

# Supportworks ITSM

## IT Service Management For Business



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The IT Infrastructure Library (ITIL) produced in the 1980s by the UK Office of Government & Commerce (OGC) has enabled organizations to implement processes to manage and improve the services IT offers to the business. ITIL is now globally recognized and the most widely adopted framework for improving the services IT delivers to the business.

Previous releases of ITIL (V1 & V2) offered guidance on how individual IT processes (Incident, Problem, Change, Configuration Management etc.) could be managed to good effect. The latest release of the IT Infrastructure Library (ITIL V3) recognizes the need to move away from a focus on

technology and technical metrics, focussing instead on services and business metrics that demonstrate IT value.

Supportworks ITSM is the ideal solution for organizations that are looking to take the next step in maturing their IT Service Management processes. It provides a comprehensive set of pre-packaged ITIL processes to ensure that IT can meet business goals. Supportworks ITSM enables organizations to increase productivity by automating service management tasks, freeing IT staff to focus on improving service quality and customer satisfaction.

## Pink Verify



ITSM - ITIL Service Support Enhanced

Pink Elephant Inc, a leading global resource for ITIL best practice consulting and education, has certified Supportworks ITSM in accordance with its PinkVerify™ programme.

Supportworks ITSM achieved the very highest level of certification available for ITIL V2 process compatibility: "ITIL Service Support Enhanced". Supportworks complied fully with the requirements of all seven functional process areas set out by the program.

"The Supportworks ITSM product has an attractive end user-friendly interface that has been developed with a high degree of flexibility, ensuring the maximum opportunity for organizational customization and support of best practice processes. The product was found to be supportive of the ITIL guidelines and met the criteria set out by the Service Support enhanced verify certification."

*Chris Miles - Practice Manager for Pink Elephant*

## Human Touch

The existence of the 'human touch' when delivering support ranks very highly with customers. Poorly directed technology can put a barrier between the customer and the support desk, creating layers of bureaucracy and slowing down resolution. If service is to improve, the customer experience must be a major focus for every interaction between IT and the business.

"ITIL is less likely to be successful if it is implemented purely as a way of managing processes and far more likely to be successful if it is implemented as an initiative to change the entire ethos of the IT Department and to deliver benefits to the organization as a whole"

*Service Futures Group*

Supportworks ITSM empowers service desk staff by presenting them with valuable information about the customer, enabling



them to tailor their response to deliver a better customer experience. Relevant information, such as the customer's priority services, their general competence with technology and satisfaction with IT service quality enables IT staff to respond in the most appropriate manner and deliver the best possible service experience to each customer.

Customer service is neither a department or a process - it is an 'attitude'. The 'human touch' within Supportworks ITSM empowers service desk staff, enabling them to make a real difference to the customer's perception of service quality.

## Hornbill Enterprise Services Platform (ESP)

Built on Hornbill's ESP technology, Supportworks ITSM allows the customer to pick and choose the elements of the solution that best meets precise requirements. Unlike other solutions, Supportworks ITSM is non-prescriptive and can be configured to meet additional business processes not strictly defined within a conventional IT Service Management environment, providing ultimate flexibility.

Other complementary service desks can be delivered using the Enterprise Services Platform technology. Service Desks for HR, Facilities, or Customer Complaints may be created maximizing the return on investment, whilst reducing licensing costs and maintenance overheads typically associated with running separate service desk products.

## Internal and External Customers

Supportworks ITSM caters for both internal and external customer support environments, without customization. External customer support features include the ability to manage multiple business clients and their associated service

level agreements, configuration items (assets), and complex organizational hierarchies. If external support is not required, a simple configuration option disables these features.



# Fast to Deploy, Easy to Configure

Supportworks ITSM provides the optimum combination of business process automation, functionality and flexibility, delivering a comprehensive ITIL-compatible solution that satisfies most IT service management requirements out of the box. Supportworks ITSM provides fully-integrated processes and templates that enable rapid adoption of key components of the service lifecycle. Supportworks ITSM is shipped with standard and optional components to support the processes below.

disciplines immediately, they can simply be 'switched off,' and 'switched on' again when the organization is ready for full adoption.

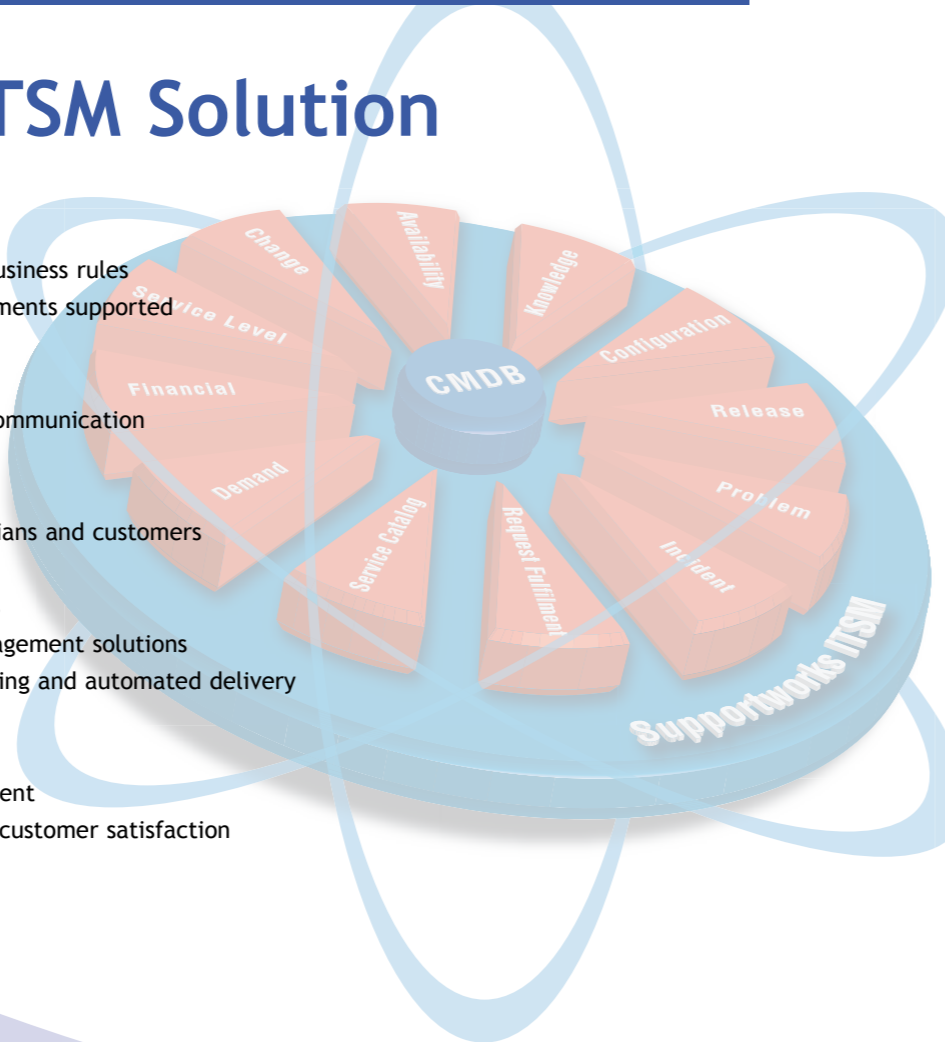
Hornbill's industry standard applications provide a starting point that significantly reduces configuration effort. Supportworks ITSM does not require specialist programming skills to configure. A series of wizards and drag 'n' drop design environments greatly simplifies configuration, allowing any competent IT professional to modify the application without specialist knowledge.

For organizations that do not wish to adopt all of these

Standard Processes		Optional Processes
Incident Management	Configuration Management	Financial Management
Problem Management	Availability Management	Demand Management
Change Management	Service Level Management	Service Catalog Management
Release Management	Knowledge Management	Request Fulfilment Management

## Comprehensive ITSM Solution

- Supports ITIL processes out-of-the-box
- Configurable user interface
- Visual process management engine for configuring business rules
- Internal and external customer service desk environments supported
- Request and task management automation
- Resource scheduling and calendaring
- Tight e-mail integration with automated customer communication
- KnowledgeBase for common problems and solutions
- Guided decision-tree operator scripts
- Full rights management to control access by technicians and customers
- Comprehensive wizard-driven reporting engine
- Ticker bar for up-to-the-minute alerts to technicians
- Integrates with best of breed network/desktop management solutions
- Comprehensive reporting engine with report scheduling and automated delivery
- Web SelfService portal for customers
- Service Catalog integrated with the CMDB
- Service Portfolio for Financial and Demand Management
- 'Human Touch' features to drive service quality and customer satisfaction



## Business Benefits

- Simple to install, fast to deploy
- Familiar look and feel reduces training overhead
- Delivers business value in the shortest possible time
- Standardize service offerings through the Service Catalog
- Automate service requests from customers
- Increase IT productivity
- Manage IT resources more effectively
- Reduce the cost of IT support
- Improve quality of service and customer satisfaction

## Solution Features

### Flexible incident management

Support Requests can be submitted by customers by telephone, email, or via the Web to ensure that support can be accessed whenever and wherever it is needed. Service Desk staff are afforded the same degree of flexibility, with interface options of a richly featured Windows or Web-based client, ensuring that support staff can always be connected, regardless of their location. The modern Microsoft Office 'look and feel' promotes instant familiarity, and service desk staff are assisted in resolving incidents through direct access to the KnowledgeBase and other common support applications from within a single interface.



### Prevent issues recurring with problem management

Multiple incidents are often caused by a common root cause, and Problem Management within Supportworks ITSM can

assist IT professionals to identify these trends, reduce end-user downtime and provide a more proactive service.

### Reduce 'unexpected' issues with change management

Supportworks ITSM provides a structured approach to changes, from initial assessment through to impact analysis, scheduling of the change and post-implementation review. Change templates enable certain changes to be fast-tracked

and others subject to authorization by the Change Advisory Board (CAB). Any incidents or configuration items affected by the change may be associated to ensure tight control and auditing of the change schedule.

### Control changes to the infrastructure with release management

To effectively manage the IT infrastructure, change requests require tight control. Once a change has been approved, it is scheduled for release. Supportworks ITSM provides Service Managers with a single screen to view and control scheduled

releases, displaying comprehensive detail to indicate release type, status, planned rollout and planned completion date, and enabling tight control of support resources with minimal impact on service availability.

# Solution Features

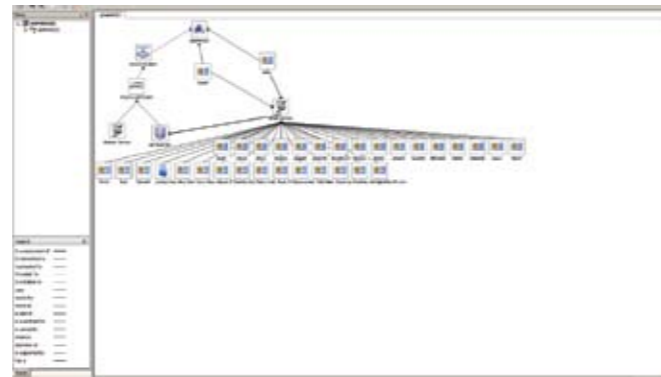
## Managing the IT estate with service asset & configuration management

In any IT environment, the failure of a piece of hardware (such as a server), or application (such as a database service) will often have a cascade effect, manifested as failure of other systems, and resulting in a loss of service that impacts employee productivity. The ability to quickly identify the services and customers affected enables immediate intervention by service desk staff and ensures that the customer's expectation is managed effectively. The Configuration Management Database (CMDB) is the backbone

of the service desk, and is used to define the IT services provided to the business and the relationship of the service to each Configuration Item (CI). Supportworks ITSM includes a comprehensive CMDB with fully-definable multi-dimensional relationships. Configuration Types are easily defined, enabling tight control and management of the enterprise. Supportworks ITSM allows comprehensive detail to be recorded against every CI, including technical, financial and supplier information.

## Assess the effect of changes before they are made with impact analysis

Changes made to a CI can sometimes fail to account for Services that are dependent upon that CI. The impact of the change is only discovered afterwards, when customers report incidents to the service desk. Supportworks Visual Configuration Manager allows the impact of changes to be assessed before the change is made. Supportworks VCM provides a graphical user interface for management of the CMDB. By visually emulating the failure of a Service or CI, the impact of the change or failure on dependent Services or CIs is immediately visible, allowing proactive assessment prior to implementation.



## Never miss an escalation with service level management

Supportworks ITSM includes a fully configurable Service Level Agreement (SLA) engine, with support for international time zones. Service Level Triggers define escalation and notification options, which include the pop-up Supportworks Messenger, email and even SMS text messages to mobile

phones. This ensures that no request reaches a response or fix deadline without warning being issued to relevant support staff. Additionally, Operational Level Agreements (OLAs) can be used to monitor third-party service providers.

## Monitor essential services with availability management

For effective management of the enterprise, IT services need to be monitored. Supportworks ITSM provides Availability Monitors, which may be defined against Service components within the CMDB. If an incident or problem is logged, indicating that a Service or some of its components are not

available, the Availability Monitor will immediately flag this service and notify Service Management staff that there is a problem. Service Availability is made visible to all relevant analysts, and downtime may be measured.

# Solution Features

## Enabling customers to help themselves through SelfService

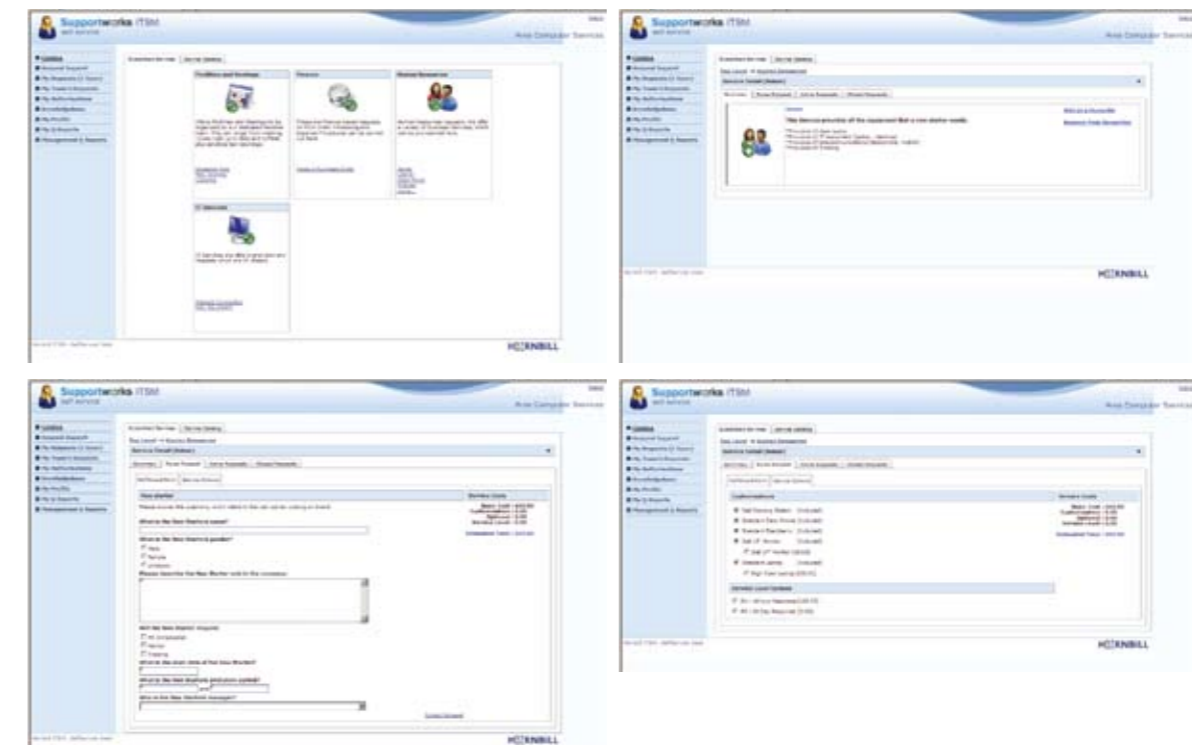
Supportworks SelfService provides easy-to-use screens to guide customers naturally through a non-technical experience, written in plain business language. Through their own login, customers can visit the SelfService portal and read public announcements on service availability, make requests and receive updates on open requests. Applicable to any service

department such as IT, Facilities, HR or Customer desks, SelfService provides a first port of call, allowing users to help themselves in their own time, without the cost and restrictions of speaking directly to a service team. If a solution cannot be found by the customer, calls can be logged automatically with the appropriate support group.

## Standardizing service provision through the service catalog

Although the Service Catalog existed as a by-product of the Service Level Management process in ITIL V2, its importance is brought to the fore in ITIL V3. The Service Catalog has multiple views that support its use by different stakeholders. IT staff can view the technical services catalog to understand the IT components that make up a business service. Business

customers (executives that pay for services) can view service level options and tailor each service to the specific needs of employees within their business unit. End users can view the services that they subscribe to and the additional services they have been authorised to request.



## Managing demand and controlling costs through the service portfolio

Organizations that have mature Service Level Management and Service Catalog processes can provide transparency on the cost of service provision and identify current and future demand for a given service. Supportworks ITSM provides Service Level Managers with a comprehensive set of tools to manage the services offered to the business and negotiate service level options with business stakeholders. Service

component costs can be rolled up into an overall service cost, with an ability to identify a per user cost for each service. Supportworks ITSM can track the number of users subscribed to a service and forecast anticipated future demand to identify on-going costs and possible capacity issues.



## About Hornbill Systems

Hornbill's Service Management software, with a 'Human Touch', enables organizations to provide excellent customer service, while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk applications are designed for rapid deployment within any employee or customer support environment, including ITIL-compatible IT Service Management, IT Helpdesk, Customer Service, HR and Facilities Management, with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports customers at thousands of commercial and governmental sites worldwide. Hornbill Systems was founded in the UK in 1995 and has US offices in Dallas and New York.

Hornbill has earned many industry accolades, including; Service Desk Institute 'IT Service and Support Technology Supplier of the Year' for 2008, 'Best Business use of Support Technology' with Sharp Electronics and 'Support Excellence Award for Smaller Helpdesks' with Camelot in 2005.

High-profile customers include Atos Origin (Athens Olympics 2004, Torino Winter Olympics 2006 and Beijing Olympics 2008), Buckinghamshire Hospitals NHS Trust, Kent County Council, Greggs, London Metropolitan University, RSPB, Chubb Insurance, House of Fraser, Halfords, The National Archives and Camelot.

For more information about Hornbill's customers and solutions, please visit: [www.hornbill.com](http://www.hornbill.com)

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