ITIL IMPLEMENTATION ROAD MAP

CRITICAL SUCCESS FACTORS FOR APPLYING THE ITIL FRAMEWORK

Orlando, April 26-28, 2006
Scottsdale, June 7-9, 2006

PINK

NEWLY UPDATED CONTENT!

"HOW DO I IMPLEMENT ITIL?"

Get the answer at this exclusive 3 day workshop!

PLUS...

Receive many extras, including sample documents, checklists, whitepapers, and more.

PRE-EVENT WORKSHOP

ITIL IT Service Management Essentials Certification Course
▸ Orlando, April 24-25 ▸ Scottsdale, June 5-6

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Now Updated!

We've enhanced this industry exclusive course by updating the content and adding new take-away documents!

Go Beyond Theory!

The ITIL certification courses tell you *what* to do, but not *how* to do it. That's where we come in. Attend the only workshop in the IT industry that shows you how to implement ITIL processes – it's like getting dedicated consulting services!

Learn From The ITIL Experts!

Spend quality, dedicated time with Pink's ITIL Experts – learn from the best!

The workshop, delivered by Pink's leading executive consultants, provides participants with a "roadmap" for how to implement ITIL. And, you'll also get many sample forms, templates, whitepapers and plans to take away.

Walk Away With Many Sample Documents!

Sample documents include:

- ◆ IT Process Maturity Self Assessment and Action Plan
- ◆ Change Management Process Workflow and ARCI Matrix
- ◆ IT Service Desk Health Check and Action Plan
- ◆ Sample Service Catalog
- ◆ Sample Service Level Agreement

Not Certified Yet?

The program is designed for those who've achieved ITIL certification and want to learn how to plan and organize the implementation of the ten key IT Service Management support and delivery processes. While not mandatory, ITIL Foundation Level Certification is strongly recommended.

ITIL IT Service Management Essentials - the first course in the certification program - is being offered just before the Road Map in all locations. See pages 6 and 7 for course dates.

Send A Team & Save!

Benefit from the power of team work. Send a team of three or more and receive discounted fees. Call 1-888-273-PINK for details.

Who Should Attend?

The ITIL Implementation Road Map is designed for those who possess, at a minimum, the Foundation Certificate In IT Service Management. Recommended attendees include:

- ◆ IT Directors
- ◆ Project Managers
- ◆ Service Level Managers
- ◆ IT Service and Support Managers
- ◆ IT Service Desk Managers
- ◆ ITIL Process Owners

This Program Is Like Getting 3 Days Of Consulting!

We're proud to hear from our customers that our consultants are the best in the business. They've implemented ITIL in numerous organizations around the world. This is your chance to learn directly from them!

The ITIL Implementation Road Map faculty includes any of the following: **George Spalding, Gary Case, Troy DuMoulin, Jack Probst, Matt Bowles** and **Anil Dissanayake**. Each workshop is presented by two of these highly experienced and knowledgeable executive consultants.

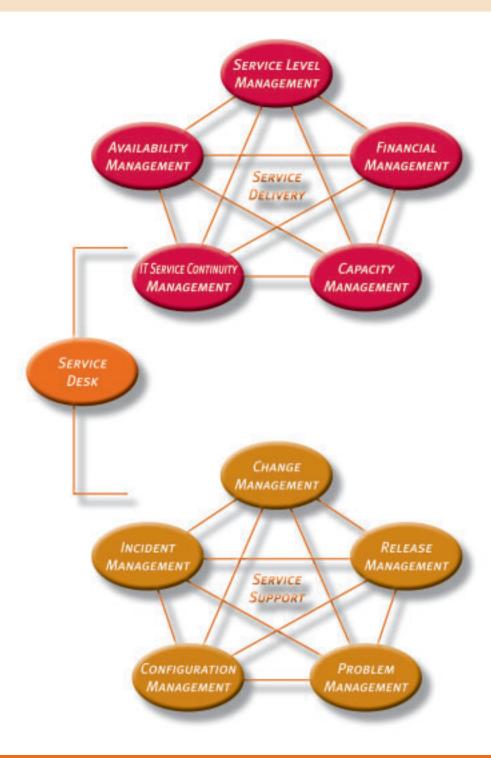### ITIL Implementation Road Map 2006 Workshop Dates:

Toronto	March 8-10
Orlando	April 26-28
Scottsdale	June 7-9
San Diego	December 6-8

ITIL (IT Infrastructure Library) - is a best practice framework for IT Service Management.

The OGC (Office of Government Commerce) in the UK developed ITIL in the mid 1980s. Put simply, ITIL is a series of books that outline a comprehensive set of best practices for an IT Service Desk and ten Service Support and Service Delivery processes.

Revolutionize Your IT Operation!

Use the world's most popular IT Service Management process model - ITIL - as an enabler to improve IT performance.

Participate in Pink Elephant's© programs and learn how to turn IT into a true, value added business partner. You'll learn a proven approach for:

- Reducing IT costs
- Improving alignment between IT and other business processes
- Eliminating "silos" by integrating key IT processes
- Strengthening lines of communication
- Instilling a service and business culture
- Improving bottom line results

Benefits Of ITIL

ITIL provides guidance for:

- Improved quality of service provision
- Improved bottom line
- Cost justifiable service quality
- Service that meets business, customer and user demands
- Documented roles and responsibilities
- Integrated, centralized processes
- Ties to ISO9000, and in 2006 the new ISO20000 certification will be available based on ITIL

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.

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AGENDA-AT-A-GLANCE

Day One

Registration

"Get Rev*ITIL*ized!" – An ITIL Overview Over Breakfast

Welcome Greeting

The Kotter Workshop – Part 1

Break & Networking

The Kotter Workshop – Part 2

Lunch & Networking

Integrating People, Processes & Technology

Break & Networking

The ROI of ITIL

Break & Networking

How To Conduct A Process Maturity Self-Assessment

Day Two

Tools For Breakfast: Q&A on the opportunities for matching the right tools to your processes, plus, selecting and implementing those solutions

Comfort Break

Developing An IT Support Organization According To ITIL Best Practices

Break & Networking

Managing The Changing IT Infrastructure

Lunch & Networking

Critical Steps For Implementing Configuration Management

Break & Networking

Establishing & Managing IT Services – Part 1

Break & Networking

Establishing & Managing IT Services – Part 2

Day Three

Assessing People & Culture Over Breakfast: Q&A on what we've learned so far, the challenges we foresee when returning to work, and engaging people in our plans

Comfort Break

Defining An ITIL Enabling Organization Structure

Break & Networking

Building An IT Service Management Improvement Plan

"Get Rev*ITIL*ized!" – An ITIL Overview Over Breakfast

Has it been a while since you took the ITIL IT Service Management Essentials workshop? Refresh your understanding of ITIL's key elements. After this overview, you will be able to more fully enjoy the sessions that refer to this best practice framework.

Review:

- What is ITIL? What are the benefits of ITIL to an individual and an organization
- Who owns ITIL and how can it be used
- An overview of the key processes and how they are integrated to form a holistic approach to IT Service Management
- The core set of ITIL books and their significance
- Key elements and benefits of the education and certification program

The Kotter Workshop – Parts 1 & 2
Critical Steps For Leading & Implementing Change

John Kotter, Professor of Leadership at the Harvard Business School, researched the common factors of organizational struggles to implement major changes - especially cultural changes. He found many similar reasons for why some projects fail while others succeed.

In this two part session, we will explore the eight critical success factors he identified and refer to the examples he cited. We will also discuss how to take what Kotter learned about organizational change and apply it to IT changes.

Integrating People, Processes & Technology

Now you want to implement these concepts in your organization while dealing with culture, time pressures and a lack of resources. This session will look at practical methods on how to implement processes that stick, while you're trying to get your day job done. Integrating People Processes and Technology will examine project models, roles, structures and continuous improvement models which all work together to achieve success.

The ROI of ITIL

Often an organization's senior management commitment to the adoption of ITIL hinges on the ITIL sponsor's ability to demonstrate and effectively "sell" the benefits and ROI of an IT Service Management improvement and implementation program. Demonstrating the ROI of ITIL can be complex and unique to each organization. This session will examine key methods for developing a practical expression of value and return.

How To Conduct A Process Maturity Self-Assessment

Pink Elephant developed five different levels of ITIL process maturity to help you determine how the processes can be improved. By attending this session, you will learn how to assess the current maturity levels of key ITIL IT Service Management processes.

Discover the details, objectives and types of questions required to determine a level of maturity for each. Walk away with a thorough understanding of what specific areas are important to explore for each process and how to determine whether you really have full control.

Developing An IT Support Organization According To ITIL Best Practices
A Practical Look At Implementing Incident & Problem Management

Taking your first steps on the ITIL journey can seem daunting at the best of times. The need to establish benefits quickly while at the same time taking a longer term view of Service Management improvements often leads organizations to a common understanding that it make sense to start with the basics of Incident and Problem Management. This session will look at the practical implementation issues of Incident and Problem Management such as:

- Process activities and integration
- Roles and responsibilities
- Developing core polices such as prioritization and categorizations schemes

- Tool considerations and automation opportunities
- The role of the Service Desk

Managing The Changing IT Infrastructure
Integration Needed To Support Change, Release & Configuration Management

Configuration, Change and Release Management processes are completely interrelated and critical to the success of your IT infrastructure. Do you completely understand this relationship and how to implement it? If you answered no, you need this session. You will not only receive an overview of the Configuration, Change and Release Management processes but also discover key elements needed to understand and manage changing configurations in your IT environment.

Critical Steps For Implementing Configuration Management
Developing & Automating A Configuration Management Process & Object Model Design

Configuration Management is one of the most necessary but difficult processes to implement in support of Service Management initiatives. This discipline, if implemented correctly, will provide critical information about where assets are and how they facilitate or impact the delivery of IT services. However, there are many obstacles to negotiate and pitfalls to avoid.

Attend this session to learn:

- How to develop/adapt a Configuration Management process
- Configuration Management data and object modeling
- The key requirements for integrating Configuration Management with other processes
- The roles and responsibilities that need to be defined and assigned
- The ideal requirements of a Configuration Management compatible support tool

Establishing & Managing IT Services – Part One
Implementing Service Level Management

The Service Level Management (SLM) process involves many interrelated key activities that require individual attention and ongoing management.

Find out why Service Catalogues, Service Level Agreements and Operational Level Agreements are necessary, how they differ, how they interconnect, their individual roles within the SLM process and best practices for managing each of them on an ongoing basis.

Establishing & Managing IT Services – Part Two
Implementing Capacity, Availability, Financial & IT Service Continuity Management

IT organizations are, at their core, Service Providers. As such, they need to be able to articulate, manage, and understand the cost of doing business. Key processes that help do this are: Service Level, Availability, Capacity, IT Service Continuity and Financial Management.

Discover how these processes relate to each other, and other key processes such as Configuration Management, as well as the need to embed them within your organization.

Session topics include:

- Establishing existing and new services
- Modeling services in the CMDB for operations and planning
- Understanding and defining service availability
- Planning for, and delivering capacity management
- Ensuring fit for purpose IT service continuity
- Developing a service-based costing and charging model

Defining An ITIL Enabling Organization Structure
Mapping People, Ownerships, Accountabilities & Responsibilities To The ITIL Framework

Here is the scenario: Your company is adopting ITIL and you have full commitment from senior management. A maturity assessment, including a gap analysis and recommendations to proceed, was conducted. You have prioritized the areas you wish to improve and project planning is about to commence. You considered many elements, such as process development, tool selection and deployment, metrics and continuous improvement. What is missing? If you guessed the human element, you are correct! In fact, the single biggest factor that can contribute to your success is your human resources. As a result, it is important that you effectively organize your employees to enable ITIL processes to seamlessly function within your organization.

This session leads you through several examples of how to tackle this challenge, including:

- Traditional organizational structures and their challenges
- Mapping of people, processes, ownerships and accountabilities to the ITIL framework
- Moving toward process based organization
- Designing an ITIL/ITSM enabled organization from scratch
- Successful strategies to enable ITIL processes within a traditional hierarchical organization
- Strategies for coping with organizational change

Building An IT Service Management Improvement Plan
How To Identify Process Improvement Goals & Achieve Them

Find out how to develop the plan that helps you improve Service Management. In this interactive session, discover the key elements of building the improvement plan.

The discussion includes how to answer these key questions:

- Where are we now? A review of the assessment process and what to include in the improvement plan
- Where do we want/need to be? How to identify goals and conduct benchmarking
- How do we get there? How to plan effectively
- Are we improving? How to assess results of improvement efforts; What is important to measure

Interact with other attendees and come prepared with questions because you are sure to find the answers here!

ITIL IT Service Management Essentials

A detailed introduction to the concepts, terms, definitions, goals, benefits and relationships within the core IT Service Management processes and function, according to the ITIL best practice framework.

Based on principles described in ITIL's *Service Support* and *Service Delivery* books, this course focuses on taking a holistic approach to IT Service Management through the use of processes, their respective relationships, and workflows. This course also prepares participants for the examination leading to the Foundation Certificate In IT Service Management, the prerequisite for the Practitioner and Service Manager levels of ITIL certification.

An independent examination body facilitates and marks the examination, which is scheduled on the last day of the course.

Who Should Attend?

Anyone working in IT services requiring more information about the ITIL best practice framework.

Prerequisites

There are no mandatory prerequisites. Work experience in IT services is recommended.

Benefits Of Attending

After attending, participants will understand how ITIL processes can improve IT operations. In particular, participants will:

- Understand ITIL's five operational processes, single function and five tactical processes
- Comprehend the main activities of each process
- Be aware of key ITIL definitions
- Understand the scope and operation of an ITIL compatible Service Desk
- Be prepared to take the Foundation Certificate In IT Service Management examination

Examination

60 minutes, 40 multiple-choice questions. An independent examination body marks the exam.

Certification Criteria

An independent examination body awards the Foundation Certificate In IT Service Management after participants receive a passing grade of 65% on the examination.

Curriculum

Introduction to ITIL:

- Structure of the library
- ITIL's key concepts and objectives
- Overview of ITIL certifications: Foundation, Practitioner and Service Manager
- Outline of relationships between the ITIL processes

Detailed descriptions of the goals, benefits, challenges, management reporting, and interfaces of the five operational processes and the Service Desk function:

- **Service Desk:** Understanding its role and function in the IT infrastructure and its relationship with ITIL processes
- **Incident Management:** Definition of an incident; description of Incident Control (including recording, classification, coordination, matching, and resolution)
- **Problem Management:** Definition of a problem and known error; proactive problem management (identification of problems and prevention of further incidents)
- **Configuration Management:** Defining a configuration item and the Configuration Management Database; impact of Configuration Management on other IT processes
- **Change Management:** Definition of a change and request for change (RFC); description of change control and change procedures; role of the change advisory board (CAB) and CAB/EC (for handling urgent changes)
- **Release Management:** Scope and concepts; definition of definitive software library (DSL) and definitive hardware store (DHS); description of planning, testing and implementing.

Detailed descriptions of the goals, benefits, challenges, management reporting, and interfaces of the five tactical processes:

- **Service Level Management:** Definition of a service catalog; identifying, negotiating, monitoring, and reviewing service level agreements (SLAs)
- **Financial Management For IT Services:** Reviews of budgeting, charging and IT accounting; analysis of running costs and charging policies
- **Availability Management:** Review of reliability, availability, resilience, maintainability, and serviceability; calculating availability, review of planning, monitoring, reporting, and the Security Management process as it applies to the security of data
- **Capacity Management:** Review of application sizing, workload, performance, demand and resource management and their inputs to modeling; definition of the Capacity Management Database and contents of the Capacity Plan
- **IT Service Continuity Management:** Review of Business Continuity, risk analysis and risk management; defining assets, threats, vulnerabilities, and countermeasures (protection and recovery); development, testing and maintenance of the IT Service Continuity Plan; IT recovery options and management roles.

Get Certified!

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Event	2006 Dates & Locations	CAD Fee	USD Fee
ITIL Implementation Road Map	Toronto, March 8-10	$2595	NA
ITIL Implementation Road Map	Orlando, April 26-28	NA	$2295
ITIL Implementation Road Map	Scottsdale, June 7-9	NA	$2295
ITIL Implementation Road Map	San Diego, December 6-8	NA	$2295
Pre-Event Certification Courses			
ITIL IT Service Management Essentials	Toronto, March, 6-7	$1995	NA
ITIL IT Service Management Essentials	Orlando, April 24-25	NA	$1395
ITIL IT Service Management Essentials	Scottsdale, June 5-6	NA	$1395
ITIL IT Service Management Essentials	San Diego, December 4-5	NA	$1395

Register
Choose one of the following options:
• Phone: 1-888-273-PINK

• E-mail: registrations@pinkelephant.com

• Online: www.pinkelephant.com

Fees & Payment
Pink Elephant must receive payment with registration. Fees do not include GST, which is payable for all events presented in Canada. Fees include continental breakfast, refreshments and lunch, and all workshop materials.

Substitutions & Cancellations
You can substitute an attendee at any time. Pink Elephant must receive a cancellation in writing (registrations@pinkelephant.com) no later than 15-business days prior to the start date. You will receive a refund minus an administration fee of $250. Participants who cancel after the 15-day timeline will receive credit towards another Pink Elephant event or workshop, less an administration fee of $250. All course credits are valid for six months from cancellation date.

No-Shows
No credit is provided and no refunds are made if notification is not received in writing and acknowledged by Pink Elephant 15-days in advance of the start date.

Questions & More Information
For questions, or to get a complete listing of all courses, dates and locations, visit www.pinkelephant.com or call 1-888-273-PINK.

Bring Us In-House!
Any one of Pink Elephant's courses can be presented in-house. There are many benefits to bringing us on-site to your location, including cost savings. And in-house courses offer an excellent team building opportunity.

Call the number below or visit our website for more information.

Stay Connected!

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

1. Pink*Link*
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 the number below.

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ITIL Implementation Road Map

Critical Success Factors For Applying The ITIL Framework