



FOR IMMEDIATE RELEASE

ITINVOLVE SELECTED AS A FINALIST FOR PINK ELEPHANT INNOVATION OF THE YEAR AWARD

Results to be announced Feb. 19, at 17th Annual Pink Elephant Conference and Exhibition; previous innovation winners include Serena Software, ServiceNow, EMC-Ionix, and Digital Fuel.

HOUSTON, TX, Jan. 28, 2013 — [ITinvolve](#), the leading innovator of social IT service management solutions, today announced it has been selected as a finalist for the prestigious Pink Elephant 2012 Innovation of the Year Award. The winner will be announced at 8:30 a.m. (PDT) on Tuesday, Feb. 19, at the general session of the 17th Annual Pink Elephant Conference and Exhibition to be held at the Bellagio Hotel in Las Vegas. The awards presentation also will be broadcast on Livestream at www.pinkelephant.com/pink13livestream. Previous winners include Serena Software, ServiceNow, EMC-Ionix and Digital Fuel (both now part of VMware).

Heralded by leading research analysts and spotlighted in influential ITSM trade media, ITinvolve empowers IT professionals with the knowledge they need at the time they need it in order to manage complex IT environments more effectively and productively than ever before.

"We were very impressed with the Innovative nature of the ITinvolve product," said Pink Elephant Executive Vice President George Spalding. "They more than deserve to be among the finalists for the Pink Elephant Innovation of the Year. The out-of-the-box thinking that went into this product is very exciting to see as a new generation of ITSM Solutions hits the market."

Unlike any other service desk or ITSM offering, ITinvolve is built from the ground up to be social and collaborative. With powerful, easy to use visualization of key relationships and dependencies, IT professionals can harness the collective knowledge of their IT organization and collaborate virtually in the context of incidents, requests, changes, problems, and the IT resources they care most about.

"We are honored to be recognized as a finalist for the Innovation of the Year Award by Pink Elephant," said ITinvolve VP of Marketing Matthew Selheimer. "Pink Elephant is recognized worldwide as a leader in advancing IT service management best practices, and we salute the evaluation committee for recognizing the innovation ITinvolve is delivering and the benefits we are helping our customers achieve through social IT collaboration."

About Pink Elephant

Pink Elephant is the global leader in IT Service Management consulting, education and conferences. To date, hundreds of thousands of IT professionals worldwide have benefited from Pink Elephant's ITSM best practices and rich history as an ITIL authority. For more information about Pink Elephant, visit www.pinkelephant.com.



Understand the impact and decide with confidence.

About ITinvolve

ITinvolve is the leading innovator of social IT service management solutions. ITinvolve helps IT professionals understand and manage complex IT environments, efficiently execute IT service management processes, capture and use knowledge to resolve incidents faster, find the root-cause of problems and substantially reduce risks associated with bad changes. ITinvolve lowers the total cost of delivering great IT service. Built on the secure and scalable Force.com platform, ITinvolve requires no hardware or software installation and is remarkably easy to use. Call 1-877-741-8944, visit www.itinvolve.com or follow on Twitter @ITinvolve

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