12th Annual International
IT Service Management
Conference & Exhibition
Las Vegas ▶ Bellagio Hotel ▶ February 18-21, 2008

Pre-Conference Courses
February 13-18

Conference
February 18-21

Post-Conference Courses
February 22-24

CONTINUING THE ITIL JOURNEY:
ANOTHER BRICK IN THE WALL

The Largest, Most Respected
IT Service Management Conference In The World!

Featuring:

Daniel Pink
Best-selling author of A Whole New Mind

Chad Pregracke
Celebrated Environmental Leader

Wayne Cotter
Tonight Show favorite & host of Comic Strip Live

Craig Ferguson
Devilishly witty host of The Late, Late Show

Steven Barlow
#1 on the Computerworld Top 40 under 40 list

Douglas Merrill
Award-Winning Google CIO

Dr. Christie Biehl
Leading Business & Academic Expert

Dr. Lew Temares
Computerworld's #1 Place to Work in IT

13 Dynamic Tracks! More Than 150 Sessions!
Who Should Attend

Whether you’re new to IT Service Management and ITIL – or are well advanced – there’s something for everyone in the 13 track program.

• CIOs, CTOs
• IT Directors, VPs
• IT Service & Support Managers
• Help Desk/Service Desk Managers
• IT Infrastructure Managers
• Process Owners
• Senior Support Analysts
• Quality Managers
• Service Level Managers
• Project Managers
• IT Auditors, IT Consultants
• IT Suppliers/Vendors
• Anyone seeking to understand why and how to implement best practices according to ITIL or ITSM
• And, anyone who is interested in building and managing a business focused IT organization

The Largest, Most Respected IT Service Management Conference In The World

Our tradition of excellence continues! Now in our 12th highly successful year, we borrow our theme from Pink Floyd to illustrate how your organization can use best practices according to ITIL®, ISO, COBIT® and other business frameworks to tear down silos and barriers, and to build a strong foundation and structure for security, compliance, and business process integration.

Whether you’re new to ITIL and ITSM, or well on your way, there’s something for everyone!

What’s New This Year?

• More sessions than ever before – over 150 – covering the entire ITSM spectrum
• More CIOs presenting sessions focused on strategic ITSM and business perspectives
• More IT industry experts highlighting best practices beyond ITIL
• A dedicated ITIL V3 track providing the industry’s most instructional content
• Insightful presentations from Computerworld’s top ranking and award winning CIOs
• Top business books translated into best practices for ITSM projects
• Powerful presentations by Pink Elephant’s top consultants – The ITIL experts
• More unique sessions not found anywhere else!

Join the ITIL Revolution!

Already tens of thousands of organizations world-wide have benefited from the guidance contained in the IT Infrastructure Library (ITIL) – now it’s your turn!

Are you new to ITIL and ITSM? Turn to page 36 for more information!

About Pink Elephant

Pink Elephant is the world’s leading organization for ITIL and IT Service Management consulting and education. Visit www.pinkelephant.com for more information.

Who Should Attend

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• And, anyone who is interested in building and managing a business focused IT organization
1. **Pink Elephant is the recognized ITIL & ITSM industry leader.** We raise the bar...others follow.

2. **Our conference is the largest, most respected** IT Service Management event in the world! This means that no matter where you are in your ITSM journey, we have a session to suit your needs.

3. **Non-stop learning!** In addition to our regular breakout sessions, we offer Pre-Conference Monday Primers, Breakfast Clubs and Networking Forums to provide you with a rich education experience!

4. **We have the experts the industry is buzzing about!** Our program includes a powerful mix of ITSM consultants, university professors, business leaders and high profile practitioners.

5. **Intriguing and inspiring keynote speakers.** The world is full of individuals who make a difference ... and we bring them to you!

6. **Over 100,000 IT professionals** have benefited from Pink’s education and consulting programs. We bring this vast global experience to this event.

7. **A comprehensive program of pre- and post-conference workshops.** This year, choose from 16 different ITSM or ITIL certification courses – many not offered by other providers.

8. **Powerful Real World Case Studies** that provide you with blueprints for your implementation. Learn from leading organizations such as Chevron, Google, Intermountain Healthcare, MetLife, Proctor & Gamble, Research In Motion...and more!

9. **The Definitive ITIL V3!** What’s the latest updates about ITIL V3? We have the authorities who can tell you.

10. **Re-energize your team!** Attending our conference is a great team-building experience. Bring your project managers, process owners, and executive sponsors to benefit from our team discounts. See page 43.

11. **‘One-stop shopping!’** Tools and technology, IT governance, sessions dedicated to beginner through advanced levels, business perspectives, ITIL V3, industry experts and more! We’ll meet all your ITSM needs under one roof.

12. **Our customers – your peers – tell us our conferences are the best in the industry!**

13 Dynamic Tracks - More Than 150 Sessions!

The Most Comprehensive & Content-Rich Program In The Industry!

We’re proud of the recognition we’ve gained for developing an unsurpassed line-up of speakers and meaningful subject matter. No other conference you attend this year will offer you the same depth and scope of IT Service Management and business best practices.

**TRACK 1: The Great Gig In The Sky – Strategic Executive IT Management**

Hear from leading-edge CIOs, industry experts, business professionals, and academics about how to strengthen IT business integration as well as enhance your IT leadership and executive management capabilities. Also featured are sessions focused on best practices from the new ITIL book, Service Strategy.

**TRACK 2: Wish You Were Here – ITIL V3 Forum**

ITIL V3, introduced in May 2007, features significant enhancements. Sessions in this track will be highly useful to those organizations who wish to use the new Service Lifecycle approach as a means to create a strategic vision, provide business value for IT through improved integration, and validate the performance of IT services. If you are still undecided about how to incorporate V3 into your process improvement plans, the case studies and industry experts included in this track will profile key principles from each of the five new books to show you the way.

**TRACK 3: Speak To Me/Breathe – Enabling IT Business Integration Through Service Level Management**

ITIL’s new service-driven lifecycle includes an expanded view of SLM. Service Level Management (SLM) continues to play a pivotal role as a key process but with a widened focus. Speakers in this track will discuss best practices from the new ITIL book, Service Design, which includes a refreshed look at SLM and new processes for Service Catalog Management, Supplier Management and Requirements Engineering.

**TRACK 4: The Dark Side Of The Moon – Where Does The Service Desk Fit In?**

The majority of organizations around the world are still focusing implementation efforts on Service Support processes. However, ITIL V2’s Service Support model, which included five support processes and the Service Desk function, has changed. With the release of V3, there is a much different view that includes more processes, functions, complexities and key interdependencies. The sessions in this track will feature Pink’s expert consultants and industry leaders who will provide a detailed look at the new service operations model, best practices from the Service Operation book and a new way to look at the Service Desk.

**TRACK 5: Money – ROI & The Financial Realities Of ITSM**

What do you measure to track success? The sessions in this track will focus on case studies, progressive and forward thinking IT managers and industry experts who'll discuss how to strengthen IT business integration using meaningful metrics and continuous improvement best practices. Also featured are sessions addressing key principles from the new ITIL book, Continual Service Improvement.

**TRACK 6: Set Your Controls For The Heart Of The Sun – Enabling IT Governance**

Organizations all over the world are embracing corporate governance to achieve transparency of enterprise risk and the protection of shareholder value. How does IT fit in? This stream will arm you with the knowledge you need to identify and implement a sound IT governance framework, including ITIL, which will ensure you meet your organization's business demands and standards.

**TRACK 7: High Hopes – Implementing ITIL: The First Year**

Where do we start to implement ITIL? Is there a right place to start? Is implementing V3 very different from V2? Find the answers to these questions – and many more – in this informative track. Speakers will discuss how to determine the best place to start, plan and execute communication and education plans, identify all important quick wins and manage through the ups and downs of the all-important first year of ITIL. Also featured are sessions addressing key principles from the new ITIL book, Service Transition.

**TRACK 8: Shine On You Crazy Diamond – Implementing ITIL: Year Two & Beyond**

If you’re well on your way and beyond the first year, these more advanced sessions are for you! Learn from case study presenters who’ve been through the good, bad and even the ugly. Once you get past the first few stages of your ITIL journey, there are added complexities that need attention. Learn what lies ahead and how to effectively plan and prepare from these seasoned professionals.

**TRACK 9: Learning To Fly – Pink University: ITIL Boot Camp**

Learn the basics from Pink Elephant’s leading consultants. Sessions in this track are specially designed for those just starting their ITIL journey, seeking to understand the concepts of process development, maturity and integration as well as the importance of gaining senior management commitment, and defining an ITIL program.

**TRACK 10: What Shall We Do Now? – Advanced Concepts**

To achieve integration over alignment, IT managers must go beyond ITIL and ITSM to learn about other quality frameworks, leadership best practices, organizational culture and structure, ISO, Six Sigma, CMM and more. This track provides all the information you need to reach your short and longer-term business goals.

**TRACK 11: Us & Them – ITIL In Large Organizations**

Implementing change in large, national and global organizations is a major undertaking that involves a huge commitment and investment. This track features case studies and industry experts who’ll identify best practices for how to overcome geographical, communication, cultural and hierarchical challenges unique to very large multi-faceted organizations.

**TRACK 12: Any Color You Like – Implementing Tools & Technology**

No implementation of ITIL will succeed without a basic integrated toolset. Tools are required for successful process implementation and integration, for enabling better decision making, and for monitoring service performance to identify continual improvement opportunities. This stream features case studies and consultants who’ll focus on how to gain efficiency and effectiveness through the utilization of service management toolsets.

**TRACK 13: Keep Talking – Learning From The Experts**

Bring your most pressing questions and problems to these networking and focus group sessions! You’ll have numerous opportunities to learn from Pink’s highly knowledgeable and seasoned consultants – as well as many industry experts and experienced practitioners.

**Plus, Take Advantage Of Our:**

- Pre-Conference Monday Primers
- Breakfast Clubs
- Consultant Dine-Arounds
- Pre- and Post-Conference Courses
Keynote Speakers

Craig Ferguson
The Early Pink Show
Craig Ferguson, the devilishly witty host of The Late, Late Show on CBS, brings his unique style of humor to Pink’s center stage for a hilarious tribute to talk shows! This is your unrivaled opportunity to see why Craig has taken the entertainment world by storm since taking the helm of The Late, Late Show in January 2005. Within two years, his show set all-time viewer records in three consecutive ratings sweeps. And, Craig recently received his first Emmy nomination for his writing work on the show.

Before his foray into late night, Craig had an eclectic career that encompassed music, theatre, prime-time network television and movies. He wrote the feature films The Big Tease and Saving Grace. His directorial debut, I’ll Be There, won the Audience Award for Best Film at the Aspen, Dallas and Valencia film festivals. Craig was also named Best New Director at the Napa Valley Film Festival. Last year, he wrote his first novel, Between The Bridge and The River, which became a critically acclaimed bestseller. Craig is full of surprises, so be prepared for the unexpected – and one unforgettable conference kick-off!

Daniel Pink
A Whole New Mind
Just as we’re getting used to the information age, Daniel Pink, author of the best selling book, A Whole New Mind, tells us that it is ending! With it goes the focus on charts, statistics and linear thinking. Traditional left-brain activities like logic, analysis and repetitive production are being turned over to robots, computers and offshore labor. The valued skills of the 21st century will be those of the right brain: Empathy, design, synthesis and contextual thinking. In this highly provocative keynote session, Daniel provides guidance on surviving, thriving and finding meaning in an outsourced, automated, upside down world.

Chad Pregracke
A River Runs Through It: One Man’s Remarkable Journey
In business, success is traditionally the result of developing a sound strategy, setting goals and leading a team to achieve your vision. And, because life happens, you must be continually determined since persistence translates into true accomplishments. Now, imagine that you are founding an organization called Living Lands & Waters, America’s only industrial strength river clean-up organization. Do you have to play by the same rules as the corporate world? In one word, yes!

Profiled on CNN, Today Show, CBS Sunday Morning Show, NBC Nightly News, MTV and in Time, People Magazine, Readers’ Digest, Life, Outside, Smithsonian, and National Geographic, Chad’s story illustrates how strong leadership and motivation – as well as a positive outlook and incomparable sense of humor – can make the difference between success and failure.

Wayne Cotter
Confessions From A Former Computer Geek
Original and spectacularly funny, comedian Wayne Cotter is a talk show favorite! He’s appeared dozens of times on both Late Night With David Letterman and The Tonight Show with Jay Leno. In fact, on The Tonight Show, he appears in a recurring role as a roving reporter! Wayne is internationally recognized through live tours, hosting the Fox television series Comic Strip Live and appearing in major motion pictures such as Spy Hard. He was also nominated as Best Stand-Up Comedian in the American Comedy Awards.

Having worked in the computer industry, Wayne also enjoys keeping up-to-date with developments in the fast-paced information technology business and performs frequently at corporate events for high tech companies.

David Ratcliffe & George Spalding
Pink Elephant: Another Brick In The Wall
Gain insight from two of the industry’s most influential ITSM experts. Using Pink Floyd music and LEGO building blocks to summarize and illustrate key learning points from the conference, David and George will give you valuable insight into all the components you need to build a strong foundation and structure for IT business integration. Don’t miss this invaluable opportunity to hear from two of the most knowledgeable IT professionals in the world in this enlightening – and very entertaining – closing keynote session.
Exhibition Showcase

Gain valuable insight into the constantly changing world of IT Service Management focused services and products. Many of the participating organizations provide ITIL compatible products and services. Here is a sample of the organizations that are participating in this year's exhibition. For a complete list, visit www.pinkelephant.com

**PLATINUM SPONSOR**

SAP is the world's leading provider of business software. More than 41,200 customers in more than 120 countries run SAP applications. Powered by the SAP NetWeaver® platform, SAP software helps enterprises of all sizes improve customer relationships, enhance partner collaboration and create efficiencies across their business and IT operations. www.sap.com

**GOLD SPONSOR**

BMC Software delivers the BSM solutions IT needs to increase business value through better management of technology and IT processes. BMC has offices worldwide and fiscal 2006 revenues of more than $1.49 billion. www.bmc.com.

Hornbill Systems delivers market-leading Service Management solutions that enable organizations to automate business processes and provide first-class customer service. www.hornbill.com

Infra Corporation offers a 100% web-based software solution for today's business environment. infraEnterprise is the best upfront and ongoing value for automating best practice service management processes. www.infra-corp.com

newScale is the leader in IT Service Catalog and Service Portfolio Management software solutions with more than 1.5 million users worldwide at Global 2000 corporations. www.newscale.com

Vigilant brings a suite of solutions that enable technology based business services to be defined, built, tested, deployed and managed with optimal efficiency. www.getvigilant.com

**SILVER SPONSOR**

Get Involved! To inquire about exhibiting, call Judi Paré, 1-888-273-PINK ext. 286.

**MEDIA SPONSOR**

12TH ANNUAL INTERNATIONAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION
## Pre- & Post-Conference Courses

### Pre-Conference Courses

<table>
<thead>
<tr>
<th>Foundation Level</th>
<th>Course Description</th>
<th>Date Range</th>
<th>Fee</th>
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<tr>
<td>ITIL IT Service Management Essentials</td>
<td>Feb 16 - 17</td>
<td>$1,395</td>
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<tr>
<td>V2-V3 Foundations Bridging Course</td>
<td>Feb 16</td>
<td>$695</td>
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<td>ITIL V3 Foundations</td>
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<td>COBIT Foundations</td>
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<tr>
<td>How To Use ITIL V3 In IT Operations</td>
<td>Feb 16 - 17</td>
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### Practitioner Level

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<th>Course Description</th>
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<tbody>
<tr>
<td>How To Create A CMDB According To ITIL Best Practices</td>
<td>Feb 16 - 17</td>
<td>$1,695</td>
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<tr>
<td>How To Create A Service Catalog According To ITIL Best Practices</td>
<td>Feb 16 - 17</td>
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<tr>
<td>How To Define &amp; Implement Processes According To ITIL Best Practices</td>
<td>Feb 15 - 17</td>
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<td>Continual Service Improvement</td>
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<tr>
<td>ITIL Practitioner: Availability, Capacity &amp; IT Service Continuity Management</td>
<td>Feb 13 - 17</td>
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<td>ITIL Practitioner: Configuration, Change &amp; Release Management</td>
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<td>ITIL Practitioner: Service Desk, Incident &amp; Problem Management</td>
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<tr>
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### Management Level

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<tr>
<td>V2-V3 Service Manager Bridging Course</td>
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<tr>
<td>Developing A Vision &amp; Strategy For IT Service Management</td>
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<tr>
<td>The Implementation Road Map For IT Service Management</td>
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### Post-Conference Courses

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For a complete list of Pre- & Post-Conference courses and course descriptions, visit [www.pinkelephant.com](http://www.pinkelephant.com).

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### Consultant Dine-Arounds

A conference exclusive! Dine at some of Las Vegas’ most notable restaurants with our expert consultants and take advantage of their global implementation experience! Bring your appetite – and your most pressing ITIL and ITSM questions. Sign-up sheets are available at the Registration Desk. Last year, this program was very popular, so sign up early!

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### Networking Opportunities

#### Signs of Life

**Welcome Reception**

**Monday, February 18 at 5:00 p.m.**

Don’t miss your first opportunity to show some signs of life! Attend our opening night reception! Meet, greet and unwind in a fun, relaxed setting! Get reacquainted with old friends or make new ones. This is a perfect way to kick off your conference experience!

Plus, plan to attend our other networking events, Tuesday, February 19 at 6:15 p.m. and Wednesday, February 20 at 5:45 p.m.

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### Combination Discounts

Register and pay for the conference and a pre- or post-conference workshop and save 10% off the pre- or post-conference workshop fee.

### Team Discounts

Benefit from the power of teamwork! Register and pay for multiple conference registrations from the same organization; the first two registrations are at full fee and every additional conference registration is 10% off.
## SESSION CODES

To help in your selection process, we’ve coded each session. Use the following guide to choose the session that best fits your individual situation.

The codes are offered as a guide. You are encouraged to participate in whatever session contains the subject matter and content with the most relevance.

### General:
These sessions will be of general interest to everyone regardless of ITIL knowledge and experience.

### Beginner:
These sessions are for those who are new to ITIL and likely do not possess the Foundation Certificate in IT Service Management.

### Beyond Beginner:
These sessions are for those with practical ITIL implementation experience, and have possibly attained Practitioner or Management level certification.

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### MONDAY, FEBRUARY 18, 2008

#### 10:00 a.m. - 8:00 p.m.: Registration, Information & Customer Service Desk Open

#### 1:00 p.m. - 5:00 p.m.: Pre-Conference Primer Workshops

<table>
<thead>
<tr>
<th>Primer Workshop P1</th>
<th>Primer Workshop P2</th>
<th>Primer Workshop P3</th>
<th>Primer Workshop P4</th>
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<tr>
<td>Graham Price, IT Management Consultant, Pink Elephant</td>
<td>Jennifer Wels, IT Management Consultant, Pink Elephant</td>
<td>Terry Sherman, IT Management Consultant, Pink Elephant</td>
<td>Pierre Bernard, Education Product Manager &amp; Mark Hamilton, IT Management Consultant, Pink Elephant</td>
<td>Bill Irvine, Shane Johnson &amp; Robin Hysick, IT Management Consultants, Pink Elephant</td>
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<td>The Penguin Experience: Leading Bold Change</td>
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<td>Jay Kurtz, President, KappaWest Inc.</td>
<td>Bill Palladino, Partner/Executive VP - Business Results ISB Worldwide</td>
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<td>Code: Beyond Beginner</td>
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#### 3:30 p.m. - 5:00 p.m.: Pre-Conference Primer Workshops

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<th>Primer Workshop P11</th>
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<td>Execution: The Discipline Of Getting Things Done</td>
<td>Made To Stick</td>
<td>The Five Dysfunctions Of A Team</td>
<td>Leading Change</td>
<td>Conference Optimizer: Top 10 Tips For Getting The Most Out Of Your Conference Experience</td>
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<tr>
<td>Troy DuMoulin, Director, Product Strategy, Pink Elephant</td>
<td>Jack Probst, IT Management Consultant, Pink Elephant</td>
<td>Gary Case, IT Management Consultant, Pink Elephant</td>
<td>Graham Price, IT Management Consultant, Pink Elephant</td>
<td>George Spalding, Vice President, Pink Elephant</td>
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### 3:30 p.m. - 5:00 p.m.: Pre-Conference Workshops (continued)

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### 5:00 p.m. - 8:00 p.m.: Signs Of Life Welcome Reception

### 5:00 p.m. - 8:00 p.m.: Exhibition Showcase Open

### Tuesday, February 19, 2008

### 7:00 a.m. - 7:00 p.m.: Registration, Information & Customer Service Desk Open

### 7:00 a.m. - 8:30 a.m.: Continental Breakfast & Networking

### 7:15 a.m. - 8:20 a.m.: Breakfast Clubs

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<tr>
<th>BREAKFAST CLUB</th>
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<tbody>
<tr>
<td>ITIL V3 – An Executive Overview</td>
<td>Pierre Bernard, Education Product Manager, Pink Elephant</td>
<td>What IT Managers Need To Know About Process Maturity</td>
<td>Terry Sherman, IT Management Consultant, Pink Elephant</td>
<td>An Introduction To PinkReady</td>
<td>Jack Probst, IT Management Consultant, Pink Elephant</td>
<td>ATLAS Tutorials</td>
<td>Shane Johnson, IT Management Consultant, Pink Elephant</td>
<td>The Top 5 Strategic Benefits Of ITIL</td>
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<tr>
<td>Top 10 Considerations For Implementing Change Management</td>
<td>Jennifer Wels &amp; Robin Hysick, IT Management Consultants, Pink Elephant</td>
<td>Using A Business Wargame To Anticipate And Resolve Threats To The IT Organization</td>
<td>Jay Kurtz, President, KappaWest, Inc.</td>
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### 8:30 a.m. - 10:00 a.m.:

**Welcome & Opening Keynote:** The Early Pink Show With Craig Ferguson

### 10:00 a.m. - 10:20 a.m.: Break

### 11:30 a.m. - 7:30 p.m.: Exhibition Showcase Open

### 10:20 a.m. - 11:35 a.m.

<table>
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<tr>
<th>TRACK 1</th>
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<th>#101B</th>
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<th>#102A</th>
<th>TRACK 2</th>
<th>#102B</th>
<th>TRACK 3</th>
<th>#103</th>
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<tbody>
<tr>
<td>Building IT Leadership Capabilities Part 1 - An ITIL V3 View</td>
<td>Darren Meister Ph.D., Associate Professor, Faculty Director, MBA Program, Richard Ivey School Of Business, The University Of Western Ontario</td>
<td>The Business Process Platform - Foundation For A Successful Service Strategy Implementation</td>
<td>Swen Conrad PMP, Director, Solution Marketing IT Optimization And SOA Governance, SAP Labs LLC</td>
<td>ITIL V3 Certification: Update &amp; Questions Answered</td>
<td>Sharon Taylor, Chief Architect ITIL V3 and Chief Examiner ITIL V3</td>
<td>Terry Sherman, IT Management Consultant, Pink Elephant</td>
<td>V3’s New Service Operation Processes</td>
<td>Defining IT Success Through The Service Catalog</td>
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### Schedule At-A-Glance

#### 10:20 a.m. - 11:35 a.m. (continued)

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<th>Track 9</th>
<th>#109</th>
<th>Track 10</th>
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<tbody>
<tr>
<td>Low Impact Budgeting: A Case Study In IT Financial Management</td>
<td>Using ITIL For Compliance Leads To IT Governance</td>
<td>Where Do I Start? The ITIL Service Improvement Plan</td>
<td>What IT Managers Need To Know About Process Maturity</td>
<td>A Framework For Capacity Management Reporting</td>
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<tr>
<td>Mike Holland, Director, Product Management, Corporate Information Technology, McKesson</td>
<td>Joanne Molesky, CISA Team Lead, IT Governance, WestJet</td>
<td>Gary Case, IT Management Consultant, Pink Elephant</td>
<td>Bill Irvine, IT Management Consultant, Pink Elephant</td>
<td>Frank Bereznay, Vice President, Computer Measurement Group</td>
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<tr>
<td>Lessons Learned Implementing ITIL In A Large Organization</td>
<td>Top 10 Most Important Things To Consider When Assessing, Selecting &amp; Implementing Tools</td>
<td>Focus Groups: How To Develop SLAs &amp; OLAs</td>
<td>How To Develop A CMDB</td>
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<td>Catherine McGregor, Department Manager Of Process Support Services, BMO Financial Group</td>
<td>Shane Johnson, IT Management Consultant, Pink Elephant</td>
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### 11:35 a.m. - 11:55 a.m.: Break

### 11:55 a.m. - 2:40 p.m.: Concurrent Networking Lunch

### 11:55 a.m. - 1:10 p.m.:

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<tr>
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<tr>
<td>Building IT Leadership Capabilities Part 2: Leading Major Change</td>
<td>A Strategic View Of ITIL V3’s Service-Driven Lifecycle</td>
<td>Delivering Enterprise Services Through Mature Enterprise Service Management</td>
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<tr>
<td>Darren Meister Ph.D., Associate Professor, Faculty Director, HBA Program, Richard Ivey School Of Business The University Of Western Ontario</td>
<td>Troy DuMoulin, Director, Product Strategy, Pink Elephant</td>
<td>Wynann Rose, Director, Service Management, Infrastructure Technology Services, Ministry Of Government Services, Ontario Provincial Government</td>
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<td>Michael Oas, President, Communicating IT Inc.</td>
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<tr>
<td>Does ISO Certification Really Matter?</td>
<td>How To Take Incident &amp; Problem Management To A 'Defined' Level Of Process Maturity</td>
<td>A Global IT Organization On A Noble Quest For The IT Tool Grail</td>
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<td>Shane Johnson, IT Management Consultant, Pink Elephant</td>
<td>Terry Sherman &amp; Mark Hamilton, IT Management Consultants, Pink Elephant</td>
<td>Ed Peterson, Manager, ITSM Systems, Chevron</td>
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### 1:30 p.m. - 1:55 p.m.: Break

### 1:55 p.m. - 2:40 p.m.

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<tr>
<td>Federated Investors Case Study Part 1: A CIO’s Perspective On Business Service Management Maturation</td>
<td>Do Good Walls Make Good Neighbors?</td>
<td>And Then There Were Four …</td>
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<tr>
<td>Rex A. Althoff, President, Technology Chief Information Officer, Federated Services Company</td>
<td>David Cannon, ITSM Practice Principal, HfI Co-author, Service Operation</td>
<td>Terry Sherman, IT Management Consultant, Pink Elephant</td>
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<td>Christopher Jones, IT Process Manager, MeadWestvaco</td>
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1:25 p.m. - 2:40 p.m. (continued)

**Track 7** #307

Implementing Configuration Management Using KISS
Harry Don, Manager, Configuration Management, Research In Motion

Code: Beginner

**Track 9** #309

How To Take Change & Release Management To A ‘Defined’ Level Of Process Maturity
Harpreet Virdee & Matthew Bowles, IT Management Consultants, Pink Elephant

Code: Beyond Beginner

**Track 12** #312

The New Tools For ITIL V3
Bill Irvine, IT Management Consultant, Pink Elephant

Code: Beyond Beginner

### 2:40 p.m. - 3:00 p.m.: BREAK

### 3:00 p.m. - 4:15 p.m.

**Track 1** #401a

Federated Investors Case Study Part 2: Lessons Learned About Business Service Management Maturity
Ray Domachowski, Vice President and Director of Technology Services Group, Mark W. McCoy, Vice President and Director of Business Services Group & Sharon Kolarac, Assistant Vice President and Head of Administration Services Group, Federated Services Company

Code: Beyond Beginner

**Track 12** #404

Techniques For Implementing ITIL In Small Organizations
Sharon Taylor, President, Aspect Group

Code: Beginner

### 4:15 p.m. - 4:30 p.m.: BREAK

### 4:30 p.m. - 4:45 p.m.: ITIL AWARDS

### 4:45 p.m. - 5:45 p.m.: AFTERNOON KEYNOTE: CHAD PREGRACKE: A RIVER RUNS THROUGH IT: ONE MAN’S REMARKABLE JOURNEY

### 5:45 p.m. - 7:30 p.m.: NETWORKING RECEPTION

**Wednesday, February 20, 2008**

7:00 a.m. - 7:00 p.m.: REGISTRATION INFORMATION & CUSTOMER SERVICE DESK OPEN
**SCHEDULE-AT-A-GLANCE**

**7:00 a.m. - 8:30 a.m.: Continental Breakfast & Networking**

**7:15 a.m. - 8:20 a.m.: Breakfast Clubs**

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<tr>
<th>Breakfast Club</th>
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<tr>
<td>NOT Just Another Book In The Wall</td>
<td>Kirk Weisler, Chief Morale Officer, Team Dynamics</td>
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<td>An Introduction To PinkReady</td>
<td>Jack Probst, IT Management Consultant, Pink Elephant</td>
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<td>ATLAS Tutorials</td>
<td>Robin Hysick, IT Management Consultant, Pink Elephant</td>
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<tr>
<td>Determining The Effectiveness Of Your ITSM Processes With PinkScan</td>
<td>Troy DuMoulin, Director Product Strategy, Pink Elephant</td>
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<td>ITIL In The Service Provider World</td>
<td>Bill Irvine, IT Management Consultant, Pink Elephant</td>
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**8:30 a.m. - 8:45 a.m.: ITIL Awards**

**8:45 a.m. - 10:00 a.m.:**

**Morning Keynote: Daniel Pink: A Whole New Mind**

**10:00 a.m. - 10:20 a.m.: Break**

**11:30 a.m. - 5:00 p.m.: Exhibition Showcase Open**

**10:20 a.m. - 11:35 a.m.**

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<td>Camaraderie &amp; Staff Development: How To Be A Top-Five Employer In The IT Industry</td>
<td>Dr. Lew Temares, CIO, University Of Miami</td>
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<tr>
<td>How IT Translates Business Strategy Into IT Strategy</td>
<td>Kurt Milne, Managing Director, IT Process Institute</td>
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<tr>
<td>ITIL V3 Authors’ Forum</td>
<td>Shawn Taylor, ITIL V3 Chief Architect, Michael Nieves, Co-Author Service Strategy, Colin Rudd, Co-Author Service Design, Shirley Larg, Co-Author Service Transition, David Cannon, Co-Author Service Operation, Gary Case, Co-Author Continual Service Improvement</td>
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<td>A Call For IT Transformation</td>
<td>Char LaBounty, President, LaBounty &amp; Associates</td>
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<td>Managing Service Desk Change</td>
<td>Maureen Cunningham, Focus Lead, Management of Change, CGI</td>
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<tr>
<td>Key Integration Points Between The Service Desk &amp; V3 Operation Processes</td>
<td>Pierre Bernard, Education Product Manager &amp; Victor Mack, IT Management Consultant, Pink Elephant</td>
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<td>IT Governance: A Compass Without A Map?</td>
<td>Troy DuMoulin, Director of Product Strategy, Pink Elephant</td>
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<td>The 10 Biggest Mistakes IT Organizations Make During The First Year Of ITIL Implementation</td>
<td>Graham Price, IT Management Consultant, Pink Elephant</td>
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<td>Sky Diving Into Capacity Management</td>
<td>Scott Ferguson, Manager, Service Management Support, Huntington National Bank</td>
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<td>How To Take Configuration Management To A 'Defined' Level Of Process Maturity</td>
<td>Bill Irvine, IT Management Consultant, Pink Elephant</td>
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<tr>
<td>The Reality Of ITIL &amp; Software Development</td>
<td>Dhiraj Gupta, IT Manager, Operations Framework Services &amp; Brian Surtz, Senior Consultant, Progressive Insurance</td>
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<td>Implementing An Enterprise CMDB: Where To Start &amp; How To Ensure Success</td>
<td>Cheryl Simpson, IT Service Management Consultant, Greenfield Technologies Inc.</td>
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<td>Focus Groups: ITIL In Utilities</td>
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**11:35 a.m. - 11:55 a.m.: Break**
### Schedule-At-A-Glance

#### 11:35 a.m. - 2:40 p.m.: Networking Lunch

#### 11:55 a.m. - 1:10 p.m.

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</table>
| Making IT Service Management A Strategic Asset | *Mike Jackowski*  
Director, Product Strategy  
Pink Elephant | Bridge Or Dam? Building A Bridge Between IT And Business | *Rich Pettit*  
IT Management Consultant,  
Pink Elephant | The Evolving Role Of The Service Desk | *Katherine Spencer Lee,*  
Executive Director,  
Robert Half Technology &  
*Brenda Iniguez,*  
America’s ITSM Consulting Director,  
FrontRange Solutions | Continual Service Improvement: From Strategies To Measurements | Gary Case,  
IT Management Consultant,  
Pink Elephant |
| *Troy DuMoulin,*  
Director, Product Strategy,  

#### 1:15 p.m. - 1:25 p.m.: Break

#### 1:25 p.m. - 2:40 p.m.

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<th>Track 7</th>
<th>#707</th>
<th>Track 8</th>
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| ITIL: Service Strategy: A Means To Become “Not Optional” | *Troy DuMoulin,*  
Director, Product Strategy,  
Pink Elephant | The Value Of Corporate Release Policies V3 Style | *Chris O’Brien,*  
IT Management Consultant,  
Pink Elephant | Metrics & Measurements: Drive Service Improvement At The Service Desk | *Rich Pettit*,  
IT Management Consultant,  
Pink Elephant | Grassroots ITIL & The Center Of Excellence | *Scott Koon,* Assistant Section Head,  
Mayo Clinic | The People, Process & Technology Flaw | Gary Case,  
IT Management Consultant,  
Pink Elephant |
| *Michael K. Nieves,*  
| Code: Beyond Beginner | | | | | | | | | | | | |
3:00 p.m. - 4:15 p.m. (continued)

**Track 6** #806
Leverage The COBIT Framework To Integrate IT With The Business & Drive Higher IT Value
Julie Mohr, Principal Research Analyst & Author, BlueprintAudits.com
Code: Beginner

**Track 7** #807
The Keys To Unlocking Process Performance
Roy Cranford, Senior Manager, Service Management Engineering, VeriSign, Inc
Code: General

**Track 8** #808
How Marval Achieved Operational Excellence
Don Page, CEO, Marval Group
Code: General

**Track 11** #811A
IT Service Management: A Key Component Of Chevron’s IT Vision Of Operational Excellence
Roger Prince, ITC Reliability Champion, Chevron
Code: General

**Track 11** #811B
An Enterprise Roll Out Of Change Management: The Pains, Gains & Glory
Cathy Kirch, Process Consultant, EIS, Allstate
Code: General

**Track 12** #812A
Ask The Technology Experts
Q&A Panel Discussion
Moderated by Char LaBounty, President, LaBounty & Associates
Code: Beyond Beginner

**Track 12** #812B
Enterprise Architecture & Its Importance To Your Organization
Jack Probst, IT Management Consultant, Pink Elephant
Code: Beyond Beginner

**Track 13** #813A
Focus Groups: How To Start Implementing ITIL
#813A
How To Be An Effective Project Manager

4:15 p.m. - 4:45 p.m.: **Prize Giveaway In Exhibition Showcase**

4:45 p.m. - 5:00 p.m.: **ITIL Awards**

5:00 p.m. - 6:00 p.m.: **Afternoon Keynote:** Wayne Cotter: Confessions From A Former Computer Geek

6:15 p.m. - 7:30 p.m.: **Networking Reception**

Thursday, February 21, 2008

7:00 a.m. - 12:00 p.m.: **Registration Information & Customer Service Desk Open**

7:00 a.m. - 8:30 a.m.: **Continental Breakfast & Networking**

7:15 a.m. - 8:20 a.m.: **Breakfast Clubs**

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8:30 a.m. - 9:45 a.m.

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**Track 12**

Data Federation: Fact Or Fiction?

Troy DuMoulin, Director, Product Strategy, Pink Elephant

Code: Beyond Beginner

**9:45 a.m. - 10:00 a.m.: Break**

**10:00 a.m. - 11:15 a.m.:**

**Track 1**

Security The Google Way

Douglas Merrill, CIO & Vice-President of Engineering, Google

Code: Beginner

**Track 1**

Strategic Project Management

Dr. Christine A. Biehl, Project Management Institute (PMI)

Code: Beyond Beginner

**Track 2**

Transitioning From V2 To V3: Toyota’s Story

Dave Howard, National Manager Service Management, Toyota Financial Services

Code: Beyond Beginner

**Track 2**

Innovating Services To Align IT With Business Needs

Jimmy Jimenez, Director of Business Intelligence, Siemens IT Solutions & Services

Code: Beyond Beginner

**Track 4**

Problem Management – Kill Bugs Dead!

Giselle Collins, Senior Systems Analyst/Team Leader, Client Services, British Columbia Institute Of Technology

Code: Beyond Beginner

**Track 5**

ROI/ROI Feasibility Study & Calculation Of ITIL ROI/ROI

Anil Dissanayake, IT Management Consultant, Pink Elephant

Code: Beyond Beginner

**Track 6**

ITIL V3 Information Security Management

Christopher M. Steffen, Manager, Information Security & Compliance, Kroll Factual Data

Code: Beyond Beginner

**Track 8**

The Evolving IT Service Organization

Troy DuMoulin, Director, Product Strategy, Pink Elephant

Code: Beyond Beginner

**Track 10**

System Dynamics: The Mystery V3 Process Tool

Jack Probst, IT Management Consultant, Pink Elephant

Code: Beyond Beginner

**Track 10**

Using Process Metrics For Service Improvement

Dr. D. Akira Robinson, Consulting Computer Scientist, Dept. Navy - SPAWAR

Code: Beyond Beginner

**Track 11**

Developing, Designing & Delivering An ITIL Training Strategy For A Global IT Organization

Rick Pyfrom, Director, Training & Development, Johnson & Johnson Global Information Technology Services

Code: Beyond Beginner

**Track 12**

ITIL V3: Who Moved My CMDB?

Shirley Lacy, Managing Director, ConnectSphere Limited, Co-author, Service Transition

Code: Beyond Beginner

**11:15 a.m. - 11:30 a.m.: Break**

**11:30 a.m. - 11:45 a.m.: ITIL Awards**

**11:45 a.m. - 12:30 p.m.: Closing General Session: David Ratcliffe & George Spalding: Another Brick In The Wall**
Pre-Conference Primers

Maximize Your Learning! Start Your Conference Experience On Monday Before The Official Day-One Program.

Is My Organization Ready For Change?

Graham Price, IT Management Consultant, Pink Elephant
Code: General

Are we ready for change? Do you know how to answer this all-important question? Do you know why it’s an important question to ask – and answer? Implementing ITIL is more about changing organizational behaviors than about anything else. Managing the people side of change is a critical success factor and key ingredient in your approach to process improvement. If people are not on board, then change won’t stick. Understanding your organization’s readiness for change will also help successfully drive your communication and implementation plans. In this four-hour session, which is a scaled down version of Pink Elephant’s PinkReady™ Workshop, Graham arms you with the information you need to understand key organizational change best practices, including how to assess the climate of your IT organization.

Simulation Game: Process Builder Workshop

Jennifer Wels, IT Management Consultant &
Terry Sherman, IT Management Consultant, Pink Elephant
Code: General

This fun and very interactive four-hour session, based on Pink Elephant’s PinkSim workshop, vividly illustrates why processes need to be clearly defined, documented and understood to achieve quality goals and service levels. In the specific context of operational IT Service Management, you will learn how to identify the correct inputs, outputs and supporting activities necessary to establish best practice processes. The format of the session provides a learning-by-doing simulation game environment, where you will practice process building techniques by completing various tasks as a key member of a work team. Team dynamics, as well as the quality of communications, are illustrated as vital enablers for your team to create positive results.

Because of the nature of the game, admittance is limited. Come early! Spots will be assigned on a first-come, first-serve basis.

An Introduction To ITIL

Pierre Bernard, Education Product Manager &
Mark Hamilton, IT Management Consultant, Pink Elephant
Code: Beginner

This is a not-to-be missed session if you want to start your conference experience with an overview of ITIL’s key learning points. This four-hour workshop is an ideal way to learn about ITIL’s IT Service Management framework and new Service Lifecycle approach. Designed for those new to ITIL or needing a refresh, the agenda includes an overview of ITIL’s five new books – Service Strategy, Service Design, Service Transition, Service Operation, Continual Service Improvement – and their main concepts and best practices; a look at the new 24-process, four-function IT Service Management process model; key relationships and interdependencies; and details about the new certification path.

PinkATLAS™ Tutorials

Bill Irvine, IT Management Consultant &
Shane Johnson, IT Management Consultant &
Robin Hysick, IT Management Consultant, Pink Elephant
Code: Beyond Beginner

Many organizations are using PinkATLAS® best practice online knowledge depository, which includes more than one thousand documents to jump start their ITIL implementation journeys. If you are a new PinkATLAS subscriber, or want to learn how to use a step-by-step approach for implementing ITIL processes, then join this session for a truly unique educational experience! You’ll have the opportunity to preview how PinkATLAS can help your organization.

The session is four hours in length and starts with an overview which summarizes best practices for using knowledge management systems to facilitate ITIL implementations. This is followed by three tutorials:

- How To Implement Change Management, How To Implement Configuration Management, How To Implement Incident, Problem & Service Level Management

The agenda for each tutorial includes a step-by-step guide on how to integrate the subject process into your organization, a view of several sample documents and templates related to implementing and managing the process and a Q&A.

Business War Gaming In The IT Environment

Jay Kurtz, President, KappaWest Inc
Code: Beyond Beginner

A Pink Exclusive! This four-hour workshop, especially customized for Senior IT Managers at this conference, reviews Business War Gaming and how going through this process helps organizations succeed in today’s highly competitive and global environment. For more than 30 years, Jay’s California-based management consulting firm has worked at helping organizations to increase their strategic effectiveness and operational efficiency through the application of military concepts and principles in the business environment. The normal Business War Game takes several days to complete and several weeks of planning, but now you have a unique opportunity to experience first-hand a mini-war game.

This is a not-to-be-missed opportunity to learn from a highly experienced business professional about how to strategize against the combative forces and deploy your tactical resources to accomplish your key objectives. This one-of-a-kind session has a strict capacity limit. Attendance is on a first-come, first serve basis.

The Penguin Experience: Learning To Lead Bold Change

Bill Palladino
Partner/Executive VP - Business Results,
ISB Worldwide

Looking to lead bold change in your organization? Then you won’t want to miss this unique and inspiring pre-conference primer session! The Penguin Experience: Learning To Lead Bold Change is an interactive workshop experience that teaches leaders at all levels to drive change through the practical application of proven principles. The experience connects the heart of those who must embrace and lead change today with the mindset necessary to ensure future success.

As a result of the session, you’ll: Understand how to build organizational capacity for successfully embracing change in an increasingly uncertain world; gain critical leadership skills needed to help your organization win – by identifying and doing what needs to be done; learn how to accelerate specific change objectives in areas such as innovation, strategy implementation, service...
improvement, process re-engineering, culture development; thoroughly understand the world-renowned principles examined in John Kotter's seminal book, Leading Change, as well as the award-winning creativity of current international best-seller Our Iceberg Is Melting: Changing and Succeeding Under Any Conditions

**PinkDigest**

A Pink Exclusive!

In each of the 90-minute sessions below, today’s most popular and respected business books will be reviewed, and you will also be shown how to apply key principles of each of the books to the implementation of ITSM and ITIL best practices.

**Execution: The Discipline Of Getting Things Done**

Troy DuMoulin, Director, Product Strategy, Pink Elephant

Code: General

Plans and good intentions aren’t enough! Successful outcomes can only be achieved through proper execution – getting things done. Execution is “the missing link between aspirations and results,” and as such, making it happen is the business leader’s most important job. Disciplines like strategy, leadership development, and innovation are the sexier aspects of being at the helm; actually getting things done never seems quite as glamorous. But, as Larry Bossidy (Former Honeywell CEO) and Ram Charan (Executive business consultant) demonstrate in their book, the ultimate difference between a successful company and its competitor or a successful project and a flop is, in fact, the ability to execute – not just develop effective strategies and plans.

IT managers at all levels of the organization must know how to properly position IT strategies against business needs, and then execute these, including ITSM improvement plans, to gain desired outcomes. Without proper execution of ITIL, business and ITSM best practices, efforts will more than likely fail.

**Made To Stick**

Jack Probst, IT Management Consultant, Pink Elephant

Code: General

As part of major ITIL transformations, successful communication is a key ingredient to success. Think about a time, as an IT manager, when you were trying to get a new idea across to one or many people – even your entire department. Think about how you approached the situation, what skills you used, what words you said, and the techniques you used. Were you successful? Were people responsive to your message? Did your idea ‘stick’ with them?

After reading The Tipping Point by Malcolm Gladwell, two brothers, Chip Heath (a Stanford Business School professor) and Dan Heath (a corporate education consultant at Duke), were inspired by Gladwell’s top selling book. Gladwell spoke of the innovations that cause the ‘tipping point’ are due to their ‘stickiness’. The Heath brothers take the extra step to find out what exactly causes ideas to be ‘sticky’. How are they constructed? After extensive research they found that the ideas that ‘stick’ all share six principles. According to the Heaths, although the six principles seem like common sense, they are woefully under-applied in business communication. The authors state: “Business managers seem to believe that once they’ve clicked through a PowerPoint presentation showcasing their statistics and conclusions, they’ve successfully communicated their ideas. What they’ve done is just shared data.”

**The Five Dysfunctions Of A Team**

Gary Case, IT Management Consultant, Pink Elephant

Code: General

Best selling business author Patrick Lencioni begins his very popular book – one of the top management books of the last decade – by telling the fable of a woman who, as CEO of a struggling Silicon Valley firm, took control of a dysfunctional executive committee and helped its members succeed as a team. After he tells his story, Lencioni then offers instructions for overcoming five human behavioral tendencies that he says corrupt teams (absence of trust, fear of conflict, lack of commitment, avoidance of accountability and inattention to results).

The guidance offered by the author is a very worthwhile read for any IT department manager, process owner, project manager or team leader, who may be struggling with the inherent difficulties of group dynamics when people are brought together to work on major special projects such as implementation of ITIL best practices.

**Leading Change**

Graham Price, IT Management Consultant, Pink Elephant

Code: Beyond Beginner

So, you want to change something in the way people are working? Where to begin? Why is nobody paying attention? You thought the change was going great but then everything fell apart! Changing an organization or even your own team may not be easy, but at least if you read this book, the challenges won’t be surprises as well.

Leading Change is recognized as one of the all-time best business books and the definitive work on the subject. Harvard Professor, John Kotter, methodically and carefully explains his eight-step process for leading and managing major organizational change in an easy to understand fashion, which captures his wealth of knowledge and experience working with major companies all over the world. John Kotter takes concepts like leadership, urgency, vision, strategy, and communication and puts them in well-explained, practical terms that anyone can follow.

If you’re a manager at any level of your IT organization who is currently leading any aspect of an ITIL implementation, understanding Kotter’s eight-step change process is a must-have, and this is a not-to-be-missed session.

**Conference Optimizer: Top 10 Tips For Getting The Most Out Of Your Conference Experience**

George Spalding, Vice President, Pink Elephant

Code: General

With 13 concurrent tracks and more than 150 sessions over four days, creating your own conference agenda can be a bit daunting to say the least! Are you thinking: “With so much to choose from, how can I maximize my time and gain the most knowledge?” If that is your question, then this session is your answer. This gathering is designed to benefit both first timers, as well as those who’ve been to conferences before and are looking to gain as much productivity as possible. Join George – one of the world’s most knowledgeable conference gurus – as he takes you through his top ten list of dos and don’ts for getting the most out of your conference experience. His discussion will include how to network and make new business friends; how to choose the sessions that are right for your corporate role, and how multiple attendees from the same organizations can consume and share the maximum amount of content effectively. Bring your questions about the conference program and specific sessions, and George will give you all the information and suggestions you need to make this a very worthwhile conference experience for you and your team.

**Plus, Take Advantage Of These Focus Groups:**

- ITIL In Healthcare
- ITIL In Pharmaceuticals
- ITIL In Financial Services
- ITIL In Manufacturing

**Session Descriptions - Breakfast Clubs**

**Breakfast Clubs**

Attention Early Risers! Join Our Breakfast Clubs For Value-Added Presentations And Discussion Forums That Enable You To Get A Head Start On Your Day.

**ITIL V3 – An Executive Overview**

Pierre Bernard,
Education Product Manager,
Pink Elephant

Code: Beginner

Are you new to ITIL? If the answer is ‘yes’, you’ll definitely want to attend this session! Here, you’ll gain an introductory, high level overview of ITIL’s Service Lifecycle framework and new V3 books: Service Strategy, Service Design, Service Transition, Service Operation, and Continual Service Improvement. The overview is specifically designed for those who’ve never attended an ITIL course prior to this event, or those who need a refresher. After attending this session, you’ll be able to fully enjoy the conference program and better understand the presentations referring to this best practice framework.

This information is also delivered as part of a longer breakout session, ITIL: An Introduction, which is being presented on Monday afternoon as a Pre-Conference Primer (1:00 p.m. - 5:00 p.m.).

**What IT Managers Need To Know About Process Maturity**

Terry Sherman,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

Are your processes “defined”? Are they fully “optimized”? Do you know what these mean and why it’s important to know? Attend Terry’s session and you’ll learn about the key concepts of process maturity. Terry will provide an overview of the different process maturity stages and explain why understanding a maturity level is a necessary step in implementing ITIL best practices.

Make this one of the first conference sessions you attend and you’ll better understand the presentations that refer to process maturity and best practices for implementing ITIL.

This information is also delivered as part of a longer breakout session, which is being presented on Tuesday morning at 10:20am.

**An Introduction To PinkReady™**

Jack Probst,
IT Management Consultant,
Pink Elephant

Code: General

Do you need a health check to ensure your process improvement initiatives succeed? Then join Jack for an introduction to PinkReady! PinkReady is a readiness assessment program designed specifically for organizations undergoing major process improvement initiatives. The program provides you with both analysis and practical guidance based on methodologies created by Professor John Kotter and organizational gurus Lee Bolman and Terrence Deal. The direction you gain through these methodologies will ensure you understand the critical steps required to make your change initiative succeed while addressing the cultural and behavioral changes associated with your specific transformation. This includes information on how to develop targeted communications to all stakeholders!

**PinkATLAS Tutorials**

Shane Johnson,
IT Management Consultant

&

Robin Hysick,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

During these breakfast clubs, you will learn how PinkATLAS can help jump start your ITIL implementation journey. For a full description of the benefits of the PinkATLAS tutorial, please refer to page 16.

Each PinkATLAS Tutorial Breakfast Club will cover a different process to enlighten you on different areas of focus. The three Breakfast Clubs you may choose from are: How To Implement Change Management, How To Implement Configuration Management, and How To Implement Incident, Problem & Service Level Management.

**The Top 5 Strategic Benefits Of ITIL**

Anil Dissanayake,
IT Management Consultant,
Pink Elephant

Code: Beginner

Overall performance and reliability of an organization’s critical systems and services can determine business success or failure, and effective implementation of ITIL drives increased performance while enabling innovation and reducing costs. But exactly how does ITIL act as a business enabler? Many quantifiable strategic benefits can be gained by implementing ITIL’s integrated process framework. This session will focus on real world examples to illustrate how implementing specific best practices can lead to improved bottom line results, increased productivity and stronger overall performance by IT.

**Top Ten Considerations For Implementing Change Management**

Robin Hysick,
IT Management Consultant

&

Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

One of the key ITIL processes is Change Management. Get it right and it works, get it wrong and it becomes a bureaucracy that IT employees want to bypass. Change Management is a control process that has to have a good balance of efficiency and effectiveness. Join Robin and Jennifer as they identify the top ten considerations when developing and implementing Change Management in your organization.

**Using A Business Wargame To Anticipate And Resolve Threats To The IT Organization**

Jay Kurtz,
President,
KappaWest, Inc.

Code: Beyond Beginner

What is a business wargame? This is your opportunity to discover selected business wargaming concepts, including specific processes and tools used in the typical wargame simulation. During this unique session, Jay profiles representative war games in an IT environment and specifies the appropriate times when such a game might be appropriate. He also outlines the key steps in a successful wargaming project.

**NOT Just Another Book In The Wall**

Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Kirk is back with his renowned Books for Breakfast session! Branding yourself means building yourself – and we do that one insight, one idea, and one book at a time! Join Kirk as he shares some of the books that he highly recommends and are currently on his must read list. Kirk believes these books are excellent aids to help you on your journey of professional growth, and self development.

**Determining The Effectiveness Of Your ITSM Processes With PinkScan**

Troy DuMoulin,
Director, Product Strategy

Pink Elephant

Code: General

What is not defined cannot be controlled. What is not
controlled cannot be stabilized. What is not stabilized cannot be measured. What is not measured cannot be improved. What does all this mean? Simply put, it is difficult to improve anything that is not understood. If you're looking to improve the effectiveness of your ITSM processes, join Troy for an in-depth look at how to assess the current health and maturity of the processes that support the efficient and effective delivery of those services through PinkScan. You'll discover a process assessment methodology and toolset used to support and direct continual service improvement activities.

**ITIL In The Service Provider World**

**Bill Irvine,**
IT Management Consultant,
Pink Elephant

**Code: Beyond Beginner**

More and more IT organizations are moving to the ITIL best practice framework. And as a result, they have higher expectations of their service providers, including out-sourcing and co-sourcing partners. ITIL-empowered organizations also expect these providers to fully align themselves with operational best practices. Overall, having in place a common frame of reference - such as ITIL - provides a significant benefit to both parties. In this highly informative session, Bill discusses using ITIL within service provider organizations as a go to market strategy. He also discusses the need for them to integrate with their customers' process models. Other discussion topics include: ITIL and Requests for Proposals (RFPs); Supplier Contracts and Service Level Agreements (SLAs); Service Catalogs and Portfolios; Customer and Supplier Interactions within V3’s Service-Driven Lifecycle; and Supplier Relationship Management. Whether you’re a service provider or you use the services of a supplier, this session will enlighten you with valuable information about the new Service Management relationship in out-sourcing and co-sourcing environments.

**How To Take Service Management To A 'Defined' Level Of Process Maturity**

**Laurie Dolan,**
IT Management Consultant,
Pink Elephant

**Code: Beyond Beginner**

As a short term goal, striving to take processes to at least a 'defined' level of maturity is considered a best practice. This session explores how to obtain that level of maturity in Availability and Capacity Management. The presentation is facilitated by seasoned Pink Elephant consultants and features a high level overview of the different stages of process maturity; details about what it takes to implement and manage specific processes to a defined level of maturity; tips for successfully implementing it; general timelines for implementation; an explanation about why this is a best practice; and a description of the benefits your organization will gain.

**How To Take Availability & Capacity Management To A 'Defined' Level Of Process Maturity**

**Matthew Bowles**
&
**Jennifer Wels,**
IT Management Consultants,
Pink Elephant

**Code: Beyond Beginner**

As a short term goal, striving to take processes to at least a defined level of maturity is considered a best practice. This session explores how to obtain that level of maturity in Availability and Capacity Management. The presentation is facilitated by seasoned Pink Elephant consultants and features a high level overview of the different stages of process maturity; details about what it takes to implement and manage specific processes to a defined level of maturity; tips for successfully implementing it; general timelines for implementation; an explanation about why this is a best practice; and a description of the benefits your organization will gain.

**Who Moved My Change?**

**Bill Irvine,**
IT Management Consultant,
Pink Elephant

**Code: Beyond Beginner**

This year, ITIL V3 introduced a lifecycle approach to Service Management. A key part of this lifecycle is the transitioning of changes from Service Design through Service Transition to Service Operation. Further, the integrated use of processes within the service lifecycle requires formalization of inputs and outputs at each stage. Ultimately, this assures the quality of the planned change – as well as an effective handover from one process to the other. There's more! ITIL V3's Service Transition defines significantly more structure around how a change is designed, managed, tested and evaluated to realize the true business outcome and ensure the desired results. To further your understanding of these concepts, Bill discusses the new lifecycle of a change from the Service Design, through implementation and into the live environment.

**Tips For Managing Service Requests**

**Graham Price,**
IT Management Consultant,
Pink Elephant

**Code: Beyond Beginner**

Until the introduction of ITIL V3, Request Fulfillment was a missing process within ITIL. Attend this session to get a must-have view into this key new ITIL process from one of North America's most knowledgeable ITSM authorities. During this presentation, Graham will highlight V3's expanded view of Change and Configuration Management; why Request Fulfillment should be a key component of your ITIL implementation program; how an actionable IT Service Catalog enables an effective Request Fulfillment process; and key tips for managing successful service requests.

**Plus, Take Advantage Of These Focus Groups:**

- **ITIL In Government**
- **How To Develop & Roll Out An Effective Communications Strategy & Plan**
- **How To Be An Effective Service Level Manager**
- **How To Be An Effective Process Owner**
- **ITIL In The Military**

**Building IT Leadership Capabilities Part 1: An ITIL V3 View**

**Darren Meister, Ph.D.,**
Associate Professor,
Faculty Director,
HBA Program,
Richard Ivey School Of Business,
The University Of Western Ontario

**Code: Beyond Beginner**

If you didn't attend Darren's presentations at last year's event, you missed some of the highest rated sessions at the conference! Darren is back with updated information for senior managers about IT leadership and leading major change. This time he will also include a discussion about how his teachings link to ITIL V3's strategic model. At the University of Western Ontario (UWO), Darren's interests focus on the role of technology in enhancing organizational effectiveness, specifically as it concerns innovation processes. He investigates this question primarily within three settings: technology adoption, knowledge management and inter-organizational systems. His research often takes him into the corporate world where he has worked in close co-operation with many practitioners. His current teaching responsibilities are Leveraging Information Technology within the Developing Leadership Competencies module at the university's MBA program.
The Business Process Platform: Foundation For A Successful Service Strategy Implementation

Swen Conrad PMP, Director, Solution Marketing IT Optimization and SOA Governance, SAP Labs LLC

Code: Beyond Beginner

The business process platform is a combination of a technology infrastructure, business functionality as well as common IT processes. It is a holistic solution that helps to break down IT silos and barriers within your organization and – due to its openness – beyond your organizational boundaries. It is the foundation for business network transformation, the process of establishing value networks between your organization, your customers, partners or any other stakeholder.

This session will explain the scope and processes of a business process platform. It will answer questions like: How do you align business and IT? What changes with ITIL v3 and service strategy? How can you leverage IT operation for business strategy? – Major building blocks of a business process platform will be explained and cross referenced to both ITIL V2 and V3 where appropriate.

With a business process platform, you will take full advantage of your IT assets, move your organization to a higher level of maturity and ultimately maximize the business value of IT.

Building IT Leadership Capabilities Part 2: Leading Major Change

Darren Meister, Ph.D., Associate Professor, Faculty Director, HBA Program, Richard Ivey School Of Business, The University Of Western Ontario

Code: Beyond Beginner

IT promises major benefits to all organizations. However, implementing systems successfully requires that you
a) marshal a cross-enterprise effort to define the opportunity;
b) manage resistance;
c) adapt to processes; and

d) realize tangible benefits.

In light of these components, many practitioners continually ask themselves, “what do I make my priority?”

This session, drawing on successful case studies and implementation failures as illustrative points, highlights priorities in leadership, project management and front-line execution.

A Strategic View of ITIL V3’s Service-Driven Lifecycle

Troy DuMoulin, Director, Product Strategy, Pink Elephant

Code: Beyond Beginner

One of the most significant changes to ITIL V3 is the new service-driven lifecycle approach. What do senior managers need to understand about this new approach from a strategic perspective? Troy will provide an overview of how the V3 model differs from the V2 process-driven framework. If you belong to an organization partway through a V2 roll out, Troy’s presentation will arm you with the information you need to understand key differentiating factors. This will help you decide how to best move forward. If you work for an organization new to ITIL, this overview will provide an excellent executive level introduction.

Delivering Enterprise Services Through Mature Service Management

Wynnann Rose, Director, Service Management, Infrastructure Technology Services, Ministry of Government Services, Ontario Provincial Government

&

Michael Oas, President, Communicating IT Inc.

Code: Beyond Beginner

Does IT Service Management work as effectively in the public sector as it does in the private sector? It sure does! And, in this session, you’ll get an insider’s view of how the Ontario Provincial Government’s massive infrastructure consolidation initiative was enabled through the implementation of key IT Service Management processes. During this session, Wynnann describes how her team began planning the consolidation of core infrastructure services – including Enterprise Email, Desktop Support, Network Access, Service and Service Order Desk and Application Hosting Services – more than three years ago. She also explains how the consolidation resulted in cost savings of $100 million annually and how the activation of ITSM best practices kept consolidation programs on target to deliver effective, low cost, customer-centric services over a two-year timeframe. Finally, she reveals how she staffed and structured her practice area and how she defined and managed roadmaps for process implementation to achieve success.

Federated Investors Case Study Part 1: A CIO’s Perspective On Business Service Management Maturation

Rex A. Althoff, President, Technology Chief Information Officer, Federated Services Company

Code: General

If you’re a CIO or Senior IT Manager looking for a strategic look on ITIL, join Rex as he presents a case study based on his personal experience as a CIO for a large, multi-faceted organization. Rex will share details about how the ITIL best practices he and his management team directed and enabled Federated Investors to succeed with improving IT processes and business alignment. He’ll discuss how his IT organization succeeded in meeting business and strategic objectives by using ITSM best practices, and he’ll also share details about lessons learned and what they would have done differently. Rex will also review the measurements and metrics they implemented that were successful in ensuring business/IT alignment, and how governance came into play. This is an exclusive senior-level presentation and strategic perspective you won’t want to miss.

Federated Investors Case Study Part 2: Lessons Learned About Business Service Management Maturity

Ray Domachowski, Vice President And Director Of Technology Services Group, &

Mark W. McCoy, Vice President And Director Of Business Services Group &

Sharon Kolarac, Assistant Vice President And Head Of Administration Services Group, Federated Services Company

Code: Beyond Beginner

According to Ray, Mark and Sharon, developing and maturing an ITIL initiative is not much different than raising children! Many of us are right in the middle of raising kids. We’ve experienced the pain of birth, the joys of first steps and the challenges of independence (often without governance!). Join this team of seasoned ITIL practitioners from Federated Investors as they describe their corporate odyssey from ITIL birth to adolescence. The group will provide a real-life view of the challenges and lessons learned from their process improvement initiatives – and they have a lot to share about the plans they developed with their teams, and how they were executed! They will also discuss details about the enhanced business alignment accomplished through adoption of the ITIL framework and governance processes.
A Healthcare Case Study: Intermountain's Enterprise Data Warehouse

Steven Barlow, Manager, Enterprise Data Warehouse, Intermountain Healthcare

Steven Barlow captured the #1 spot on the Computerworld Top 40 Under 40. This is an exclusive session you won't want to miss!

Based in Salt Lake City, Intermountain Healthcare is a non-profit healthcare system that serves the needs of Utah and southeastern Idaho residents. It has 21 hospitals and clinics, employing more than 27,000 people. The organization was ranked as the number one integrated healthcare system in the country for five of the past eight years and was number two the other three years.

With a complex system of employees and customers, IT plays a critical role in delivering services to the entire organization. And, to continue to support the business, Intermountain has developed and matured its Enterprise Data Warehouse (EDW) for more than a decade. This continuous improvement project has established the organization as a recognized leader in leveraging an EDW to improve clinical outcomes, optimize costs and increase patient satisfaction and safety. Join celebrated industry authority Steven Barlow as he reveals answers to these burning questions: What is an EDW? What is its value proposition? Why invest in an EDW? What are some of the best practices in establishing an EDW? As an added bonus, Steven will offer you an insider's view of his organization's EDW strategy with a revealing look at several case studies.

Camaraderie & Staff Development: How To Be A Top-Five Employer In The IT Industry

Dr. Lew Temares, CIO, University Of Miami

A Pink Elephant Exclusive! In June 2007, Computerworld released its annual report on the Top 100 Best Places to Work in IT. The University of Miami ranked #1 for diversity, #6 for staff retention, #8 for training and #9 for career development. It also snagged the #2 overall slot for the third year in a row. What a monumental achievement! Here’s your exclusive opportunity to hear from the leader at the helm. He discusses the best practices his organization uses to run an aligned and integrated IT department with a highly functioning team. He also promises to share some of his secrets for maintaining this enviable position for so long. Dr. Temares was an attendee favorite at our conference last year – come see why!

How IT Translates Business Strategy Into IT Strategy

Kurt Milne, Managing Director, IT Process Institute

Join Kurt in this session as he announces groundbreaking results from a recent ITPI study that is sure to interest CEOs, CIOs and senior IT managers. This research provides answers to such compelling questions as: What ongoing practices do top-performing IT organizations use to create strategy and allocate resources to meet the changing needs of the business? How does IT allocate resources to ensure capability remains aligned with changing business needs? And, is effective alignment dependent on operational excellence? If you aspire to become a top performer who can successfully translate business strategy into IT strategy, this is a not-to-be-missed session.

Making IT Service Management A Strategic Asset

Troy DuMoulin, Director, Product Strategy, Pink Elephant

According to ITIL V3, Service Management is a set of specialized organizational capabilities for providing value to customers in the forum of services. When organizations are making decisions to adopt and implement best practice frameworks such as ITIL, Capability Maturity Model Integration (CMMI) or Project Management Body of Knowledge (PMBOK), they should be motivated to do so through an established IT governance and strategic blueprint. Why? Because this blueprint identifies adoption of these frameworks as a strategic asset in achieving a pre-determined vision and direction. However, when the blueprint is too high-level or incomplete, organizations may struggle with the business case of why they should adopt best practices. And, without this critical blueprint, it often appears that the tail is wagging the dog. Attend Troy’s intriguing session to learn about the business and strategic models required to realize that ITSM is a critical element in realizing business value.

Bridge Or Dam? Building A Bridge Between IT & Business

Mike Jackowski, Vice President Of Claim Technology Services, Allstate Insurance Company

If your organization is considering a major change – people, processes, information or technology – or is looking for best practices on how to establish a true partnership with the business, then this is a must-attend session!

Allstate, with more than 70,000 employees located around the nation, is currently in its fourth year of an ITIL implementation initiative. As part of the initiative, the organization executed the Next Generation Claim System – built to replace dozens of applications that managed customer insurance claims. In this illuminating session, Mike explains how his organization ensured success by building a bridge of understanding – and aligning goals and processes – with the business. He explains how Allstate moved from limited knowledge of ITIL to a strong ITIL service model through the implementation of Change, Incident, Problem, and Configuration Management. Mike also discusses how his team created the processes, built the tools and supported the implementation to bridge obstacles within IT and between IT and the business.

ITIL Service Strategy: A Means To Become “Not Optional”

Michael K. Nieves, Partner, Accenture Technology Consulting & ITIL V3 Service Strategy

Outsourcing and off-shoring has exposed IT organizations, even government and non-profits, to competitive forces. In this flat world, how does your IT organization differ from competing alternatives? How do you become a high performance service provider? Paradoxically, while more vital than ever, these questions often receive short shrift in the pursuit of day-to-day practicalities, leaving an IT service provider even further exposed to competitive forces. In this gripping session, Michael examines ITIL V3’s response to this dilemma, the book Service Strategy. It offers CIOs and senior managers the methods to both ask and answer the questions: “Where is the organization headed and what does it need to do to get there?”

What Makes CIOs (And Their Units) Effective: The CxO View

Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School Of Management

One of the highest rated speakers from last year’s program, Dr. George Westerman returns with more valuable strategic insight about his latest findings in IT trends, CIO leadership and development of IT business strategies. Dr. Westerman is recognized as a leading IT management expert by the Gartner Group and other leading publications, with his research also featured in CIO magazine. Many business executives struggle to improve the
value they obtain from their IT investments and assets. Meanwhile, many IT leaders are not clear with what specific steps they can take to improve their effectiveness in the eyes of business executives. Drawing upon research with more than 250 non-IT executives, he will discuss what functions high-performing IT units do better than their lower-performing peers. Effective IT Service Delivery is an essential starting point. But, IT leaders who deliver higher business value do more than just manage IT well. They also find ways to show their value to the business every day. In this session, he’ll examine the drivers of IT value in the eyes of business executives, and discuss specific steps IT leaders can take to improve their effectiveness.

**IT Risk Management: From Availability To Agility**

*Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School Of Management*  
*Code: Beginner*

No enterprise can be completely free of IT risk. Like any danger, IT risk is something to be managed, not eliminated. It requires making trade-offs between risk and return, between the risks a company can bear and those it would rather avoid. But now, IT and business executives have lacked the tools to have meaningful discussions about IT risk management. In this talk, based upon his recent book; *IT Risk: Turning Business Threats Into Competitive Advantage* (Harvard Business School Press 2007, with Richard Hunter), George Westerman shares IT risk management practices based upon four years of research with more than 150 companies. He shares how a framework of four key enterprise risks enables business and IT executives to make business decisions about IT risks. Then he shows how firms build effective IT risk management capability based on three core disciplines, and how effective infrastructure management is the foundation to managing IT risks from availability through agility. The frameworks and examples in this presentation will help managers not only avoid negative incidents from IT risk, but also capture the upside of effective risk management.

**IT Strategic Planning: The Key To Winning Executive Support For ITSM**

*Dalibor Petrovic, Consulting Manager, IT Strategy & IT Service Management, Deloitte*  
*Code: Beyond Beginner*

Lack of sustained executive support is often identified as the key cause for the failure of ITSM initiatives; therefore, winning and sustaining this support is a critical success factor. How do you do it? This session will provide the answer! Basically, it comes down to developing a strong IT strategic plan. Not only is it an excellent way to lay out a roadmap for your initiative, but it’s also a proven method to gain and sustain executive support. Additionally, a sound strategic plan is beneficial at many levels: it fosters communication between IT and business; facilitates alignment and integration of business and technology processes; it clarifies vision, mission, goals, and objectives; identifies key investment areas; and lays everything out in an actionable roadmap. In his session, Dalibor outlines a practical, step-by-step approach to IT strategic planning, and shares some examples of what constitutes a successful strategic plan. He also provides practical examples of how the IT strategic planning process is a useful tool to secure the necessary support of senior executives for introduction of ITSM initiatives.

**Security The Google Way**

*Douglas Merrill, CIO & VP Of Engineering, Google*  
*Code: Beginner*

There are three things you need to know about Google. First, Google is widely recognized as the world’s largest search engine. Second, Google’s mission is to organize the world’s information and make it universally accessible and useful. Third, Google has chosen to ignore conventional wisdom about designing its business and continues to think about ways in which technology can improve upon existing ways of doing business. Part of this continuous improvement initiative involves looking at security from a whole new perspective.

What is that perspective? Attend this enlightening session – led by Google’s CIO Douglas Merrill – to understand why in today’s world of consumerized IT applications, dissolving organizational boundaries and shared authentication models, the old security model is no longer effective. Douglas explains why organizations can no longer live their whole lives behind one set of walls and why they can’t manage security like priesthood. He also provides a first-hand view into the evolving set of security practices Google employs to address threats in our constantly changing world.

Douglas Merrill was named by E-Week as one of North America’s Top 100 CIOs, so this is one session you won’t want miss!

**Strategic Project Management**

*Dr. Christie A. Biehl, Project Management Institute (PMI)*  
*Code: Beyond Beginner*

If you’re an ITIL program director, executive sponsor or senior project manager, join Dr. Biehl’s session to gain valuable insight into best practices needed to successfully manage large scale projects. Her session focuses on the leadership attributes of Project Management and presents the strategic use of those leadership skills to successfully meet the objectives of the project. During Dr. Biehl’s session, participants will learn how to: Identify Project Management leadership attributes that result in successful outcomes; identify strategic Project Management versus reactionary Project Management; identify flawed project objectives that can result in project failure; conduct assessments to plan for success through risk analysis and mitigation.

Dr. Biehl has over 15 years of experience in leadership, organizational Change Management and management consulting. She is a Program Manager for the PMI Knowledge Delivery Group. Prior to PMI employment, she worked for over ten years at a multi-billion dollar global consulting, systems integration and outsourcing corporation. Dr. Biehl’s current research involves the value of project stakeholder management and its impact on the achievement of organizational strategic objectives.

**Track 2**

**Wish You Were Here – ITIL V3 Forum**

*ITIL V3 Certification: Update & Questions Answered*

*Sharon Taylor, ITIL V3 Chief Architect & Chief Examiner*  
*Richard Pharro, CEO, APMG*  
*Julia Chapelle, Loyalist Certification Service*  
*Facilitated by David Ratcliffe, President, Pink Elephant*  
*Code: General*

A Pink Elephant exclusive! Meet and talk to the people responsible for creating and managing ITIL V3 certification. Sharon, Richard and Julia provide the most up-to-date information about the revamped certification scheme which allocates credits towards an ITIL Diploma with specific prerequisites, exemptions and rules. Half the session is dedicated to a formal presentation where the three provide a brief overview of the certification path and qualifications, including...
updates. The rest of the session is dedicated to answering your burning certification questions. So, come prepared with your most pressing issues while hearing the latest news about ITIL V3 certification.

**V3’s New Service Operation Processes**

Terry Sherman, IT Management Consultant, Pink Elephant  
Code: Beginner

Within ITIL V3’s new Service Operation model, there are a number of key processes that must link together to provide an effective overall IT support function. During this informative session, Terry will provide a descriptive review highlighting concepts, purpose, goals, objectives, scope and value to the business within the enhanced V3 Service Operations model, consisting of Event Management, Incident and Problem Management, Request Fulfillment and Access Management. Attend this revealing session to gain insight into the new Service Operation principles!

**Do Good Walls Make Good Neighbors?**

David Cannon, ITSM Practice Principal, HP  
Co-author, Service Operation  
Code: General

During his presentation, David explores the trends of IT Service Management implementations using the Service Management Lifecycle. It is his view that ITIL has always seemed to be against walls. It claims to break down walls between silos, between business and IT and between technology and service. However, is this always possible? And, do some walls need to be built and strengthened? Join David for an enlightening presentation that focuses on: Understanding the need for specialization; differentiating between items that customers need to know about and those they do not need to know about; learning to define metrics that make sense to IT managers; and learning to define metrics that make sense to the business.

**IT Service Management Process Framework – The V3 Model**

Terry Sherman, IT Management Consultant, Pink Elephant  
Code: Beyond Beginner

Attend this session to get an overview of ITIL’s new model, which includes 24 processes and four functions!

The central theme of ITIL V2 was the IT Service Management process model, which included five Service Support processes, five delivery processes and the Service Desk function. ITIL V3 has been expanded and includes a much wider view of IT Service Management. And, not only are many of the previous ten processes sub-divided to provide more depth and scope, but there are also many new processes too. In addition, these processes are now linked more directly to IT business integration through a service-driven lifecycle approach. If you’re new to ITIL – or V3 – Terry’s overview will provide you with valuable insight into the many components that make up ITIL’s new model.

**ITIL V3 Authors Forum**

Sharon Taylor, ITIL V3 Chief Architect & Chief Examiner  
Michael Nieves, Co-Author, Service Strategy  
Colin Rudd, Co-Author, Service Design  
Shirley Lacy, Co-Author, Service Transition  
David Cannon, Co-Author, Service Operation  
Gary Case, Co-Author, Continual Service Improvement  
Facilitated by David Ratcliffe, President, Pink Elephant  
Code: General

If you ever wished you could talk to the V3 authors, your wish has just come true! And, now that you’ve had a chance to read and digest the ITIL V3 content, you probably have questions about the concepts and models contained in the new books. Here’s your opportunity to listen to the authors’ insights and learn more about ITIL V3’s key principles.

**The Value Of Corporate Release Policies V3 Style**

Chris O’Brien, IT Management Consultant, Pink Elephant  
Code: Beyond Beginner

One of the keys to a successful Release and Deployment process is that defined and effective corporate release policies will be shared. However, in many organizations this is easier said than done! If you’re looking for easy-to-follow guidance about how to overcome challenges and implement best practices according to V3, attend Chris’ very informative session and benefit from his vast knowledge and experience. Chris will cover: The benefits of Corporate Release Policies and approaches to developing these; ITIL V3 best practices; Release Policy structures (including level of detail, and scope and content); challenges in developing a Release Policy; how to overcome these challenges; and implementation approaches.

**Improving The Quality Of IT Service Through The Design Of Service Excellence**

Colin Rudd, IT Enterprise Management Services Ltd., Co-Author of Service Design  
Code: Beyond Beginner

Moving from ITIL V2 to the new V3 Service Lifecycle approach holds many benefits. This session focuses on how your organization can move from running a limited set of Service Management processes in the latter stages of the Service Lifecycle (principally Operations) – to a more comprehensive set of Service Management processes running in all stages of the Service Lifecycle.

If your organization understands WHAT it has to do, but not HOW to do it, this session is a must-attend! It looks at some of the options and mechanisms you can use to transform your IT organization from active/reactive, to proactive/predictive. The session also looks at how mature ITIL organizations are using key ITIL V3 principles – especially those within the Service Design book – to make that transition.

**Service Transition: Release & Deployment Management**

Shirley Lacy, Managing Director, ConnectSphere Limited, Co-author, Service Transition  
Code: Beyond Beginner

Applying ITIL Service Transition best practices is fundamental to delivering successful projects and releases into production. That’s because at the heart of a successful transition lies Release and Deployment Management practices. All too often, though, individual projects and functional groups build their own processes, tools and knowledge that are isolated from other teams. In today’s competitive business and services environment, silo-based models can no longer support the ever-changing demands of so many distributed organizations. To truly optimize the Release...
Management and development processes, distributed teams require a more structured and knowledge-centric approach. Join Shirley, as she explains: The integrated build, test and deployment processes you must have in place to achieve the results that you, your customers and stakeholders need when transitioning services; how a knowledge-centric approach dramatically transforms the release and deployment process; the organization structure, systems and tools you need to get there.

**Transitioning From V2 To V3: Toyota's Story**

Dave Howard, National Manager Service Management, Toyota Financial Services  
*Code: Beyond Beginner*

Using Toyota Financial Services’ (TFS) ITSM implementation as a baseline, Dave’s case study looks at how his organization is using ITIL V3 principles to mature and improve service management. He explains how Toyota determined that transitioning from ITIL V2 to V3 was the right move – and how they did it. Dave also highlights: How TFS decided which version was the best fit based on maturity of existing ITSM implementation; how the organization incorporated enhancements into existing ITSM initiatives to provide added value; how TFS created an education curriculum for the entire IT organization; and how the culture of TFS changed to support a business focused partnership approach. Based on his in-depth experience, he also offers his views on how to determine whether moving from V2 to V3 is the best fit for your organization. If you’re looking to transition from V2 to V3, you won’t want to miss this compelling session!

**Innovating Services To Align IT With Business Needs**

Jimmy Jimenez, Director Of Business Intelligence, Siemens IT Solutions And Services  
*Code: Beyond Beginner*

In this revealing case study session, Jimmy outlines how his organization uses innovation to better manage service performance, quality and billing. He also explains how leveraging ITIL processes – as well as a business service management platform – assists in automating business processes around customers’ Service Level Agreements (SLAs) and tracks and allocates the cost of customized SLAs reporting across the organization's customer base. Jimmy’s presentation also sketches out how ITIL V3 improves services, reduces costs, improves quality and customer satisfaction and serves as an important component for managing IT and business process service agreements for all customers.

**Track 3**

**SPEAK TO ME/BREATHE – ENABLING IT BUSINESS INTEGRATION THROUGH SERVICE LEVEL MANAGEMENT**

**Defining IT Success Through The Service Catalog**

Troy DuMoulin, Director, Product Strategy, Pink Elephant  
*Code: Beyond Beginner*

Recently, Troy co-authored a book on best practices for developing and managing effective Service Catalog processes, and this session focuses on his recognized industry expertise in this area.

The growing interest in service management and the recent release of the ITIL V3 service lifecycle model represents an evolution/revolution occurring within the IT industry. For the last several decades, the primary objective of IT has been the cost and performance optimization of technology domains, applications and components. Defining services represents an exercise in understanding these components in relationship with how they work together to deliver business value.

**ITIL is a service management process framework:** This means that the processes described by ITIL are designed for the primary reason of effectively delivering IT services. This fact makes it clear that understanding those services and how they are delivered is foundational to any IT definition of success. Wherever you are in your ITIL initiative, the Service Catalog is essential to your success. Troy will discuss details for how to use the Service Catalog as the foundation for defining services, budgeting and managing costs, and communicating with business customers and users.

**Service Portfolio Decisions: The Whys & Wherefores**

Jack Probst, IT Management Consultant, Pink Elephant  
*Code: Beyond Beginner*

Managing service assets is a new concept included in ITIL V3. As a result, IT practitioners are bound to have questions: How does an organization make wise investment decisions? Are there lessons I can learn from other disciplines which I can apply to service investment decisions? Troy’s session focuses on defining a service portfolio, a discussion about critical success factors for managing the service portfolio, and how decisions should be structured and managed to maximize the investment return of service portfolio. Jack will also provide specific examples of service investment decisions.

**Is Service Delivery The Latest ‘Get Rich Quick’ Scheme?**

Vicki Farnsworth, Director Of Service Management, Purdue University  
*Code: Beginner*

In this revealing case study, Vicki will discuss Purdue University’s journey implementing Service Level Management. She will describe how the organization’s first phase worked well. However, after assessing results, key project personnel felt there were still some major holes. To fill the gaps, they started phase 2, which is still in its infancy.

During her presentation, Vicki will highlight how a state funded institution: defines a cost policy; determines what it should offer centrally, and designs a service-based cost structure. The presentation will also cover what worked well and what didn’t work so well as Vicki and her colleagues developed a Service Catalog, Service Level Agreements and Request for Service process.

**A Call For IT Transformation**

Char LaBounty, President, LaBounty & Associates  
*Code: General*

In 1997, high-speed internet was a brand new 56K modem, a cell phone weighed 9 pounds, a camera was a Cannon T50 with 15 lenses, a car couldn’t give directions, email addresses appeared on business cards for the first time and Microsoft just announced Windows 98 Beta. Things sure have changed, haven’t they?

In the past ten years, IT has come a long way. Then, major IT service disruptions were secrets internally. Organizations would conduct post-mortems, report findings to IT senior managers and promise not to experience them again. Now, it’s the stuff that appears on front page news articles.

IT organizations today are in an adolescent phase. So, how does IT mature beyond adolescence? Implementing Service Level Management (SLM) is an indication that IT organizations are growing up.

SLM is essential in any organization. Why? Because organizations need to determine the level of IT service needed to support the business. Organizations also need to monitor service levels to identify whether required service levels are being achieved – and if they aren’t, determining the reason why.

There are many aspects to planning, implementing and managing an effective SLM program. Char’s presentation focuses on the roles and responsibilities of the CIO and senior IT managers. Without involvement and a major contribution from this key group, SLM is in jeopardy and could delay the IT
Session Descriptions - Track 3 & 4

Managing Service Desk Change
Maureen Cunningham,
Focus Lead,
Management Of Change, CGI
Code: Beginner

Picture this: You know the exact requirements to become an extraordinary Service Desk. You know what infrastructure is required, what processes you need in place and who should be doing what. You're set. Or are you? Do you know how to anticipate and overcome resistance to change? Do you know what resistance to change really is? Do you know how to get key players aligned? What change tools do you need to help increase the likelihood your implementation is successful?

Maureen, a seasoned Change Management expert, will help you answer these questions. And, during this informative session, she shares her experiences to ensure you get the most value from your Service Desk change implementations. Her presentation focuses on how to manage resistance to change; tips for targeting your change strategies; industry best practices for managing the human side of change; and what you need to do to move your change yardsticks forward.

Key Integration Points Between The Service Desk & V3 Operation Processes
Pierre Bernard,
Education Product Manager &
Victor Mack,
IT Management Consultant,
Pink Elephant
Code: Beyond Beginner

The Service Desk is not a new concept. However, ITIL V3 moves it to center stage in the Service Operation phase of the new service lifecycle. New processes like Event Management, Request Fulfillment and Access Management plus the slimmed-down, streamlined Incident and Problem Management processes create a new and more robust slate of integration points. Victor and Pierre will outline these new areas of integration between the Service Desk and new V3 operational processes as well as provide details about the new focus.

The Evolving Role Of The Service Desk
Rich Petti,
IT Management Consultant,
Pink Elephant
Code: Beginner

Within V3's enhanced ITSM framework, there are now 24 processes. But, how exactly does the Service Desk fit in? Don't worry, Rich will fill you in! During this informative session he'll take a very grassroots look at the Service Desk's new positioning, interrelationships...
and key activities with each of the 24 new processes. Rich is a highly experienced IT support professional with an extensive background as both a practitioner and consultant. Attend this session to gain the benefit of his extensive knowledge as he reviews the key differences between the old and new ITIL Service Desk.

**Workforce 2012: It’s About Knowledge Management**

Katherine Spencer Lee, Executive Director, Robert Half Technology & Brenda Iniguez, America’s ITSM Consulting Director, FrontRange

*Code: General*

How would you feel if 35% of your workforce walked out your door? It could happen sooner than you think because in less than five years, Boomers will be exiting the workplace in droves - and with them, all of their combined knowledge! What are you doing to get ready for this dramatic workforce shortfall and the impending talent crunch?

You should be honing up on a concept called Knowledge Management. What is Knowledge Management? Attend this session and find out! You’ll hear about what the rapid aging of America means to your team and what you should be doing now to prepare for the wealth of knowledge that will soon evaporate. You’ll also gain insight into how you should capture existing knowledge and how you can ensure you capture it on an ongoing basis. Finally, you’ll discover what future work teams look like as well as how work will get done and where it will get done.

**Metrics & Measurements: Drive Service Improvement At The Service Desk**

Rich Petti, IT Management Consultant, Pink Elephant

*Code: Beyond Beginner*

All too often, Service Desk metrics and measurements drive the wrong behavior, are mis-interpretated or mis-used, focus on real or arbitrary service level objectives, or collect dust in a binder in someone’s credenza. Through real-life examples, this session highlights ways in which you can use metrics and measurements to drive true service improvement. You’ll also understand: How to drive the right behavior of IT personnel and the business; manage by metrics, not by metrics; Change Management’s behavior in interpreting and using metrics; express the story behind the metrics; and the difference between leading and lagging indicators.

**Service Desk Implementation: Building A Plane That’s Already In Flight**

John Scanlon, Director Of Business Relationship Management And Service Desk Operations, Office Of Information Technology Services, State Of North Carolina

*Code: Beyond Beginner*

Building a plane that’s already in flight is a laughable exercise. No one would do it! Yet, this analogy aptly describes many Service Desk implementations. And, it’s also the basis for John Scanlon’s in-the-trenches session describing the procedural, organizational, and cultural changes generated by a Service Desk implementation project at the Office of Information Technology Services (ITS) in the State of North Carolina. Overall, he shares: A pre-implementation view of the state of ITS’s state Service Desk; the project’s goals and objectives; the stages of the implementation; challenges and barriers faced by the implementation team; opportunities identified through the implementation process; the functional model design decisions made by the implementation team; the factors which molded the final deliverables; a review of the project’s outcome, including organizational and customer benefits.

**From Order To Chaos & Back**

Peter M. Keenan, Manager, Service Desk & Governance, Central Garden & Pet Company

*Code: Beyond Beginner*

Rapid growth and a decentralized, fragmented IT organization were challenges Peter and his colleagues needed to face head on. Their goal was to improve alignment between IT services and business needs, while achieving corporate governance. In this highly informative session, you’ll hear first hand how the group successfully consolidated user support, and at the same time, rationalized the IT infrastructure through Change Management and Service Level Management. This case study presentation also provides: key insights for distributed organizations seeking to manage a culture shift to a more leveraged IT support model in the face of resistance to change (with specific reference to ITIL process implementation); ITSM tool selection; and achieving automated audit compliance. Finally, Peter outlines how implementation of ITIL best practice provided the basis for a new, more mature Service Desk model at his organization.

**Problem Management – Kill Bugs Dead!**

Giselle Collins, Senior Systems Analyst - Client Services & Michelle Morrison, Senior Systems Analyst/Team Leader – Client Services, British Columbia Institute Of Technology

*Code: Beginner*

Is your IT support organization always too busy putting out fires to figure out what is really going on? Join Giselle and Michele as they share details about the evolution of their IT support function. It went from being a purely incident-focused organization to one that follows clearly defined and actionable Problem Management processes. During the session, they discuss how they defined the relationship and interdependencies between the Service Desk function and the Incident and Problem Management processes. They also review the definitions they’ve given to key terminology such as known Problems, errors, root cause and Work-arounds. Attend Giselle and Michele’s session to hear how they successfully tied together Incident and Problem Management with the Service Desk, ultimately ridding their organization of pestering bugs!

**Track 5**

**Low Impact Budgeting: A Case Study In IT Financial Management**

Mike Holland, Director, Product Management, Corporate Information Technology, McKesson

*Code: Beyond Beginner*

The corporate information technology (CIT) group at McKesson serves as a partner to its business units, supplying IT infrastructure and application services, based on the varying needs. To improve the IT budgeting process and gain more visibility into IT spend, CIT set out to define a standard IT service catalog. In this case study presentation, Mike highlights the journey taken by McKesson to improve their IT financial management process – including tracking consumption metrics and reconciling spending against the actual budget. Attend Michael’s presentation to learn how McKesson uses its service catalog to drive standardized services, streamline the annual budgeting cycle and increase cost transparency. You’ll also discover how McKesson is able to control IT consumption, manage cost allocations and chargebacks more effectively, as well as improve the relationship between IT and business unit customers.
Financial Management: What Does A Service Really Cost?

Christopher Jones,
IT Process Manager,
MeadWestvaco
Code: Beyond Beginner

MeadWestvaco provides products and packaging solutions to many of the world’s best-known companies and most-admired brands. With a global presence in more than 30 countries, the organization has approximately 24,000 employees. 14,000 are employed in the U.S. and 10,000 are employed internationally. In this case study, Christopher describes the approach his organization developed and deployed for Financial Management. Understanding the costs of services are integral to providing the right services at the right price. But given all of the various components of a service, including people’s time, how can organizations determine the cost of a service? This presentation will discuss the learnings MeadWestvaco has gained as Christopher and his colleagues strived to present meaningful service costs to business customers – while still managing complexity and effort. Key discussion points include: what it means to cost a service and why you want to do it; what service models best support service costing; and the specific model MeadWestvaco chose to implement.

Understanding Service Costing Models

Troy DuMoulin,
Director, Product Strategy,
Pink Elephant
Code: Beyond Beginner

What does IT cost? This is a question asked in most organizations time and time again. However, more often than not, there is no sufficient answer. Senior executives and IT leaders want better methods for measuring IT costs based on service, rather than based on technology components. This is often easier said than done because while many organizations say they want to measure IT costs by service, they lack the ability, tools and know-how to do so. Join Troy for a meaningful presentation that cites the key benefits of service-based costing and describes an approach for using the Configuration Management Database to apply a service-based costing perspective.

Continual Service Improvement: From Strategies To Measurements

Gary Case,
IT Management Consultant,
Pink Elephant
Code: General

One of the challenges for many of today’s organizations is that managers don’t understand the importance of aligning metrics and measurements to the overall business strategy and IT goals and objectives. Here’s your chance to learn! Gary, co-author of the new ITIL V3 book, Continual Service Improvement, will describe key measurement concepts from V3’s new service lifecycle framework as well as discuss business models for setting up a measurement system based on the Balanced Scorecard. He will also provide details about when to start identifying key service and service management measurements that support the Continual Service Improvement practice. Don’t miss this informative presentation.

A Journey Of Benchmarking Continued – Year Two

Code: General

Two years ago, a number of senior IT managers from the financial sector formed a group to compare ITSM best practices, key metrics and quality indicators. These organizations include Capital One, Bank of Montreal (BMO), Wachovia, Canadian Imperial Bank of Commerce (CIBC), Royal Bank of Canada (RBC) and JP Morgan Chase. During Pink’s last conference, the group presented a session focused on the metrics they were benchmarking. This very enlightening presentation won the conference’s Best Case Study award. At this conference, representatives from the group are again on hand to present updated information. Their new presentation includes specific examples which explain exactly how they are using these metrics for continuous improvement. Speakers will highlight several metrics and describe exactly how their respective IT organizations are using these to measure contribution to business and IT objectives.

Service Economics: Financial Management & ROI

Jack Probst,
IT Management Consultant,
Pink Elephant
Code: Beyond Beginner

In the new Service Strategy book, ITIL’s Financial Management process has been updated to include a more comprehensive, in-depth and meaningful market-driven view for senior IT managers. The new book provides guidance about how to create a market mindset for IT services, develop market outcomes based on planning and execution of services and how to build these capabilities. In this not-to-be-missed presentation aimed at IT leaders, Jack will provide key learning points from the new book, including an insightful strategic perspective on Financial Management and ROI.

ROI/VOI Feasibility Study & Calculation Of ITIL ROI/VOI

Anil Dissanayake,
IT Management Consultant,
Pink Elephant
Code: Beyond Beginner

Developing a successful business case requires adequate analysis and support to gain buy-in to sell and sustain the implementation of a new technology. This requires a strategic look at the entire business, a complete accounting of associated costs and a thorough examination of all potential benefits. In developing a business case, the focus should not be limited to ROI but also on the business value ITIL brings to the organization and its customers. Anil will examine how to select programs and projects for ROI analysis as well as describe the preparations necessary to begin each ROI study.

Track 6

Set Your Controls For The Heart Of The Sun – Enabling IT Governance Through ITSM

Using ITIL For Compliance Leads To IT Governance

Joon Molesky,
CISA Team Lead, IT Governance,
WestJet
Code: General

In this informative session, Joanne tells the story of how WestJet – one of North America’s most successful airlines – approached the challenge of applying IT governance. She explains the many steps in the organization’s journey, emphasizing what worked well, what didn’t work well and how they defined success. Additionally, Joanne provides background information about how the IT governance team evolved out of the CSOx project. This includes information about how the group defined guiding principles to implement controls, how they used industry best practices such as ITIL and CoBIT. Finally, Joanne explains how WestJet’s IT organization is implementing measurements to help calculate its bottom line value and contribution to the company’s mission of providing safe, friendly and affordable air travel.

“...an excellent experience. I would recommend Pink events to any IT professional.”

- Raul Yzaguirre,
Infrastructure Analyst II Sr,
Toyota Motor Sales
Does ISO Certification Really Matter?
Shane Johnson, IT Management Consultant, Pink Elephant
Code: General

ITIL has always had a strong focus around individual certification. For many years, though, the question of organizational certification in IT Service Management remained unanswered. Then, in 2005, the IT industry introduced an international standard based on ITIL for IT Service Management. You know it as ISO/IEC 20000. So, has this standard really changed anything? Attend Shane’s presentation to understand the scope and content of ISO/IEC 20000; its benefits; how ISO and ITIL interact in the ITIL V3 world; the competing business priorities for standards; legislation and governance alignment; how national imperatives are shaping the level of acceptance of ISO/IEC 20000; and the challenges in achieving ISO/IEC 20000 certification.

Six Sigma & IT Service Management
Jack Probst, IT Management Consultant, Pink Elephant
Code: Beyond Beginner

Six Sigma is a proven methodology for process improvement. Of course, a critical and necessary condition is that you have a documented process before you begin making improvements. Thus comes the question, “Is Six Sigma only useful for improving existing processes?” and, “are there other uses for Six Sigma, especially as it relates to managing the service portfolio?” Join Jack as he discusses the pros and cons of Six Sigma, the risk of taking Six Sigma too seriously and how it can cause an organization to lose sight of providing utility and warranty to the business.

The Need Of Trust: Building A Trustworthy IT
Ken Wendle, Client Engagement Manager, HP Education Services
Code: General

Can your company really trust its future to your IT organization? With the business’s ever-increasing dependency on its services, it must be prepared to answer that question! In this informative presentation, Ken addresses this question by providing practical suggestions for gaining the trust and respect of the business you support and enable. His agenda includes: the five waves of stakeholder trust; the four cores of credibility; the critical behaviors required to establish trust; examples and case studies of IT organizations that have earned the trust and respect of their business partners; and examples of positive, actionable next steps. If earning the trust of the business side of your organization is important to you, this is a must-attend session!

IT Governance: A Compass Without A Map?
Troy DuMoulin, Director Of Product Strategy, Pink Elephant
Code: Beyond Beginner

Does your IT governance initiative provide a detailed strategic blueprint for business value generation? Or, is it a compass without a map? To use a construction analogy, IT governance is responsible for understanding business requirements, legislative constraints and technology opportunities. IT governance uses this knowledge to draft a master blueprint to build, run and improve the IT organization. A key problem is that many organizations view the role of IT governance as too heavenly minded to be much earthly good. In fact, their approach to IT governance goes as far as developing a high level vision and direction, but falls short of defining enough detail to support the creation of the service organization they envision. IT governance includes, but extends beyond, setting high level principles, policy and decision making models (the compass). So, unless IT governance defines the details around its operating model (the map) the vision and strategy is limited and without context and direction. Join Troy as he takes a very insightful look at how the practical outputs of IT governance should be.

ITIL: An IT Governance Enabler
Graham Price, IT Management Consultant, Pink Elephant
Code: Beyond Beginner

Many organizations are adopting an overall governance framework such as Control Objectives for Information and Related Technology (COBIT). However, the question ‘how can ITIL enforce governance principles?’ soon arises. This timely session covers a view of how COBIT and ITIL align and mutually complement each other. Additionally, Graham provides an overview of COBIT’s framework emphasizing how you can use it for more than just audit purposes. Graham also provides valuable insight into how you can effectively use COBIT and ITIL as part of an overall service improvement initiative.

A Risk-Based Approach To Assessing The State Of User Access
Bill Bonney, Access Control Manager, Intuit, Inc.
Code: General

In this case study, Bill reviews the risk-based approach intuit employs for assessing the state of access controls throughout the enterprise. The key tool in the assessment is a survey used to determine how each department can deal with requesting, granting, provisioning and de-provisioning access rights to systems. Bill also describes the initial development of the assessment survey and explains how coverage was assured for major compliance requirements including Sarbanes-Oxley. Additionally, he explains how the organization leveraged best practice frameworks such as ITIL, ISO 17799 and COBIT to provide guidance. Other discussion topics include how the organization conducted the survey; the pitfalls in administering the survey; how to avoid these pitfalls; and how intuit leveraged risk assessment to assess readiness for implementing Identity and Access Management programs.
Everyday news programs remind us that IT security is paramount in our lives. And, even though ITIL V2 contained a Security Management book, attention wasn't fully given to it. ITIL V3 expands upon the concepts of Information Security Management by using processes and standards to implement improvements. And, in this dynamic session, Chris discusses how Kroll Factual Data embraced ITIL processes when re-organizing its IT infrastructure to deal with regulatory compliance, Incident Management, change control and policy creation. He also provides an overview of the Information Security Management standard, as well as his experiences implementing ITIL standards in a small-to-medium size business. Finally, he discusses the relationship between IT Security Management and the other Lifecycle Practices.

**Implementing ITIL Using KISS**

Harry Don, Manager, Configuration Management, Research In Motion

If you’ve an IT practitioner who has worked with Configuration Management, you know its complexity often contributes to a longer-than-planned implementation time. You also know it is one of the first processes that many organizations tackle, yet those tasked with development of a Configuration Management solution are often hit by the analysis paralysis bug. This results in missed deadlines, escalating project costs and loss of stakeholder confidence. So, what’s the solution? Well, by first focusing on those simple components that provide the highest return, it’s possible to deliver many quick wins during the first few months of implementation. These successes will give you and your project team the credibility you need to obtain full stakeholder buy-in, while maintaining momentum. In this presentation, Harry discusses how his organization used the keep it simple stupid (KISS) approach to achieve quick wins. He reviews his phased approach to implementing a Configuration Management solution with a focus on the relatively simple initial phase that minimized risk and provided immediate value.

**Putting Security First**

Graham Price, IT Management Consultant, Pink Elephant

ITIL V3 Information Security Management

Christopher M. Steffen, Manager, Information Security & Compliance, Kroll Factual Data

Code: Beyond Beginner

The first year of an ITIL implementation project is crucial in many ways. One of the components for ensuring success is creating strong teamwork, and the right mix of excitement, energy, readiness for change and emotional engagement. Do you have all these ingredients? During this fun session, Kirk will take a look at the people side of the first year of ITIL implementation. He offers guidance on how to overcome roadblocks, blocks and cynics that may be blocking your effort to build community, culture, teamwork and results. This session offers some laughter-based group therapy as Kirk highlights proven best practices for overcoming negativity and breaking down the walls that are stopping your culture on its intended and necessary journey from good to great!

**Creating Quick Wins!**

Shane Johnson, IT Management Consultant, Pink Elephant

Code: Beginner

How many successes are you planning during your first year of ITIL implementation? Are you deliberately including opportunities for short-term wins in your project plans? Find out why this is a must-have by attending Shane's session. Major transformations can sometimes take years! Complex efforts to change strategies, restructure organizations, and reengineer processes risk losing momentum if there are no quick wins to show progress. Most people, including senior management and the CFO, won’t go on the long march unless they see compelling evidence within a short time frame that the journey is worth the cost and effort. What quick wins can you build into your ITIL implementations to satisfy this need? Find out from Shane as he provides an overview of Kotter’s Eight-Step best practice business model for leading major change, with special focus on step 6 – Creating Short-Term Wins.

**The People, Process & Technology Flaw**

Troy DuMolin, Director, Product Strategy, Pink Elephant

Code: General

You can buy process. You can buy tools. But, you cannot buy the hearts and minds of people!

The most challenging element of a service management program is the need to change behavior and culture. At its most basic level the implementation of new processes requires a fundamental change in what people think they do for a living. ITIL process design – or the implementation of an integrated service management tool – pales in comparison to this challenge. This presentation will focus on why the people, process, technology mantra is inherently flawed and why the real model should be people, people, people, process, technology. Troy, a highly experienced senior IT management consultant, will highlight practical models for getting a handle on how to win friends and influence people in the greatest challenge of all - behavioral change.
The Keys To Unlocking Process Performance

Roy Cranford,
Sr. Manager,
Service Management Engineering,
VeriSign, Inc

Code: General

It is a commonly held view that you get the behavior you reward. In today's business world, rewards are usually generated using KPIs, metrics, statistics, and/or management reporting. What is the difference between all of these approaches? And, how do they relate to process improvement? Join Roy as he explains what he's learned about unlocking the key to process performance by using rewards that drive the desired behavior, and outcomes. Words like KPIs and metrics are often used within the same organization but sometimes have completely different meanings. In Roy's case study, he will discuss these terms and approaches, review the KPI lifecycle and explain how some KPIs have a limited lifespan. He will also highlight the lessons his organization learned while focusing on how and why to position KPIs to drive process integration.

Track 8

Shine On You Crazy Diamond – Implementing ITIL: Year Two & Beyond

Moving To A Measured Organization At The State Of North Carolina

Joe Lithgo,
Operational Excellence Program Director,
State Of North Carolina

Code: General

The State of North Carolina, winner of Pink Elephant’s 2006 ITIL Project of the Year award, is now in the third year of its ITIL implementation journey. And, to date, the organization has racked up some very impressive results: A 130% improvement in mean time to repair (MTTR), a 30% improvement in Service Desk productivity with no increase in staff and a 20% improvement in agent productivity. Join Joe, winner of Pink Elephant’s 2006 ITIL Project of the Year award, as he discusses practical tips for capturing key metrics at the beginning of a program; lessons learned for dealing with resistance to a major transformation to a measured organization; a real world example of a measurement framework for multiple processes; and an example of how to apply the seven step continual service improvement cycle.

Joe’s sessions are always highly rated by our conference attendees, so this is one presentation you won’t want to miss.

Sky Diving Into Capacity Management

Scott Ferguson,
Manager, Service Management Support,
Huntington National Bank

Code: Beyond Beginner

A key component for delivering value to the business is IT’s ability to properly manage capacity. And, in this case study presentation, Scott discusses his organization’s deep dive into Capacity Management. This includes in-depth accounts of his 8-track plan; his Capacity Management workshop and capacity plan template; how his organization engaged in capacity modeling in the absence of tools; the roles he established within the Capacity Management Team; how this team identified and validated capacity requirements for their systems and services, then prioritized results into five criticality tiers; how they addressed process integration issues between Capacity Management, Service Level Management and Configuration Management; and how they established requirements for Component Capacity Management, Service Capacity Management and Business Capacity Management processes. Finally, Scott provides details about how he and his colleagues factored in the integration of Sky Bank – a new acquisition.

Incident Management At HCA: (What Is) The Light At The End Of The Tunnel

Robert Nixon,
Sr. Manager,
Hospital Corporation Of America

Code: Beginner

Robert's compelling presentation traces the implementation and maturing of the Incident Management process at HCA during the three years since implementation. And while the session reveals how the initiative helped improve and support service delivery and increase customer satisfaction across the enterprise, there is a major focus on implementing Incident Management and process-based activities where none previously existed; obtaining senior management buy-in, communicating and working with all levels of management and staff across the enterprise, establishing the process, measuring and tracking results, making process and activity based changes, delivering services to customers on time while evaluating, modifying and maturing the process, key performance indicators, the Balanced Scorecard and key operating metrics.

Metrics Drive Continual Process Improvement

Sheri Cassidy,
Process Engineering Services Manager,
Progress Energy

Code: General

Are metrics really that important? You bet! And, they're important before, during and after process implementation! In this session Sheri illustrates why metrics are fundamental to the concept of continual process improvement. She provides real-world examples of Progress Energy's process improvement journey and how the organization established metrics to support its ITSM program goals. Sheri also explains how considering continual improvement at the beginning of her initiative contributed to the success of the overall program, effecting real and lasting change over time! Finally, look for Sheri to detail her organization's five-year evolution of a continuous improvement culture, through training and education to process management and accountability to visible metrics and dashboards. As an added bonus, Sheri shows you how to identify measurable metrics, as well as derive real value from self-assessments and benchmarking, ultimately avoiding the most common causes of improvement failure.

How Marval Achieved Operational Excellence

Don Page,
CEO,
Marval Group

Code: General

Many professionals steadfastly believe that ISO/IEC 20000 will soon be a mandatory requirement by which organizations and service suppliers can prove they are delivering quality, value for money and auditable services. Don and his organization are among the believers! And, after embracing this position, the organization is enjoying tremendous pay off!

In this case study presentation, Don describes Marval's journey to achieve and maintain ISO/IEC 20000. In his view, it was sometimes difficult and often a stressful journey, but very much worth it. According to Don, adopting the framework proved – both commercially and operationally – to be one of the most productive improvements in the organization's 18-year history. The business, stakeholders and customers now have greater confidence in the services they receive. In addition, internal teams are better able to demonstrate the great jobs they do – and more important, provide the evidence to prove it. Don's presentation will cover: Marval's approach to removing its hero culture and obtaining team buy-in; the role of ITIL V3's Continual Service Improvement focus, changes required to ITSM tools; and how ISO/IEC 20000 supports regulatory and governance requirements, such as SOX, CoBIT, ISO 90000, ESCM, ISO 17799 and ISO/IEC 19770.
Learn from two very seasoned IT professionals! Liberty Mutual's ITSM progress has been highlighted in Pink's conference program for a few years running and the organization's case study presentations have always been highly rated. Stephen and Sheila are back to provide a progress report with more details about how their organization continues to implement effective business solutions using ITIL's best practice framework. If you have a large, complex, multi-user IT infrastructure environment such as Liberty Mutual, this is a must-attend session.

Stephen and Sheila's next presentation is focused on applying standard processes and tools for operations management. They describe how industry leading IT frameworks such as ITIL, Control Objectives for Information and Related Technology (COBIT) and Capability Maturity Model Integration (CMMI) are enabled through Lean and Six-Sigma tools towards a goal of driving out waste while reducing non-value added activities such as rework loops and wait time. During the session, the pair also reviews an end-to-end input process output (IPO) example for a standard workplace IT service. As an added bonus, Stephen and Sheila will introduce a model you can apply to your own IT services.

The Evolving IT Service Organization

 Troy DuMoulin, Director, Product Strategy, Pink Elephant  
 Code: Beyond Beginner

Since the advent of Henry Ford's Model T and the creation of complex assembly lines, organizational charts have focused task specialization by breaking apart complex processes into individual steps. This approach ultimately manifests itself as silo or stove pipe based organizational structures where the right hand has little knowledge of what the left hand is doing. As technically focused IT shops transition into service organizations, they need to splice together what was artificially separated. In other words, what occurs when an organization defines IT services and process, is that two new virtual organizational structures are established on top of the traditional domain based silos. The end result is the establishment of a matrix organization where individuals within have multiple layers of accountability and are constantly faced with the requirement to prioritize their time.

This session looks at the growing trend and changes to organizational design for IT departments and roles in order to cope with the need to manage and deliver end-to-end services.

**Liberty Mutual – An ITSM Case Study**
Stephen Wrenn, VP I/S Quality & Performance  
 Sheila Kelley, Senior Director, IT Service Management, Liberty Mutual  
 Code: Beyond Beginner

How To Take ITIL Processes To A 'Defined' Level of Maturity

**Track 9**

**LEARNING TO FLY – PINK UNIVERSITY: ITIL Boot Camp**

**What IT Managers Need To Know About Process Maturity**

**Bill Irvine**, IT Management Consultant, Pink Elephant  
 Code: Beyond Beginner

Do you understand CMM (Capability Maturity Model) concepts? Do you know how CMM relates to process maturity and ITIL? If you’re not sure, then this is a must-attend presentation. Bill will provide you with an overview of CMM and the different process maturity stages as well as explain why understanding them is necessary for implementing ITIL best practices. Participate in this session and you’ll better understand the other presentations at the conference that refer to process maturity and best practices for assessing, planning, organizing and implementing ITSM activities.

This information is also delivered as part of a shorter Breakout Session on Tuesday morning, starting at 7:15 a.m.

**Techniques For Implementing ITIL In Small Organizations**

**Sharon Taylor**, President, Aspect Group  
 Code: Beginner

ITIL is not ‘one size fits all’; ITIL works in all sizes of organizations – large or small! However, smaller organizations do have their own sets of distinctive implementation challenges. During this session, Sharon discusses the unique challenges faced by small IT organizations. Budgets are smaller and there are limited resources. However, expectations to deliver quality service are extremely high. So, how do you get things done? Find out at Sharon’s session. Other discussion topics include: Key differences between implementing ITIL processes in large versus small organizations; successful strategies for implementing ITIL “light”; major challenges and how to overcome them.

**Tips For Transitioning Process Improvement From Project To Production**

**Graham Price**, IT Management Consultant, Pink Elephant  
 Code: Beginner

Moving a newly defined and implemented process from project to the production environment is a phase often overlooked in many IT Service Management improvement initiatives. Making this move has its own set of challenges and if not properly planned, there is a...
risk that the hard work completed during the project phase will not achieve desired results. In this illustrative session, Graham identifies the key steps and requirements you must have in place for a successful handoff from project to production. And, because it is so important that your organization is set up for this critical handoff, Graham offers all the practical guidance you need. This includes the roles and responsibilities you should define; the resources you should allocate to fill the roles; identification of who owns certain activities; how to continually improve the process, how to make enhancements to tools; and how to ensure effective, ongoing communication. Ultimately, this presentation will ensure you don’t get caught without a group wanting to take responsibility for the handoff!

**Track 10**

**What Shall We Do Now – Advanced Concepts**

**A Framework For Capacity Management Reporting**

Frank Bereznay, Vice-President, Computer Measurement Group  
*Code: Beyond Beginner*

IT professionals have created reports ever since the first business process was automated. Among the examples of reports: batch run times, input and output volumes, all sorts of configuration based documents, utilization profiles, response times and transaction volumes. For the most part, these reports helped individuals highlight, measure and manage their particular responsibilities. The ITIL framework presents a higher level topology-based view of the IT organization - and a basis for linking existing reporting efforts to a measurement and management tool for Service Delivery. Frank’s detailed session profiles a view of the framework he used in his organization, along with a unique cookbook approach to implementation.

**The Top Four Killers Of An ITIL Implementation**

Darren Meister, Ph.D., Associate Professor, Faculty Director, HBA Program, Richard Ivey School Of Business, The University Of Western Ontario  
*Code: General*

In this highly interactive session, Darren, the Faculty Director of the HBA Program and an Associate Professor of Information Systems at the Richard Ivey School of Business, arms you with the information you need to deal with four big buzz killers for many ITIL implementations. First up is The Work-to-Rule Employee – even though his job isn’t changing much, everything’s a big deal. Next is The Acid Peer, the person who should be a key ally, but isn’t. Then, The Remote Employee Gone Rogue – the person you placed in another department to improve your effectiveness, but now she’s resisting you. And finally, The Inattentive Executive – that person whom you think is either not paying attention or is carefully sabotaging your every move. The session also features practical tips on dealing with these four killers, while ensuring a successful implementation. Come prepared to share your pain with Darren – a highly rated speaker from last year’s conference! Before attending this session, you should have attended others focusing on the Management of Change. You should also come prepared to share your stories of pain and frustration and help others throw bricks at the walls of resistance.

**The Reality Of ITIL & Software Development**

Dhiraj Gupta, IT Manager, Operations Framework Services & Brian Surtz, Senior Consultant, Progressive Insurance  
*Code: Beyond Beginner*

ITIL describes core concepts focused on creating an operationally robust solution. Consider the scenario if you decided to introduce these concepts in the early stages of implementation within a large software development project. How would it shape the solution? What are the benefits? What are the challenges? Here’s your chance to discover the answers! In this compelling presentation you’ll learn from the real-life experiences of Dhiraj and Brian. They explore real issues such as timing, resource constraints and team structure. They also discuss why it’s important to include certain operational aspects into your architecture up front. Overall, Dhiraj and Brian will enable you to thoroughly understand how to build a better architecture, team structure and plan. And, more important, how you can avoid frustration and poor decision making due to unrealistic expectations.

**Institutional Process Adoption: The Bright Side Of The Moon**

Michael Kane, CIO, XL Global Business Services  
*Code: Beyond Beginner*

Fact or fiction: To achieve greater Service Management benefits, you must institutionalize process. It’s a cold hard fact! And, this session illustrates how XL Capital, a large financial services organization, achieved major success in institutionalizing process – but not before experiencing some major growing pains!

Overall, Michael provides an in-depth view on how you can achieve cultural adoption incrementally through service-based process implementation. This session includes discussions on how pairing both a business and IT based view of policy, process and product alignment can assist in achieving the following: IT transformation and transparency, deliberation on the value of defining business service models versus just defining IT services and how this can dramatically increase the value of your Configuration Management Database (CMDB), and a review of gap analysis matrices that makes decision making processes faster, while enabling immediate benefits to the business while delivering on a long-term vision. He also shares those all important lessons learned.

If you want to be on the bright side of the moon, you won’t want to miss this unique session. You’ll leave armed with powerful and practical guidance that will enable you to better understand what information you need to obtain about your people, your processes and your tools to plan the most effective implementation strategy – or to accurately adjust the one you are already executing.

**Check This Out!**

Julia King, Executive Editor, Computerworld  
*Code: General*

Every year, Computerworld, one of the most trusted news sources for the critical information needs of senior IT management, unveils its list of the 100 Best Places To Work In IT. What makes a great workplace? And, how do you go about attracting and retaining the best talent?

Find out as Julia provides an overview of the criteria Computerworld chooses as must-have features for the best organizations. She also explains why these particular items are part of the overall criteria and how they work to attract top performers.

Finally, Julia reviews the publication’s all-important tips to attract top-notch employees. As an added bonus, this session features a panel consisting of executives from organizations that have been honored as Computerworld’s Best Places To Work In IT. They’ll answer all of your questions about what they did to make their organization stand out from the rest as well as their secrets for zeroing in on the right hires!

**System Dynamics: The Mystery V3 Process Tool**

Jack Probst, IT Management Consultant, Pink Elephant  
*Code: Beyond Beginner*

ITIL V3’s new Service Strategy book depicts a number of models. These are applications of a process
modeling practice known as system dynamics. System dynamics was developed by Jay Forrester from Massachusetts Institute of Technology (MIT) to help you understand and model non-linear dynamic systems – a very apt description of ITSM processes.

This intriguing session – aimed at IT directors, senior process owners, IT support managers and ITIL program or project managers – provides an understanding of system dynamics. You’ll discover what it is, its history and principles, how you can use it with process design teams and how to apply it to Incident and Change Management. Jack also answers the following questions: What is the mystery method; how do systems dynamics apply to ITSM; and what advantage does system dynamics provide to design, transition, operate and improve efforts.

**Using Process Metrics For Service Improvement**

**Dr. D. Akira Robinson,**
Consulting Computer Scientist, Dept. Navy - SPAWAR

Code: Beginner

Do you know if your ITIL processes are delivering quality and value? Are they performing efficiently? Do you measure compliance according to process? These are critical questions you need to ask. Why? Because every process has inputs, activities and outputs that need to be measured and reported. All too often, organizations make the mistake of not thinking about process measures or trying to report on more process measures than they are capable. One of the keys for controlling and improving ITIL processes begins with properly defining and using correct critical success factors, key performance indicators and process metrics.

If you want to learn how to effectively measure your ITIL processes, join Dr. Robinson as he shares his methods for defining, measuring, reporting and using process metrics to improve your efficiency and effectiveness.

**Track 11**

**Us & Them – ITIL In Large Organizations**

**Lessons Learned Implementing ITIL In A Large Organization**

**Catherine McGregor,**
Department Manager Of Process Support Services,
BMO Financial Group

Code: Beyond Beginner

Bank of Montreal (BMO) Financial Group is among the largest and most respected financial establishments in the world. One of the first large multi-nationals in North America to embark on their ITIL journey, Catherine and her colleagues are now in their sixth year of roll-out. They are recognized for having many successes and are winners of Pink’s 2005 ITIL Project Of The Year Award. It is said that the very best lessons learned are from those who’ve ‘been-there-done-that’. We agree. And, in this not-to-be-missed session, Catherine reveals major successes, as well as lessons learned about what to do – and what not to do – to ensure positive outcomes.

**Six Sigma & ITIL: A Honeywell Case Study**

**Christine Barrett,**
Global Technology Services Training Manager, Honeywell

Code: Beyond Beginner

With roots tracing back to 1885, Honeywell employs more than 100,000 people in 95 countries. “Premier companies don’t satisfy almost all their customer’s expectations; they exceed all of their expectations. Business success is a moving target and we must all get better and better each year at providing products and services.” This statement comes straight out of the culture literature posted on the Honeywell corporate website. And at the heart of this philosophy, is a commitment to Six Sigma principles focused on improving growth and productivity as well as a measurement of quality.

So what do you get when you cross a Six Sigma Black Belt with ITIL best practices? You get Christine Barrett and one intriguing presentation! Join Christine – who is responsible for directing and coordinating the ITIL training for the Honeywell’s Global Technology Services division – as she addresses the tricky topic of teaching the processes to an audience of 500+ users across the globe. She also describes her approach to education before, during and after their training experience, and she explains how Honeywell is approaching ongoing training and development of internal ITIL competencies. Finally, she touches upon how it all supports Honeywell’s overall commitment to Six Sigma and Quality Management.

**Service Management At P&G: From Operational Excellence To Running As A Business**

**Leah Palmer,**
Associate IT Director, Employee Services, Procter & Gamble, & President itSMF USA

Code: Beyond Beginner

Since starting its ITIL implementation in 1997, P&G has successfully outsourced its infrastructure and application support. It also continued to expand the concept of Service Management within the global shared services organization. P&G has embraced a strategy of running as a business, providing the framework to transform the shared services organization into an ongoing source of value creation. This strategy, rooted in P&G brand management, is all about providing great services by focusing on understanding the needs of clients and users, then delivering against those needs with excellence. Join Leah as she explains how P&G applied its industry winning brand management practices to effectively manage its shared services, over a decade after they first learned to spell ITIL.

**How To Build A World Class Scorecard**

**Robert Barnes,**
Global Vice President, GTI Global, JP Morgan Chase

Code: Beyond Beginner

When you work for a large financial institution, you know the importance of an agent scorecard and a site-specific scorecard. One major benefit is that each provides superior visibility into employee performance. A scorecard can also assess results at different locations. At large, multi-site organizations, effective tracking, reporting and analysis of meaningful metrics are key to understanding what is – and what is not – working well. Why? Because a thorough understanding means you can take corrective action very quickly. During this session, Bob highlights the balanced scorecard he developed for his organization’s agent population and its multiple locations. He also reviews how he built the scorecard, along with the specific benefits it realized. Finally, Bob shares examples of the scorecards he used and describes how they contributed to overall improvement of team performance and department results.

**IT Service Management: A Key Component Of Chevron’s IT Vision Of Operational Excellence**

**Roger Prince,**
ITC Reliability Champion, Chevron

Code: General

Until recently, a global company did not mean global IT. However, recent trends towards regional data center consolidation, shared business applications and shared global networks drove a need to develop – and roll-out – common processes which span not only continents and lines of business but also the cultures of more than 120 countries. Attend Roger’s revealing session to learn
how Chevron is tackling this challenge. You'll learn how it uses diverse design and review teams, a new, permanent ITSM organization, and how it deploys common global processes during a multi-year timeframe.

You'll also discover how IT became the enabler of global business standardization and integration; how it operated with a common set of tools and processes; and how this resulted in consistent, measurable services across the globe. Finally, you'll hear about the IT organization's links to a corporate mandate and strategic vision focused on operational excellence, reliability and standardization of business processes.

**An Enterprise Roll Out Of Change Management: The Pains, Gains & Glory**

**Cathy Kirch**, Process Consultant, EIS, Allstate  
**Code: Beyond Beginner**

With 70,000 employees across multiple locations, Allstate is one of the world’s largest and most successful insurance companies. And, it's into its fourth year of an ITIL implementation initiative. Wouldn't you like to be a fly on the wall to hear the stories? You're in luck because Cathy, winner of Pink Elephant’s 2006 ITIL Practitioner of the Year award, is on hand to tell you everything! In this session, she provides details about enterprise wide implementation of Change Management – a major and complex undertaking. If you have an ITIL process for Change Management, big or small, but are not sure how to get your application support partners to join in, attend this session to learn how to do it! Throughout, Cathy highlights the trials, tribulations and successes of Allstate's rollout. Several members of the project team are on hand to answer your most pressing questions. Cathy's presentation also highlights: What does a Change process look like when it is formalized and repeatable? What are the visible results of an enterprise roll out? What kinds of management reports are needed? Where do you start? What tasks should you define? And, what does the documentation and formal planning look like?

**Q&A Panel Discussion: Large Scale & Global ITIL Implementations**

Facilitated by: **Gary Case**, IT Management Consultant, Pink Elephant  
**Code: General**

Large organizations face unique and challenging situations when implementing IT Service Management. These challenges come in many forms: Language; how to obtain buy-in from the top down; how to share information and work on process design across multiple time zones; and cultural differences. Are you interested in learning how to implement ITIL globally or on a large scale? Then come to this question and answer session armed with your most pressing questions and issues. You'll have the opportunity to interact with the panel's highly experienced practitioners and consultants while receiving practical, real-world guidance.

**Developing, Designing & Delivering An ITIL Training Strategy For A Global IT Organization**

**Rick Pyfrom**, Director, Training & Development, Johnson & Johnson Global Information Technology Services  
**Code: Beyond Beginner**

Johnson & Johnson is a global leader in providing consumer and health care products and services through a number of supply chain and marketing channels, including: Medicines and Nutritional, Consumer Products and Medical Devices and Diagnostics. Each of these presents unique challenges to the IT organization – specifically, when it comes to demonstrating lean thinking and continuous process improvement.

In 2006, with these challenges in mind, Johnson & Johnson began a formal process of training and educating key staff members in the ITIL framework. As the IT organization designed the best practice strategies to enhance its partnership with the operating companies responsible for the development, marketing and manufacturing of products, it became apparent that the Global IT team needed a common platform.

How did the organization develop and deliver an effective training program? What went well? What didn't go so well? You'll find out during this session. You'll walk away with an in-depth view into best practices that really work as well as lessons learned.

**A Global IT Organization On A Noble Quest For The IT Tool Grail**

**Ed Peterson**, Manager, ITSM Systems, Chevron  
**Code: Beyond Beginner**

They say when the only tool you have is a hammer, all of your problems look like nails. However, what if you have more than 24 varieties of hammers and more than 80 carpenters? Now, give them all a slightly different blueprint and ask them to work on the same house! Wow, what a scenario! This is the situation Ed discusses in this very insightful case study presentation.

To support a global ITSM program, Chevron had to face the tough question of ‘how do you move from a myriad of legacy point solutions to a single enterprise wide ITSM tool suite?’ To accomplish this challenge, certain fundamental rules were applied – which Ed will review. He also discusses how a global organization efficiently moved through the RFP and tool selection process without compromising their selection quality. In addition he addresses other issues of interest such as: Tool configuration and configuration maintenance; time to value – a key planning activity that organizations need to address immediately after tool selection; prototyping as an implementation strategy; and defining the organization needed to support the tool. If you’re on a quest for the IT Tool Grail, you won’t want to miss this session!

**The New Tools For ITIL V3**

**Bill Irvine**, IT Management Consultant, Pink Elephant  
**Code: Beyond Beginner**

ITIL V3 references new support tool functionality required to underpin the new Service Lifecycle approach. Some of these tool capabilities are not new; however, they highlight additional areas of integration between the Service Management modules required to effectively support the processes of enterprise IT Management.

Join Bill for this in-depth overview of the new functionality, its usage within the Service Lifecycle processes and how everything needs to integrate into both the IT Service Management and Enterprise Service Planning toolsets. You’ll also learn about some of the new process support capabilities.

**Implementing An Enterprise CMDB: Where To Start & How To Ensure Success**

**Cheryl Simpson**, IT Service Management Consultant, Greenfield Technologies Inc.  
**Code: General**
Many organizations managing ITIL implementation projects know that a CMDB (Configuration Management Database) is a critical enabler for all the other ITSM processes. The challenge is determining where to start and how to make the project successful. This session expands on the successful industry book, A Step-By-Step Guide to Building a CMDB, by providing a real-world case study. Attend this session to hear about a successful approach for how to position a federated Enterprise CMDB within your organization. Understand where Enterprise processes – such as procurement – can leverage your implementation, the steps you can leverage to support your journey and how to build executive buy-in and support. Templates, models and example decompositions of Enterprise Infrastructure services such as desktop and email will be shared with attendees.

**Ask The Technology Experts Q&A Panel**

**Discussion Moderated by**
Char LaBounty,
President,
LaBounty & Associates

**Code: General**

Bring your questions about how to align tools with people and processes. Char will gather a group of ITSM tool experts, including experienced IT Practitioners, vendors, and industry gurus, to help you address your biggest issues and challenges, and give you insight into the latest industry trends.

**Enterprise Architecture & Its Importance To Your Organization**

**Jack Probst,**
IT Management Consultant,
Pink Elephant

**Code: Beyond Beginner**

Enterprise Architecture (EA) is a conceptual tool that assists an organization with understanding its structure and the way it functions. EA includes four perspectives: business, application, information, and technology. The Business perspective describes how a business works - the way it functions. The technology perspective defines the enterprise’s application portfolio and is centered around the automated services and interactions of applications. The information perspective describes the components an organization needs to run its business processes and operations. The technology perspective lays out the hardware and software required to support the organization. In this compelling presentation, Jack reviews these key perspectives using a model defined by Dr. J. Ross, a Principal Research Scientist at Massachusetts Institute of Technology’s Center for Information Systems Research. Jack also reviews methods of applying EA to support ITSM service design efforts.

**Data Federation: Fact Or Fiction?**

**Troy DuMoulin,**
Director, Product Strategy,
Pink Elephant

**Code: Beyond Beginner**

Consider the fact that managing effective IT services and ITIL processes requires access to integrated data sources that – for most organizations – are isolated by function or technology silos. A key concept presented in the new Service Transition book is what ITIL refers to as a Configuration Management System (CMS). The CMS paints a picture of federated sources of data being processed and used at a presentation layer to support the IT service lifecycle model. To accomplish this vision, unique and standalone data sources have to be either consolidated or integrated through what is called ‘data federation’.

The emerging capability of federating data sources is the biggest boon and the largest potential pitfall arising for the discipline and process ITIL calls Service Asset and Configuration Management!

On the surface, this may appear to be a completely contradictory statement. However, as is the case with all good intentions, it comes down to the application. First and foremost, database federation is an absolute must for a successful Configuration Management Database (CMDB) implementation. However, the challenge you face is that depending on whom you ask, there are three different uses or applications of the term each with their own particular challenge.

**Maximize Your Conference Learning Experience!**

If you’re not sure which sessions to attend, visit www.pinkelephant.com. You’ll find a selection of sample itineraries customized to your specific management role or level of ITSM knowledge.

Choose sample conference itineraries for:
- CIOs/Senior IT Managers
- Beginner Level ITSM Knowledge
- Advanced Level ITSM Knowledge
- Program/Project Managers
- Service Desk Management

These sample itineraries are designed to help you select the sessions, topics and speakers that will provide the most value.
Revolutionize Your IT Operation!

Pink Elephant’s highly successful approach to education, consulting and PinkATLAS includes the application of IT Infrastructure Library (ITIL) - the best practice framework for IT Service Management.


Participate in Pink Elephant’s education and consulting programs and learn how to turn IT into a true, value added business partner.

You’ll learn a proven approach for:
- Reducing IT costs and improving quality of services
- Improving alignment and integration between IT and other business processes
- Eliminating “silos” by integrating key IT processes
- Integrated, centralized processes
- Strengthening lines of communication
- Instilling a service and business culture
- Improving bottom line results
- Integrating with ISO 9000, 20000 and CoBIT

The guidance provided in the books is relevant to all organizations: public or private, large or small, centralized or distributed. Today, ITIL represents more than just books. It has generated an entire industry that includes training, certification, consulting, software tools and trade associations.

Certification

ITIL includes a certification program based on the content of the five books. For complete details on the qualification scheme and certification path please visit: http://www.itilofficialsite.com/Qualifications/QualificationScheme.asp

For a full list of the ITIL certification courses offered pre- and post-conference, please see page 42.

What Is ITIL?

SERVICE STRATEGY
Service Strategy is the first volume in ITIL. The book focuses on the alignment and integration of business and information technology. The processes and functions discussed include: Service Strategy; Service Portfolio Management; Financial Management; and Demand Management.

SERVICE DESIGN
Service Design is the second volume in ITIL. This volume provides guidance on the development and maintenance of information technology policies, documents, and architectures for the design of IT solutions and processes. The processes and functions discussed include: Service Catalog Management; Service Level Management; Supplier Management; Capacity Management; Availability Management; IT Service Continuity Management; and Information Security Management.

SERVICE TRANSITION
Service Transition, the third volume in ITIL, describes long-term change and release management concepts and practices as well as offers guidance on transition into a business environment. The processes and functions discussed include: Transition Planning and Support; Change Management; Service Asset and Configuration Management; Release and Deployment Management; Service Validation; Evaluation; and Knowledge Management.

SERVICE OPERATION
The fourth ITIL book, Service Operation, explains the activities required to enable day to day operational excellence. The processes and functions discussed include: Event Management; Incident Management; Request Fulfillment; Problem Management; and Access Management.

CONTINUAL SERVICE IMPROVEMENT
Continual Service Improvement is the final ITIL book. It embraces service quality in the context of continual improvement, and also deals with the service retirement scenario. Concepts and issues covered by this book include: Business and technology drivers; business and organizational improvements (including finance); methods and tools; and other best practices.
Balance Implementation Speed With Quality Using The Global Experience Of The IT Service Management Experts!

Pink Elephant has an unprecedented track record for delivering ITIL best practice education, process design experience and implementation expertise to more than 100,000 IT professionals and more than 80% of Fortune 100 companies worldwide.

We know ITIL! And, we’ve put all of our knowledge and expertise into ensuring PinkATLAS™ provides you with the most comprehensive library of best practice documents, process templates, deployment guides and project plans available in the industry.

With PinkATLAS, you can rapidly deploy your ITIL implementation projects.

- Numerous templates, project plans, charters, matrices, policy statements, and more
- Secure web-based environment
- Step-by-step guidance not captured in the ITIL books
- Flexible and customizable
- “Ask The Experts” portal
- Networking forum
- Your own “consultant-in-a-box”

Interested in learning more about how PinkATLAS can work for you? Don’t miss our pre-conference PinkATLAS Tutorial on Monday February 18th 1:00 pm - 5:00 pm. Includes tutorials on:

- How To Implement Change Management
- How To Implement Configuration Management
- How To Implement Incident, Problem & Service Level Management.

See page 16 for details! PinkATLAS Breakfast clubs are also available.
Pre- & Post-Conference Courses

Pink Elephant Is The World Leader In ITIL Education

We have an unprecedented track record for delivering ITIL best practice education.

If you want to make the most of your conference experience, register for one of Pink Elephant's exceptional pre- and post-conference courses. For complete course descriptions visit www.pinkelephant.com.

**ITIL IT Service Management Essentials**

- **February 16-17**
- **February 22-23**
- **Course Fee:** $1,395

The Original Foundations Certification Course! ITIL IT Service Management Essentials will cement your understanding of how ITIL processes can improve IT operations. The course also prepares you for the examination leading to the Foundation Certificate In IT Service Management, the prerequisite for the Practitioner and Service Manager levels of ITIL certification.

**Who Should Attend**

Suitable for anyone working in IT services requiring more information about the ITIL best practice framework.

**ITIL V3 Foundations**

- **February 15-17**
- **February 22-24**
- **Course Fee:** $1,995

A new version of ITIL was released in June 2007. ITIL V3 Foundations provides you with a general overview of the new IT Service Management Lifecycle and its supporting processes, functions and roles. The course also enables you to understand how an integrated IT Service Management framework can be adopted and adapted within your own organization.

**Who Should Attend**

Anyone seeking to understand the best practices outlined in the five new ITIL books.

**V2-V3 Foundations Bridging Course**

- **February 16**
- **February 17**
- **February 18**
- **February 22**
- **Course Fee:** $695

Pink Elephant’s one-day V2-V3 Foundations Bridging Course provides you with a very intense and focused overview of the new and modified topics in ITIL V3. The course also prepares you for the examination leading to the Foundation Certificate in IT Service Management. This certification is the prerequisite for the Intermediate and Advanced levels of ITIL certification.

**Who Should Attend**

The course is intended for those who currently own a pre-V3 Foundation Certificate in IT Service Management and who are well-versed in ITIL’s terminology and processes.

**How To Use ITIL V3 In IT Operations**

- **February 16-17**
- **February 22-24**
- **Course Fee:** $1,495

An Industry Exclusive!

‘Go deep’ into the new V3 process model and take an in-depth view of the new 24 processes and four functions. The ITIL V3 Foundations Course provides a wide view of the five new books and service lifecycle approach. However, if you want to go deeper, here’s your exclusive opportunity. We’ve developed the industry’s only course for practitioners who want to gain a thorough understanding of this process model.

**Who Should Attend**

Anyone working in IT Services requiring more information about the ITIL best practice framework.
## COBIT FOUNDATIONS
**February 15-17**
**February 22-24**
**Course Fee: $1,695**

COBIT Foundations, an instructor-led and classroom-based course, will cement your understanding of how COBIT can improve IT operations and support IT governance issues. It will also ensure you understand the levels of security and control necessary to protect your company's assets through the development of an IT governance model.

**Who Should Attend**

## How To Create A CMDB According To ITIL Best Practices
**February 16-17**
**February 22-23**
**Course Fee: $1,695**

Configuration Management is one of the most necessary but difficult processes to implement if you want to achieve a high level of maturity in IT Service Management. And, the Configuration Management Database (CMDB) provides a critical resource for almost all other ITSM disciplines. If implemented and managed correctly, the CMDB will provide valuable information about where assets are and how they impact the delivery and quality of IT services. However, there are many obstacles to negotiate and pitfalls to avoid, so good guidance is essential before you attempt this most important project.

**Who Should Attend**

## How To Define & Implement Processes According To ITIL Best Practices
**February 15-17**
**February 22-23**
**Course Fee: $1,695**

This course will teach you how to re-engineer and improve IT business processes to increase efficiency and reduce costs in your IT department. You'll receive numerous sample documents covering topics such as process implementation strategy, role definitions and process models. These documents – plus the valuable exercises conducted throughout the course – will put you on the path to successfully implementing the ITIL best practice framework.

**Who Should Attend**
Process Owners, Project Sponsors, Quality Audit and Assurance Staff, Managers, and Directors or Consultants involved in IT Service Management.

## How To Create A Service Catalog According To ITIL Best Practices
**February 16-17**
**February 22-23**
**Course Fee: $1,695**

A good IT services organization should begin with a clear understanding of how any given IT component enables or disables a business process. Until this is understood, IT does not have alignment to business goals. This understanding of risk and dependency identifies how technology is assembled into services and utilized by the business. The definition and presentation of these services should be presented in a structured portfolio within the enterprise IT Service Catalog.

**Who Should Attend**
Service Level Managers, Account Managers, Client Relationship Managers, Systems Analysts, Business Analysts, IT Process Designers, IT Consultants, and IT Project Managers.
Pre- & Post-Conference Courses

**CONTINUOUS SERVICE IMPROVEMENT**
February 14-17
Course Fee: $2,750

Attend the first ITIL V3 Service Lifecycle Modular Certification Course. As business demands and dependency on IT services continue to increase, it is important that IT organizations move from a reactive to a proactive Continual Service Improvement (CSI) practice. To meet and achieve service agreements, IT providers must develop a culture of measurement that continually tests the value, quality, performance and compliance of the services within their portfolio.

**Who Should Attend**

**NEW COURSE!**

**ITIL PRACTITIONER: CONFIGURATION, CHANGE & RELEASE MANAGEMENT**
February 13-17
Course Fee: $3,295

This course will teach you how to apply ITIL best practices when releasing changes in your IT infrastructure, while minimizing adverse effects. And because ITIL focuses on integrating key processes – as well as enabling a stable IT environment – you will learn how to link together Change, Release and Configuration Management processes to achieve those two goals.

**Who Should Attend**
Process Managers, Process Coordinators for Configuration, Change and Release Management, IT Managers, Supervisors or Team Leaders, Network Managers, Website Managers, Application Developers, System Managers, and Service Desk Staff.

**ITIL PRACTITIONER: SERVICE DESK, INCIDENT & PROBLEM MANAGEMENT**
February 13-17
Course Fee: $3,295

This course will teach you how to apply ITIL best practices to effectively support your IT infrastructure, while minimizing the adverse effects of Incidents and Problems. And because ITIL focuses on integrating key processes – as well as enabling a stable IT environment – you will learn how to link together Incident and Problem Management processes with the Service Desk function to achieve those two goals.

**Who Should Attend**
Process Managers, Process Coordinators for Incident Management, Problem Management and the Service Desk function, IT Managers, Supervisors or Team Leaders, Network Managers, Website Managers, Application Developers, System Managers, and Service Desk Staff.

**ITIL PRACTITIONER: SERVICE LEVEL MANAGEMENT & FINANCIAL MANAGEMENT**
February 13-17
Course Fee: $3,295

This course will teach you how to apply ITIL best practices when defining services, and managing service levels and relationships with both internal and external providers. Learn how to effectively budget, cost and charge for IT services. And because ITIL focuses on integrating key processes – as well as enabling a stable IT environment – you will learn how to link together Service Level Management and IT Financial Management for IT services processes to achieve those two goals.

**Who Should Attend**
Process Managers, Process Coordinators for Service Level Management and IT Financial Management for IT Services, IT Managers, Supervisors or Team Leaders, Network Managers, Website Managers, Application Developers, System Managers, and Service Desk Staff.
ITIL Practitioner:
Availability, Capacity & IT Service Continuity Management
February 13-17
Course Fee: $3,295

The availability and reliability of applications, systems and technology directly impacts internal and external customer service - as well as the overall reputation of the business. As a result, there are numerous cost and quality benefits to having well structured processes in place for Availability, Capacity and IT Service Continuity Management. Do you want to develop an effective risk management program in your organization? Then attend this indispensable five-day course! You'll walk away with a thorough understanding of how to arm your organization against unnecessary risks.

Who Should Attend
Process Managers, Process Coordinators, IT Managers, Supervisors or Team Leaders, and Business Analysts.

Developing A Vision & Strategy For IT Service Management
February 16-17
February 22-23
Course Fee: $2,095

An Industry Exclusive! Must-Have Learning For Senior IT Managers Looking To Develop Service-Based Business Models & Strategies

In today's workplace, IT is now a driver of business. As a senior manager, do you know how to develop an appropriate vision and strategy that effectively positions IT as an effective driver? A successful approach will support the overall goals of your organization and ensure you integrate IT with corporate business objectives. Overall, you'll gain the advanced thinking you need to develop a leading-edge IT strategy that not only defines the value-creating principles of service management but also helps shape decisions, policies and process across the entire organization!

Who Should Attend
CIOs, VPs and Senior IT Directors, Denier ITSM Program Sponsors, Senior IT Process Designers, Business Analysts and System Analysts, Senior IT Consultants and Project Managers.

The Implementation Road Map For IT Service Management
February 15-17
Course Fee: $2,295

An Industry Exclusive! Don't Miss This Invaluable Opportunity To Learn From The ITSM Experts!

The Implementation Road Map For IT Service Management is the only course in the industry that helps you understand all the critical success factors required to build and execute implementation plans for an improved IT Service Management operation. The program features updated content, so you can be sure you're receiving the latest industry information.

Who Should Attend

V2-V3 Service Manager Bridging Course
February 13-17
Course Fee: $3,295

Pink Elephant’s five-day V2-V3 Service Manager Bridging Course provides you with a very intense and focused exploration of the new and modified topics in ITIL V3 from a strategic perspective.

Who Should Attend
V2-V3 Service Manager Bridging Course is suitable only for anyone who already holds the Managers Certificate in IT Service Management at an earlier ITIL version, and who wishes to obtain the ITIL Diploma in IT Service Management, thereby demonstrating knowledge of ITIL V3. It is recommended that participants possess a strong comfort level with ITIL’s processes, activities, goals, benefits and challenges prior to attending.
### Pre- & Post-Conference Courses

#### Pre-Conference Courses (All fees in US funds)

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For a complete list of Pre- & Post-Conference courses and course descriptions, visit [www.pinkelephant.com](http://www.pinkelephant.com)

### Bring Us In-House

**Save Time & Money!**

Our ITIL experts make house calls!

Bring the industry's most knowledgeable trainers to your location. They can present all of our courses – including both V2 and V3 offerings – in the comfort and convenience of your organization.

There are many benefits to bringing us to your location, including:

- Cost and time savings
- An excellent team-building exercise
- A well-planned, company-specific approach to consistent knowledge-building and transfer

Call 1-888-273-PINK for more information.

### Stay Connected!

Pink Elephant distributes a monthly E-newsletter and on-going E-Bulletins. Select one or both.

1. **PinkLink**: Stay up-to-date with this monthly E-newsletter. Expand your knowledge with useful educational articles about IT Service Management best practices and tips for implementing ITIL. Receive the most current information about dates and locations for all our special events and courses.

2. **E-Bulletin**: Be the first to know! Stay connected to what’s new at Pink Elephant. Sign up for our E-Bulletin and receive immediate notification about preview announcements, special offers, early bird deadlines, new event dates, and updates to our course schedule.

To sign up, visit our website or call 1-888-273-PINK.
**Conference Location**

Pink Elephant’s 2008 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest-rated hotels. A block of rooms is reserved for attendees at a special rate of US $250 per night Sunday - Thursday and US $299 per night Friday and Saturday. **To obtain this special rate, attendees must book before January 7, 2008 and make reference to Pink Elephant. Book early. Rooms are limited.** Contact the hotel directly at 1-888-987-6667 and ask for the Hotel Reservation Department, making reference to Pink Elephant. Room rate is subject to availability.

**Regular Conference Fee**
The regular fee is $1,995. All fees are in US funds. Payment must be received with registration. Discounts and/or specials cannot be combined.

**Combination Discounts**
Register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference workshop fee.

**Team Discounts**
Benefit from the power of teamwork! Register and pay for multiple conference registrations from the same organization, the first two registrations are at full fee and every additional conference registration is 10% off.

**Substitutions & Cancellations**
You can substitute an attendee at any time. All substitutions must be submitted in writing at registrations@pinkelephant.com. Pink Elephant must receive a cancellation in writing (registrations@pinkelephant.com) no later than 15 business days prior to the event start date. You will receive a refund minus an administration fee of $250. Refunds for this event are not available after 15 days prior to the event start date. Participants who cancel after this date will receive credit towards another Pink Elephant event or workshop, less an administration fee of $250. Note that all course credits are valid for six months from cancellation date.

**No Shows**
No credit is provided and no refunds are made unless notification is received in writing and acknowledged by Pink Elephant in advance of the start date.

**Questions?**
Please call us at 1-888-273-PINK from 8:30 a.m. to 7:30 p.m. Eastern Standard Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

**ITIL Awards**

**Send in your nominations!**
There are many ITIL success stories out there, and we want to hear them. Pink Elephant is now accepting nominations for ITIL Project Of The Year, ITIL Practitioner Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to ITIL and IT Service Management best practices.

- **ITIL Project Of The Year**
  Recognizes an organization that has demonstrated significant commitment to ITIL best practices with involvement of certified staff.

- **ITIL Practitioner Of The Year**
  Recognizes an individual who has shown commitment to ITIL best practices, continuous improvement and quality principles.

- **Innovation Of The Year**
  This new award is presented in recognition of a product or service developed by the vendor community that has made the greatest contribution to IT Service Management in the last calendar year.

Submissions are due by December 14, 2007 and must be sent to George Spalding at g.spalding@pinkelephant.com. Visit www.pinkelephant.com for more details about qualifications, and submission criteria.

**To Register**
Choose one of the following options:
- Phone: 1-888-273-PINK
- E-mail: registrations@pinkelephant.com
- Online: www.pinkelephant.com

**Pink Goes Green!**

When you attend our conference this year, you won’t receive a huge, bulky manual filled with session presentations. We won’t have any on-site printing facilities either. We’ve made this decision as part of our continuing effort to conserve resources.

We will make all presentations available through a password protected website from February 1- March 1, 2008. So, if you would like to follow along during a session, please make sure you download and print the presentation prior to attending.

Congratulations to our 2006 award winners Joe Lithgo from State of North Carolina and Cathy Kirch from Allstate.
Attention mailroom: If undeliverable, please route to the IT Support Director.

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Keith Young, Release Manager IT
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