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**REASONS
YOU NEED ITSM**



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Introduction

In today's complex business environment, the focus of IT service management is changing. Businesses of all sizes are finding that the technology demands of their users are constantly increasing, to the point that IT must change or face the possibility of becoming irrelevant. In order to meet end-user requirements, IT must deliver timely, seamless operations that begin with the service desk.





IT exists to create business value and protect organizations from risk. Finding success requires that IT needs to start striving for process excellence where it interacts most directly with business users – the service desk. IT service management tools provide the foundation that you need to refine the processes that dictate how IT responds to ongoing business demands, creating value by helping you avoid the losses created by technical problems and make the changes that are necessary to support innovative projects as efficiently as possible.

IT service management is central to achieving these ends, but ITSM is a broad, far-reaching principle that encapsulates many specific modules impacting the help desk, service desk or back-office IT teams.



ITSM capabilities have a far-reaching impact on IT and business units alike, which leaves us with a lot of reasons to focus on specific aspects of ITSM suites.

This diversity is why ITSM is such an effective solution. If you need a help desk with exceptional ticketing capabilities, you can get that. If you need a complete ITSM platform with advanced modules like a CMDB and business intelligence functions, that's an option too. If you want a little bit of both – you can mix and match as you need it. Let's take a look at the different ITSM modules and some of the core reasons why you need them:

SERVICE REQUEST MANAGEMENT

A service request management module effectively acts as a filter for different service request types that come before support teams. Distinguishing between standard service requests and break/fix incidents, for example, plays an integral role in helping service desk teams prioritize their operations.

Discover the key reasons as to why we see service request management as vital in the ITSM process.





- 1. Differentiate between incidents and service requests.** Distinguishing between incidents and service requests is becoming necessary as organizations have several options to take advantage of IT resources. Support teams have to deal with more service requests, while ensuring that the service desk can focus on resolving incidents quickly and not get bogged down in service requests that aren't as urgent.
- 2. Allows IT to focus on break/fix events.** A break/fix event can prevent business users from getting the job done. Service desk teams that can deal with break/fix events efficiently minimize the damages caused by such events, creating considerable value.



3. Ensure service requests are handled appropriately. The wide range of service requests that can come before the support team means that each specific request type needs to be handled in a unique way. Streamlining the way service requests are categorized enables service desk workers to make more effective decisions pertaining to how they handle different support requests.

4. Improve efficiency across the service desk. The subtleties of working on the service desk and handling distinct types of support tasks allows even small improvements to make a big difference from an efficiency standpoint. As such, all of



the differentiation between request types adds up to create a significant efficiency gain to the service desk as a whole.

- 5. Simplify escalation.** Choosing the right time and method to escalate different service requests, incidents and break/fix incidents plays an integral part in supporting users as efficiently as possible. Simplifying the process of identifying service request types makes it easier to decide when different issues need to be escalated within the support team.

INCIDENT MANAGEMENT

Incident management platforms provide centralized ticketing capabilities that help the service desk handle incidents quickly and collaborate on tasks that require input from multiple members of the support staff.

Discover the key reasons as to why we see incident management as vital in the ITSM process.





1. **Improve ticketing processes.**

Email or SharePoint-based ticketing solutions often end up creating confusion as service desk workers attempt to pass tickets between one another. Collaboration is often key on the service desk and a good ticketing process framework makes it easy to transfer tasks between users based on operational and technical needs at any time.

2. Prioritize tickets effectively. Incident management platforms can identify the importance of tickets based on key data points within the user request, thus enabling support teams to quickly identify when to handle different issues.



3. Keep incidents from slipping through the cracks.

An informal ticketing setup can lead to some incidents being neglected. For example, a service desk worker could end up opening up a ticket, getting distracted by an incoming call and forget to mark the ticket as unresolved.

4. Tracking common incidents.

The unique aspects of any IT configuration create an environment in which some incidents will pop up repeatedly over time. Tracking those incidents and documenting their solutions makes it easier to quickly resolve issues as they pop up over and over again.



5. Making sure business users get results as quickly as possible. An overarching goal of the service desk is to minimize disruption for business users and create value by ensuring their productivity is not diminished by technology issues. An incident management platform that improves ticketing minimizes the potential damages of issues that arise.

PROBLEM MANAGEMENT

Sometimes an incident is just a one-time glitch, but sometimes incidents are a sign of underlying technology problems. A problem management platform helps IT quickly identify problems and schedule the changes that are needed to resolve them.

Discover the key reasons as to why we see problem management as vital in the ITSM process.



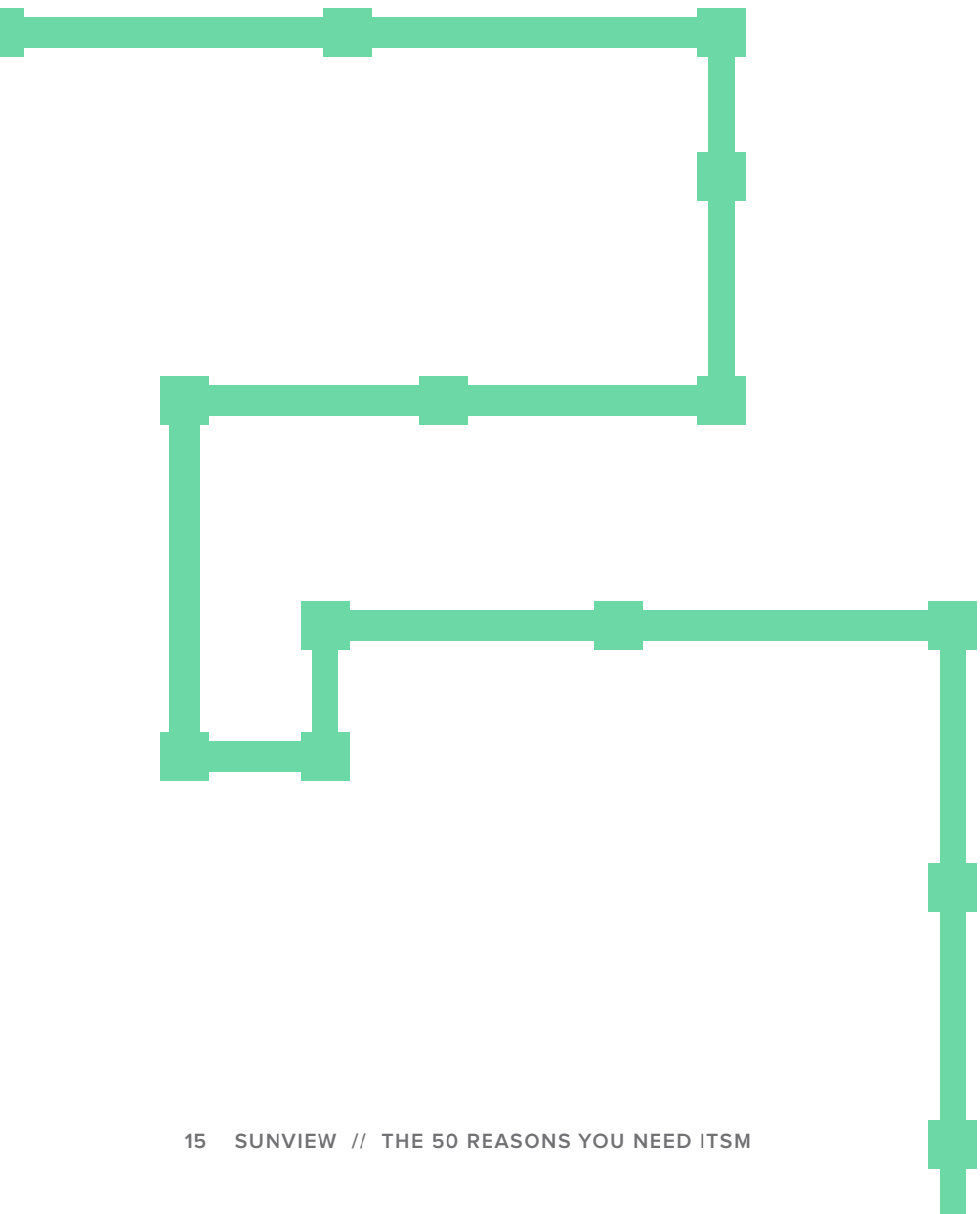


- 1. Identifying incidents that are a sign of underlying problems.** Repetitive incidents can be incredibly annoying and cripple efficiency in the service desk. Sometimes this is unavoidable, but in other instances these repetitive incidents signal underlying problems. Identifying these issues depends on extremely effective pattern recognition and analysis, something a problem management solution provides.
- 2. Eliminate common incidents.** Many common incidents are a clear sign of underlying IT problems. A problem management platform enables support teams to pinpoint the issues causing background problems and solve them.



In many cases, this involves providing the detailed information necessary so that changes can be made to the IT configuration.

- 3. Helping IT make progress instead of spending time on repetitive incidents.** Day-to-day support operations represent a major barrier to IT innovation because the time spent on such repetitive tasks takes away from opportunities to work on special projects. Problem management solutions resolve the issues that cause repetitive incidents and, as such, serve as an innovation enabler.



4. Improving IT stability. Problems beneath the surface of an IT configuration are a continual threat to stable, secure operations. Identifying these issues and resolving them quickly serves as the bedrock foundation for IT department operations.

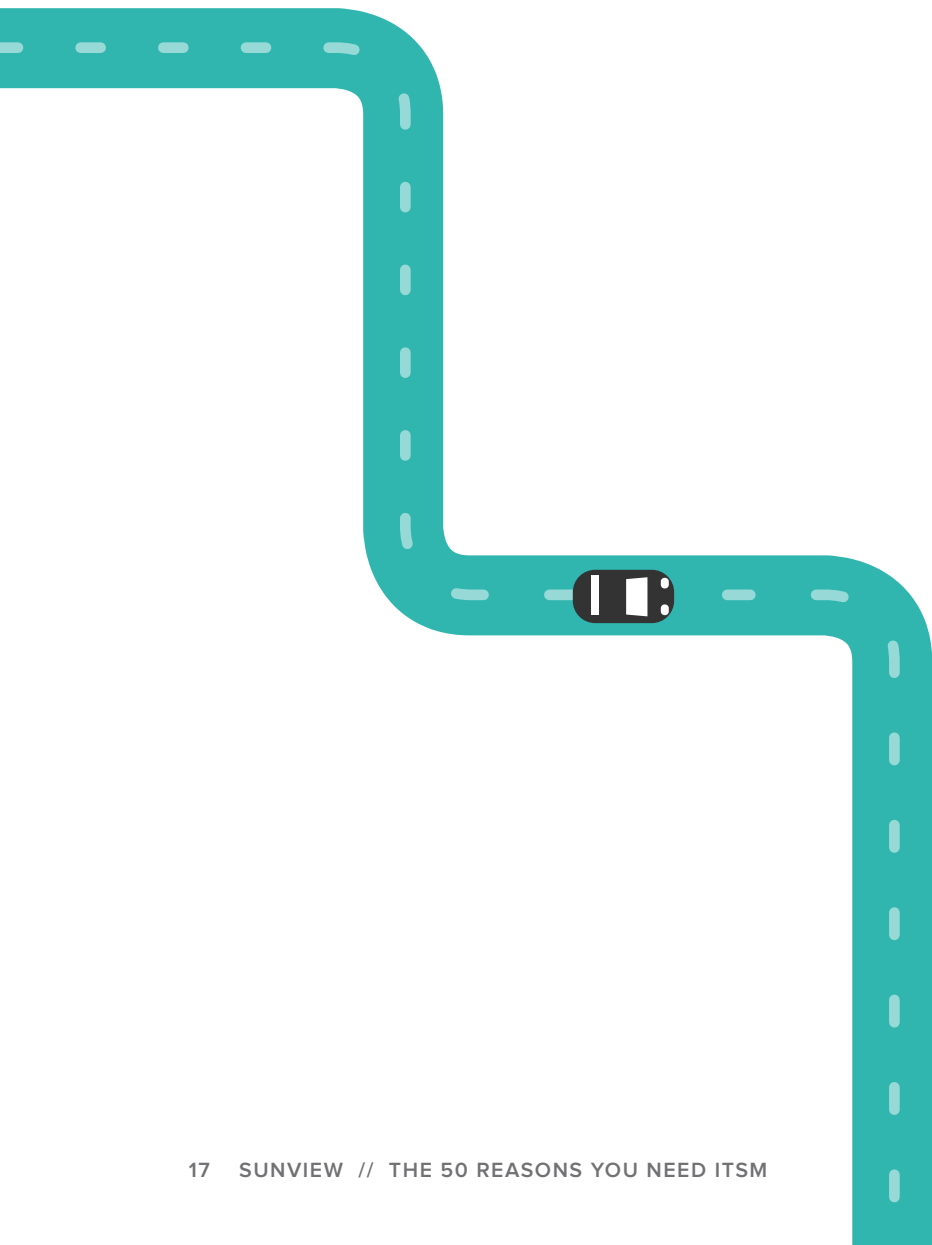
5. Solving problems before they cause a major issue. A problem in the configuration can lead to data loss, outages or productivity issues for business users. Problem management platforms enable the service desk team to identify these problems before they cause such major issues, eliminating significant risks.

SERVICE CATALOG

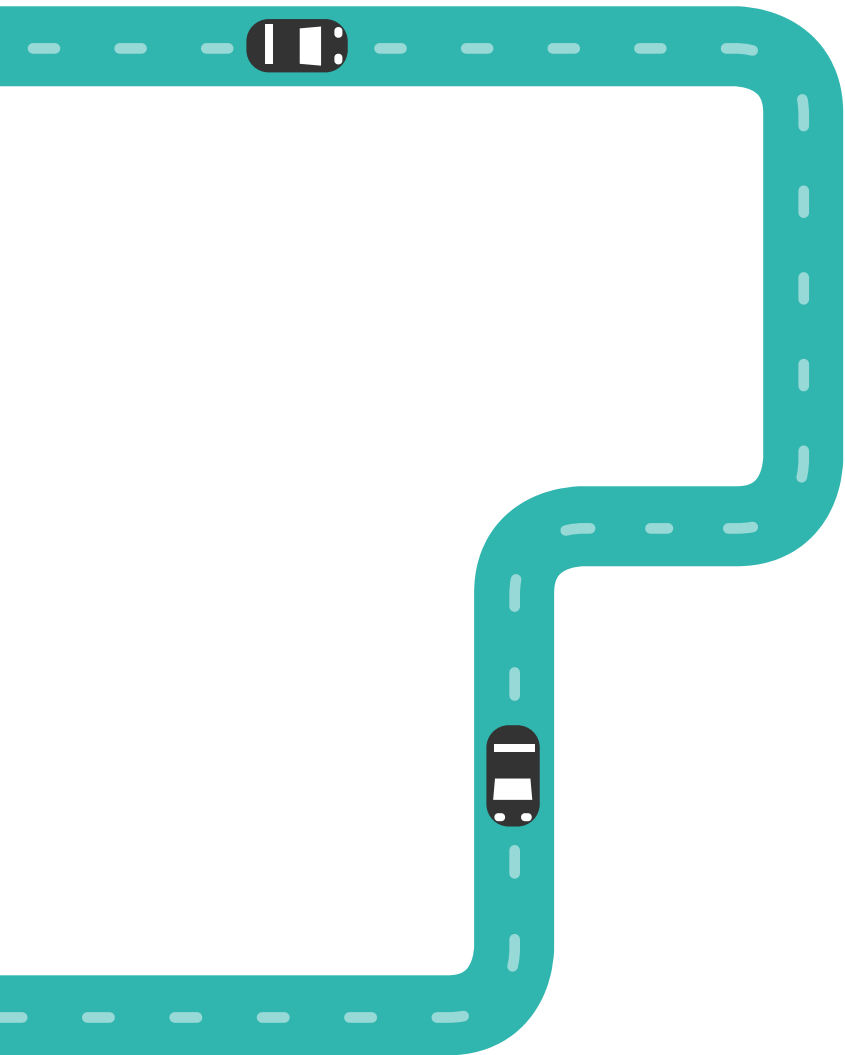
Creating an internal service catalog

establishes a portfolio of what applications and solutions end-users can leverage to get the job done. This sounds simple enough, but the overarching implications of service catalog use leave us with plenty of reasons to need them.

Discover the key reasons as to why we see the service catalog as vital in the ITSM process.

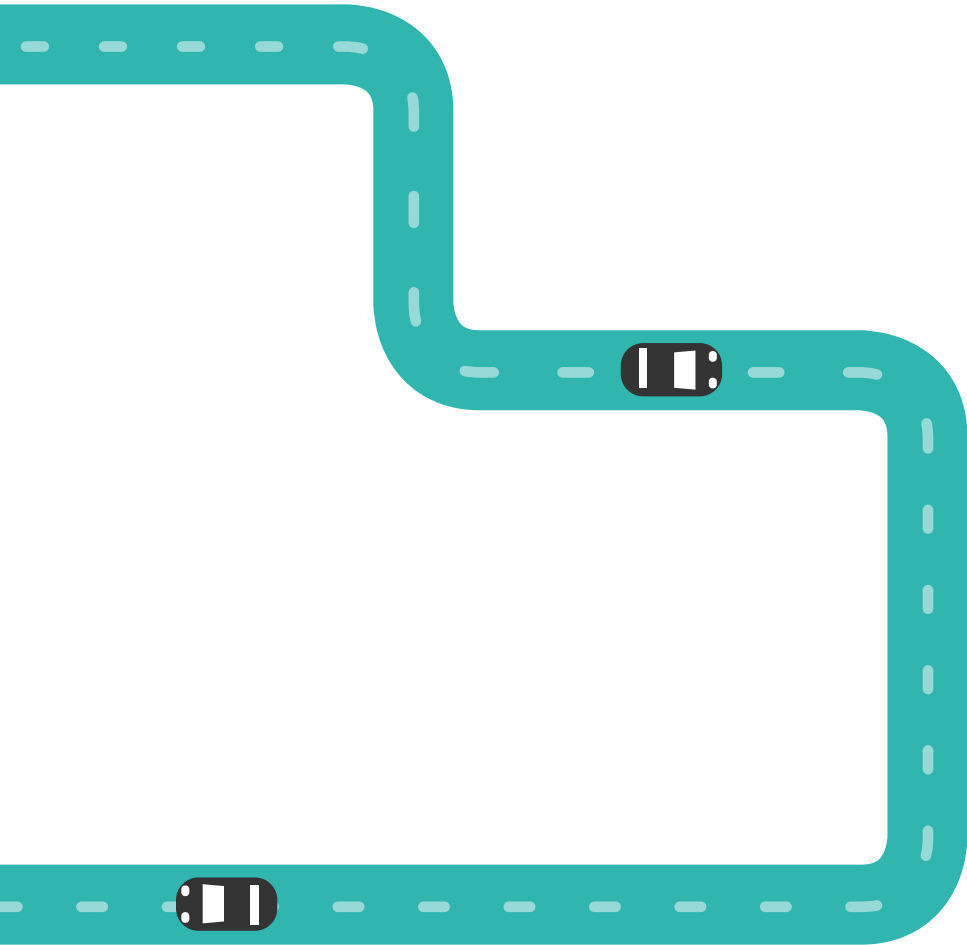


- 1. Supporting consumerization.** The consumerization of IT movement has left business users wanting faster responses from IT and more choices as to which applications they can use to get the job done. A service catalog provides an internal storefront that gives individuals consumer-like functionality from the IT department.
- 2. Maintaining control without being restrictive.** Consumerization creates incredible risk, but IT needs to find ways to control this risk without restricting end users. Going too far into controlling technology use can lead individuals to search for solutions beyond what IT offers. A service catalog gives users a sense of freedom, but lets IT teams maintain the control they need to protect sensitive data.



3. Improving service flexibility. An effective service catalog enables IT to establish a portfolio of services that can be updated with ease, allowing users to adopt new solutions based on their immediate needs. This flexibility can play a critical role in helping business employees solve their day-to-day operational problems while avoiding solutions that don't help them get the job done.

4. Meeting the needs of diverse users. Businesses depend on workers with wide ranging skills and responsibilities, and each organizational team will need different technologies and services to get the job done. This issue can be heightened as individual workers come



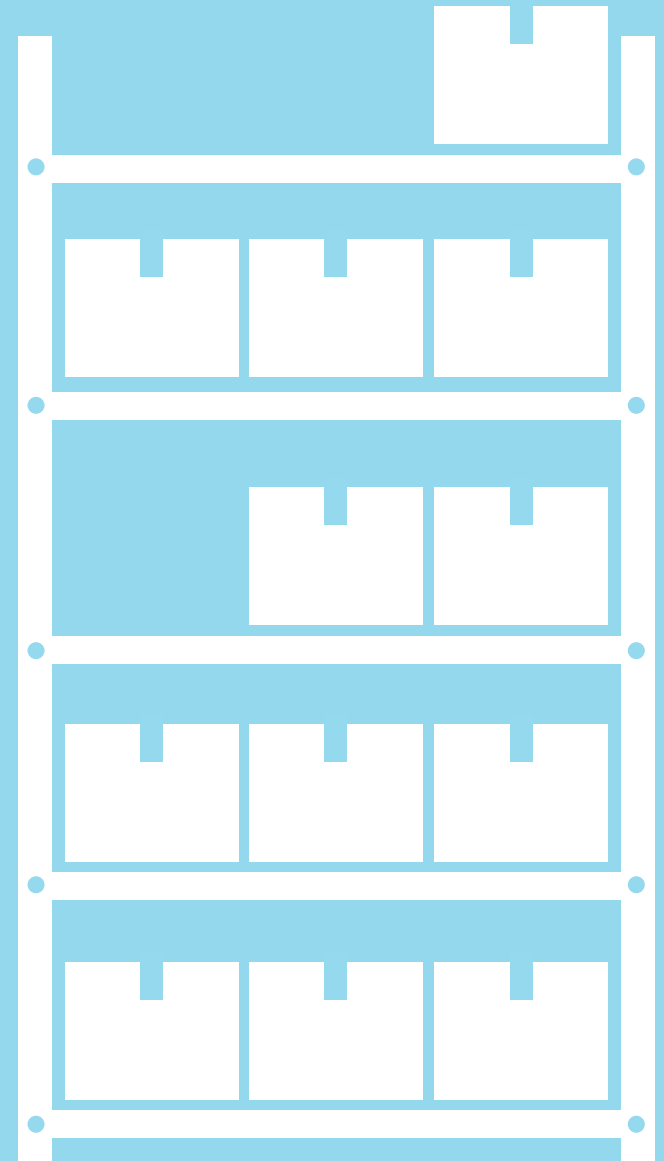
to prefer different technology tools for distinct purposes. A service catalog supports this diversity without creating excess IT complexity.

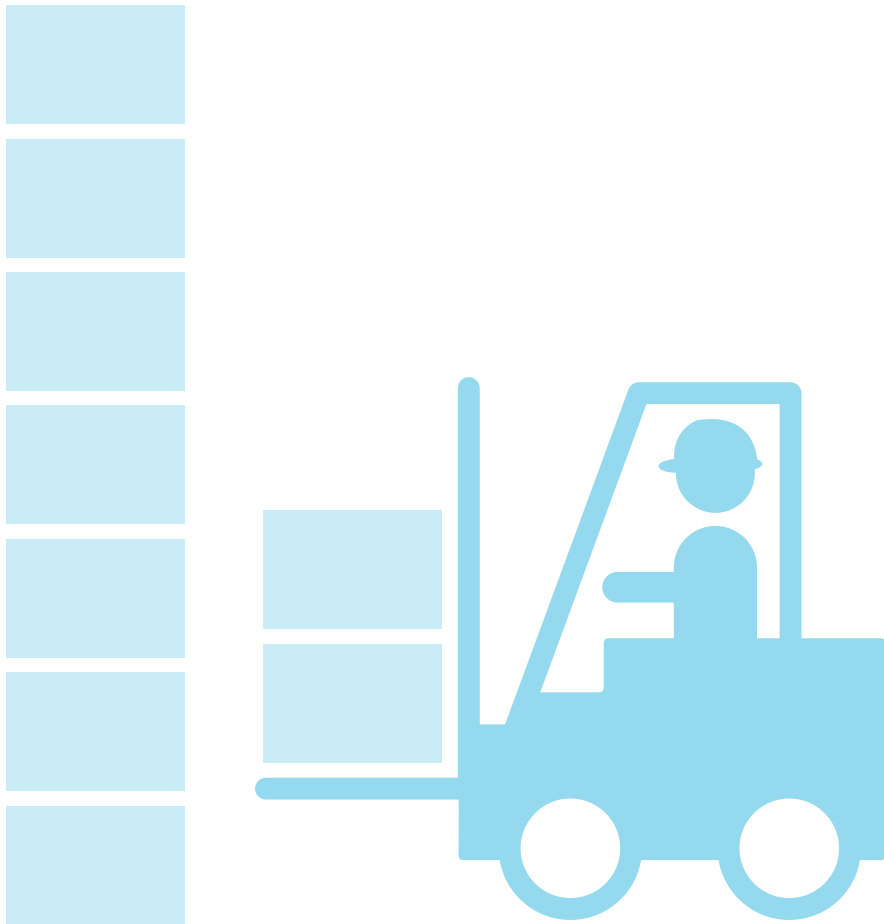
- 5. Automated request fulfillment.** Of course, having such diverse, far-reaching service options available to users can put a huge strain on IT workers trying to support application access requests and provision new virtual machines in the back office. Advanced service catalogs can automate many of these processes, reducing the workload on IT teams and getting business users the help they need quickly.

CMDB

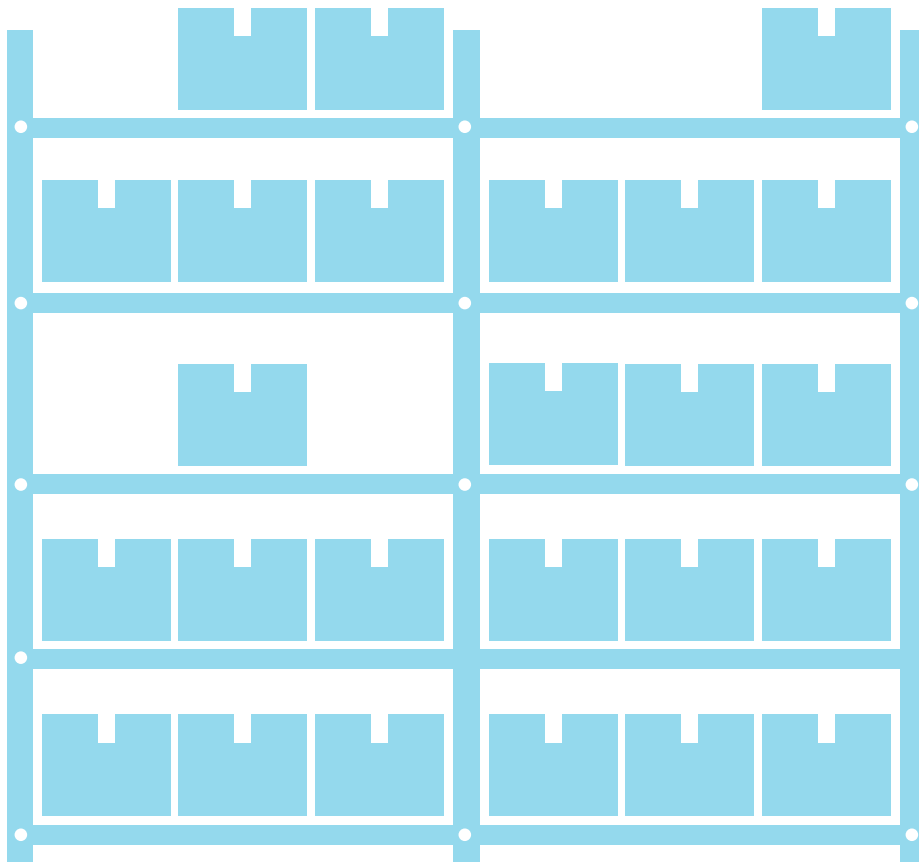
A CMDB is a relational database that tracks every configuration item in an organization and shows how they interact with one another. Such a sweeping perspective on technology assets plays a key role in supporting a variety of operations, leaving us with a host of reasons to want a CMDB.

Discover the key reasons as to why we see the CMDB as vital in the ITSM process.





- 1. Shows the entire configuration in one place.** Sometimes you just need a bird's-eye view of the IT setup to get a clear understanding of how everything is working together. A CMDB is among the few tools capable of providing such a perspective in a concise, meaningful way.
- 2. Highlights how different systems interact.** Many support tasks become complex because a small change in one part of the configuration can have a huge impact on other systems. A CMDB provides key visibility into how configuration items interact, making it easier to understand the implications of any IT-related task.



3. Makes it easier to anticipate the results of a change. It is easy to have a simple change lead to an outage or downtime because a small misjudgment along the way causes unexpected consequences. A CMDB allows IT leaders to apply predictive analysis to changes by simulating how an adjustment in one area will impact other parts of the IT setup.

4. Improves control during change processes. Change can quickly become confusing and difficult to control as adjustments to the configuration lead to cascading results throughout the rest of a business' technology framework. The transparency created by the CMDB makes



it easier for managers to identify these types of issues as they arise and take control of changes that are becoming problematic.

- 5. Simplify authorizations.** Many change tasks need approval from managers or other higher-ups in an organization to provide another set of eyes that may identify any issues. A CMDB can feature built-in authorization tools that make it easier to collaborate in this way and control not only who can confirm a change and put it into action, but when they can do it.

KNOWLEDGE MANAGEMENT

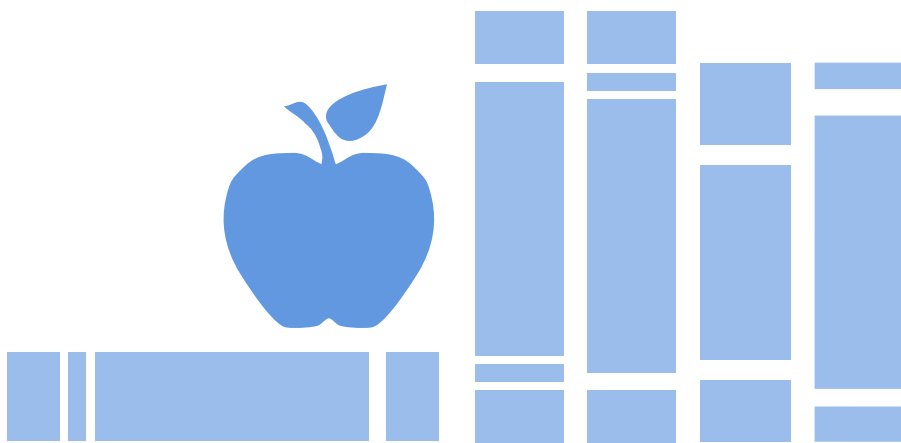
Support teams take in a great deal of information over the course of their time working on the service desk. Knowledge management platforms provide a way to document, organize and use the lessons support workers learn.

Discover the key reasons as to why we see knowledge management as vital in the ITSM process.





- 1. Record common incidents.** Incidents that happen often and that always have the same solutions can be mind-numbing to deal with, but it is especially frustrating (and wasteful) for new workers to spend an extended period of time trying to resolve an incident that is common. A knowledge management platform can store common incidents and their solutions so that workers can keep coming back to the resource whenever the issue arises.
- 2. Improve employee training.** Every support team has its own way of getting things done and if you've ever had to step onto a new service desk you probably know that it can be annoying to constantly



be asking for help figuring out these nuances. Knowledge centers can serve as a repository for these internal processes and help new workers feel comfortable faster.

3. Provide FAQs for technical and business users.

After a while a support team knows of common issues and concerns that come up within an organization. Sometimes this may take the form of common glitches that users can solve on their own, while other instances may include nuances of an internal app that individuals often have questions about. The FAQ can let users find helpful information on their own, reducing the load on the service desk.

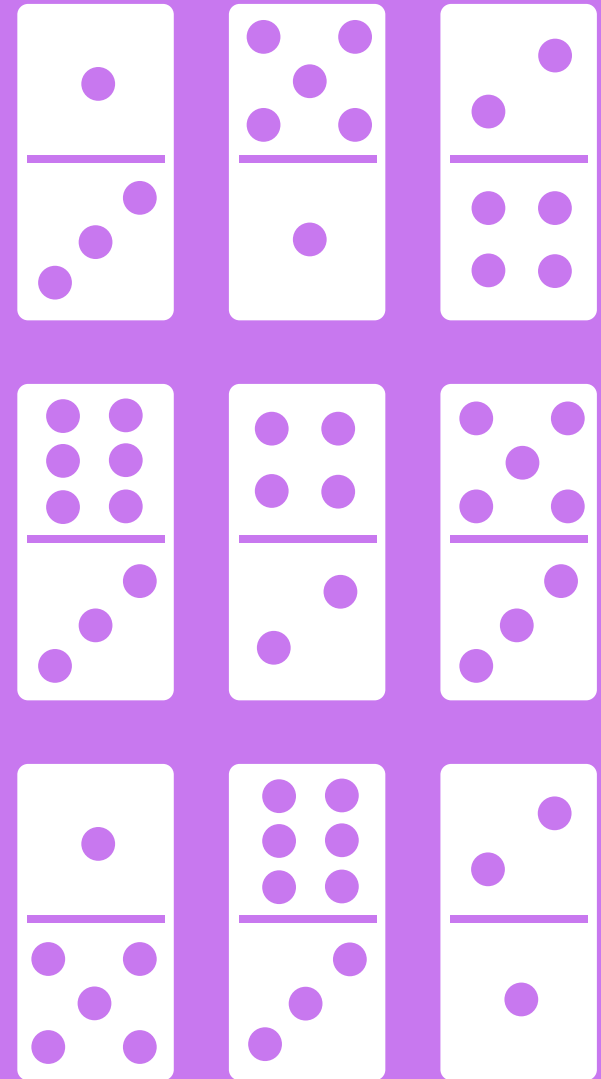



- 4. Communicate best practices more effectively.** Establishing a business' culture often means communicating best practices in a variety of ways. A knowledge management platform can serve as a centralized location where users can go to be reminded of day-to-day processes that the organization expects them to follow or specific ways that managers want employees to solve problems.
- 5. Help users solve their own problems.** Access to more information can give end users the ability to answer their own questions or solve their own problems, something that can be a major relief for IT workers and support teams facing significant operational burdens.

CHANGE MANAGEMENT

Any changes to an IT configuration can be incredibly difficult to coordinate and pull off without problems arising. A change management platform provides scheduling and collaboration tools that provide the necessary transparency and oversight for any change process.

Discover the key reasons as to why we see change management as vital in the ITSM process.

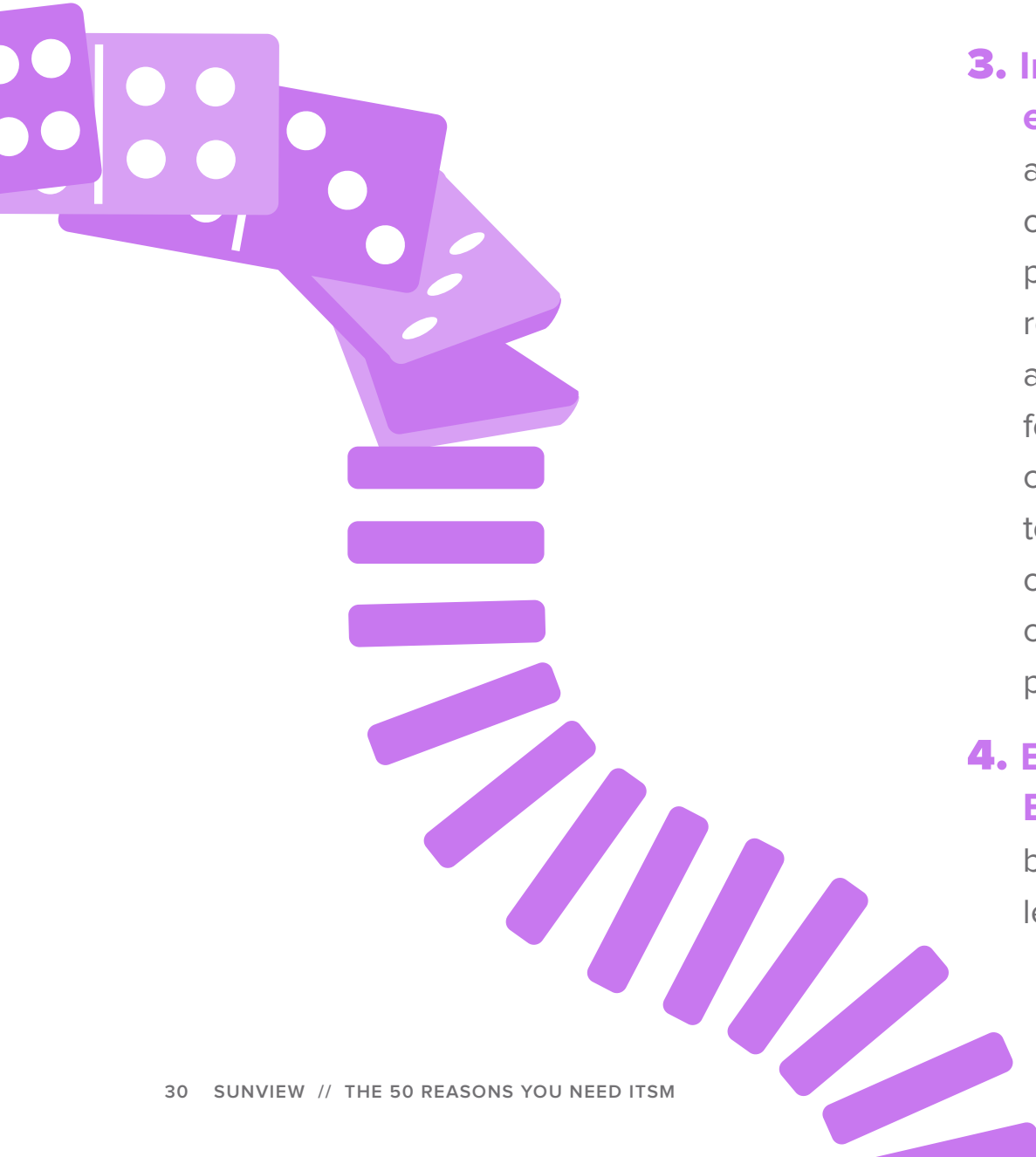




1. Limit risk. Press the wrong button and a change can go from a smooth task to a major data center outage. A good change management solution provides the checks and balances needed to minimize error and eliminate much of the risk that comes when altering the IT configuration.

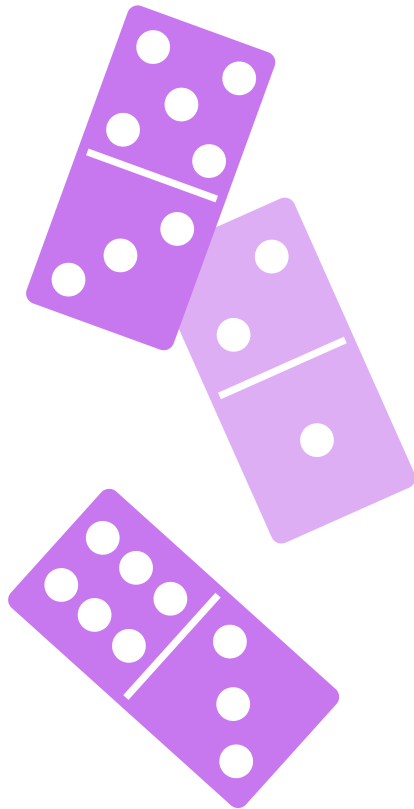
2. Coordinate change activities.

Mistakes don't just happen when somebody makes a basic error in a change, they can also happen if somebody does the right thing at the wrong time. Coordination is incredibly important in supporting any change task as most operations require multiple steps. A change management platform features specialized scheduling and communications tools that help ensure smooth coordination during a change.



3. Impose regulatory guidelines and effective oversight. Built-in reminders, authorizations and other tools can enable organizations to use a change management platform to ensure users comply with regulatory standards. Managers that notice a worker often making the same mistake, for example, can add a reminder to the change processes that must be followed to help that worker avoid an error. These oversight and regulatory gains can prove considerable in an era of increased pressure and scrutiny on IT.

4. Build a CAB (Change Advisory Board). A change advisory board is a body consisting of both IT and business leaders that works to prioritize and approve



changes. The group is intentionally made up of business and technology workers to provide a diverse set of perspectives on change operations. These capabilities combine to provide oversight and vision for change tasks, helping you to not only make changes successfully, but to make the right changes at the right times.

5. Accelerate change request

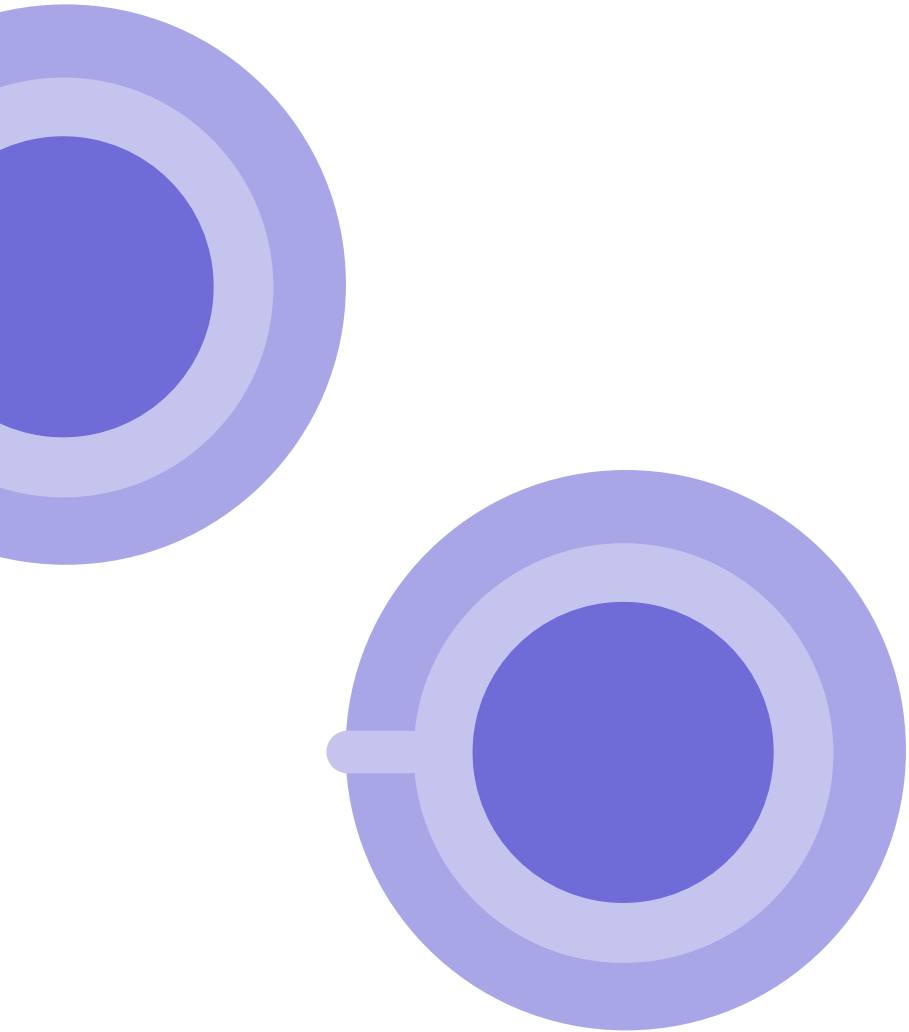
fulfillment. All of these improvements that add stability, governance and communication to change operations make it easier for IT workers to get the job done faster, leading to rapid request fulfillment and a more efficient technology setup as a whole.

SELF-SERVICE PORTAL

Every support request does not have to come before IT. A self-service portal lets users access some service desk functions that let them solve their own issues without having to file a formal ticket.

Discover the key reasons as to why we see a self-service portal as vital in the ITSM process.





1. Users handle simple incidents themselves.

Your technology and service desk workers are highly trained to resolve complex issues. They don't need their time wasted on simple problems that just take a few clicks of a mouse to address. A self-service portal gives non-technical workers the tools they need to deal with basic incidents themselves.

2. Resolve incidents faster.

Ticketing systems can lead to some inherent delays, especially if support workers are handling more pressing tasks when basic incidents come in. Self-service portals help users address their issues without having to wait on a service desk team that may not have the time to deal with their support tickets at the moment.



- 3. Simplify ticketing for line-of-business functions.** Sometimes a user needs support from a business department, not IT, but the service desk isn't configured to segregate these requests without a support worker passing them along. A self-service portal can help users directly connect with these departments to get the help they need.
- 4. Empower employees to take control of technology in a positive way.** We've already touched on the consumerization of IT movement and the importance of maintaining IT control without restricting users. Sometimes that involves giving users the ability to control



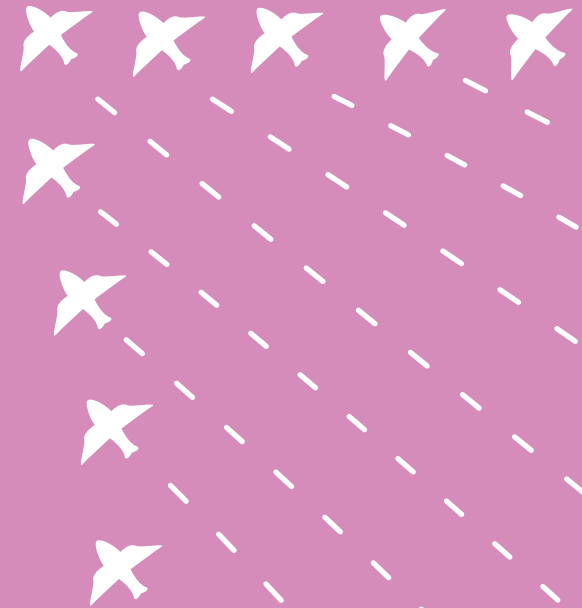
things that they can reasonably handle, and solving their own incidents is one way to accomplish that goal.

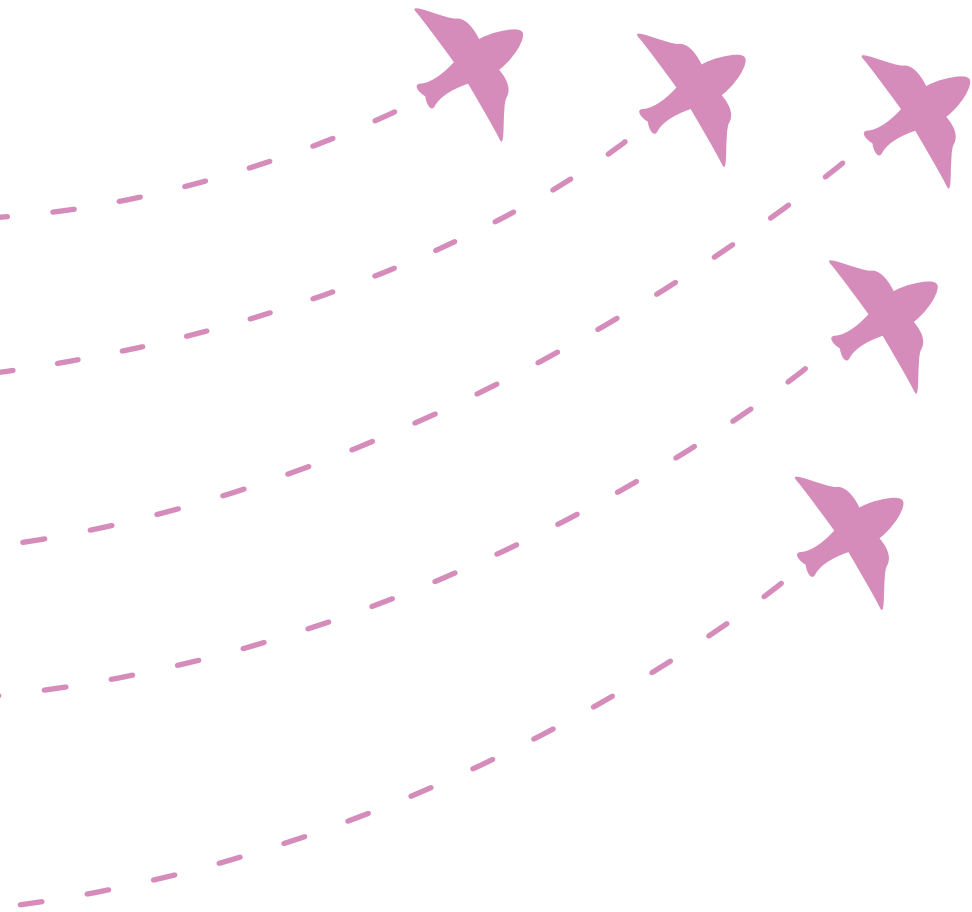
- 5. Give workers a stake in their technology use.** This connects a bit with the control issue. Giving users some personal responsibility in solving their own technology problems can leave them with a better understanding of what happens behind the scenes in IT. This can eliminate some of the gaps between business units and IT, something that is becoming important as organizations depend on technology to create more value on a day-to-day basis.

LINE-OF-BUSINESS MODULES

Many business units face process challenges that are incredibly similar to what IT handles every day. Line-of-business process modules bring ITSM functionality to these processes, enabling more efficient operations in a variety of ways.

Discover the key reasons as to why we see line-of-business process modules as vital in the ITSM process.



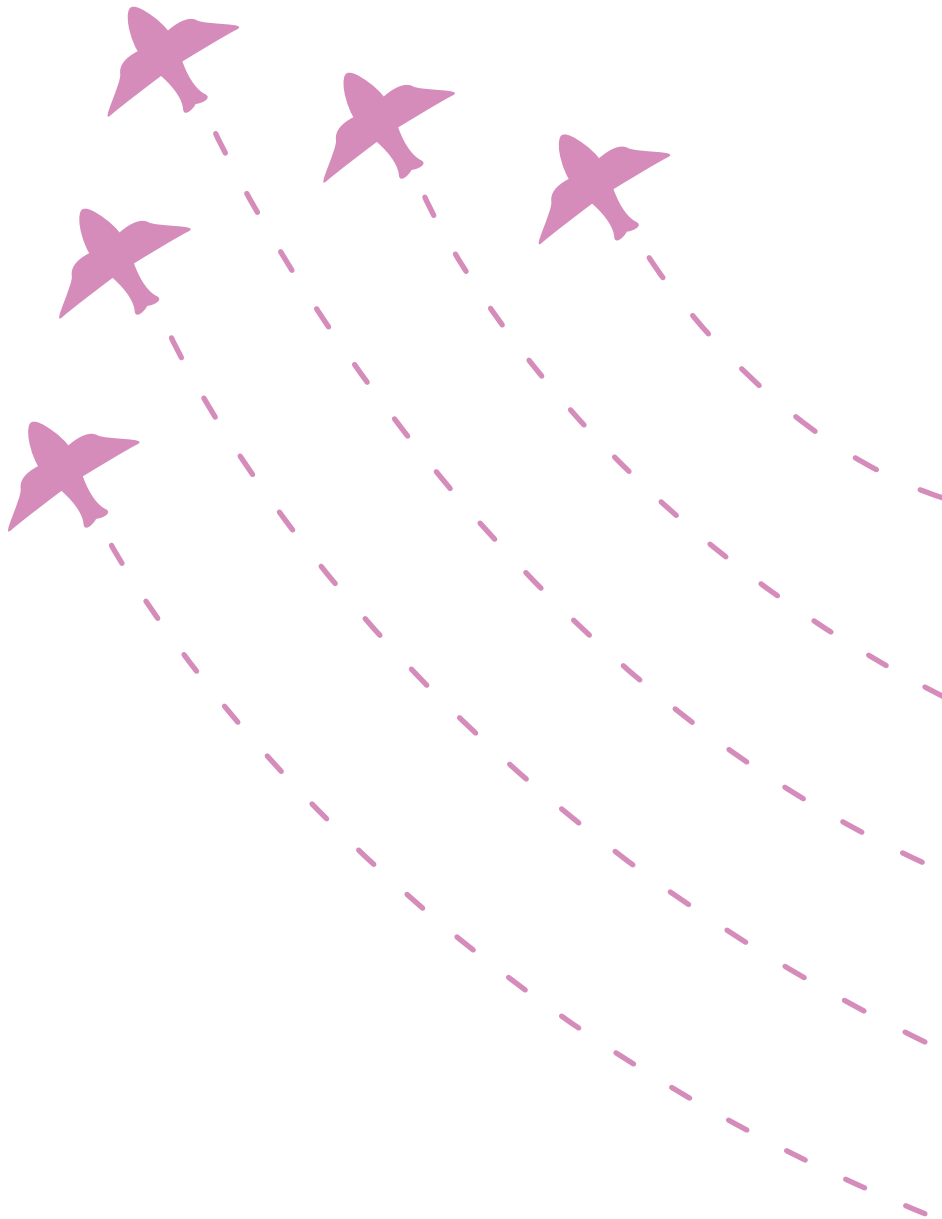


1. Connecting business and IT.

Knocking down operational walls between business and IT is becoming critical as more organizations look for ways to empower employees to use technology to get the job done more effectively. This, combined with consumerization, is creating a framework in which the average business worker may need to interact with IT systems more often, making clear communication and process coordination necessary, something line-of-business process modules specialize in supporting.

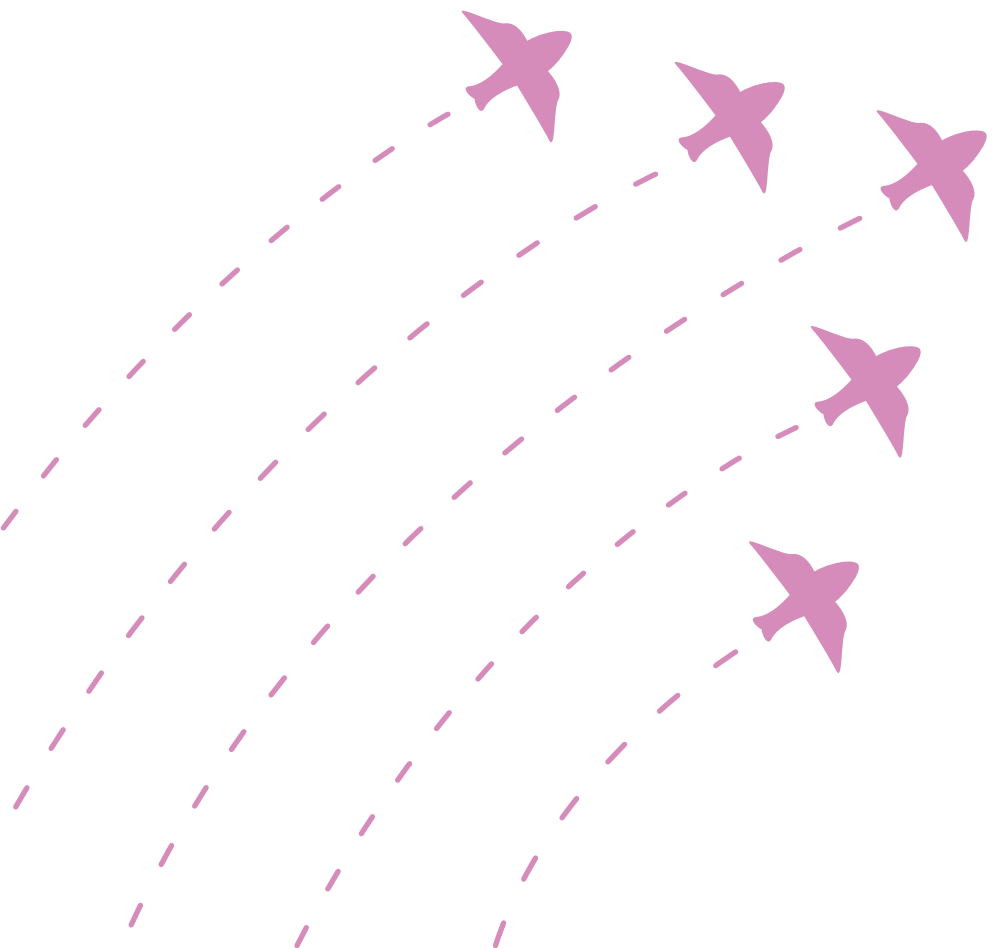
2. Improving processes for a variety of departments.

A line-of-business process module is not a niche solution. It can help accounting teams pass auditing processes between users, enable HR to



coordinate tasks related to new employee onboarding and it can help facilities teams schedule room changes.

- 3. Enabling better collaboration between business users and IT.** We already talked about connecting business and IT, but companies also need to ensure collaboration is possible between these groups. This often means real-time process coordination, something that requires the specialized functionality offered by line-of-business process modules.
- 4. Allowing for customization.** Every organization has its own nuances and unique ways to get the job done. A strict, off-the-shelf process module may limit



this flexibility, but building line-of-business process modules into the ITSM scheme can come with the freedom to customize the solution for specific operational needs.

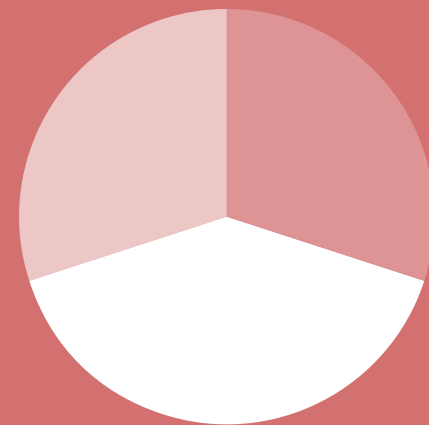
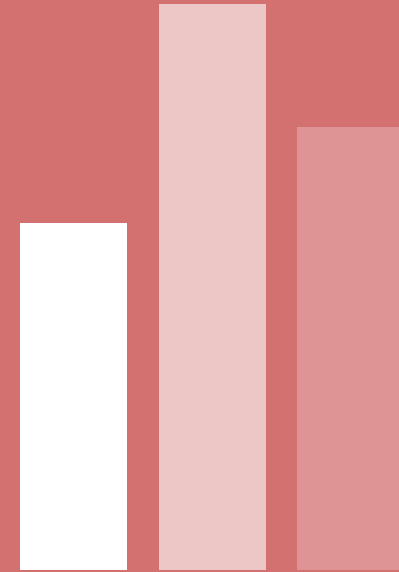
5. Automating repeatable processes.

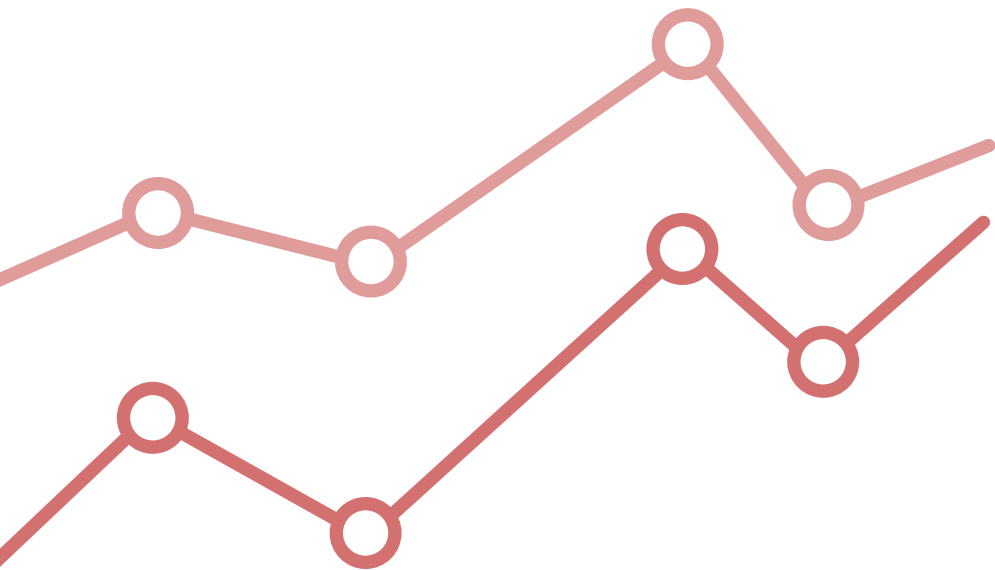
Workers in every part of a company have to deal with processes that are incredibly tedious because they involve always doing the same thing in response to certain requests. Automating these processes accelerates operations and frees up time to focus on more high-thinking tasks.

BUSINESS INTELLIGENCE

Bringing the power of analytics to any task seems to be the rallying cry of contemporary business, and BI solutions apply this principle to the service desk. Data provides invaluable insight into a variety of operations.

Discover the key reasons as to why we see business intelligence as vital in the ITSM process.



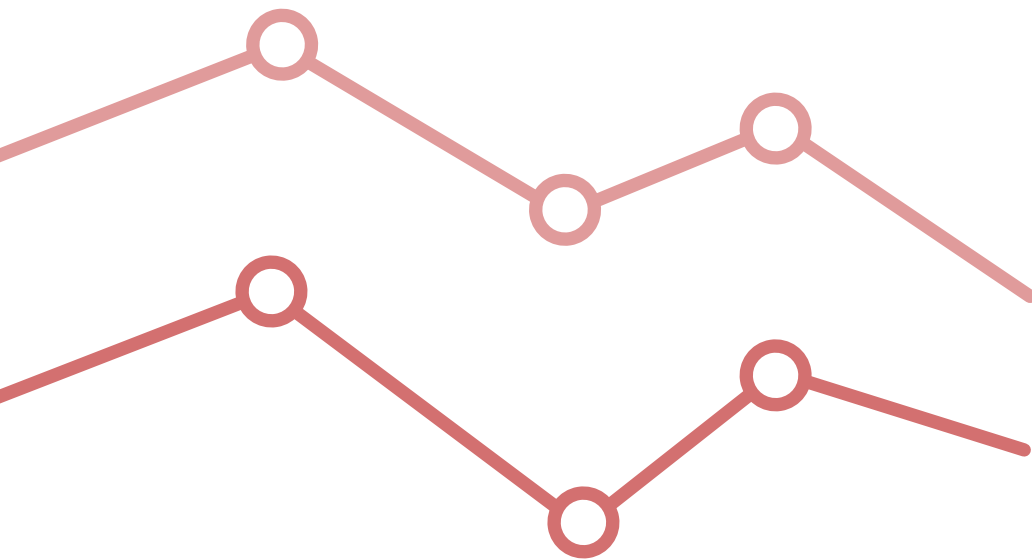


- 1. Provides advanced reporting.** Most service desk tools will feature some form of reporting, but a BI platform offers much more sophisticated metrics pertaining to how the support team and different ITSM modules function. This insight can guide strategies in a variety of ways and provide ample support for plans to develop more innovative methodologies.
- 2. Offer visualization for complex data.** Let's face it, not everybody finds it fun to stare at spreadsheets all day hoping to unlock a nugget of interesting data. BI platforms can offer organizations visualization tools that capture information and present it in a more digestible way so service desk managers can put that information into use more effectively.



3. Informs staffing efforts. Gathering large amounts of data pertaining to worker resources, operational trends and the impact that different strategies have on the service desk allows organizations to anticipate when they will need new workers to meet end-user demands. Such information plays a key role in helping managers find the hiring “sweet spot” that prevents existing workers from getting burnt out but keeps everybody busy enough to avoid waste.

4. Enhances training initiatives. Performance metrics within a BI platform can help companies identify where they are strong and where they may want to train workers. This data can also make it easier



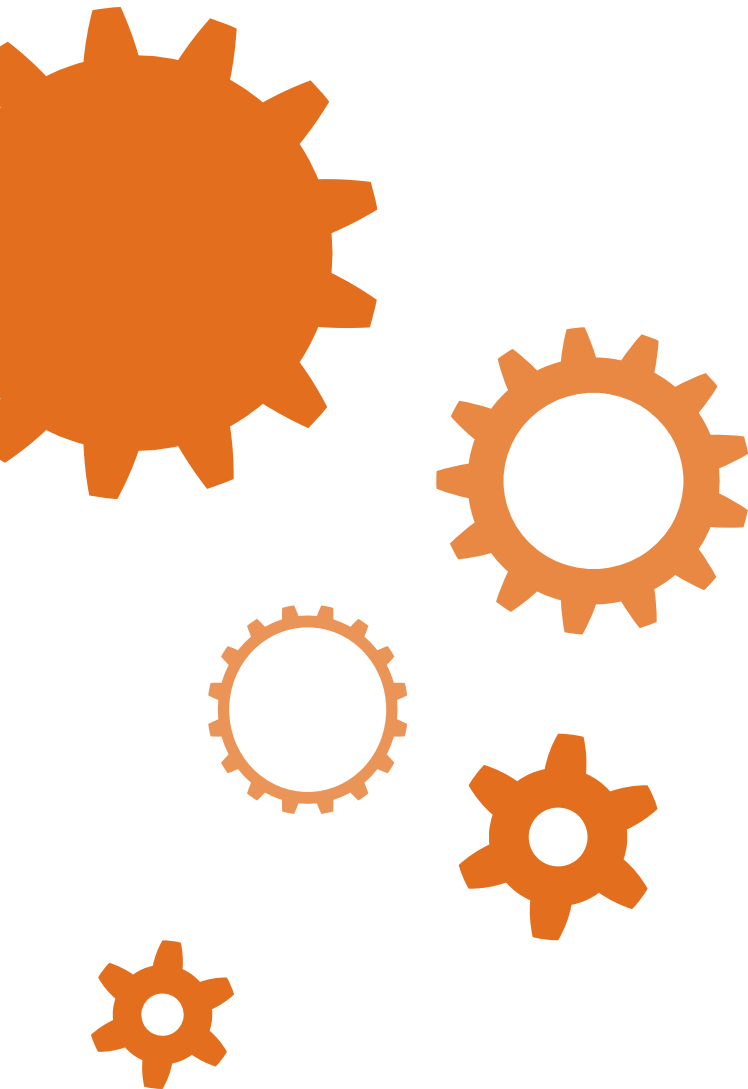
to identify when day-to-day workloads may be lighter than normal, letting managers time training initiatives effectively.

- 5. Puts the power of service desk data to work.** The service desk can create an incredible amount of data in terms of ticket response times, incident resolution figures, change request frequencies and other important metrics. Organizing that data can be so complicated that it is almost impossible to use it without the help of the dedicated reporting functionality enabled by BI platforms.

So many reasons, only so much time to talk about it.

As you can tell, we aren't shy about our feelings for ITSM capabilities in contemporary businesses. Organizations are facing monumental challenges as emerging trends in enterprise transform the way companies use technology. The IT department has become a hotbed for change and many of these adjustments are being driven by business users. BYOD and cloud SaaS platforms have put a new level of control in the users' hands, and IT must adapt to meet their demands.





These small examples are only a tiny glimpse into the major changes facing organizations. Supporting the complex and fiscally challenging IT needs of contemporary business users hinges on having a flexible, responsive technology setup. This is where ITSM comes into play.

You've heard us talk about a lot of reasons why you need specific ITSM modules, and each can be valuable for an organization. But all of these things combine to form a single overarching principle – contemporary ITSM suites can be flexible, adaptable and customizable for specific business requirements. When you choose a modern service desk solution, you will find an array of options that will have a positive impact on your entire enterprise.



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