

THE IMPLEMENTATION ROAD MAP FOR IT SERVICE MANAGEMENT



San Diego
December 6-8, 2006

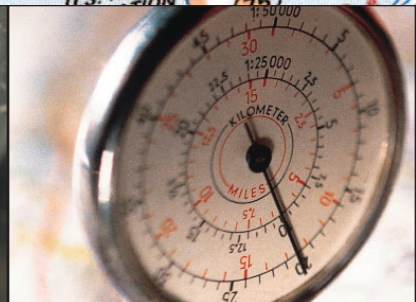
CRITICAL SUCCESS FACTORS FOR APPLYING THE ITIL® FRAMEWORK

Don't miss this invaluable opportunity to learn from *The ITIL Experts!*

Pink's Executive Consultants will help you to understand all the critical success factors required to build and execute implementation plans for an improved IT Service Management operation!

PRE-EVENT CERTIFICATION COURSE
ITIL IT Service Management Essentials
December 4-5, 2006

The Only Workshop
Of Its Kind In
The Industry!



"... this has been one of the most useful sessions I have ever taken (in 40 years!)"

~ Martin Giles, Mgr., IT Infrastructure, Tech Cominco Limited

THE IMPLEMENTATION ROAD MAP FOR IT SERVICE MANAGEMENT

Why An Implementation Road Map

We all know what a road map is – it provides you with directions for how to get to your destination. But often, especially on long journeys, there are a variety of options you can follow to get there. Consider these scenarios:

- Do you want to arrive as soon as possible? If so, you might need a bigger budget and more resources. Do you know how to create quick wins?
- Do you want to take your journey at a slower, more manageable pace? If so, you might be able to alter your plans and objectives mid-way – but how do you keep momentum going in the meantime?
- Do you want to take short cuts? If so, what are the risks of skipping steps?
- Are there worthwhile side trips? If so, what are their benefits and how can you justify them?

Who Should Attend

- IT Systems Managers/Directors
- IT Operations Managers/Directors
- IT Project Managers/Consultants
- Configuration Managers
- Change Managers
- Service/Help Desk Managers
- IT Process Designers
- Business or Systems Analysts
- Quality Managers
- Service Level Managers
- Account Managers
- ITSM Program Sponsors and Champions

The Experience Of A Great Consultant

It's something of an in-joke that when you ask a consultant a question, you're almost certainly going to hear the words 'it depends' in the answer! There's a good reason for that! Why? Well, there's often more than one way to achieve an objective. You must factor into your question the resources – people, skills, knowledge, time and budget – you have available. You also need to consider your IT Service Management improvement project relative to organizational business goals. Understanding these variables will help you to determine how you should plan and implement your project.

That's where our consultants come in! They've been there, done that, so they can skillfully integrate your special needs with their vast industry experience. You'll receive instruction that provides options for implementing a successful IT Service Management improvement plan. Overall, you'll definitely learn from the best!

Pink Elephant's Implementation Road Map Team



Troy DuMoulin



Gary Case



George Spalding



Jack Probst



Anil Dissanayake



Bill Irvine



Rich Petti



Matt Bowles

The Pink Elephant Faculty For This Course

Pink Elephant's consulting team has the industry's broadest and deepest knowledge of how to lead a successful ITIL best practice implementation project. That's because they have years of experience managing initiatives for a wide variety of organizations around the world. Pink Elephant is also vendor neutral, so our consultants bring a non-biased approach to everything they do!

The Implementation Road Map For IT Service Management is taught by several members of this highly experienced team. Each one has the Management Certificate in IT Service Management and is qualified to teach this course. As a result, you'll receive practical guidance on how to implement your project the right way!

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Event Name	Date	Fee US
ITIL IT Service Management Essentials	Dec. 4-5	\$1,395
The Implementation Road Map For IT Service Management	Dec. 6-8	\$2,295

You can read a full description of the ITIL IT Service Management Essentials course at www.pinkelephant.com

THE IMPLEMENTATION ROAD MAP FOR IT SERVICE MANAGEMENT

Why You Should Attend This Course

Implementing ITIL best practices is a major undertaking. You're redefining processes and tools at the same time as managing a cultural shift with your staff and co-workers. Get it right and you're a hero. Get it wrong, and you're at zero.

This is where The Implementation Road Map For IT Service Management comes in.

This is the only workshop in the industry that will address all of these important activities in depth:

- Where you should start
- How to justify and communicate your plans
- How to define the supporting structure of your organization
- The critical success factors for implementing each process
- How to integrate processes and move up the capability maturity model (CMM) process scale
- How to identify the right tools to support your environment

It's like having three days of dedicated consulting from *The ITIL Experts!* – the most experienced and resourceful team of consultants and educators in the industry. Your Implementation Road Map facilitators will recount not only Pink's proven recommendations for how to approach implementation and improvement projects, but also bring you up to date with latest trends in IT governance and the forever shifting tool landscape.

Past Participants At The Implementation Road Map Have Raved About The Experience:

“Great experience ... I will leave here with great ideas and tools that will help our business.”

~ Nicole Hassler, Sr. Staff Specialist, Verizon

“Excellent! Now everything comes together ... great course, great instructors, great people!”

~ Javier Valdivieso, Manager, E-business, Ontario Motor Vehicle Industry Council

What You Will Learn

- For those who need it – an ITIL overview during breakfast on the first day
- How to build an IT service improvement plan
- How to integrate people, processes and technology
- How to conduct a process maturity self-assessment
- How to map roles, ownerships, accountabilities and responsibilities to the ITIL framework
- The critical steps for designing a Configuration Management Database (CMDB) and automating Configuration Management
- The critical steps for integrating Change, Release and Configuration Management
- How to define and manage IT services with Service Catalogs, Service Level Agreements (SLAs) and Operational Level Agreements (OLAs)
- How to use Capacity, Availability, Financial and IT Service Continuity Management – as well as the CMDB – to manage service availability, costing and charging
- The latest trends in The IT Service Management tool marketplace – specifically, which products and vendors support the ITIL framework

You Will Also Walk Away With Many Sample Documents. These Include:

- IT process maturity self-assessment and action plan
- Change Management process workflow and Accountable, Responsible, Consulted and Informed (ARCI) matrix
- IT Service Desk health check and action plan
- A sample Service Catalog
- Sample SLAs and OLAs

REGISTER TODAY!

Visit www.pinkelephant.com

for more information

or call 1-888-273-PINK

Prerequisites

While there are no mandatory prerequisites, this is an advanced ITIL workshop which assumes you are already familiar with general ITIL terms and theory. It is strongly recommended that you have the Foundation Certificate In IT Service Management before attending this course.

Not ITIL Certified Yet?

Simply sign up for the presentation of Pink's *ITIL IT Service Management Essentials* class on the two days immediately prior to the course.

You'll take your Foundation examination at the end of the second day and the next morning you're ready and primed to start your implementation and improvement planning!

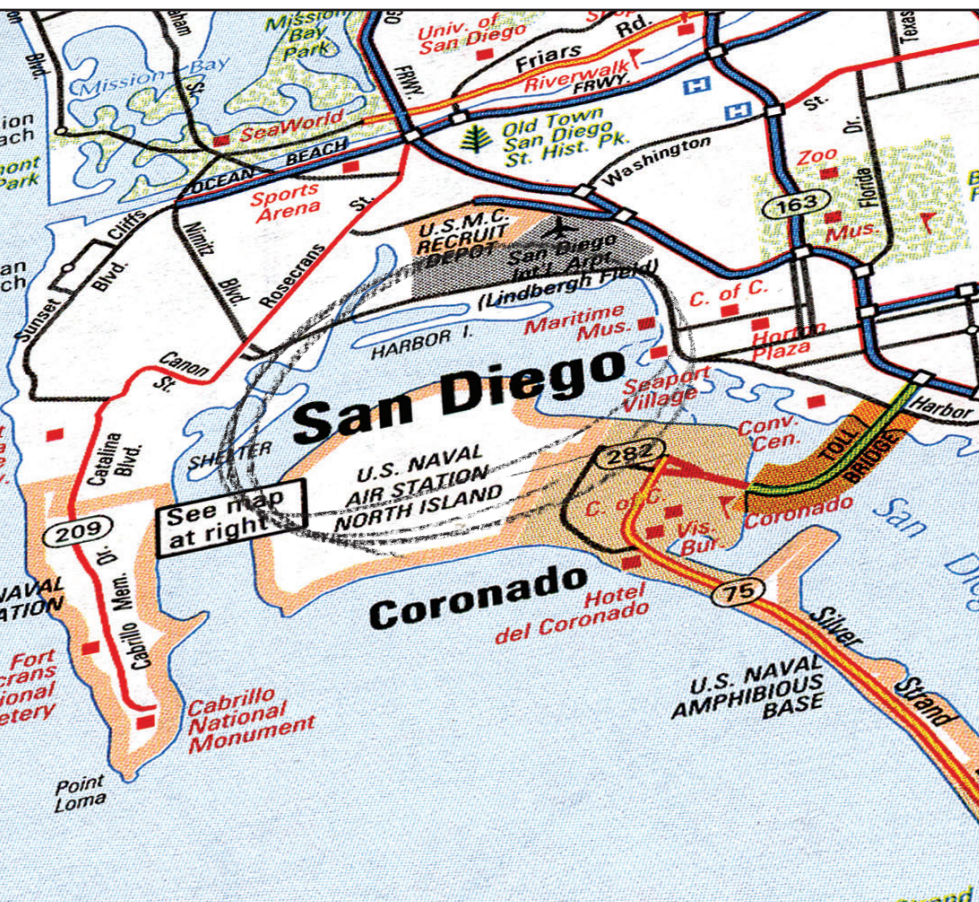
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'The Del'

The venue for the Implementation Road Map is something special! Rising from the water's edge on the quaint island of Coronado in San Diego, the Hotel del Coronado is considered one of America's most beautiful beach resorts.



A classic historic hotel, The Del was built in 1888 and was designated a National Historic Landmark in 1977. It was also the backdrop for the Marilyn Monroe, Jack Lemmon and Tony Curtis classic "Some Like It Hot"! Today, it offers travelers contemporary luxury in an enchanting Victorian atmosphere. Add to this the resort's beachfront location, and it's no wonder USA Today calls The Del "one of the top 10 resorts in the world."

The Implementation Road Map and the Hotel del Coronado experience – together – is clearly a winning combination! Don't miss this unique opportunity to attend one of Pink's most popular courses at one of the world's most delightful and awe-inspiring locations!



Attention mailroom: If undeliverable, please route to the IT Director.