Media Information

FOR IMMEDIATE RELEASE

<u>PINK ELEPHANT INTRODUCES BRAND NEW ITIL® CERTIFICATION COURSE</u>

ITIL Practitioner: Enabling Critical Competences Launches Globally February 2016

Burlington, ON – February 1, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, announced the introduction of the ITIL Practitioner: Enabling Critical Competences certification course, available globally starting February 18, 2016.

"At Pink Elephant, we're always striving to ensure that our courses provide the best level of knowledge that students can take back and translate into results," said Troy DuMoulin, VP, Research & Development, Pink Elephant. "ITIL Practitioner and its 9 Guiding Principles show students how to adopt, adapt and apply ITIL to specific circumstances and requirements to drive successful projects."

"ITIL Practitioner was developed in response to requests from ITSM professionals from around the world for practical guidance on adopting and adapting ITIL, and maximizing the value of ITSM for the organizations and their customers," said Kaimar Karu, Head of ITSM, AXELOS. "Pink Elephant has been involved in ITIL since the very beginning, and we are very happy to see them with us today, delivering this additional, higher ITIL qualification level and providing even greater benefits for individuals and organizations."

ITIL Practitioner prepares individuals for a broad range of challenges faced within ITSM, equipping them with practical guidance, confidence and know-how to adopt and adapt the ITIL framework according to an organization's requirements. This intensive 2-day course introduces three critical competencies – Organizational Change Management, Communication, and Measurement and Metrics – as well as the Guiding Principles that are essential to embedding a culture of Continual Service Improvement. Students will also learn how to leverage good practices from outside the ITIL core, such as DevOps, Lean and Agile.

A new publication, *ITIL Practitioner Guidance*, has been developed as support for this new qualification.

The ITIL Foundation certificate is a prerequisite for the ITIL Practitioner certification. For more information on the new course, please contact 1-888-273-PINK or info@pinkelephant.com.

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.

For more information and to check out our full list of products and services, visit www.pinkelephant.com and follow Pink Elephant on Twitter: @theitilexperts

For more information, please contact:
Mehreen Hasan
Marketing Department
Pink Elephant
Phone: 905-331-5060 Ext. 251
Toll free: 1-888-273-7465
Email: m.hasan@pinkelephant.com

ITIL® is a registered trade mark of AXELOS Limited.

###