

ITSM That Works the Way People Do

You've seen a new reality unfold as the application economy has made thousands of business applications available for use anytime, anywhere. And the challenges are mounting:

Need to Address and Support

- ↑ **Ever-increasing** business demands and expectations
- ↑ **Growing** agile development initiatives

Need to Balance

- 🎧 Never-ending **service requests** and internal, third-party and **cloud-based app requirements**
- 📊 **Resources** and **costs** to manage business-critical applications and services

No wonder IT service management (ITSM) is broken under all these pressures.

To fix ITSM, you need a people-based approach that boosts both the productivity of your service-desk staff and end-user satisfaction. Consider the difference:

Broken

Business User: IT is the Last Resort	
✗	Where do I submit my requests online? What I am supposed to enter in this field?
✗	Why does it take longer to get a response when I submit my request by phone?
✗	What's happening with my request? Do I need to follow up or submit it again?



IT Analyst: Poorly Designed Tools Impact Service	
✗	What's causing this huge increase in requests? Where's the troubleshooting information for this issue?
✗	All these requests are coming from different queues—which should I work on first?
✗	Did anyone deal with this issue before? Who knows? I'll put this ticket on hold.



ITSM Team: Siloed Systems Impair Collaboration	
✗	Why don't service tickets get sent to the experts who know how to solve particular problems?
✗	Why isn't it easy to get help from the team to solve problems or to share what team members know about new apps and requirements?
✗	How can we improve user satisfaction when we can't tell if we're meeting service goals?

Equipped for the Application Economy

ITSM That Doesn't Skip a Beat	
✓	Intuitive, more engaging self-service to simplify IT.
✓	Consistent contact through phone, email and online channels.
✓	Continuous interactions to stay on track.



ITSM That Makes Every Moment Count	
✓	Understand work patterns and the overall environment.
✓	Ensure each job and priority is understood.
✓	Accelerate triage and resolution with the right knowledge.



ITSM That Embraces the Team, Not the Ticket	
✓	Support centralized IT connections.
✓	Encourage IT community involvement.
✓	Provide metrics to monitor and measure results to improve overall service levels.

Put these questions to rest with IT Service Management from CA Technologies—a solution designed to help all your business users and IT teams work more productively in today's application economy.

Learn more at ca.com/itsm