

PINK ELEPHANT IS FIRST TO MARKET WITH THE INTEGRATED SERVICE MANAGEMENT CERTIFICATION COURSE

An Industry First! Only Pink Elephant Provides An Integrated View Of ITIL®, Lean, Agile, DevOps & Organizational Change Management

Burlington, ON – June 4, 2018 – Pink Elephant is pleased to announce an industry first – the [Integrated Service Management Essentials™](#) certification course, which is part of Pink Elephant’s Integrated Service Management portfolio. This course provides a fresh approach to IT Service Management (ITSM) in relation to ITIL, Lean, Agile, DevOps and Organizational Change Management to achieve meaningful business results.

“Integrated Service Management Essentials was developed in response to today’s demanding business environments, where IT professionals are ‘fatigued with frameworks’ and want to know which practices are ‘fit for purpose’ to meet their unique business objectives,” said Fatima Cabral, CEO, Pink Elephant. “We’re very proud to be the first to deliver this brand new and unique view of IT Service Management and show IT professionals how to leverage popular best practices to enable successful outcomes and increase business value.”

Pink Elephant is the only course provider that brings together this “integrated” view of ITSM to address how collectively these key best practices can revitalize Service Management initiatives, enable process acceleration, increase efficiency, lower costs and deliver business value.

The company’s Integrated Service Management portfolio currently includes:

- [Integrated Service Management Overview™](#) – This 1-day non-certification course provides an overview of how proven ITSM capabilities and Lean, Agile and DevOps practices can work together to strengthen IT processes and culture by removing waste, lowering cost and increasing business value.
- [Integrated Service Management Essentials](#) – Diving much deeper than the overview course, this 2-day certification course demonstrates how the best practices work together with proven organizational change management principles to enable successful business outcomes. This course prepares participants for the examination leading to the Integrated Service Management Essentials certificate, granted by [Professional Designations](#).

Pink Elephant's Integrated Service Management courses are delivered by a Pink Management Consultant in a public or in-house classroom setting, as well as web-based. To find out more about the course, course formats and upcoming delivery dates, visit the Pink Elephant [website](#).

About Pink Elephant

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception 40 years ago.

To learn more about Pink Elephant and our full portfolio of training, consulting and special events, visit www.pinkelephant.com.

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