



Unbreak ITSM:
Work the Way People Do

New Pressures from the Application Economy

What happened? Just yesterday your IT organization was the master of its domain. When users had a problem or request, they immediately turned to your help desk for support. And for the most part, the tools and processes in place enabled your team to quickly resolve issues and satisfy requests. But today, incidents and requests are piling up, users are losing patience and IT Service Management (ITSM) as you know it isn't doing the trick.

Blame it on the application economy.

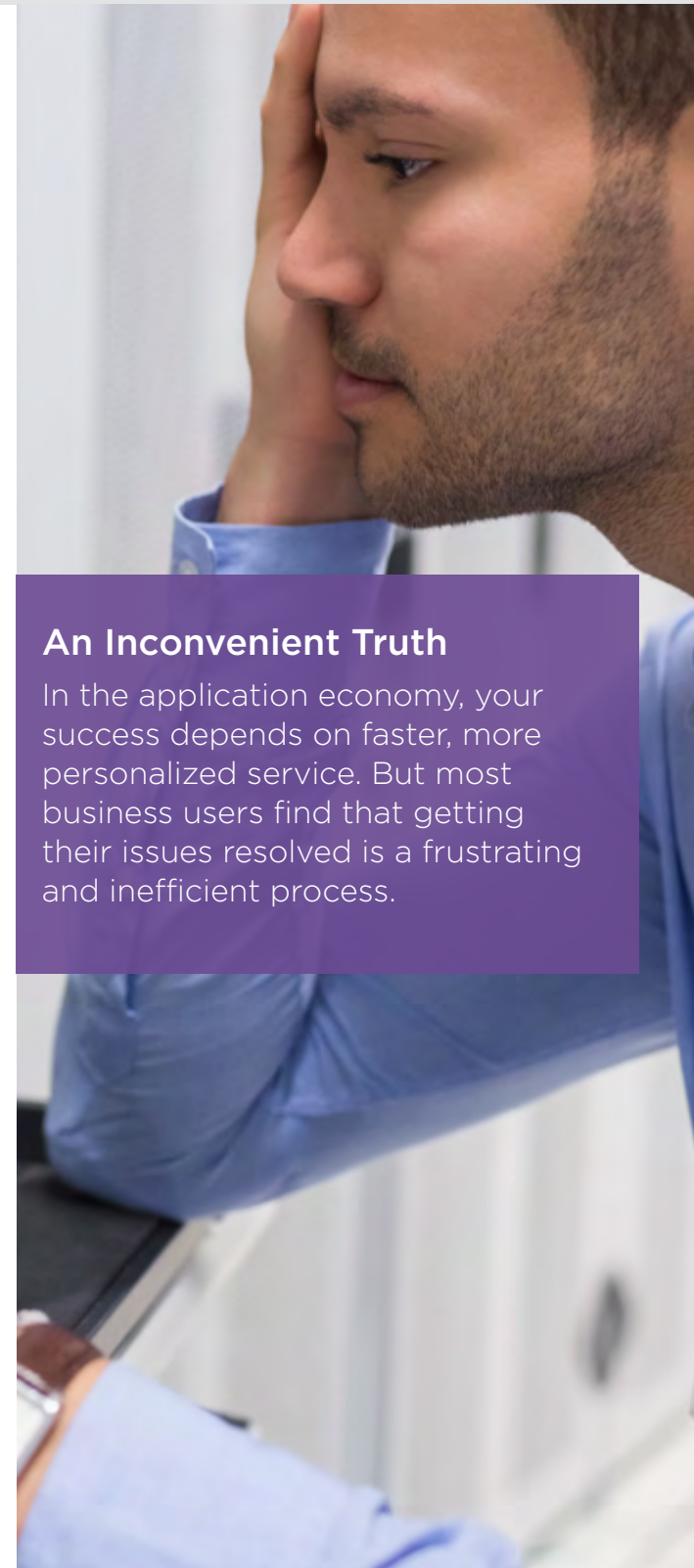
Innovative technologies like mobile, social and cloud have led to thousands of business applications being available for download for use anytime, anywhere on a growing array of devices. And user demands are mounting for fast and convenient access to them.

This means your team needs to understand the ins and outs of dozen—or even hundreds—of unique applications. They have to be able to help users to get incompatible applications to work and play well together. And they must learn all the idiosyncrasies of multiple devices.

Most of all, they need to handle all these new tasks efficiently—and with minimal impact to user productivity

An Inconvenient Truth

In the application economy, your success depends on faster, more personalized service. But most business users find that getting their issues resolved is a frustrating and inefficient process.



Understanding the Impact of Broken ITSM

So where do you go from here? Instead of simpler days when IT chose what technologies users could access and deploy, you now must address user-driven requirements and expectations that stem from the application economy.

Meanwhile, new agile development initiatives are increasing the overall burden on IT operations. And you can't count on additional resources to help handle all these new demands. It's clear—what you need is ITSM that is more effective and adapts to the way you work.

Yet, it's hard to know what kind of ITSM support you should actually provide without first re-examining how traditional ITSM processes are working—or in many cases, not working—in your organization.

We've brought in key players from Acme Incorporated* to help. They've volunteered to give you a snapshot of what it's like to receive and provide service-desk assistance under current conditions. Their underlying themes may sound quite familiar:

- IT is the Last Resort for Business Users
- Poorly Designed Tools Impact Service
- Siloed Systems Impair Collaboration

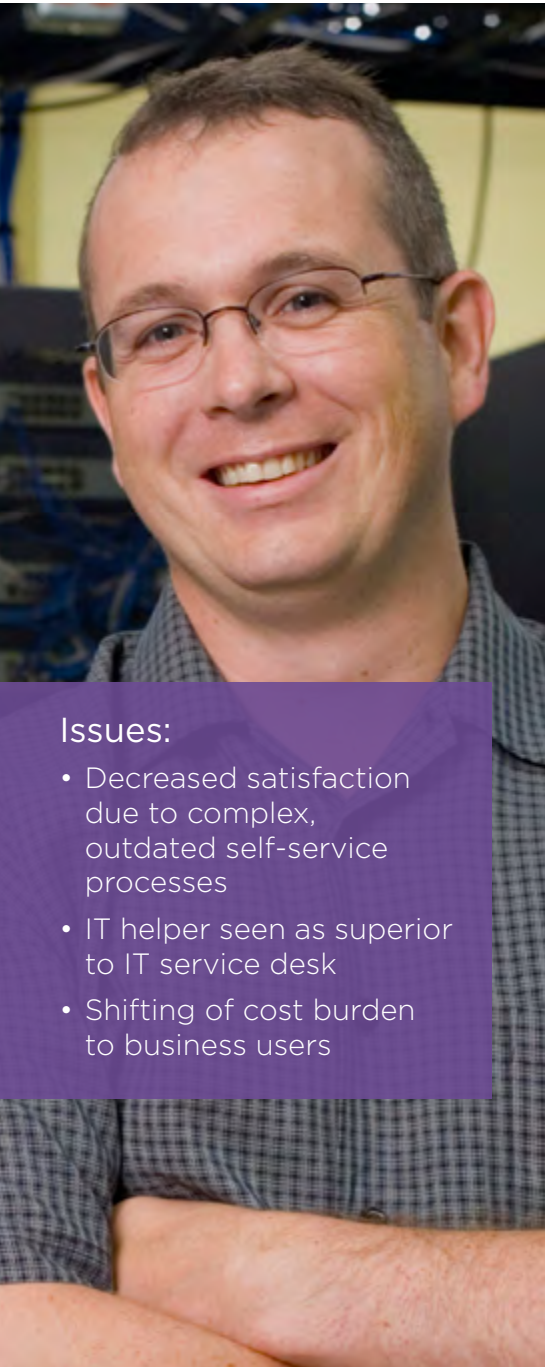
Fortunately, in every case, a better ITSM approach can turn things around. And that's when you can begin to unbreak ITSM.

Let's take a look ...

*Acme Incorporated and its employees are fictitious, but represent actual ITSM scenarios.



IT is the Last Resort



Hi, my name's Ron.

I just joined Acme Incorporated as a sales rep and I'm ready to hit the road. Sara, our executive assistant and resident IT expert, is out of the office for a few days. So, instead of having her set me up with a mobile phone, I now need to go online to submit a request for it myself. **Should be easy, right?**

Little did I know how long it would take to find the self-service option on the corporate website. Who designs these sites anyway?

Once I found it, I brought up this complicated request form. I couldn't tell what should be entered into the one field, so I just closed it out, and sent an email to the IT service desk. I don't know when I'll hear back from them and finally get my phone.

Somebody help.

Issues:

- Decreased satisfaction due to complex, outdated self-service processes
- IT helper seen as superior to IT service desk
- Shifting of cost burden to business users



ITSM That Doesn't Skip a Beat

Can you provide business users like Ron with self-service that's easy, so they face minimal disruptions to their work day?

IT Service Management from CA Technologies, A Broadcom Company will help you accomplish this by:

Providing new ways for people to engage and make IT simple:

You'll be able to offer Ron intuitive self-service experience that is jargon free and in his own language to expedite service-desk submissions and speed his search for desired information and resources. When Ron finds information he needs, such as a FAQ, he'll be able to grab it, comment on it and make it his own, just like he does with his personal apps.

Enabling IT to provide the same, personal engagement—

regardless of channel: Whether Ron contacts your service desk via phone, email or your service ticketing system, his request will be handled following a standard process for resolution and escalation as needed.

Supporting continuous interactions to stay on track: Ron will receive updates on the status of his request. You'll also be able to engage with Ron and provide the give-and-take of information necessary in today's application economy. And your ITSM staff will have a window into Ron's activity that allows them to step in whenever it's necessary.



And he's off. With these capabilities, Ron can be more self-sufficient while knowing that IT has his back when he has a request.

Poorly Designed Tools Impact Service



Prakash here—IT analyst extraordinaire.

That's what I'd like to be, but the way things work at Acme, it's hard to get ahead of the game.

Take today, for example. There were already 50 Priority 1 tickets coming at me from **email, voicemail and multiple ticketing queues.**

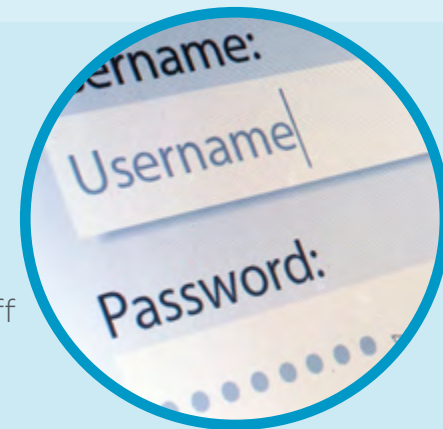
It looks like an upgrade that occurred last night is responsible for many tickets, **but no one told me** about it or provided me with troubleshooting information so I could be prepared if something went wrong. I'll need to search the SharePoint® site or see if I can find an analyst who knows how to fix this problem.

I'll put them on hold since I can quickly handle the tickets that came in for a simple password reset. I see that the SLA's on two of the tickets just turned red.

I'll think I'll skip them and move on to the following one. Hopefully, it's not another hand-off with missing information.

Issues:

- No visibility into the big picture or understanding of how to prioritize tasks
- Limited intelligence on how to resolve service issues
- SLA approach that focuses on speed and need to clear tickets over customer requirements



ITSM That Makes Every Moment Count

IT analysts like Prakash know what it's like to operate in a vacuum. If your analysts are facing similar uncertainties and a high volume of requests, they'll be just as likely to focus on handling easier tickets to the detriment of what's really important.

Instead, IT Service Management from CA Technologies allows you to help your analysts make better decisions and provide an amazing experience to business users. This is possible when you enable them to:

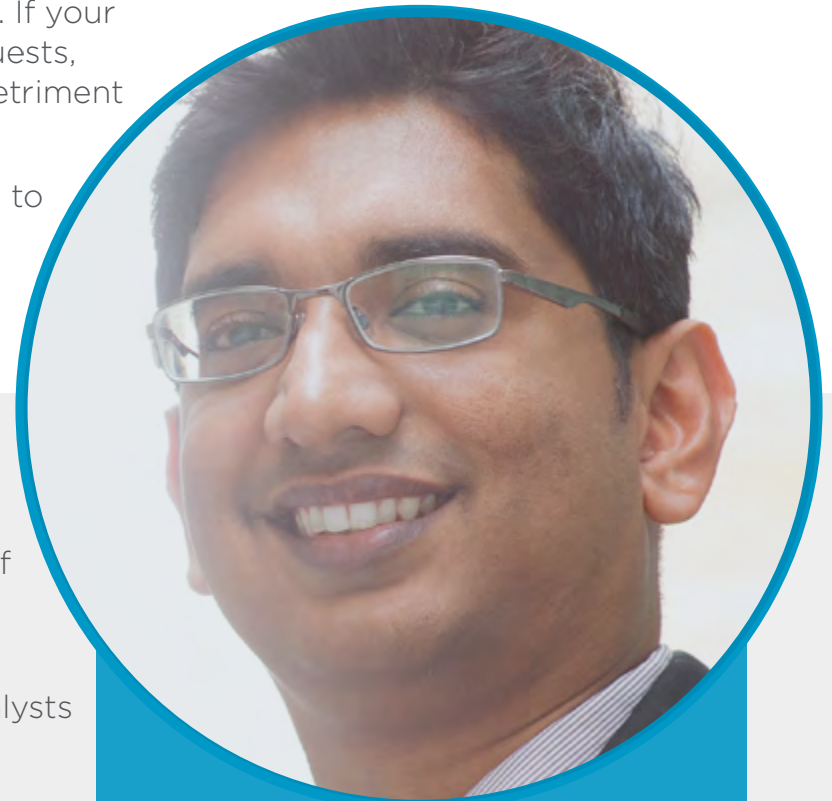
Understand overall work patterns and the IT environment:

By giving your analysts visibility into the entire IT environment, they'll be able to see what's coming down the pike and be aware of IT activities that could impact their workloads.

Ensure each job is prioritized and understood: You'll be able to prioritize workloads using data-driven intelligence and provide analysts with a list of instructions to get the job done right.

Accelerate triage and resolution by analyzing historical interactions:

Your analysts will be able to prevent the starts and stops often associated with resolving incidents when they can tap into historical data to learn what worked and what didn't.



Prakash can now easily identify his real priorities. And he has more information and analysis tools at his disposal to deliver outstanding service.

Siloed Systems Impair Collaboration

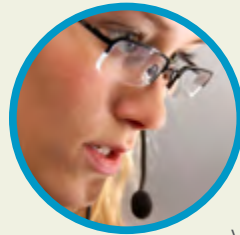


At Acme, we're supposed to be working as a team to meet service levels and keep things running smoothly. We interact frequently with IT analysts and other members of the IT team, but our systems aren't set up to capture and share knowledge from these dealings. Worse, they don't point us to the right skilled resource or community to help answer questions.

For example, we're constantly instant messaging to get questions answered. Some information is located in Excel® or written on a sticky note, but a lot of it just stays inside someone's head.

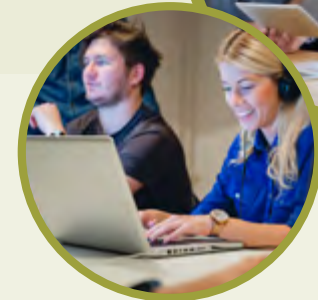
Issues:

- Wealth of knowledge in past tickets, but inaccessible to the team
- No systematic way to identify the person qualified to help solve a problem, so ticket hand-offs are tricky
- Knowledge stashes are frequent, so tribal knowledge trumps all



That doesn't help when the same problem reoccurs and a less experienced analyst needs the solution. Even when specific incident information gets stored in SharePoint®, the only one who typically knows where to find it is the person who entered the details.

What's more, lots of staff are involved in solving issues, but everyone's using different systems. No wonder tickets that get re-assigned or escalated get lost in the cracks. Under these conditions, how can they expect us to collaborate more effectively, let alone see the big picture?



ITSM That Embraces the Team, not the Ticket

Are pockets of IT intelligence continuing to build without benefit to your users and enterprise? Can your teams identify experts or a community to crowdsource answers like on your favorite social platform? If your teams' ability to engage and leverage shared skills is limited, your ITSM operations may be just as disconnected as Acme's—and just as inefficient. This situation exacerbates systemic problems that could be resolved faster if only your team had all the knowledge and resources they needed.

Your ITSM organization could regain control and be more productive if you could facilitate the exchange of information to foster greater teamwork. Consider how IT Service Management from CA Technologies helps unite your team by managing services in the connected world:

Support centralized IT connections: Strengthen the intelligence of your IT team. Understand team member skills and personal interests for the quickest route to an answer.

Encourage community involvement and activity sharing: Promote better decision making among your team members.

Provide metrics to measure and monitor results: Improve the overall level of service your team delivers.



At Acme, we finally know what it's like to work as a team. Service tickets are getting directed to people with the expertise to handle them, and we're continuing to build a knowledge base that everyone can access. Plus, we always know where we stand in terms of meeting our service goals.

Designed for Humans, Built for Service

The application economy has put the demands of business users front and center—opening up an ever-growing world of application and technology options and requirements. You need a people-oriented way to address their needs and expectations, as well as position IT to respond quickly.

IT Service Management from CA Technologies is built on that precise premise. You'll be able to help users like Ron, analysts like Prakash and the entire IT team improve their interactions, so they can excel in their jobs. And so your organization can continue to flourish.

CA IT Service Management		
Don't Skip a Beat	Make Every Moment Count	Embrace the Team, Not the Ticket
Self-service that keeps customers running and makes IT simple	A new experience that lets analysts get back to helping people	An engagement model for the modern workforce
		

Learn how IT Service Management from CA Technologies can help revolutionize your service management business and increase satisfaction and productivity throughout your enterprise.

Visit ca.com/itsm

Broadcom Inc. is a global infrastructure technology leader built on 50 years of innovation, collaboration and engineering excellence.

Broadcom Inc. (NASDAQ: AVGO) is a global technology leader that designs, develops and supplies a broad range of semiconductor and infrastructure software solutions. Broadcom's category-leading product portfolio serves critical markets including data center, networking, enterprise software, broadband, wireless, storage and industrial. Our solutions include data center networking and storage, enterprise and mainframe software focused on automation, monitoring and security, smartphone components, telecoms and factory automation. For more information, go to www.broadcom.com.



For product information please visit our website at: ca.com

Copyright © 2019 Broadcom. All Rights Reserved. Broadcom, the pulse logo, Connecting everything, CA Technologies, and the CA technologies logo are among the trademarks of Broadcom. The term "Broadcom" refers to Broadcom Inc. and/or its subsidiaries.
BC-0547EN 07.08.2019