Pink Elephant
Catalog Of Services

Summer 2015 Edition
Knowledge Translated Into Results

PINK

**Includes
6 New Business
Certification Courses!**

Version 1.0

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.

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.

EDUCATION & TRAINING

SPECIAL OFFERS

CONSULTING

PINKONLINE

CONFERENCES & SPECIAL EVENTS

Why Choose Pink Elephant For Education:

- We are recognized as industry experts known for reliable, high quality education deliverables

- More than 350,000 business professionals have taken our courses

- 96% of customers surveyed would recommend Pink Elephant courses to others

- Most of our courses include an online option to accommodate today's busy business professional

Courses & Certifications

Pink Elephant is proud to offer the industry's most comprehensive portfolio of IT Service Management programs, including ITIL, BRMP, COBIT, Lean IT, Organizational Change Management and other ITSM best practices.

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

Education Formats

Pink Elephant offers a variety of formats for our courses and workshops, including:

SELF-PACED: 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!

VIRTUAL CLASSROOM: Learn from a certified Pink 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.

LIVE CLASSROOM: Learn in a traditional classroom format from a certified Pink Expert possessing an average of 20 years of ITSM experience. To find an upcoming course in a major city near you, visit our website for the Public Course Schedule.

IN-HOUSE: 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.

BLENDED LEARNING: This unique, education format is new to Pink and combines our traditional classroom with our self-paced online course. The traditional course is offered on a specific date at a specific location and is supplemented by self-paced study at a time that is convenient for you.

ITIL FOUNDATION CERTIFICATION

ITIL Foundation	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 – *Service Strategy, Service Design, Service Transition, Service Operation* and *Continual Service Improvement.*	
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	The focus of this Intermediate course is on Event Management, Incident Management, Request Fulfillment, Problem Management, and Access Management.	
ITIL Release, Control & Validation	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.	
ITIL Service Offerings & Agreements	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.	
ITIL Planning, Protection & Optimization	The focus of this Intermediate course is on Capacity Management, Availability Management, IT Service Continuity Management, Information Security Management, and Demand Management.	

ITIL LIFECYCLE CERTIFICATION

ITIL Service Strategy	For managers seeking to gain an understanding of how to integrate IT and business processes as well as formulate stronger ITSM strategies.	
ITIL Service Design	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.	
ITIL Service Transition	For managers seeking to gain an understanding of how to consistently manage change, and the introduction, transfer and decommissioning deployment of new or changed services.	
ITIL Service Operation	For managers seeking to gain practical guidance of the service delivery and support phase of ITIL's service lifecycle model.	
ITIL Continual Service Improvement	For managers seeking to gain a better understanding of ROI, measurements and metrics, trending and management reporting.	

ITIL EXPERT CERTIFICATION

Managing Across The Lifecycle	Become an ITIL Expert – the highest ITIL qualification! A total of 17 ITIL credits are required as a prerequisite for this course.	

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.	
PRINCE2 Practitioner	In PRINCE2 Practitioner, you'll learn how to apply and tailor PRINCE2 processes, themes and techniques within a project environment, and learn how to evaluate completed projects and project events.	

LEAN IT CERTIFICATION

Lean IT Foundation	This course will help IT departments become customer and value oriented, removing waste, inflexibility and variability.	
NEW! Lean IT Kaizen Lead Certification Course	With major focus on the Six Sigma DMAIC and Lean A3 models, this is a practical and hands-on 3-day course that teaches and equips individuals to define, facilitate and lead Lean IT Kaizen improvement initiatives.	
NEW! Lean IT Leadership Certification Course	This 3-day course provides you with the knowledge of how and why Lean leadership principles are different from traditional hierarchical or command and control models.	

IT ASSET MANAGEMENT CERTIFICATION

IT Asset Management Professional	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.	
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.	
NEW! Certified Hardware Asset Management Professional	This course is designed to address the numerous issues plaguing professionals in managing hardware assets.	

BUSINESS RELATIONSHIP MANAGEMENT CERTIFICATION

NEW! Business Relationship Management Professional	This 3-day very comprehensive management level course provides guiding principles and a framework not provided elsewhere for managing key business relationships.	

ORGANIZATIONAL CHANGE MANAGEMENT CERTIFICATION

NEW! Organizational Change Management Foundation	Provides participants with essential information and tools to understand how to contribute to a change management team. Learn how to help people deal more effectively with change by overcoming resistance and maintaining their commitment to change.	
NEW! Organizational Change Management Practitioner	The valuable knowledge and techniques gained in the Organizational Change Management Foundation course will be applied to "real world" change processes. Learn how to develop a collaborative team that can successfully embed and sustain change initiatives.	
NEW! Organizational Change Management Certification Program	This 5-day intensive program (Foundation and Practitioner combined) prepares participants for the impact of transformational change. Tools and concepts are introduced to effectively manage change throughout an organization and then participants learn how to apply those techniques to develop plans to successfully launch and sustain change initiatives.	

COBIT CERTIFICATION

| Defining & Governing Enterprise IT To Deliver Business Value | 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. | |

ITIL OVERVIEWS

| 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 critical internal awareness.	
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.	
Problem Management: Root Cause Analysis Workshop	This workshop will provide you with a practical, structured approach to applying established root cause analysis principles and techniques to identify the sources of recurring incidents and service downtime.	
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 for success.	
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.	
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.	
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, *Continual Service Improvement*.	
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.	
The ITSM Leadership MasterClass	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.	

Stay Connected To Pink!

There are many ways to get immediate notifications about 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

Twitter
@theitilexperts

Facebook
Pink Elephant Inc

LinkedIn
Pink Elephant

Blogs
blogs.pinkelephant.com

YouTube
Pinky

Flickr
Pink Elephant

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're that confident 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 work, 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:

Why Choose Pink For Consulting?

- Our experienced consultants are industry leaders and are specifically trained to adapt, adopt and combine frameworks at a fit for purpose level to fit your company's unique situation

- We provide a full lifecycle of solutions in our assessments, strategic planning, implementation and continuous improvement coaching to help you achieve top-notch results

- We apply a holistic approach considering the People, Process, Product and Partner aspects unique to your organization and ensure they are considered throughout the consulting process

- As your trusted advisor, we transfer knowledge and skills to you and your team and work with you hand-in-hand every step of the way

- Whatever your goal, we help you achieve it through the short and long term

STRATEGIC ADVICE
Support, advice and direction to senior IT leaders embarking on strategic initiatives such as visioning, policy creation, governance, establishing value, and critical path planning.

PROJECT ADVICE
Engagement at any phase of your project lifecycle to provide guidance, leadership and subject matter expertise to support your ITSM improvement goals.

PROCESS ADVICE
Working with established teams to support the design, documentation and implementation of specific ITSM processes.

CONSULTING SERVICES
Pink Elephant has developed industry-leading onsite team workshops and assessments which will be tailored to your organization's specific objectives.

ITSM Program Lifecycle

Project Management

Strategy		Design		Transition	Operation
			Implementation		
Visioning	Assessment	Planning	Build	Control	Governance
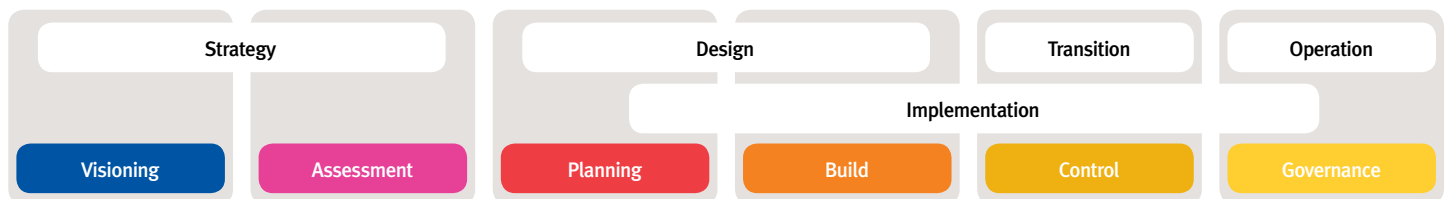
Continual Improvement

Where do we want to be?	Where are we now?	How will we get there?	How do we realize our vision?	How do we know we've succeeded?

Organizational Change Management Plan

Defrost The Current Culture – Readiness	Empower Change	Freeze

At Pink Elephant we like to say that we translate ITSM knowledge into real world results. For nearly 40 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

PinkSCAN

Getting the answer to the question "Where are we now?" is necessary so that you can better answer "How do we get to where we need to be?" Use it on your own, or bring us in to help you in whole, or in part. Conduct an online "process health check" of 23 ITIL processes. Plus, get benchmarking data, reports and graphs. PinkSCAN is the most detailed and effective online ITIL process assessment tool available anywhere!

What Do You Get With PinkSCAN?

Here are more reasons to consider making PinkSCAN a core aspect of your ITIL implementation project:

- Make continual improvements a reality in your organization – Sign up and use PinkSCAN for an entire 12 months
- Perform as many self-assessments as you like over a 12 month period
- Easy to set up and run your own assessments. Distribute your first assessment in 30 minutes or less – guaranteed
- Optional "How To Conduct An ITSM Process Assessment" training program and certification
- Option to have a Pink Expert Consultant validate your results, highlight service improvement opportunities and provide quick win recommendations
- And much, much more!

The following assessments are included in an online PinkSCAN:

- Access Management
- Availability Management
- Business Relationship Management
- Capacity Management
- Change Management
- Continual Service Improvement
- Demand Management
- Event Management
- Financial Management
- Incident Management
- Information Security Management
- IT Asset Management
- IT Service Continuity Management
- Knowledge Management
- Problem Management
- Release Management
- Request Fulfillment
- Service Asset & Configuration Management
- Service Catalog Management
- Service Level Management
- Service Portfolio Management
- Service Validation & Testing
- Supplier Management

Why Choose Pink For An Online Resource Center?

Pink Elephant has been helping organizations understand ITIL since the framework's inception over twenty years ago — longer than any other service provider. We've used our vast knowledge and ITIL implementation experience to develop these industry exclusive online tools.

PinkATLAS

Use this amazing knowledge tool and ITIL resource center for hundreds of documents, templates, process maps, implementation how-tos, reference books, white papers, and "Ask-The-Expert" – access to Pink's highly experienced consultants.

A PinkATLAS subscription offers 12 months of 24/7 access to hundreds of downloadable and customizable documents that can be used to rapidly deploy process-specific initiatives based on ITIL, such as document templates, spreadsheets and presentations. Current processes include:

- Access Management
- Availability Management
- Business Relationship Management
- Capacity Management
- Change Management
- Continual Service Improvement Practice

- Event Management
- Financial Management
- Incident Management
- IT Asset Management
- IT Service Continuity Management
- Knowledge Management
- Problem Management
- Release & Deployment Management

- Request Fulfillment
- Service Asset & Configuration Management
- Service Catalog Management
- Service Level Management
- Service Portfolio Management
- Program Management
- Service Validation & Testing
- Service Desk (function)

What Do You Get With PinkATLAS?

PinkATLAS subscribers have 12 months of online access to these major components:

1. A lifetime of implementation expertise from Pink Elephant's experts consulting team through a unique Ask-The-Expert feature.
2. The PinkATLAS Forum, where you benefit from the insights and experience of fellow IT Service Management professionals all over the world.
3. A knowledge database with dozens of white papers, books and multi-media files (podcasts, videos, etc.), plus hundreds of sample ITIL implementation documents.
4. Two full days of virtual consulting with one of Pink Elephant's ITIL experts.
5. Education & Training – Use 10 seats in any of our ITIL courses in either Self-Paced Online or Virtual Classroom delivery format (exam not included). Courses must be taken within the 12 month subscription period.
6. Browsable books:
   - The ITIL lifecycle books – *Service Strategy; Service Design; Service Transition; Service Operation; Continual Service Improvement*; plus *The Official Introduction To The ITIL Service Lifecycle*
   - Pink Elephant's very own ITSM titles, including *Service Management Strategies That Work* and *Defining IT Success Through The Service Catalog*

No matter where project teams are located, all that is required is an internet connection to access PinkATLAS.

Feature	PinkATLAS	
Online subscription	12 months	
Ask The Expert – email and phone implementation guidance	Ongoing	
Orientation to PinkATLAS	1 day	
Online access to PinkSCAN – process maturity assessment tool	Ongoing	
Online access to PinkREADY — cultural assessment tool	Ongoing	
Online access to TSO Books, including core ITIL books	Ongoing	
Free consulting	2 days — remote	Worth Over $25,000
Free self-paced online or instructor-led online courses	10 courses	

PINK

20TH ANNUAL INTERNATIONAL
IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION
LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 14-17, 2016
"Pink16"

*"This conference was amazing.
I was actually sad to leave."*
—Pink15 Attendee

Join Us For Our 20th Anniversary Celebration!
FEATURING SPECIAL GUEST

MARTIN SHORT
EMMY & TONY AWARD WINNING ACTOR,
COMEDIAN, WRITER & PRODUCER

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.

Why Choose Pink For Conferences?

- Our conferences and events are the most respected in the industry
- We fill the programs with experts and topics the industry is buzzing about
- Our events provide a great team-building experience
- The learning doesn't stop after a conference or event. We give you the knowledge and tools to bring what you've learned back to work

Recent Winners

2014 IT Leader Of The Year
John Kearney, CIO, McMaster University

2014 Case Study Of The Year
Chris Flanagan, Vice President Of ITSM & Operations, Prudential Insurance Company Of America

2014 Practitioner Of The Year
Tony Krasinski, Director Of IT Service Management, Erie Insurance Group

2014 Innovation Of The Year
Cherwell Service Management, mApp Solution & mApp Exchange

2014 Project Of The Year
Prudential Insurance Company Of America

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 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 Deanna Gabora at 1-888-273-PINK ext. 246.

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