



FOR IMMEDIATE RELEASE

**ITINVOLVE CHIEF EVANGELIST TO SHARE INSIGHTS ON ‘YOUR SAAS IS ON THE LINE’
PANEL DISCUSSION AT PINK ELEPHANT’S 3rd ANNUAL IT SERVICE MANAGEMENT
LEADERSHIP FORUM AUGUST 19**

Moderated by Pink Elephant EVP George Spalding, the high-caliber panel will explore cloud-based service issues and how ITSM works best in the cloud.

HOUSTON, Aug. 11, 2014 – [ITinvolve](http://ITinvolve.com), provider of the industry’s first IT agility application, today announced Chief Technical Evangelist Matthew Selheimer will share insight and perspective on a panel discussion titled: **Your (S)aaS Is On The Line! What Does Today’s IT Service Management Leader Need To Know About The Cloud?** at Pink Elephant’s 3rd Annual IT Service Management Leadership Forum, August 19, at the Montelucia Resort and Spa in Scottsdale, Ariz.

Moderated by Pink Elephant Executive Vice President George Spalding, the panel will feature Selheimer and fellow panelists: Troy DeMoulin, VP Research, Innovation & Product Development at Pink Elephant, and Malcolm Ryder, Principal at Archestra Research.

The panel will explore cloud-based service issues and questions, including: Are your online cloud services compatible with how you work in ITSM today? How can ITSM work in the cloud? Can your business accept that key services – and data – are being hosted somewhere else, and who is ultimately accountable? Finally, the panel will share insight on how today’s IT service management leaders can come to terms strategically with the cloud.

“Cloud-based technologies and applications are becoming critical business productivity resources for many enterprises; IT service management professionals must rise to enable and to support them, and not be seen as resistors by the business,” Selheimer said. “I look forward to sharing insights from our own experiences in the field and to participating in a stimulating and thought-provoking panel discussion at the IT Service Management Leadership Forum to arm ITSM professionals for this new reality.”

About ITinvolve

ITinvolve provides the industry’s first IT agility application. ITinvolve is where teams work together to help the business respond faster to opportunities and competitive threats. People like using the ITinvolve application because it is built for them and their daily tasks. ITinvolve provides the actionable information IT professionals need – uniting scattered data sources and capturing tribal knowledge. ITinvolve proactively delivers unparalleled risk and impact analysis by visually mapping all relationships and dependencies between requirements, multi-tiered applications, infrastructure, automations, policies, and people. With ITinvolve, developers and operations teams collaborate with each other and with business stakeholders like never before. No more searching, no more guesswork, and no more silos. ITinvolve brings agility with stability to the business with People Powered IT™. For more information, visit www.itinvolve.com.



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