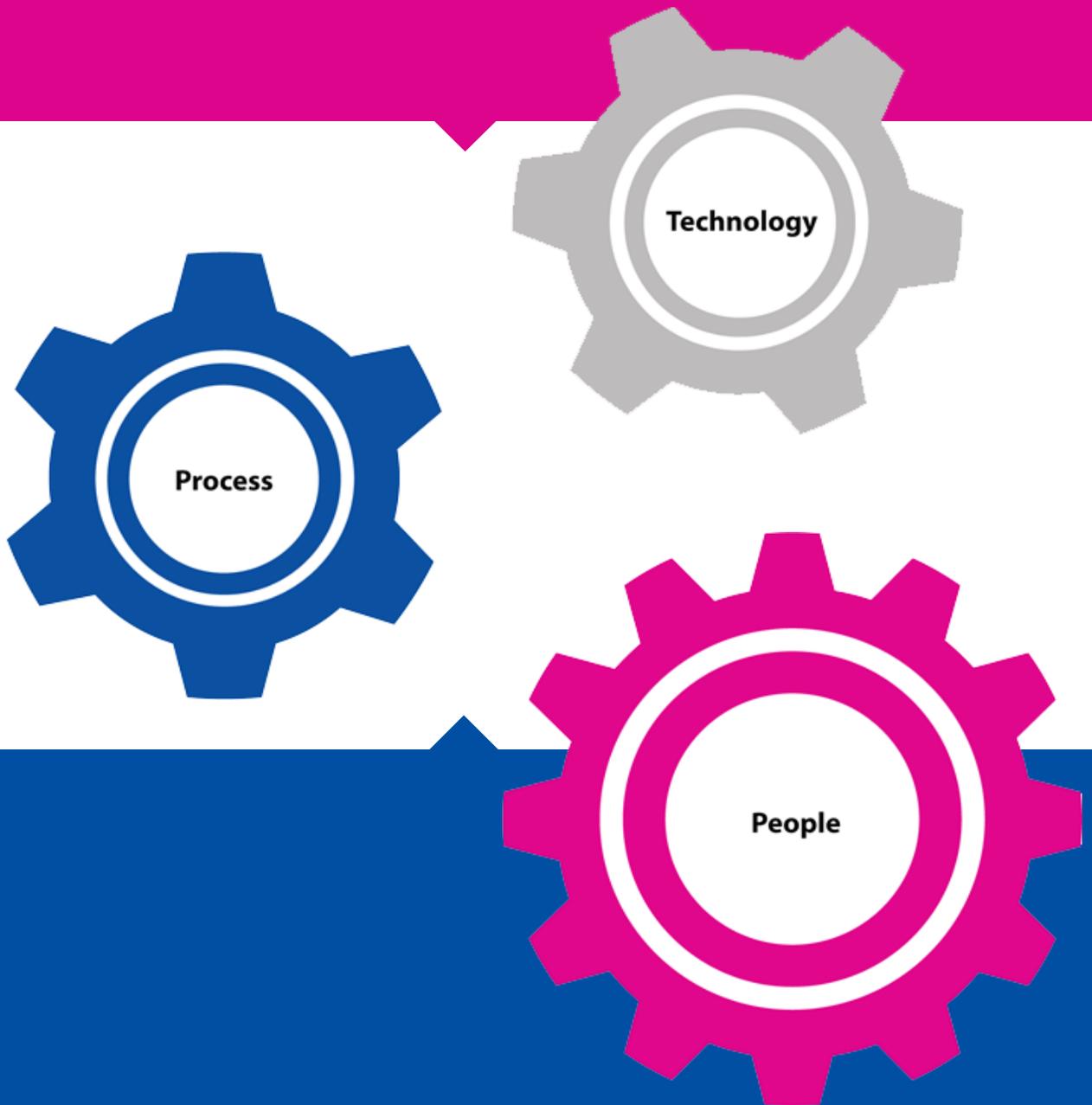**PINK**

Technology

Process

People

IT SUPPORT SERVICES

About Pink Elephant

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating knowledge and creativity of the people in these organisations into tangible results.
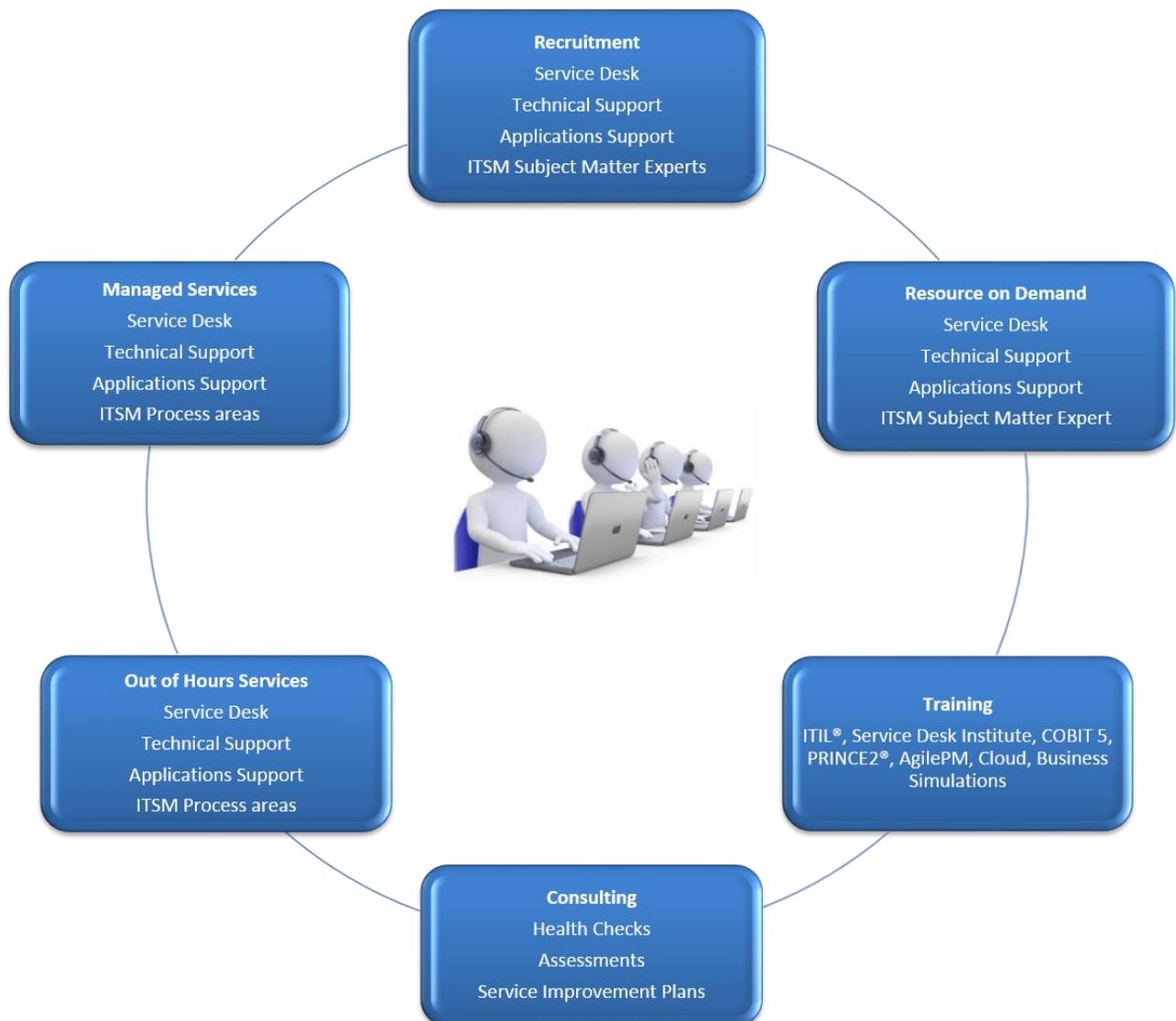
OUR VISION:

"We **believe** that **People and IT** are the **strategic assets** of tomorrow's **leading companies**"

OUR MISSION:

"Translate **Knowledge** into **Results**"

Since its foundation in 1980, Pink Elephant recognises an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant operates in more than 20 countries and provides business and management consultancy and other services, such as Enterprise App Services, IT Services and Education Services.

Overview of IT Support Services

Recruitment
Service Desk
Technical Support
Applications Support
ITSM Subject Matter Experts

Managed Services
Service Desk
Technical Support
Applications Support
ITSM Process areas

Resource on Demand
Service Desk
Technical Support
Applications Support
ITSM Subject Matter Expert

Out of Hours Services
Service Desk
Technical Support
Applications Support
ITSM Process areas

Training
ITIL®, Service Desk Institute, COBIT 5, PRINCE2®, AgilePM, Cloud, Business Simulations

Consulting
Health Checks
Assessments
Service Improvement Plans

Translating Knowledge into Results

The Managed Service Desk

The Window into IT Services

The Service Desk is the window into IT Services. When things go wrong on the Service Desk, the organisation's perception of value to the business that the IT department delivers can suffer and, more importantly, the reputation of the people managing IT Services will also suffer.

Ask any experienced consultant and they will tell you that the typical starting point for any improvement initiative based on IT Service Management best practice is at the Service Desk, and the Incident Management process which guides its activities.

The simple reason behind this is the fact that IT Support is a core and most visible element of IT Service Delivery. Most organisations have a function in place to 'fix' things with some level of maturity.

Key problems our service is designed to solve

- ✓ De-motivated, under-performing staff
- ✓ Low first time fix rate
- ✓ Lack of Career progression leading to . . . .
- ✓ Service Desk 'churn'
- ✓ Too much money spent with agencies finding replacements
- ✓ Too much time spent on people management
- ✓ Difficult to manage and keep motivated staff
- ✓ Lack of process & process automation
- ✓ Lack of out of hours service
- ✓ No/poor relationship with customer base
- ✓ Poor perception of IT Services by Customers
- ✓ Current supplier's core business is Hardware/Software - don't really understand 'Service'

Improvements to this area are seen to be relatively quick to obtain with a high benefit to the business customer without requiring major organisational change, but critical to success are the people providing the customer support activities.

The Pink Elephant Managed Service Desk places the emphasis on the staffing, management and improvement of your customer's single point of contact to IT. Pink Elephant provides certified, experienced people to your premises at the "peak of their enthusiasm" to deliver this critical element of customer service excellence, based firmly on ITIL® best practices.

The deployment of the team is carried out using a proven transition plan suitable for any organisation and provides immediate access to globally tested ITIL® processes and procedures, fully documented, allowing for the implementation of key best practice disciplines at day one.

Key Features and Benefits

- ✓ Pink Elephant employees: recruitment is key, mostly graduates with an infectious Customer Service attitude
- ✓ Rigorous Induction programme: all staff will have at least ITIL® Foundation and SDI Service Desk Analyst certification
- ✓ Every employee has a 3-Year Charter: our IT Service Management Apprenticeship
- ✓ Field Managers - responsible for well being of on-site staff - conduct regular appraisals and manage career progression. Also responsible for performance, SLAs and KPIs
- ✓ Staff Rotation: keeping on-site staff at their peak of motivation and drive. Ensures the client always has fresh, motivated, energetic analysts
- ✓ Supernumerary staff: if you need 8 analysts or above, we will provide additional free resource to cover any absence
- ✓ Knowledge: all our staff have the back-up of one of the world's leading authorities on IT Service Management
- ✓ The Service Wrap: when you take a fully-managed service, we'll provide a Service Desk assessment at the start of the contract to feed into an improvement plan
- ✓ Known fixed costs and no more recruitment fees
- ✓ ITIL® best practice processes and procedures deployed by the Leaders in IT Management
- ✓ Pink Elephant is responsible for the recruitment, selection and management of all staff performance issues within the Service Desk environment
- ✓ Standard, detailed monthly reporting included against pre-agreed service levels
- ✓ Service performance is underpinned by Pink Elephant's world class team of consultants and education products

Translating Knowledge into Results

Out of Hours Services

Within all organisations there is an ongoing "tug of war" between the requirement to provide support to the user community, including escalation support in the event of Major Incidents and the significant cost of providing these services outside of core hours. To this end, Pink Elephant is pleased to introduce a simple solution, offering a dedicated or shared, out of hours Service Desk at less than the cost of your core hour Service Desk Analysts.

Deep Domain Skills

- Mature domestic market in which Pink Elephant is market leader
- Large experienced IT pool

Robust Enabling Environ

- Attractive investment climate and Government support
- Rapidly improving telecoms
- Socio-economic stability

Skilled Language / Talent Pool

- Large English language pool
- Major foreign language presence
- Cultural affinity
- All Pink Elephant staff are ITIL® Foundation and SDI Service Desk Analyst certified

Significant Cost Savings

- Significant savings versus source market
- Narrowing cost differential with traditional low-cost locations

First World Experience

- First world infrastructure
- Superior quality of life
- Time zone similarities
- Ease of access

Based out of our Johannesburg offices, where a purpose-built Service Centre currently provides 24*7*365 support to our South African and offshore customer base, Pink Elephant has subdivided the floor space to allow companies of all sizes to experience superior customer service.

Support can be provided on either a shared or dedicated basis overnight, on Bank Holidays and over weekends, allowing your support teams to take the rest they deserve. The service will be configured to meet your requirements and to provide your customers with access to a Service Desk Analyst to assist with the issue whatever the time of day. The shared service offers English language as standard and other languages can be supported on a dedicated basis.

As you would expect from Pink Elephant, this service is built on ITIL® and SDI best practices and using your current ITSM technology, or our in-house Cherwell Service Management instance, our Service Desk Analysts will log, troubleshoot and, where applicable, resolve your customers' issue through a walk through or remote access using integrated Bomgar secure remote support. Detailed reports of out of hours' activity are then forwarded to your morning shift to deal with as necessary.

As our team become more familiar, or with a solid assignment model from you, our Service Desk Analysts can also be deployed on a shorter term to assist with backlog management or as an overflow capacity during normal operating hours as you optimise your team sizing against available budgets.

Translating Knowledge into Results

IT Resources

Pink Elephant prides itself on providing quality IT personnel to fulfil both permanent and contract positions. Our candidates fit within the spectrum of ITSM positions from Service Desk Analyst / 1st and 2nd Line Technical and Desktop support staff through to Network Specialist, ITSM Subject Matter Experts (covering all ITIL®, ISO20000, COBIT®, SIAM, LEAN disciplines), Project and Programme Managers and high level IT management.

Key problems our service is designed to solve

- ✓ Too much time spent on people management
- ✓ 'Churn' – the problem is never fixed
- ✓ Too much time and money spent with agencies finding replacements
- ✓ Poor perception of IT Services by Customers
- ✓ Agencies don't really understand the importance of the role they are trying to fulfil – to them it's just another job
- ✓ The whole recruitment process is continuous and very time consuming
- ✓ Competition between agencies lead to 'inflated' CVs
- ✓ High cost of agency fees for little effort
- ✓ "Keep 'em mobile" mentality
- ✓ Lack of Career progression leading to…………..

Resource on Demand

Whichever Resourcing Strategy you choose Pink Elephant's Resource on Demand model is an innovative alternative to traditional non-permanent resourcing which reactively matches individual skills to a role requirement for a given period of time. This traditional approach often leaves gaps in teams whilst recruitment takes place and also presents a potential risk where individuals are of an unknown quality.

Our Resource on Demand model resolves these issues by providing known individuals from Pink Elephant's internal and associate resource pools, ensuring requests can be met more effectively in a shorter space of time.

- ✓ Staff employed by Pink Elephant, so no HR management issues
- ✓ Staff will attend Pink Elephant's 'Service' Induction and will be ITIL® Foundation and SDI Service Desk Analyst certified
- ✓ Field Managers will visit on a regular basis and manage HR issues
- ✓ No need to worry about attrition as 'churn' is built into the service – we will worry about career progression issues
- ✓ Flexibility – from one analyst to the whole team, with flexible term contracts
- ✓ Superior service – we will continuously search for improvements, with the back-up of one of the world's leading IT Service Management authorities
- ✓ SFIA (Skills for the Information Age) used as a framework for job roles

- ✓ Known fixed monthly costs and no more recruitments fees
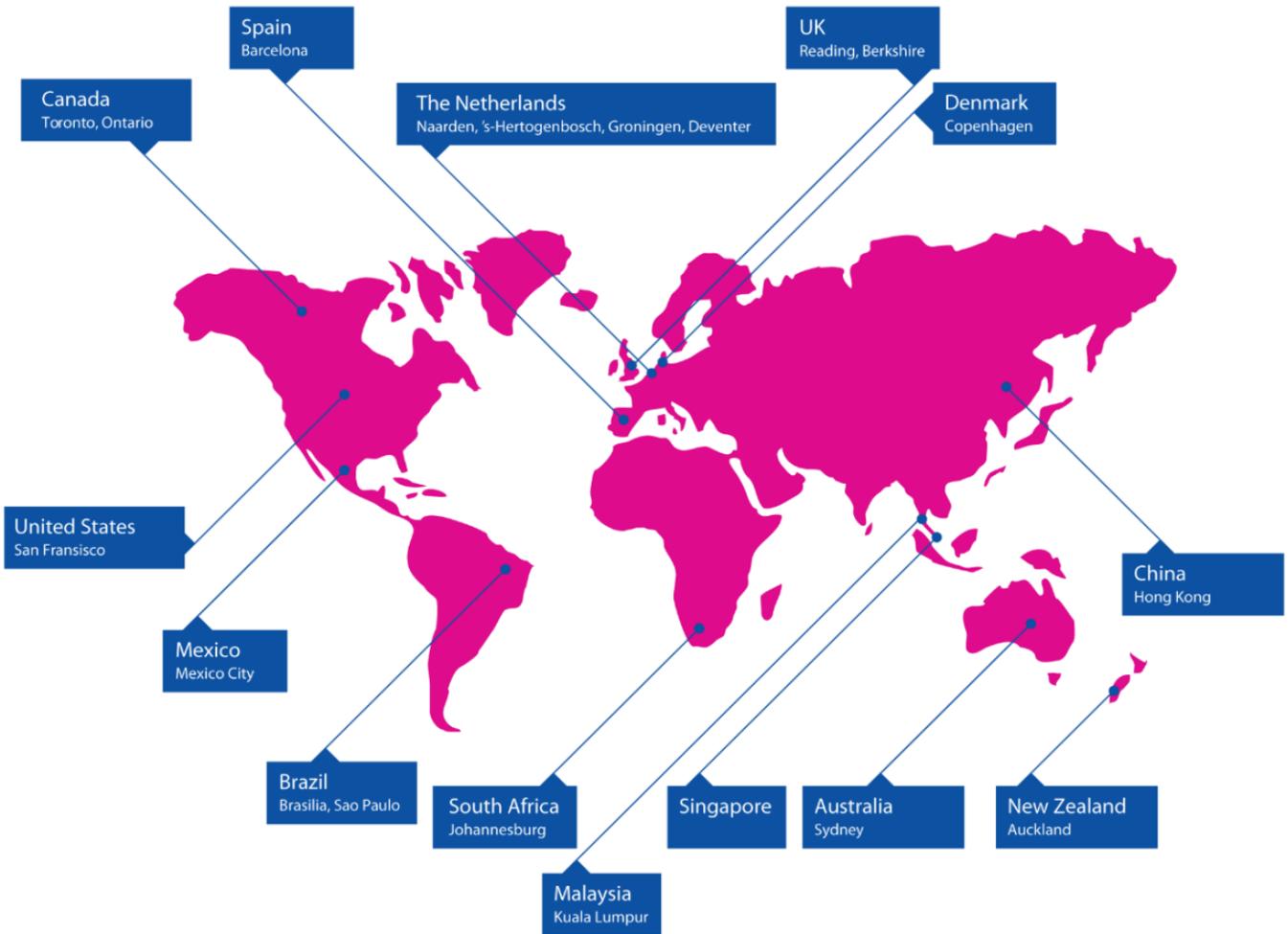- ✓ Transfer to Recruitment Services should you wish to employ any personnel

Recruitment

Let's get straight to the point, Pink Elephant is not a recruitment agency, but we do know what kind of people you need to deliver and support quality IT Services within your organisation and we know how to get them – we've had over 24 years' experience of hiring and developing IT Service Management (ITSM) subject matter experts.

- ✓ Pink Elephant knows the Service Desk business inside out and back-to-front
- ✓ We are not a recruitment agency, but we do know how to find the right people for the job
- ✓ The Customer is involved only at the short-listed stage
- ✓ Once employed – No-contact guarantee
- ✓ Pink Elephant will put the successful candidate through a 'Service' induction course, including ensuring the candidate has the ITIL Foundation Certificate and are trained to SDI's Support Analyst level
- ✓ Customer 'messaging' may be incorporated in the Service Induction

Translating Knowledge into Results

Pink Worldwide

Spain
Barcelona

Canada
Toronto, Ontario

The Netherlands
Naarden, 's-Hertogenbosch, Groningen, Deventer

UK
Reading, Berkshire

Denmark
Copenhagen

United States
San Fransisco

China
Hong Kong

Mexico
Mexico City

Brazil
Brasilia, Sao Paulo

South Africa
Johannesburg

Singapore

Australia
Sydney

New Zealand
Auckland

Malaysia
Kuala Lumpur

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