed process have been met.

Integration With Third Party Or External Tools

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

If a vendor-owned stand-alone module or tool, which is in addition to the tool being assessed, is required to achieve the functionality, is part of the demonstration and would be an additional requirement and cost to a customer, then this module or tool would be listed on the PinkVERIFY toolset list with the assessed tool as part of a tool suite.

4   APPENDIX I

4.1   Additional Notes On PinkVERIFY 2011

- The PinkVERIFY is conducted via a vendor-hosted live web-based screen sharing demonstration. Typically, three processes can be assessed in one "work day"

- The vendor is expected to verify and demonstrate that the software tool supports the PinkVERIFY criteria and ITIL terminology "out of the box" as part of its standard commercial offering

- Pink Elephant administers the PinkVERIFY Trademark License Agreement and logo directly with the vendor

- The PinkVERIFY vendor list provides practitioners with a starting point to understand which vendors have explicitly demonstrated a commitment to the ITIL framework and its vision for process integration. There are many excellent tools available on the market and practitioners should not exclude any tools from their selection process just because they do not have the PinkVERIFY certification as this does not necessarily imply the vendor is not committed to the ITIL framework

- The PinkVERIFY vendor list of processes identifies the processes that have successfully been assessed in alignment with the ITIL framework. The vendor selects the processes to be assessed. This does not imply that the other processes are not aligned with ITIL. Also, the resulting list does not imply the processes that are not listed "failed" to meet the criteria as they may not have been submitted for the assessment; nor will Pink Elephant divulge any information regarding the processes submitted, the processes that qualified and any processes that did not qualify

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5   ABOUT PINK ELEPHANT

We Lead The Way!

A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

ITIL Leadership

Pink Elephant has grown to become recognized globally as _The ITIL Experts_ and is very proud of its commitment to the ITIL best practice framework. In fact, Pink Elephant has been involved in the "ITIL project" since its inception in 1987. Furthermore, Pink Elephant:

- Contributed to the ITIL V3 project (published in 2007):
    - Author of the _Continual Service Improvement_ core volume
    - Member of ITIL V3's international exam qualification panel
- Developed new courses and public information sessions based on ITIL V3's service lifecycle:
    - ITIL V3 Foundations
    - How To Use ITIL V3 In IT Operations
- Supported the development of ITIL V2's core books (published in 2000):
    - _Service Support_ (English and French editions)
    - _Service Delivery_ (English and French editions)
- Promoted ITSM best practices internationally through podcasts, white papers, blogs, articles in IT publications and in presentations at international IT events
- Introduced ITIL to companies across a wide variety of industries, sizes, technical platforms and corporate cultures
- Created the International IT Service Management Conference & Exhibition, one of the largest events worldwide solely dedicated to ITIL
- Developed the Foundation and Practitioners courses and worked with EXIN to produce the associated exams; was the first organization to administer the exams to clients
- Leaders in applying the Capability Maturity Model (CMM) to assessing ITIL processes
- Introduced the adoption of Kotter's approach to Change when implementing ITIL
- Accomplished extremely high first time pass rates in ITIL certification courses
- Launched PinkVERIFY, the only independent certification program worldwide that recognizes software that supports specific IT management processes

- First offered the Foundation, Practitioner and Management ITIL certification levels publicly in North America
- Launched a worldwide Foundations course in Control Objectives for Information and Related Technology (COBIT®), a framework that is complementary to ITIL for managing IT services and meeting legislative compliance
- Was a founding member of the IT Service Management Forum (now *it*SMF) – the worldwide networking group for IT Service Management professionals

Contact Us

To learn more about Pink Elephant's services visit www.pinkelephant.com, or call us at:

- 1-888-273-PINK from Canada and the United States
- +1-905-331-5060 from anywhere in the world!
- Email Lisa Lyons at l.lyons@pinkelephant.com

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