



Software working...
when you're not.

Monitor 24-7's flagship product IncidentMonitor™ achieves ITIL certification!

IncidentMonitor™ gains ITIL compatibility with PinkVerify™ Certification



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TORONTO, ONTARIO – Monitor 24-7 Inc. is pleased to announce that its award-winning software product, IncidentMonitor™, has earned Pink Elephant's Information Technology Infrastructure Library (ITIL) Service Support Enhanced PinkVerify™ Status. This accomplishment further supports Monitor 24-7's ongoing commitment to align with industry-wide best practices, and to further enhance the company's commitment to provide its customers with a superior product at an affordable price – all out-of-the-box.

IncidentMonitor is a request and service workflow management system that offers a state-of-the-art solution for customer service. Whether it's an internal helpdesk, external customer service, change management or bug tracking, IncidentMonitor facilitates these varying workflows allowing companies to rapidly model their processes for consistent, accurate and repeatable results. IncidentMonitor received its ITIL certification from Pink Elephant, a leading global resource for ITIL best practices consulting and training, in accordance with its PinkVerify program. Incident Monitor received ITIL certification in the areas of Incident Management, Problem Management, Change Management, Service Level Management and Configuration Management.

The Information Technology Infrastructure Library (ITIL) is a set of books developed by the United Kingdom's Office of Government Commerce. The books describe an integrated, process-based, best practice framework for managing IT services. To date, these books are the only comprehensive, non-proprietary guidance for IT service management.

"ITIL has become the service industry's standard for client management and expectation level setting," says Scott Walling, Managing Consultant for Monitor 24-7. "ITIL processes maximize the business value enabled by Information Technology. This certification allows our existing and future clients to benefit from the ITIL framework specifications without 'breaking the bank'."

Walling continues: "Built on the IncidentMonitor framework, the ITIL version of IncidentMonitor provides an out-of-the-box solution. IncidentMonitor's unique project concept enables Incident Management, Problem Management and Change Management to be implemented as projects — each with their own service flows. This approach allows organizations to rapidly deploy pre-configured ITIL-compatible processes and modify these processes to best fit their organizational environment.

"We are excited to add Monitor 24-7's IncidentMonitor to the PinkVerify™ certification tool list. Monitor 24-7 has demonstrated their product's compatibility to ITIL - further enforcing the ITIL framework as the de-facto IT service management best practice," says David Ratcliffe, President and CEO of Pink Elephant.

Walling adds: "Our integrated approach to ITIL implementation allows for an out-of-the-box solution that meets and exceeds the needs of our customers at a fraction of the cost of other software programs. IncidentMonitor will allow organizations to deliver optimal service to their clients, in a timely fashion, for an affordable price."

About Pink Elephant Inc.

Pink Elephant is the world's leading IT service management education and consulting provider. Headquartered in Toronto, Canada, with operations in the USA, EMEA and throughout the Asia Pacific region, the Company works with an extensive array of clients, both public and private, to improve the quality of IT services through the application of established best practices, including ITIL. Main services include education, conferences, consulting and outsourcing. Visit www.pinkelephant.com for more details.

Monitor 24-7 Inc is a privately-held software company with a distinct customer-centred approach to product development based in Toronto, Ontario. Since entering the software industry in 1999, the company maintains its commitment to offer the best product at the best price to the service desk industry. Monitor 24-7's innovative approach to software design and development coupled with its commitment to providing superior customer service, allows it to meet and exceed the ever-changing needs of the service industry.

Monitor 24-7 has experienced 60 percent growth in year-over-year sales for the past four years, and seeks to challenge the long-held tenet that you "get what you pay for" by providing everything your helpdesk needs, at a price you can afford. For more information or to sign up for a web demo, please visit www.monitor24-7.com or contact sales@monitor24-7.com. For media inquiries, please contact public.relations@monitor24-7.com or call (905)945-5330.