

Alemba Returns as Gold Sponsor at Pink26 to Showcase Smart Service Management

As Gold Sponsor of the 29th Annual ITSM Conference, Alemba Showcases Its Most Extensively PinkVERIFY®-Certified Platform with AI and Discovery Capabilities



Las Vegas, Nevada Feb 18, 2026 ([Issuewire.com](https://www.issuewire.com)) - Alemba, a global provider of enterprise-grade IT service management software, today announced its return as [Gold Sponsor at Pink26](#), the 29th Annual International IT Service Management Conference and Exhibition. Taking place February 16–19 at the Bellagio in Las Vegas, the conference brings together the world’s leading ITSM practitioners, innovators, and decision makers.

IT leaders today face mounting pressure to modernise service operations while containing costs, demonstrating compliance, and delivering seamless digital experiences. Fragmented toolchains, audit exposure, and rising complexity often stand in the way. Alemba Service Manager (ASM)—one of the most extensively [PinkVERIFY®-certified ITSM platforms](#) on the market, with 25 certified processes—addresses these challenges through a unique combination of deep ITSM capability, modern design, fast configuration, and low total cost of ownership.

“Pink26 is the premier destination for ITSM professionals seeking real-world solutions that balance innovation with operational rigour,” said Simon Nugent, General Manager at Alemba. “As Gold Sponsor, we’re proud to demonstrate how Alemba Service Manager delivers Smart Service Management—intelligent, automated, and grounded in independently validated best practices. Our expanded PinkVERIFY certification and new AI capabilities give enterprise and public sector organisations the confidence to transform service delivery at scale.”

What Alemba Brings to Pink26Live Demos of Alemba Service Manager and AI Capabilities

Attendees at Booth #2 will experience firsthand how ASM embeds AI into everyday workflows to accelerate incident resolution, automate routine requests, and intelligently surface knowledge. [Smart Service Management](#) is not a distant roadmap; it is available today.

Alemba Discovery Powered by Lansweeper

Alemba is showcasing its new Discovery integration, providing real-time visibility into IT assets and configurations. Seamlessly connected to ASM’s Service Configuration Management and IT Asset Management processes, this capability strengthens audit readiness and reduces security risk.

Practical ITSM Guidance from Experienced Consultants

Alemba's team of senior ITSM consultants will be on hand to discuss configuration strategies, process optimisation, and how organisations can leverage 25 PinkVERIFY-certified processes without sacrificing speed or flexibility

Real Examples from Leading North American Customers

Visitors can hear directly from organisations, including **PPG, Wilfrid Laurier University, Central Garden and Pet, City of Prince George, and Idaho Power Corporation**, about how they use Alemba Service Manager to drive efficiency, improve service quality, and support digital transformation.

Proven Results and What's Next

Alemba's investment in independently validated ITSM continues to accelerate. Following the January 2026 expansion to 25 PinkVERIFY certifications, the company has seen increased demand from regulated industries and enterprise organisations seeking audit-ready, future-proof service management platforms.

North American Momentum

With a growing roster of customers across the United States and Canada, Alemba is strengthening its presence in the region. Pink26 represents a key milestone in the company's strategy to support North American enterprises with local expertise and globally validated ITSM software.

Expanding the Smart Service Management Roadmap

Later in 2026, Alemba will introduce additional AI-driven automation modules and extend its Discovery integrations. The company also plans to bring Smart Service Management to ITSM events in EMEA and APAC, ensuring IT leaders worldwide can access independently certified, enterprise-scale service management.

About Alemba

Alemba Ltd., headquartered in Edinburgh, United Kingdom, is a global provider of enterprise-grade IT service management software. Trusted by enterprise and public sector customers in healthcare, government, finance, and utilities, Alemba Service Manager (ASM) offers powerful, flexible, and user-friendly tools for managing IT services and digital workflows. With a strong focus on customer success and independently validated ITSM best practices, Alemba helps organisations drive efficiency, improve service quality, and support digital transformation initiatives. Learn more at www.alemba.com.



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