

CA Service Management

Designed for Humans Built for Service

Challenges

Business people go to IT as a last resort. Modern employees are very search-centric; they go to Google when they have a question and turn to their social networks for support long before they go to IT for help. You've established a self-service solution to help employees help themselves, but you've found it's not used. And you give them access to knowledge experts and documents and known solutions, but they bypass them without pause. The business users view IT as an obstacle to progress. And when they are able to find it and submit issues, it's difficult to understand since the solution is filled with IT jargon. This inadequate self-service model shifts the cost burden onto the business community.

Tools lack the proper design for Support analysts to perform great service. Support analysts lack the information needed to do their job, they do not have a solid knowledge base to work from and they are required to visit many queues to do a single task. They lack information that could provide useful context as part of the resolution process because intelligence is scattered both within the system and outside the system. The process of working a ticket is time consuming. To make matters worse, tools and process are impersonal and typically focused on narrow service-level metrics, and business-level metrics are hard to come by. This creates an SLA-based approach that doesn't tell a good story to the quality and business value of the service delivered. This approach almost forces the analyst to focus on the speed of solving an issue, which ends up sacrificing everything else, including their customer's overall satisfaction and productivity.

Messy team collaboration and knowledge sharing. Sometimes it is difficult for IT teams to see the bigger picture. IT service management tools rarely include a mechanism for sharing tribal knowledge throughout the IT Service Management (ITSM) organization while access to the huge store of institutional knowledge isn't always available. This gap results in knowledge sources that are

inaccessible or go stale. Additionally, as time is often of the essence to resolve issues, user interactions tend to go untracked and subsequent documentation and knowledge transfers suffer. The facts are that many teams have separate systems to manage their work and these systems are not tapped into correctly for the team to work together.

Delivery models are changing. The days of an enterprise IT environment that is solely internally sourced are long gone. Today, businesses rely on IT services furnished through an increasingly broad set of delivery models and providers. In effect, IT organizations have moved from being not only service providers, but also service brokers, managing an increasingly complex ecosystem of hosting and co-location services, outsourcing firms, cloud providers, managed service providers, and so on. These changes necessitate a new level of transparency in the dynamics of financing and enabling IT.

Agility puts a squeeze on the IT Service Desk. Organizations are demanding more support from a never-ending list of technology and business services, and development is delivering applications and services at a faster, incremental pace through growing technologies like agile. Many businesses are demanding that ITSM organizations expand their scope and value by using ITSM solutions for non-IT internal and customer-facing applications. This is putting a tremendous squeeze on ITSM resources and processes that are designed on decades old principles and instruments.

The core tenets continue to be important: IT productivity, business satisfaction, as well as cost and risk control, but the nature of team execution is changing. Support for greater systematic and ad-hoc intelligence and knowledge requiring less process, while having greater team collaboration to share knowledge become vital parts of a successful service support team. CA Service Management is designed for humans and built for service, as necessitated by the application economy.

Opportunity

While technology has advanced at a breakneck pace, the support services available to today's workforce look eerily similar to the systems created decades ago. People expect the IT experience to be as seamless, modern and intuitive as any new operating system or consumer app. However, in reality IT is an impediment, the hall monitor that slows progress and adoption of new technology through a complex web of seemingly arbitrary rules and procedures.

Even though ITSM has been around for decades, people still navigate rigid processes that are centered on poorly designed forms requesting unnecessary information. IT simply can't deliver services that connect with people, can't improve knowledge required to help answer questions quickly and can't deliver a good experience. Not surprisingly, the results generated by these systems are largely unchanged. Individuals on both sides of the service desk still have too much work and not enough answers. In order to support business growth, provide better customer service, increase value by expanding beyond just IT support, and improve workforce intelligence and job satisfaction, we need to provide a better ITSM experience.

CA Service Management places a high degree of emphasis on usability, intuitiveness, personalization, and presenting information in straightforward, non-technical language. It is specifically designed to promote user engagement by utilizing key features such as, automated categorization, natural language processing, and knowledge push to users. It also encourages users to consume available IT services, and existing knowledge and assets to create a more satisfying and productive user experience. And it is proven in most non-IT use cases, including mission-critical customer-facing applications. So let's take a closer look at the key stakeholders involved with a service management solution and the types of business value they should receive from the solution.

Benefits

Don't skip a beat: Provide business users a simple way to connect with IT and business applications, and remain engaged and satisfied across the entire service delivery and restoration process.

Make every moment count: Provide Support analysts the ability to understand the complete state of the IT and business environment, a personalized way to prioritize work, and the business metrics and context to make decisions.

Embrace the team, not the ticket: Provide teams with a productive approach to managing services in the connected world. Elevate system and human knowledge to support the business as a united team.

Gain knowledge for management insights: Facilitate better, more timely decision-making through enhanced data and analysis capabilities.

Get better control of your IT and business environment: Minimize service disruptions with robust change management processes and execution.

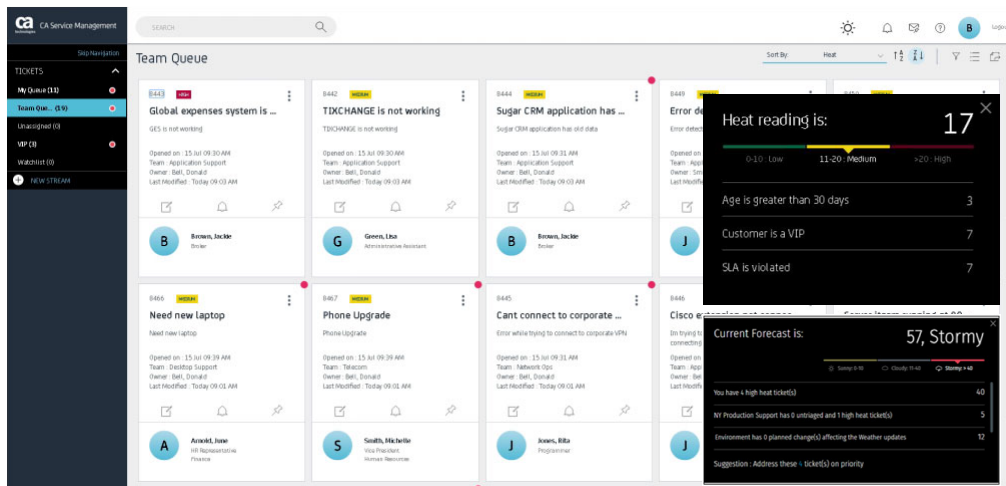
See that the sum is greater than its parts: Integrate service management with ITOM management and business applications in order to deliver complete service across the IT and business ecosystem.

Capabilities

Service Desk

CA Service Management is designed to help Support analysts make every moment count through a dynamic experience so they can deliver great customer service without the fear of overbearing processes or metrics. With the solution, teams can embrace teamwork and make informed decisions rather than work from siloed knowledge stashes and disjointed communications. The following figure shows an example of the Cardview display with heat and weather.

Figure 1: Cardview display with Heat and Weather



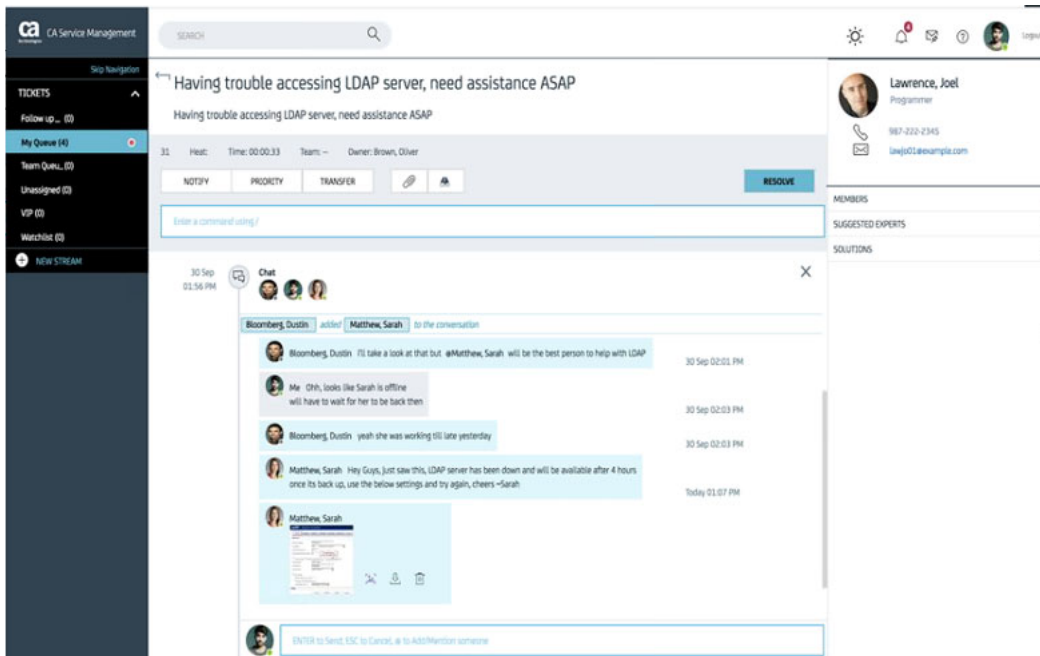
The key to delivering this great service is the solution’s intuitive and award-winning xFlow user experience for Support analysts. The xFlow user experience provides more personalized, comprehensive, and intelligence-based views that analysts, teams, and the service desk as a whole need to get their work done.

Features such as Cardview, Heat, and Weather provide analysts with a contextual understanding of their workload based on multiple dimensions, so they can better prioritize their work. Contextual Collaboration allows analysts to communicate in real time with peers and experts in the context of a ticket, while also retaining those conversations on the ticket. The App Launcher enables analysts to take actions in context by launching apps relevant to the task at hand; they never skip a beat.

Intelligence features such as Service Genius provide analysts with real-time, knowledge-based articles, while the Suggested Experts feature recommends experts best suited to help resolve the issue. Deep personalization features make sure analysts are aware of where things stand in work flows and any SLA considerations they should act on. As a result, the xFlow user experience enables analysts to work more naturally in their environment and provide first-class customer service.

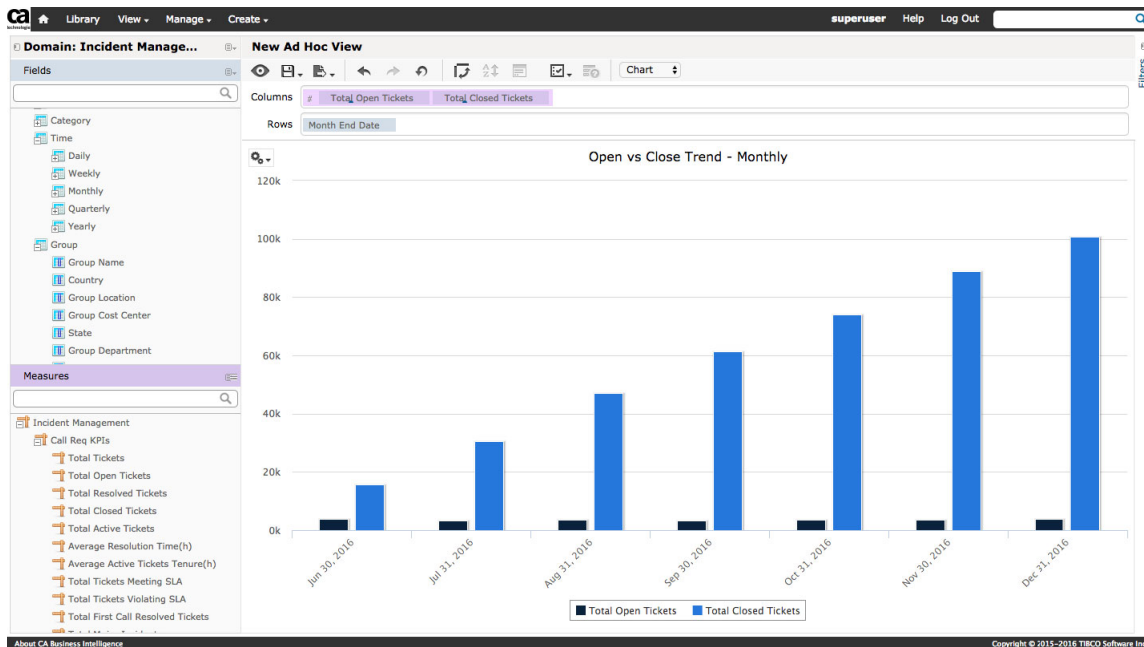
The following figure shows an example of collaboration with peers and experts.

Figure 2: Collaborate with peers and experts



The Insights app, launched by the App Launcher, provides the ability to build ad-hoc reports and dashboards without leaving xFlow so that Support analysts can stay on task better. A business metrics library provides granular and aggregated data that can be easily dragged and dropped into reports to create new knowledge to help resolve questions, look at trends and gain other insights into the business at hand. The following figure shows an example of an Insights app report.

Figure 3: Build ad-hoc reports and dashboards



CA Service Management is PinkVERIFY certified on twelve ITIL processes and provides comprehensive support for incident, request, problem and knowledge management, all of which are underpinned by robust change and configuration management processes. Its service desk capabilities help IT organizations take control of their change management workflow and standardize their IT business processes in accordance with industry-proven best practices. CA Service Management also helps IT organizations, including service providers, reduce cost and complexity by consolidating multiple or disparate help desks. It delivers extensive support automation tools to more quickly and effectively identify, diagnose, and resolve issues, resulting in a higher quality of customer service.

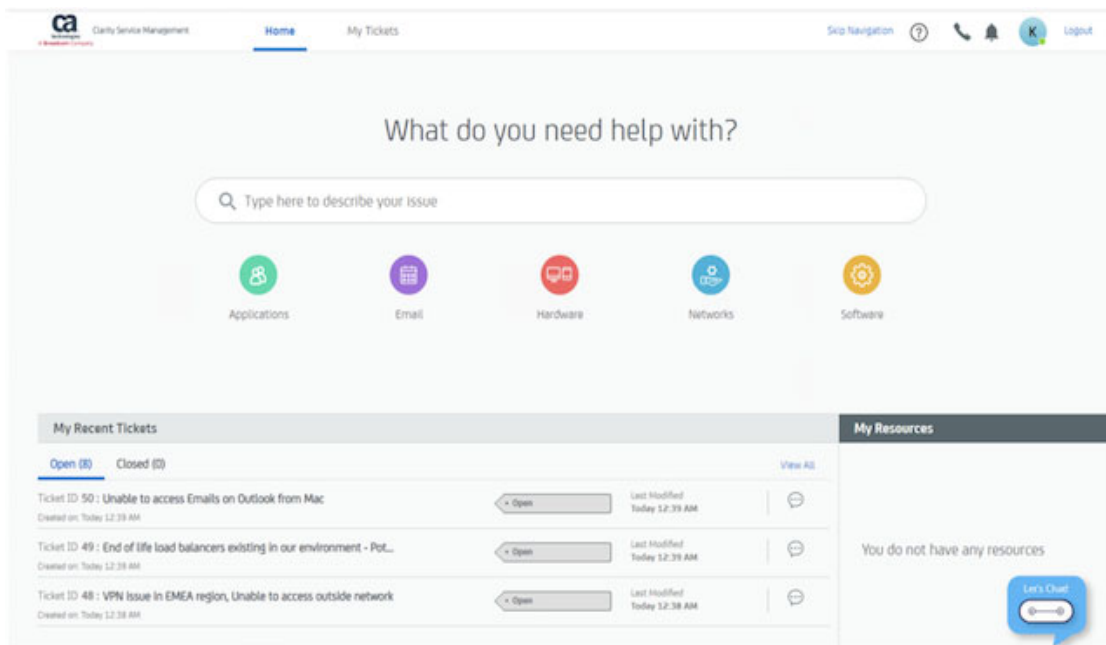
Service Point

Service Point refers to a common self-service user experience across traditional ITSM silos (service desk, asset management, and service catalog) and across stakeholders (business consumers and power users). ServicePoint combines a modern search centric experience with ARIA, a virtual analyst service bot, that allows users to get support through an intelligent chat-based platform that can send knowledge docs, perform ticket status checks, and reset passwords. ARIA can elevate the self-service experience of users by providing intelligent responses and resolutions, while alleviating the demand on analysts. Service Point also empowers users to be able to view and order assets and services from a single screen. And all this can be done from both desktop and mobile devices.

Service Point also makes quick-value content available to users through predefined services that automate and deliver the most common tasks. This includes automating services for business consumers and various administrative tasks for the power users who oversee the product.

Self-service capabilities like these help drive user satisfaction and productivity. They also free up time for Support analysts by eliminating many issues before the issues make it to the service desk. This elimination of issues subsequently reduces the number of open tickets analysts must handle. The following figure shows an example of the business user self-service portal.

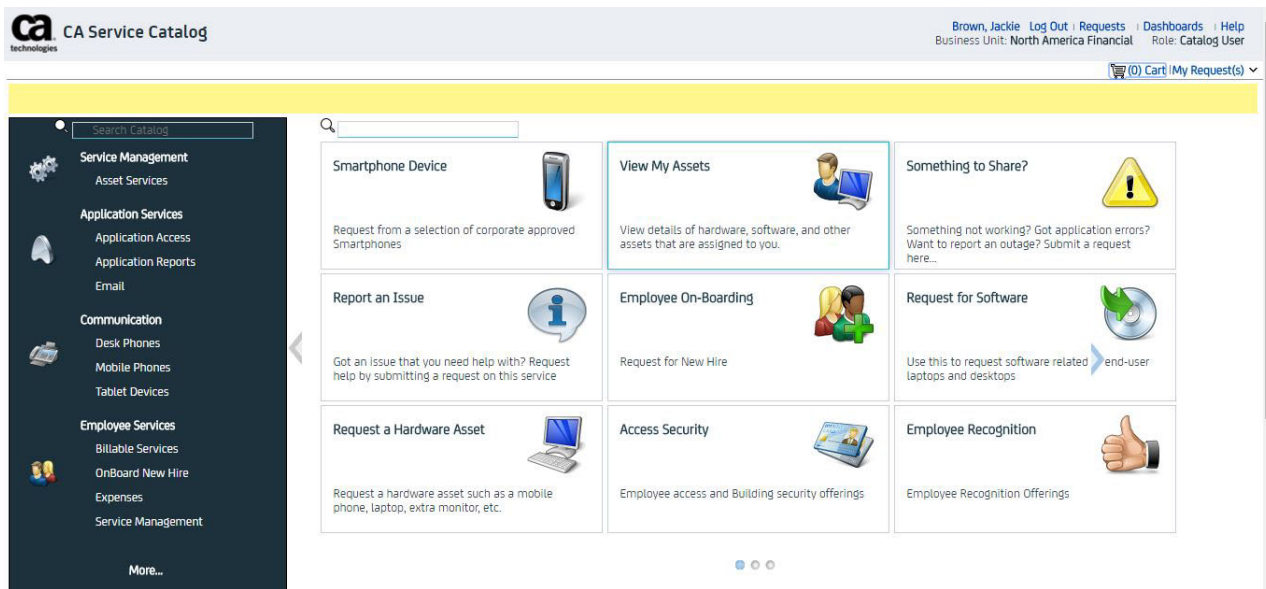
Figure 4: Business user self-service portal



Service Catalog

Enterprise-scale service catalog capabilities give you the ability to define, publish, and manage the services you make available through Service Point, including on mobile devices, for any type of business, power or administrative user. You can present services in a consumer-like storefront using consumer terminology, providing all the relevant details a consumer would expect to see when requesting a service, such as options, cost, and service-level agreement. You can even publish these services in your own portal in addition to Service Point. Behind the scenes, workflow automates and manages fulfillment and related processes, simplifying power user tasks and increasing the productivity of all users involved. Additional service accounting features, such as chargeback, enable better accountability and transparency into service consumption and costs, so decision makers can make better IT and business portfolio decisions. The following figure shows an example of the service catalog.

Figure 5: Service catalog for business users

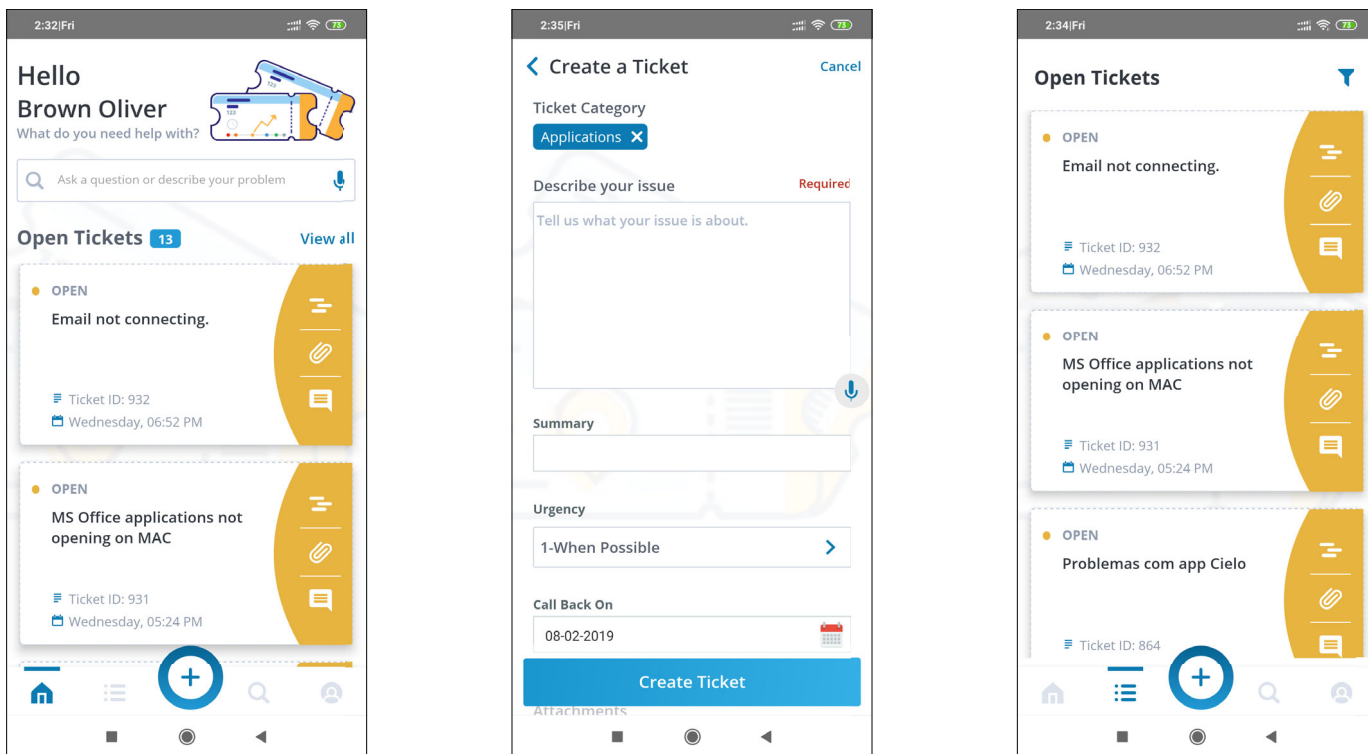


Mobility

A native mobile app for iOS and Android devices provides access to the Service Point capabilities, including the consumer storefront of available services. Users can leverage native device capabilities like the camera and location awareness when they open issues. Support analysts can manage their ticket queues, and all users can manage task approvals, from mobile devices. For management, optional dashboards can provide real-time analytics exactly when needed on mobile devices.

The following figure shows examples of three Service Point mobile screens: Main screen, Create a Ticket, and Open Tickets.

Figure 6: Mobile access for remote users



Change, Release, and Configuration Management

A robust Change Management Database (CMDB) enables deep root cause analysis for issues and proactive impact analysis for changes to the IT environment. This, combined with the ability to link services to configuration items, enables your IT departments to plan better, make fewer mistakes in implementation and exercise more precise control of critical configurations items and services. They can also respond more quickly and effectively to incidents and problems in operations.

Underpinning the CMDB is a robust change approval process, and a Change Audit Control Facility, that leverages rule-based processing to handle unauthorized changes within the environment. These change management features help reduce system downtime and minimize impacts to the business.

Business Value and Advanced Reporting

In addition to the Insights reporting and dashboard capabilities in xFlow, business value reporting helps your decision makers and power users understand and prove the business value of your service management organization and service offerings. Out-of-the-box reports supply insights into organizational productivity, service demand and costs. These reports help managers gauge operational effectiveness and provide the business impact of service disruptions.

In addition, advanced reporting and dashboard features empower managers to perform more in-depth analysis in order to support tactical and strategic decision making. Non-technical users can quickly create interactive dashboards and reports, and immediately share them with the broader user community. The resulting unified view of your service management environment delivers deep, real-time management insight and transparency into service demand, cost, use, assets and issues to users of CA Service Management.

Integration with the Broader IT Environment

CA Service Management is multi-cloud enabled. The Docker container-based deployment of CA Service Desk Manager and CA Service Catalog product components in Kubernetes cluster simplifies the deployment and scalability of the solution. This method of deployment brings significant reduction in the time taken to install, upgrade, and patch the solution. Because of the underpinning technologies of Docker and Kubernetes, you can more easily and quickly scale different product components based on demand. The Docker container-based deployment helps to optimize underlying hardware resources and administration efforts.

CA Service Management includes a robust integration architecture that enables it to contribute to both a larger ITSM vision, as well as to broader IT operations functionalities. This architecture provides out-of-the-box integrations with application discovery and dependency mapping tools through integration with CA Configuration Automation. The integration architecture allows managers to extend their service management solution in order to better visualize and manage services using application performance and infrastructure domain management systems. As a result, they're able to build real-time, cross-silo views of services and more efficiently pinpoint sources of service impact and risk.

Conclusion

Even as ITSM demands and responsibilities continue to increase, you can position your organization to respond effectively by employing the comprehensive capabilities available through CA Service Management. You'll be able to offer intuitive, streamlined and more cost-efficient support through self-service features that boost user productivity and satisfaction, so Support analysts can focus on problem resolution and more strategic tasks. The xFlow user experience provides analysts with the context and tools to deliver the type of support your users expect and deserve. And with role-based dashboards and advanced tools for monitoring, analyzing, and reporting on service performance and functions, your team gains insights to more pro-actively identify, recommend, and deliver services that match user needs.

While the value of CA Service Management has been proven in IT shops for more than a decade, recent years have shown tremendous expanded value outside of IT for [Enterprise Service Management](#). More than 65% of customers have expanded their use beyond IT into business applications such as facilities, human resources, audio-visual, finance. In addition, businesses are using CA Service Management to safeguard mission-critical and customer-facing applications for managing retail issues, public service access, university student portals, inventory and delivery issues and more. And customers claim they are doing so with minimal additional money or people cost, resulting in significant ROI, and in IT gaining respect and a seat at the business table.

Learn how CA Service Management can help you deliver more strategic value today: www.broadcom.com/service-management

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