



Driving Automation and Standardization

Case Study 1

ServiceFlow Solution Overview

- 17 Customer Accounts Managed
- Key Services Managed
 - Service Desk
 - Desk Side Services
 - Network & Server Monitoring
- ServiceFlow Data Sources
 - Amdocs ClarifyCRM
 - Genesys Contact Center Software
 - HP Mercury Business Availability Center
 - HP Mercury IT Governance
- Digital Fuel Professional Service

Organization

In the U.S., Siemens IT Solutions and Services, Inc. has 4,700 employees and caters to client companies who are attracted to Siemens' flexibility, financial strength and full IT outsourcing services. SIS provides desktop and help desk solutions, enterprise management solutions, network and security services, desktop and server operating systems migration, SAP® services, and data center management.

Siemens IT Solutions and Services, a leading provider of outsourced IT solutions, is using Digital Fuel's customer-facing business service managing solution to automate and standardize service level management across an increasing number of customers.

Challenge

Siemens IT Solutions and Services (SIS) strives to become a world class service provider by developing true value-added partnerships with its customers through shared values and a culture of trust, empowerment and continuous improvement.

SIS's commitment to meeting customer expectations is embodied in the service levels they offer as part of their service offering. As the number of customers and services increased, it became increasingly difficult and time-consuming to show compliance with their service level commitments. The service delivery teams at SIS faced daily challenges to provide detailed visibility into service performance metrics in response to customer demands. The Business Intelligence (BI) Group at SIS launched an investigation and discovered that many of its information delivery processes were manual and redundant across customers, impacting the overall cost to manage delivered services.

Moreover, developing and executing customized business processes in accordance with each customer's SLA increased the scope of work and cost for the service delivery and operation teams. The BI group's next step was to find more efficient and cost-effective ways to manage and automate the business service management processes that

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"With ServiceFlow there has been a significant reduction of time and cost to configure business services while minimizing the need for manual intervention to monitor, track, and report on service delivery performance."

—Jimmy Jimenz,
Director of Business
Intelligence, **Siemens
Business Services
North America**

support the delivery of services to its customers while minimizing the need for manual re-work.

Solution

After considering an upgrade to their in-house developed system, the BI group quickly decided that a flexible packaged solution with an experienced professional services team behind it would provide broader capabilities for manage existing and newly won customers. After establishing and prioritizing business requirements, the BI group focused their search on a solution to automate the monitoring and management around each customer's service level agreements (SLA) with the ability to track and allocate the cost of delivering services. The group wanted the solution to be the single system of record that all key stakeholders could easily access and use to manage customer commitments.

The BI group looked at a variety of different tools, conducting analysis, testing and pilot projects to determine which solution would meet their functional requirements. At this end of this process, one solution had clearly outpaced the others—Digital Fuel's ServiceFlow™. Siemens selected ServiceFlow because it offered the most comprehensive service level management solution that could be quickly deployed across multiple customers with the lowest cost of operation.

Results

Automated performance tracking. ServiceFlow provided Siemens with a built-in methodology for standardizing service management across multiple customers. The BI Group quickly learned how to reuse SLA templates across accounts and optimize many of the supporting business processes. For instance, ServiceFlow now enables SIS to respond rapidly to support new business bids.

Moreover, ServiceFlow automates SLA management processes that were performed manually, such as service analysis, escalation, and the preparation of various report packages for different groups at pre-set intervals. This has freed internal resources to focus on more valuable tasks. Across their service management activities, ServiceFlow has made existing processes much more efficient.

Improved financial predictability . With ServiceFlow, SIS has increased their ability to manage service costs more effectively. SIS can now create unique pricing mechanisms attached to call center business parameters —such as incoming and outgoing calls, research time and other back-office activities to create cost and consumption rules for usage-based billing.

Higher service delivery quality. Digital Fuel's ServiceFlow software allows SIS to know at any point in time where they stand relative to each customer's contractual commitments, to proactively prevent SLA breaches, and to make service performance transparent to their customers. Furthermore, ServiceFlow's increased visibility and control has become critical to the account team's ability to identify potential issues, perform root cause analysis, assess business impact, and manage a collaborative fix plan to resolve the issue before it becomes a customer problem.

Increased customer satisfaction. Additionally, the increased visibility and control has helped customers build and maintain trust with SIS over the life of the service relationship. Customers benefit from greater visibility into service performance, usage specific to their business, and billing based on services provided. As a result, SIS has improved customer loyalty, dramatically improved service performance, and attracted quality-conscious new accounts.

To learn more, please visit www.DigitalFuel.com.

Case Study 2

"Digital Fuel's ServiceFlow provide us an efficient and cost-effective way to manage and automate business processes that support the delivery of services to our customers."

—Jimmy Jimenz,
Director of Business Intelligence, **Siemens Business Services North America.**

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