

SERVICE DEFINITION – G-CLOUD 15 - PINK ELEPHANT EMEA

1. Service Overview

Pink Elephant EMEA provides cloud support services that help UK public sector organisations design, implement, operate, and continually improve IT Service Management (ITSM) and Enterprise Service Management (ESM) capabilities in cloud environments.

Pink Elephant is a global thought leader in the IT Service Management industry, supporting organisations worldwide through Training, Consultancy, Managed IT Support, and Technology services. Our solutions enable end-to-end (Enterprise) Service Management by effectively connecting people, processes, and technology.

The service supports organisations at all stages of their cloud and service management journey, from strategic consultancy and operating model design through to platform implementation, managed operational support, and skills development. Services are delivered by experienced consultants and practitioners, with a strong focus on best practice, operational sustainability, and measurable outcomes.

2. Scope of Services

Pink Elephant EMEA provides the following cloud support services under G-Cloud Lot 3.

2.1 Consultancy (ITSM, ESM, TOM)

Pink Elephant is a global leader in the implementation of IT best practices and the ongoing maturity of organisational processes. Consultancy services are outcome-focused and designed to support organisations from concept to completion.

Consultancy services include:

- IT Service Management (ITSM) strategy and design
- Enterprise Service Management (ESM) adoption
- Target Operating Model (TOM) design
- Service management maturity assessments
- Process design, optimisation, and automation
- Governance and operating framework definition
- Cloud service operating model alignment
- Continual Service Improvement (CSI) planning

Consultancy engagements may be delivered as short, targeted assignments or longer-term advisory and transformation programmes. Consultants act as trusted advisors, combining best practice knowledge with real-world experience gained across hundreds of organisations globally.

2.2 Implementation Services

Pink Elephant EMEA provides implementation and configuration services for leading cloud-based ITSM and ESM platforms.

Supported platforms include:

- ServiceNow
- Ivanti
- Freshservice
- HaloITSM



Implementation services may include:

- Requirements discovery and solution design
- Platform configuration and customisation
- Process implementation aligned to best practice frameworks
- Data migration and validation support
- Integration with existing enterprise systems
- User Acceptance Testing (UAT) support
- Go-live planning and transition to live operations

Implementations are delivered using structured delivery approaches aligned to vendor guidance and public sector delivery expectations.

2.3 Managed IT Support

Pink Elephant provides multilingual Managed IT Support services designed to keep cloud-based service management platforms and supporting processes operating effectively.

Managed IT Support services are delivered for a fixed monthly fee and can be provided during business hours or on a 24x7x365 basis, subject to buyer requirements.

Services may include:

- Service Desk operations (shared or dedicated)
- Incident and service request management
- Problem, change, and release support
- Platform administration and configuration
- Upgrade and release coordination
- Performance monitoring and reporting
- Continual improvement activities

Support services are delivered from Pink Elephant's ISO 9001 and ISO/IEC 27001 certified Service Centre and are backed by clearly defined Service Level Agreements (SLAs).

Additional service options include:

- Multilingual IT Support across major European and selected global languages
- Out-of-hours IT Support
- Onsite IT Support at buyer locations
- Smart Hands services providing coordinated on-demand field engineering support in over 80 countries

2.4 Training Services

Pink Elephant EMEA provides a comprehensive portfolio of training services designed to build internal capability and support sustainable service management adoption.

Training services include:

- Role-based ITSM and ESM training
- Platform-specific training
- Process and operating model training
- Workshops and structured knowledge transfer sessions
- Support for organisational change and adoption initiatives



Pink Elephant delivers internationally accredited training leading to globally recognised certifications, including ITIL® 4, PRINCE2®, AgilePM®, Lean IT, SIAM, BRM, Kanban, Artificial Intelligence, and Information Security based on ISO/IEC 27001.

Training is delivered via classroom, virtual, on-site, and eLearning formats and may include embedded programmes, simulations, and executive coaching.

3. Service Delivery Approach

Services are delivered using a collaborative, structured approach aligned with public sector delivery expectations.

Delivery typically includes:

- Discovery and planning
- Design and configuration
- Implementation or support activities
- Review and continual improvement

Delivery models may include remote, on-site, or hybrid delivery, agreed with the buyer at engagement outset.

4. Service Management and Governance

Pink Elephant EMEA applies defined service management and governance practices to all engagements, including:

- Defined points of contact
- Delivery planning and progress tracking
- Regular status and performance reporting
- Issue and risk management
- Escalation procedures
- Service review meetings

Governance arrangements are proportionate to the size, complexity, and risk profile of each engagement.

5. Security and Assurance

Pink Elephant EMEA operates a Quality Management System certified to ISO 9001 and an Information Security Management System certified to ISO/IEC 27001.

All staff screening procedures align with BS 7858:2019. Personnel can meet Baseline Personnel Security Standard (BPSS) requirements and higher levels of clearance where contractually required.

6. Onboarding and Transition

6.1 Onboarding

Onboarding activities are agreed with the buyer and may include

- Confirmation of scope and objectives
- Access and tooling setup
- Knowledge transfer
- Delivery planning and mobilisation



6.2 Offboarding and Exit Management

At contract end or service transition, Pink Elephant EMEA supports:

- Knowledge transfer to replacement suppliers or internal teams
- Documentation handover
- Orderly transition of services
- Data and access handover in line with buyer requirements

7. Service Constraints and Buyer Responsibilities

Service delivery assumes:

- Timely provision of information, access, and decisions by the buyer
- Availability of buyer stakeholders
- Buyer responsibility for underlying infrastructure unless explicitly included

8. Pricing

Pricing is provided separately in the G-Cloud pricing document and varies by service type, duration, complexity, and delivery model. All prices are exclusive of VAT.

9. Service Availability

Services are available to UK public sector organisations through the G-Cloud Digital Marketplace for the duration of the G-Cloud 15 framework.