



http://www.bluehawknetworks.com/index.php?option=com_content&view=category&layout=blog&id=7&Itemid=34

ADDRESSING THE PINK ELEPHANT IN THE ROOM

The launch of Bluehawk Networks' new web site marks the dawn of a new era in IT Service Management. Gone are the days of business units having to conform their operations to the whims of IT Departments. That Pink Elephant in the room is finally being addressed. Fortunately, the inverse is now becoming true. Modern IT departments are recognizing the need to transition to being true service providers on behalf of their end users. And that's a good thing since an organization's knowledge workers and support staffs will be able to perform with much greater productivity and efficiency.

Why? Because specific technologies designed to meet their business process needs are being mandated, and that positively impacts the bottom line.

Luckily, the IT Service Management industry is the beneficiary of ITIL® best practice processes that are specifically designed to align the delivery of IT services with business needs. While ITIL provides a framework and best practices for ITSM, there is a big difference between organizations that are certified in these processes (like Bluehawk) and those that talk about being "ITIL-Ready". Don't be fooled into thinking these are synonymous.

In fact, the real "Pink Elephant" in the room is the PinkVERIFY™ ITIL "stamp of approval from the Pink Elephant Organization. This service objectively assesses a

software tool's enabling applications against the definitions and workflow requirements of 15 ITIL processes. We're proud of the fact that our ITSM application, InSite®, has received ITIL-Certification and Pink Verify status.

As a result, Bluehawk is well positioned to deliver ITSM that will help our customers fully leverage their IT infrastructure investments. Welcome to Bluehawk.