

# Make the Connection between Customer Demand and Service Delivery

The Service Catalogue and the CMDB: Joining Front- and Back-Office IT

Book your place at a very special one-day event!



# The Service Catalogue and the CMDB: Joining Front- and Back-Office IT

Like many IT organisations, you've probably investigated a Configuration Management Database (CMDB) to provide a foundation for better Service Delivery. And, like many others, you've probably been concerned by the cost, complexity, or even the approach you'd take during the implementation. But you know the only way to really enhance customer satisfaction is by using your Service Catalogue and a CMDB to create a direct link between Customer Demand and Service Delivery. Join Pink Elephant to see how you can make the connection.

**Venue:** Café Royal, London

**Date:** Tuesday 17th October 2006

**Price:** £195.00 + VAT

This event will give you practical guidance and advice on how to implement a Service Catalogue, how to implement a CMDB – and, more importantly, how to link them by implementing the ITIL® Service Management processes. Industry-recognised speakers with a wealth of experience make this a not-to-be-missed event.

Andy Evans, one of Pink's most experienced Executive ITIL consultants, will deliver his insight into how implementing a Service Catalogue will require the organisation to have adopted the philosophy of IT Service Management, and will necessitate the implementation of the process framework. In this presentation he will explore a holistic approach to enable the integration of the front- and back-office through the Service Catalogue and Configuration Management.

An outstanding public speaker, Malcolm Fry, independent executive advisor to BMC Software, is a veteran of 35 years in the IT industry and a

world expert in ITIL and Service Management. He will deliver a step-by-step guide to CMDB that is set to be both engaging and informative.

Mark Lindsay, a Service Catalogue expert at newScale, will outline a best practice approach to designing and rolling out an actionable IT Service Catalogue – while avoiding common pitfalls. Participants will see example Service Catalogues in production today and adopted by global corporations.

Finally, Martin Gandar, of leading analysts the Butler Group, will deliver the conclusions of his investigation into the relationship between Service Catalogues and CMDBs. With 25 years experience in IT, he will offer insights into potential gains you could make in service delivery by implementing these complementary solutions as an integrated whole.

**Book now** – for full details and prices call **0118 965 3876** or visit [www.pinkelephant.com](http://www.pinkelephant.com)

# Get prepared in just one day!

Delivered in prestigious surroundings by experienced consultants from Pink Elephant, in association with BMC Software, newScale and the Butler Group, this focused one-day event has been designed to answer your implementation questions. It's a small investment to equip yourself with the knowledge and shared expertise you require to make a positive contribution to the future of your IT environment.

## Agenda

- |              |   |              |  |
|--------------|---|--------------|--|
| <b>08:00</b> | Arrival; tea and coffee   | <b>13:00</b> | The missing links – how IT Service Management processes join Service Catalogue to CMDB<br><b>Andy Evans, Pink Elephant</b> |
| <b>08:30</b> | Registration  | <b>14:15</b> | Afternoon break  |
| <b>09:00</b> | Welcome and introduction<br><b>Ken Wilson, Pink Elephant</b>  | <b>14:30</b> | From Service Catalogue to CMDB<br><b>Martin Gandar, Butler Group</b>   |
| <b>09:15</b> | How to implement an actionable Service Catalogue<br><b>Mark Lindsay, newScale</b>                   | <b>15:45</b> | Break  |
| <b>10:30</b> | Morning break   | <b>16:00</b> | Speaker Q&A clinic   |
| <b>10:45</b> | Step-by-step guide to the CMDB<br><b>Malcolm Fry, independent executive advisor to BMC Software</b> | <b>17:00</b> | Close  |
| <b>12:00</b> | Lunch   |              |  |

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## Book your place now

Group discounts, package deals and special offers are available.  
For full details of dates and prices, and to book your place at this unmissable event,  
Call us on **0118 965 3876** or visit [www.pinkelephant.com](http://www.pinkelephant.com).

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