

























































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Learn at your pace at your own time

 **Live, Instructor-Led Online**  
Learn from your home or office in a regularly scheduled class (Central Time)

 **Public Classroom**  
Offered at a specific time, date and location

COURSES		JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
<b>ITIL Foundation Certification</b>						
ITIL Foundation	  	Chicago (22-24) Central Time (24-26)	Ottawa (8-10) San Francisco (13-15) New York (20-22) Central Time (27-29)	Vancouver (5-7) Toronto (10-12) Scottsdale (19-21) Central Time (24-26)	San Francisco (9-11) Washington (14-16) Boston (21-23) Central Time (28-30)	Seattle (5-6) Chicago (12-14) Ottawa (21-23) Central Time (26-28)
<b>ITIL Capability Certification</b>						
ITIL Operational Support & Analysis	  		Central Time (6-10)	Scottsdale (10-14)		
ITIL Release, Control & Validation	  		San Francisco (13-17)	Scottsdale (10-14)	Central Time (14-18)	
ITIL Service Offerings & Agreements	  		Central Time (20-24)	Scottsdale (10-14)		Chicago (12-16)
ITIL Planning, Protection & Optimization	  			Scottsdale (10-14)		Central Time (19-23)
<b>ITIL Lifecycle Certification</b>						
ITIL Service Strategy	  	Central Time (15-18)		Scottsdale (19-21)	Central Time (15-18)	
ITIL Service Design	  		San Francisco (13-16)	Scottsdale (19-21)		Toronto (6-9)
ITIL Service Transition	  		Central Time (27-30)	Scottsdale (19-21)		
ITIL Service Operation	  			Scottsdale (19-21)	Washington (14-17)	Central Time (26-29)
ITIL Continual Service Improvement	  	Central Time (8-11)		Scottsdale (19-21)	Chicago (28-1)	Central Time (19-22)
<b>ITIL Expert Certification</b>						
Managing Across The Lifecycle	 				Phoenix (21-25)	
<b>COBIT Certification</b>						
COBIT 5 Foundation	 		Central Time (8-10)	Scottsdale (19-21)	Central Time (9-11)	
<b>ISO Certification</b>						
ISO/IEC 27002 Foundation: Developing Capabilities In Security Management Activities						
<b>Lean IT Certification</b>						
Lean IT Foundation: Using Lean Principles For Continual Service Improvement	 		San Francisco (16-17) Central Time (23-24)	Scottsdale (19-20)	Toronto (10-11) Central Time (24-25)	Chicago (13-14)
<b>ITAM Certification</b>						
IT Asset Management Professional	 	Central Time (22-23)		Scottsdale (19-20)	Central Time (1-2)	
Certified Software Asset Manager	 	Central Time (24-25)		Scottsdale (19-20)	Central Time (3-4)	
<b>NEW!</b> Certified Hardware Asset Manager	 	Toronto (18-19)		Central Time (10-11)	Washington (17-18)	Chicago (15-16)
<b>Business Relationship Management Certification</b>						
<b>NEW!</b> Business Relationship Management Professional	 			Scottsdale (19-20)	Washington (17-18)	Chicago (15-16)
<b>“How To” Instructional Workshops</b>						
How To Define & Implement A Service Catalog	 			Scottsdale (19-20)		Central Time (6-7)
How To Define & Implement A CMDB According To ITIL Best Practices	 			Scottsdale (19-20)		Central Time (8-9)
Problem Management: Root Cause Analysis Workshop				Scottsdale (19-20)		
Service Catalog Implementation Overview						
Implementing IT Service Management Boot Camp	 	Central Time (8-10)		Scottsdale (19-21)		
IT Service Management Strategic Roadmap				Scottsdale (19)		
The ITSM Leadership MasterClass				Scottsdale (19)		
How To Measure, Improve & Manage The Effectiveness Of Your Service Level Management Processes				Scottsdale (19)		
<b>Conferences &amp; Special Events</b>						
2nd Annual International IT Service Management Conference & Exhibition – North Regional – “PinkNORTH15”		Toronto (1-2)				
4th Annual IT Service Management Leadership Forum – “PinkFORUM15”				Scottsdale (16-18)		
20th Annual IT Service Management Conference & Exhibition – “Pink16”			Summer Early Bird Ends (31)			
Breakfast With Pink		Webinar (25)				

Bring us onsite. All of Pink's courses can be delivered at your location. For course descriptions and more details, visit [www.pinkelephant.com](http://www.pinkelephant.com) or call 1-888-273-PINK.  PinkFORUM15 Pre- and Post-Forum Courses  
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**LOTS OF NEWS INSIDE!**  
New Events. New Courses. New Products.  
READ ALL THE EXCITING DETAILS!

PinkLINK NEWSLETTER  
Spring 2015

# 4TH ANNUAL IT SERVICE MANAGEMENT LEADERSHIP FORUM SCOTTSDALE, AZ ► AUGUST 16-18, 2015

“PinkFORUM15”

“This is now my favorite  
Pink Elephant conference.”

– PinkFORUM14 Attendee

UNIQUE  
LEADERSHIP  
FOCUS!

## Welcome To Another Issue Of PinkLINK

This quarterly newsletter from Pink Elephant provides valuable information about current industry trends and updates about our products and services.

SPRING 2015

## 4TH ANNUAL IT SERVICE MANAGEMENT LEADERSHIP FORUM SCOTTSDALE, AZ ► AUGUST 16-18, 2015

“PinkFORUM15”

“PinkFORUM14 was excellent, one of the top conferences I have attended in the past few years.”

– A PinkFORUM14 Attendee

Join us for “PinkFORUM15” – a must-attend event for IT leaders charged with influencing, inspiring, and “igniting” passion in others to achieve positive business results.

PinkFORUM15 aims to provide today's IT leaders with essential awareness, insights and guidance for ensuring that critical issues related to ITSM process implementations are being addressed, including Lean IT, Agile, ITIL®, COBIT® and other frameworks, standards and models.

Don't miss this opportunity to engage in this extraordinary and one-of-a-kind industry experience.

### Hear From Courageous & Inspirational Leadership Experts!



**ROBERT RICHMAN**  
Cultural Strategist, Author  
*The Culture Blueprint*



**JIM CLEMMER**  
President, Clemmer Group  
*Leading @ The Speed Of Change*



**GARY BAILEY**  
Author, TV Presenter & Former Soccer Star  
*G.R.E.A.T – Five Success Under Pressure Principles*



**ANDREW TARVIN**  
Humor Engineer  
*The Funny Thing About IT: An IT Managers Guide To Using Humor To Be More Effective*

And, many more insightful speakers!  
Check our website and the inside pages of this newsletter to look at the exciting program.

Pink Elephant is the  
world's #1 IT Service  
Management consulting,  
conference and training  
service provider.



For more  
details about all  
Pink Elephant  
services, visit  
[www.pinkelephant.com](http://www.pinkelephant.com)  
or call 1-888-273-PINK.

NEW! ITIL Planning, Protection & Optimization Certification Course – Self-Paced Online

Continue your ITIL certification journey from the comfort of your own home. Our ITIL Planning, Protection & Optimization Certification Course is now online!

Adding to our broad list of computer-based learning options you will learn how to:

- Build a tactical Availability and Capacity plan to support IT Strategy and Service Portfolio investment and implementation decisions
- Move IT Service Continuity from a sporadic project to an embedded process approach
- Integrate Information Security Management into the full Service Lifecycle
- Move Risk Management from a reactive audit perspective to a proactive strategic planning process
- Use technical capacity and availability data for Service and System planning and reporting

Why All IT Managers Need To Know About COBIT 5

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT’s business-orientated framework identifies 34 information technology processes, grouped in 4 domains, and is supported by over 200 detailed control objectives. Each one of the 34 processes leverages IT resources, and is aimed at the quality, fiduciary and/ or security requirements for information. The 34 IT processes guide management to selecting Critical Success Factors – the most important issues or actions that management need to achieve control over, so that IT can be effective in enabling the entity’s business objectives.

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	July 8 - 10 September 9 - 11
Public Classroom	August 19 - 21, Scottsdale

Get “Lean” With Lean IT

Help your IT department become customer and value oriented, removing waste, inflexibility and variability with our two-day Lean IT Foundation Certification Course. Learn from the best in the industry on how to apply lean principles to every part of your organization. Attendees will learn to:

- Identify the concept of waste
- Learn how to apply Lean analytical tools including A3 Thinking / PDCA, Go Look and See (fact not emotion), Value Stream Mapping, Kaizen (System, Process, Activity), Standardize Work Practices, and much more!
- Define Key Performance Indicators (KPIs) for your organization
- Initiate, document, and implement process improvements
- Reduce costs by eliminating waste and inefficiencies in your IT infrastructure and processes
- Increase productivity through improved resource management
- Increase customer satisfaction by focusing on delivering value

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	July 23 - 24 September 24 - 25
Public Classroom	July 16 - 17, San Francisco August 19 - 20, Scottsdale September 10 - 11, Toronto October 13 - 14, Chicago

NEW! Business Relationship Management Professional Course

Perfect for individuals and organizations who are looking to have a solid baseline of knowledge regarding Business Relationship Management (BRM) and how it can have a positive impact on overall business results. This new course will teach the foundational knowledge necessary to write the accredited Business Relationship Management Professional Certification exam. This course will teach you:

- The characteristics associated with a Business Relationship Manager
- What it means to be a strategic partner, contribute to the business strategy and to formulate demand for a provider’s services
- How to use Portfolio Management to maximize business value
- Business Transition Management and how to minimize value leakage
- The BRM role in aligning service levels with business needs

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Public Classroom	August 19 - 20, Scottsdale September 17 - 18, Washington October 15 - 16, Chicago

Join us for PinkFORUM15!  
4th Annual IT Service Management Leadership Forum

The unique program features multiple tracks with case studies from CIOs and senior IT managers, roundtable discussions addressing many of today’s most pressing IT Service Management issues, and Pink University sessions delivered by Pink Elephant’s world renowned senior consultants and business leaders. Hear from industry leaders such as:



**GUSTAV TOPPENBERG**  
Sr. Manager – IT Strategy, Planning, Portfolio Management, Cisco IT  
Gustav will tell you how Cisco ties business requirements into technology requirements, and how those are then delivered back to business partners in the form of capabilities that fit their requirements.



**CHRIS FLANAGAN**  
VP, ITSM & Operations, The Prudential Insurance Company of America  
Chris will describe how his organization successfully integrated ITSM practices with the DevOps principles of continuous integration and deployment through changes in culture and the use of automation.



**JOE HAYES**  
CIO, The Prudential Insurance Company of America  
Joe will discuss practical leadership tools needed to successfully navigate crucial conversations with both C-level business executives and front-line associates.



**ANDY ZITNEY**  
Senior Vice President Technology & Operations Infrastructure Services, Allstate  
Andy will profile how key questions like “Do you know your CIOs vision,” have enabled Allstate to know how technology changes are impacting their world at lightning speed.



**BARBARA RONZETTI**  
Director, Enterprise Operations, Northrop Grumman  
Barbara is on hand to discuss the critical success factors that have contributed to her organization’s success in creating and maintaining a Service Management Office.



**JAY STEED**  
AVP, Operations, Customer Care & IT Service Management, Arizona State University  
Jay discusses the University Technology Office’s leadership decision and reasons for establishing an ITSM program.



**JAMES A. WALKER**  
Deputy CIO, NASA Shared Services Center  
James will share practical, proven and inexpensive leadership tools, compiled from his years of service with the Department of Defense.



**ANDREW SCHER**  
Vice President, Corporate Information Technology, Del Monte Fresh Produce, N.A. Inc.  
Andrew will share his four key principles of leadership success based on his belief that success is founded a variety of principles.

And many, many more speakers.



See you at PinkFORUM15!

20TH ANNUAL INTERNATIONAL  
**IT SERVICE MANAGEMENT  
CONFERENCE & EXHIBITION**

LAS VEGAS ► BELLAGIO HOTEL  
FEBRUARY 14-17, 2016

**“PINK16”**

**It’s Going To Be HUGE!**

Don’t miss this chance to hear from industry experts, CIOs and Pink’s highly sought after consultants about how you can achieve huge business results through ITSM best practices such as ITIL, ISO, COBIT, Lean IT, Six Sigma, PRINCE2®, PMBOK®, Cyber Risk, Resilience and Security, and much more.

*“This conference was amazing. I was actually sad to leave.” – PINK15 ATTENDEE*

*“This was my first time attending Pink, I was blown away with the professionalism, the content, and the format. By far my best conference experience ever.” – PINK15 ATTENDEE*

**Summer  
Early Bird  
Ends  
July 31**

NEW! Certified Hardware Asset Manager Course

If your company is looking to more effectively and efficiently maintain their hardware assets, this course is for you!

Beginning this spring Pink Elephant will be offering this International Association of Information Technology Asset Managers (IAITAM) course which will cover the responsibilities in managing hardware assets and how to maintain the lifecycle, tracking, security and auditing of technology hardware assets in your organization. The course will touch on:

- How to design an IT hardware asset management program
- Evaluate IT hardware asset management processes
- Create an IT hardware asset management program roadmap and policies
- And much, much more...

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	August 10 - 11
Public Classroom	June 18 - 19, Toronto September 17 - 18, Washington October 15 - 16, Chicago

PinkATLAS: Your Consultant In A Box!

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

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

- Access Management
  - Availability Management
  - Business Relationship Management
  - Capacity Management
  - Change Management
  - Continual Service Improvement Practice
  - Event Management
  - Financial Management
  - Incident Management
  - IT Asset Management
  - IT Service Continuity Management
- Knowledge Management
  - Problem Management
  - Release & Deployment Management
  - Request Fulfillment
  - Service Asset & Configuration Management
  - Service Catalog Management
  - Service Level Management
  - Service Portfolio Management
  - Program Management
  - Service Validation & Testing
  - Service Desk (function)

Take a peek at our website for more information or contact our Customer Service Center today!  
1-888-273-PINK • info@pinkelephant.com