PINK ELEPHANT LAUNCHES WORLD'S FIRST ITIL® 4 CERTIFICATION COURSE

Global Course Launch Coincides With World's Largest ITSM Conference In February

Burlington, ON – October 24, 2018 – Pink Elephant has announced dates for the world's first round of ITIL 4 Foundation certification courses. The first deliveries will take place in February 2019, coinciding with Pink Elephant's 23rd Annual International IT Service Management Conference & Exhibition – "Pink19". It is also expected that the event will be the platform used by AXELOS to announce further ITIL 4 updates.

Upon launch, Pink's course will be available in three delivery formats: traditional classroom setting, instructor-led online, and – unprecedented for a course at launch – the full course will also be available in a self-paced online format.

"When it comes to ITIL and IT Service Management, Pink continues to stand out – after 25 years and 4 versions of ITIL, we're still the one everyone looks to first," said Fatima Cabral, Pink Elephant CEO. "Having played many major and key roles in the development of ITIL since its very beginning and now the new ITIL 4 Foundation certification course, we're extremely passionate and excited about the new release!"

Cabral adds, "We're also very pleased that the new ITIL 4 model includes an 'integrated' service management approach – one that we have been championing for a few years. We're very proud of this major contribution we have made to the new model."

Pink Elephant has been involved in ITIL since the launch of the first ITIL book in the mid-80s and has provided input and authored books for every launch since. To ensure ITIL 4 meets the needs to today's IT professionals, the development process has involved multiple rounds of user testing and inputs from industry experts, including those from Pink Elephant.

As a result, the update includes a very clear business focus, which includes specific guidance on how to add real business value through a holistic end-to-end model that incorporates many concepts from Lean IT, Agile and DevOps. This is significantly different from ITIL v3's approach to IT Service Management (ITSM).

The new ITIL 4 Foundation course, the only one available in the new scheme so far, is a mandatory requirement for all levels in the ITIL 4 certification scheme, which consists of

seven courses and two designations. The two-day course is designed as an introduction to ITIL 4 and provides participants with a new way to look at ITSM.

AXELOS has announced that the remainder of the ITIL 4 courses will be available in late 2019. In the meantime, ITIL v3 exams and all ITIL v3 courses will continue to be available.

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Students purchasing Pink's ITIL 4 Foundation certification course can benefit from special launch pricing of almost 50% off the regular course fee. To find out more about the ITIL 4 Foundation certification course, the ITIL v3 portfolio or for the latest ITIL 4 updates, visit www.pinkelephant.com, or 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 40 years ago.

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