## PinkLINKNEWSLETTER Spring 2015



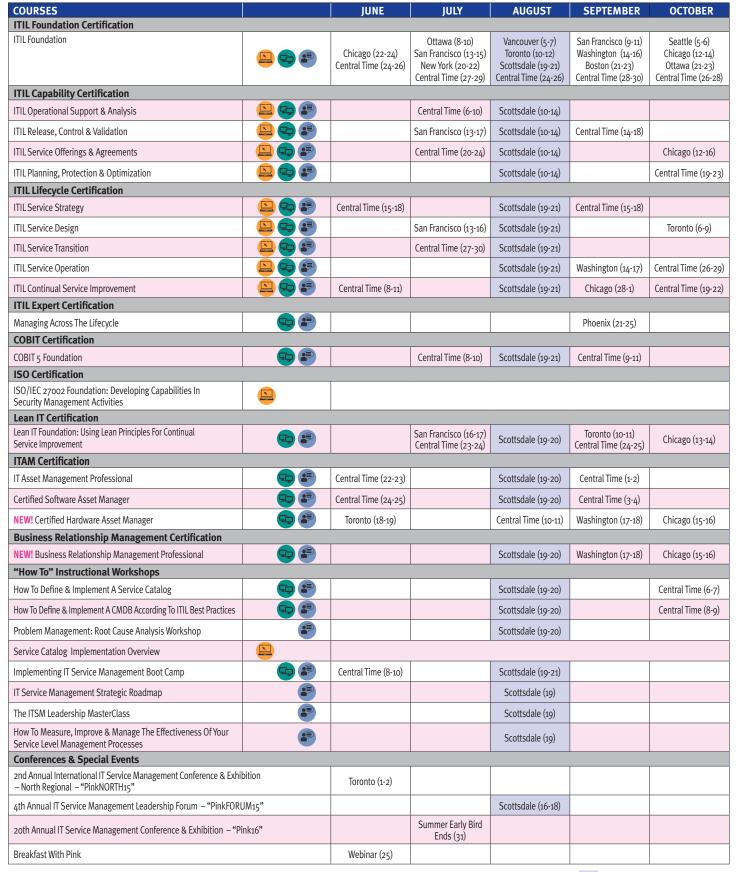
Self-Paced Learning Learn at your pace at your own time

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



Public Classroom

Offered at a specific time, date and location





## LOTS OF NEWS INSIDE!

New Events. New Courses. New Products. **READ ALL THE EXCITING DETAILS!** 

**4TH ANNUAL IT SERVICE MANAGEMENT** LEADERSHIP FORUM SCOTTSDALE, AZ > AUGUST 16-18, 2015 "PinkFORUM15"

"This is now my favorite Pink Elephant conference."

- PinkFORUM14 Attendee

Bring us onsite. All of Pink's courses can be delivered at your location. For course descriptions and more details, visit www.pinkelephant.com or call 1-888-273-PINK. 🗾 PinkFORUM15 Pre- and Post-Forum Courses ITIL® is a Registered Trade Mark of AXELOS Limited. COBIT® 5 a trademark of ISACA registered in the United States and other countries. PRINCE2® is a registered trade mark of AXELOS Limited. PMBOK® is a registered trademark of the Project Management Institute, Inc.

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# PINKLINKNEWSLETTER

#### Welcome To Another Issue Of PinkLINK

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

### **Spring 2015**

## **PinkLINK**Newsletter

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

Ioin 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

Author, TV Presenter & Former Soccer Star

G.R.E.A.T – Five Success Under Pressure



IM CLEMMER Leading @ The Speed O



President, Clemmer Group

ANDREW TARVIN Humor Engineer The Funny Thing About IT: An

IT Managers Guide To Using lumor To Be More Effective

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 or call 1-888-273-PINK

And, many more insightful speakers!

GARY BAILEY

rinciple

Check our website and the inside pages of this newsletter to look at the exciting program.



## PinkLINKNEWSLETTER Spring 2015

## **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 Lifecvcle
- 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 obiectives.

Join us for one of our upcoming deliveries!

<b>Education Format</b>	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 A<sub>3</sub> 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

## PinkLINKNEWSLETTER Spring 2015

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

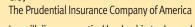
The unique program features multiple tracks with case studies from CIOs and senior IT managers, roundtable discussions addressing many of today's most pressing IT Service Management issues, and Pink University sessions delivered by Pink Elephant's world renowned senior consultants and business leaders.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



Gustav will tell you how Cisco ties business requirements nto technology requirements, and how those are then delivered back to business partners in the form of apabilities that fit their requirements.

#### HAYES

Cisco IT



oe will discuss practical leadership tools needed to successfully navigate crucial conversations with both evel business executives and front-line associates.



BARBARA RONZETTI irector, Enterprise Operations, Jorthrop 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.



JAMES A. WALKER Deputy CIO, NASA Shared Services Center

ames will share practical, proven and inexpensive leadership tools, compiled from his years of service with the Department of Defense

And many, many more speakers.



## PinkLINKNEWSLETTER Spring 2015



#### CHRIS FLANAGAN

/P. ITSM & Operations. The Prudential Insurance Company of America

Chris will describe how his organization successfully integrated ITSM practices with the DevOps principles of continuous ntegration and deployment through changes in culture and the use of automation



Senior Vice President Technology & Operations Infrastructure Services, Allstate

Andy will profile how key questions like "Do you know your CIOs vison," have enabled Allstate to know how technology changes are impacting their world at lightning speed.



VP, Operations, Customer Care & IT Service Management, Arizona State University

lay discusses the University Technology Office's leadership decision and reasons for establishing an ITSM program.



#### 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.



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<sup>®</sup>, PMBOK<sup>®</sup>, 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

## **NEW!** Certified Hardware Asset Manager Course

f 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!

<b>Education Format</b>	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



