



FOR IMMEDIATE RELEASE

**PINK ELEPHANT IS A FOUNDING FORERUNNER ORGANIZATION
FOR THE DEVOPS AGILE SKILLS ASSOCIATION (DASA)**

DASA Aims To Build A Universal Qualification Program For DevOps

Burlington, ON – March 21, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, today announced that it is one of the founding forerunner organizations for the brand new DevOps Agile Skills Association (DASA). DASA includes IT thought leaders from around the world, and provides an independent and open platform to discuss, develop, challenge and co-create the baseline for the skills and competencies organizations require today and tomorrow.

“We’ve often used the term *IT @ The Speed Of Change* to represent how we need to work in today’s new business world,” said Troy DuMoulin, VP Research & Development, Pink Elephant. “Now with DASA, Pink Elephant can provide IT professionals a defined framework on how to use the powerful tools of DevOps and Agile to help translate knowledge into results.”

As a forerunner organization, Pink Elephant will work with DASA to:

- Promote a knowledge and skills framework for DevOps, based on a defined set of principles
- Develop a vendor neutral DevOps qualification program for professionals
- Generate awareness for the need for knowledge and skill development
- Advance quality of training and open source certification for DevOps knowledge
- Map member training content to the role based competence baseline

DASA has also developed the DASA qualification program, which has been designed to address the skills requirements for Fundamentals, Practitioner and Expert levels, while providing training paths based on the needs of both individuals and organizations. Pink Elephant will offer all certification courses, including DevOps: Fundamentals which will be available starting June 2016. Pink Elephant is also part of DASA’s editorial board.

DASA will also be hosting a global launch webinar on April 13, 2016. To find out more, visit www.pinkelephant.com, or contact 1-888-273-PINK or info@pinkelephant.com.

About Pink Elephant

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

For more information and to check out our full list of products and services, visit www.pinkelephant.com.

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