Media Information

FOR IMMEDIATE RELEASE

PINK ELEPHANT INTRODUCES NEW IT ASSET MANAGEMENT COURSES

Courses Developed By IAITAM; First Course Delivery In August 2014

Burlington, ON – April 30, 2014 – Pink Elephant today announced that it has added yet another certification to its already comprehensive course roster, with the addition of the IT Asset Management (ITAM) Certification.

The two courses currently offered under the new certification are:

- **IT Asset Management Foundation**
  A two day course with optional certification, designed to impart an extensive view of ITAM best practices and processes as well as ways to embrace multiple organizational frameworks such as ITAM and IT Service Management.

- **Certified Software Asset Management**
  Attendees will learn the importance of Software Asset Management in today's dynamic ITAM environment in this course, which is designed to be a core foundation builder to any ITAM program.

All information contained within these courses has been created and designed as a "how to" guideline by the International Association of Information Technology Asset Managers (IAITAM) for building an efficient and effective ITAM program for organizations.

"Business technology use has grown exponentially and needs to be managed to ensure optimum efficiency, and this is where the ITAM Certification comes in," said Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant. "We're very proud to be the first organization to deliver these new courses by IAITAM, and at the same high standards expected from Pink Elephant."

Both courses will be taught by Pink Elephant's highly certified instructors and will be delivered in the instructor-led online and public classroom formats. The first instructor-led online course will take place in August, and the first public classroom delivery will take place in Washington, DC, in October.

To find out more about the ITAM Certification, and about Pink Elephant's other offerings, please visit our website or call 1-888-273-PINK.

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About Pink Elephant
With a pioneering 30 year history, we are a global leader in ITIL® expert-led consulting and ITSM best-practice education. Pink Elephant also offers a vast array of products and services, such as business simulation workshops and online implementation tools, to help you meet all your IT and business goals.

For more information and to check out our full list of products and services, visit pinkelephant.com and follow Pink Elephant on Twitter: @theitilexperts

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