

Product Brief

CA Service Management Service Point Self-Service

Key Benefits

- **Better user satisfaction.** Simple, familiar, mobile user experience.
- **Broader service adoption.** Consumer-like storefront; one-stop-shopping.
- **Increased productivity.** Workflow, services, knowledge, assets readily available.
- **Reduced support costs.** Users resolve their own issues; fewer tickets opened.
- **Improved IT image.** Single, compelling face-of-IT for all users.

Key Features

- **Service Point self-service user experience.** Compelling search-centric, NLP-driven face-of-IT to all users.
- **Intelligent Automation.** NLP, historical data and analytics come together to automate ticket categorization and push knowledge.
- **Service storefront.** One-stop shopping for help, assets and services.
- **Collaboration.** Answer questions, engage experts and peers in discussions and real-time chat.
- **Federated search.** Aggregate search results across SharePoint, Google, collaborations, service desk knowledge and ticket history.
- **Knowledgebase contribution.** Capture feedback and validated resolutions from user interactions.
- **Instant access.** Weave directly into existing web pages, including SharePoint.

Overview

Sophisticated service management processes do not need to equate to a complex user experience. CA Service Management, with its Service Point self-service and mobility capabilities, delivers a modern experience. This experience uses Natural Language Processing (NLP), enabling business consumers, power users, and decision makers to easily access knowledge, collaborate, resolve issues, request services, and interact with their IT assets. This business-centric focus can broaden adoption of services, improve productivity, reduce costs and elevate the perception of your IT organization by bringing together the right people, relevant knowledge, and available services and assets.

Business Challenges

Changing User Expectations. Increasing service management sophistication often means a more complex user experience. But users expect a simple search-centric self-service experience similar to the consumer apps they use outside the workplace. Further, they expect immediate action and results, expending minimal effort, and using whatever device they have in their hands at that moment.

Overburdened IT. Resolving issues, requesting services, and managing IT assets often involves expensive management and analyst resources for mundane tasks. Few business consumers attempt to take action on their own and there is minimal knowledge that is readily available to them. It is often difficult to know whom to go to for immediate action. The result: IT is blamed for being slow and unresponsive.

Misaligned Collaboration Tools. Most collaboration tools are not designed with IT issue, request, and asset processes in mind. As a result, they often fail to deliver measurable value and distract employees from their core business objectives. Further, they typically require users to access each knowledge source independently, through an interface designed to connect people-to-people, not deliver relevant IT answers.

Solutions Overview

CA Service Management delivers a modern user experience focused on search-centric self-service, mobility, and collaboration. All users can follow communities and topics, and collaborate with peers, analysts, and experts. Service Point self-service features ARIA, a virtual analyst service bot, which 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 your users by providing intelligent responses and resolutions, while alleviating the demand on analysts, they can chat directly with support analysts, open service desk tickets, or request services. They can also monitor the progress on their requests or issue resolution. And this is all done from a single screen!

Solutions Overview (con't)

The mobile app puts strategic capabilities at the fingertips of everyone in your organization, providing all the same business user features as the Service Point experience. Users can access the collaborative self-service capabilities, including the consumer storefront of available services. They can also leverage native device capabilities like their mobile phone camera and location awareness when opening issues.

Service desk analysts can manage their ticket queues, and approvers can manage and take action on their approval queues.

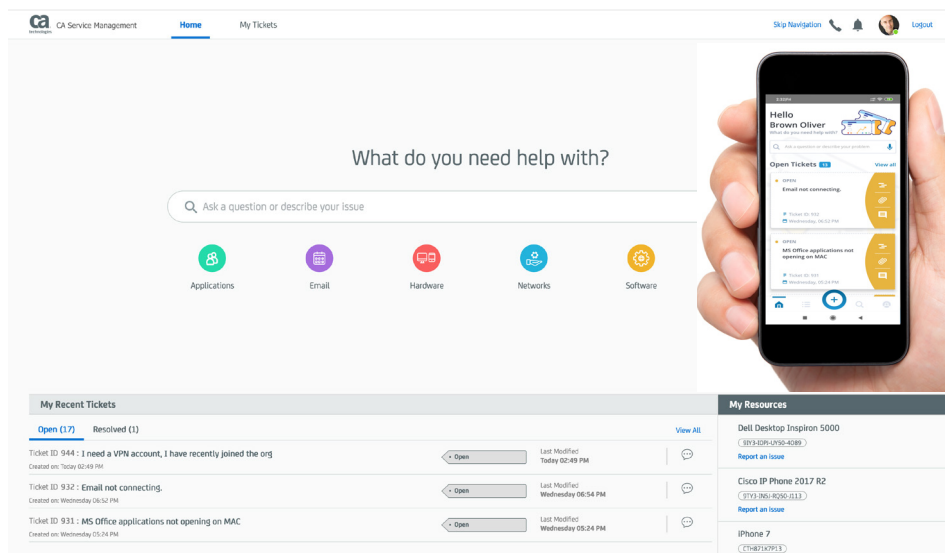
Managers, using optional dashboards, can provide real-time analytics exactly when they are needed.

Critical Differentiators

The Service Point self-service and mobility features of CA Service Management include the following differentiating capabilities:

- **Unified and simple user experience.** Hide the complexities of high levels of service management maturity while facilitating that maturity.
- **Search-centric collaborative self-service.** Resolve issues, request services, collaborate, and more.
- **Integrated self-service.** Access self-service directly from web pages, SharePoint, and other familiar tools.

The Service Point self-service feature provides a unified search-centric experience for all users to access knowledge, collaborate, resolve issues, request services, and view assets.



- **Broad mobile capabilities.** Empower your customers with mobile self-service, collaboration, notifications, issue and request management, and more.
- **Address the service needs of all key stakeholders.** Give business consumers, power users, and decision makers what they need.
- **Facilitate resolutions.** Monitor interactions in the communities to ensure threads are progressing; if not, moderate, engage domain experts, open a ticket, or make a request.
- **Support staff productivity.** Collaborate among peers, draw from discussions to expand the knowledge base, update tickets, or create quality knowledge documents.

Related Products and Solutions

CA Service Management is a comprehensive service management solution that includes the following related products and solutions:

- **Asset Management.** Holistic management of hardware and software assets and licenses.
- **Advanced Reporting and Dashboards.** Self-service dashboards and reporting for all of your users, regardless of their technical acumen.
- **CA Service Catalog.** Robust request management, including service chargeback, pricing, and delivery automation.
- **CA Service Desk Manager.** Comprehensive incident, problem, change configuration, and knowledge management.

For more information, please visit our website at: broadcom.com/service-management