

# Supportworks ITSM Enterprise IT Service Management For Business



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## IT Service Management For Business

The purpose of IT Service Management (ITSM) is to integrate IT strategy and the delivery of IT services with the goals of the business, with an emphasis on providing benefit to customers. The ITSM journey demands a shift in focus and culture, from managing IT within separate technology silos, to managing the end to end delivery of services using guidance from best practice frameworks such as the IT Infrastructure Library (ITIL).

The current version (ITIL v3) advocates a service lifecycle approach, starting with Service Strategy and moving through Service Design, Service Transition and Service Operations, with Continual Service Improvement closing the loop and feeding back into Service Strategy. In reality, the majority of adopters take a 'Bite-Size' approach, with most

implementations focused on Service Transition and Service Operations processes.

Supportworks ITSM Enterprise is the ideal solution for organizations that are looking to take the next step in maturing their IT Service Management delivery. Moving beyond the initial processes introduced under the 'Bite-Size' approach, Supportworks ITSM Enterprise provides a comprehensive set of pre-packaged ITIL-compatible processes, enabling IT to meet business requirements and goals. Supportworks ITSM Enterprise increases productivity by automating service management tasks, freeing IT staff to focus on the top drivers for ITIL adoption: improving service quality and customer satisfaction.

## PinkVERIFY™



### ITIL v3 Compatible

Hornbill's Supportworks ITSM Enterprise v3.0 has passed the PinkVERIFY™ assessment and as such, the tool is officially certified as ITIL compatible by Pink Elephant, the world's leading IT Service Management education and consulting provider.

A Pink Elephant IT Management Consultant assessed and confirmed compatibility of Supportworks ITSM Enterprise v3.0 in eleven (11) ITIL Version 3 (v3) processes.

"PinkVERIFY was created to help the IT community find software tools that are compatible within an ITIL environment. Hornbill's Supportworks has long been recognized for its ITIL-compatibility, reaching Enhanced status in 2004. We put Supportworks through a rigorous assessment process to ensure its compatibility with ITIL v3. The tool met all of the mandatory, integration and optional criteria and we congratulate Hornbill on achieving this standard."

*Troy DuMoulin,  
AVP of Product Strategy for Pink Elephant*

# Human Touch

The existence of the 'human touch' when delivering support ranks very highly with customers. Poorly directed technology can put a barrier between the customer and the service desk, creating layers of bureaucracy and slowing down resolution. If service is to improve, the customer experience must be a major focus for every interaction between IT and the business.

"ITIL is less likely to be successful if it is implemented purely as a way of managing processes and far more likely to be successful if it is implemented as an initiative to change the entire ethos of the IT Department and to deliver benefits to the organization as a whole"

*Service Futures Group*

Supportworks ITSM Enterprise empowers service desk staff, presenting them with valuable information about the customer, enabling them to tailor their response to deliver a better customer experience. Relevant information, such as



the customer's priority services, their general competence with technology and satisfaction with IT service quality enables IT staff to respond in the most appropriate manner and deliver the best possible service experience to each customer.

Customer service is neither a department nor a process - it is an 'attitude'. The 'human touch' within Supportworks ITSM Enterprise empowers service desk staff, enabling them to make a real difference to the customer's perception of service quality.

# Enterprise Support Platform (ESP)

## Multiple service desks, one technology

Unlike other solutions, Supportworks ITSM Enterprise is non-prescriptive and can be configured to meet additional business processes not strictly defined within a conventional IT Service Management environment, providing ultimate flexibility. Built on Hornbill's ESP technology, Supportworks ITSM Enterprise allows the IT organization to pick and choose the elements of the solution that best meets business requirements.

Other complementary service desks can be delivered using the Enterprise Support Platform technology. Service Desks for HR, Facilities, or Customer Complaints may be created maximizing the return on investment, whilst reducing licensing costs and maintenance overheads typically associated with running separate service desk products.



# Internal and External Customers

Supportworks ITSM Enterprise caters for both internal and external customer support environments, without extensive customization. External customer support features include the ability to manage multiple business clients and their

associated service level agreements, configuration items (assets), and complex organizational hierarchies. If external support is not required, a simple configuration option disables these features.

# Solution Features

## Fast to deploy, easy to configure

Supportworks ITSM Enterprise provides the optimum combination of business process automation, functionality and flexibility, delivering a comprehensive ITIL-compatible solution that satisfies most IT service management requirements. Supportworks ITSM Enterprise is shipped with fully-integrated processes and templates that enable rapid adoption of key components of the service lifecycle.

For organizations that do not wish to adopt all of these disciplines immediately, they can simply be 'switched off,'

and 'switched on' again when the organization is ready for full adoption.

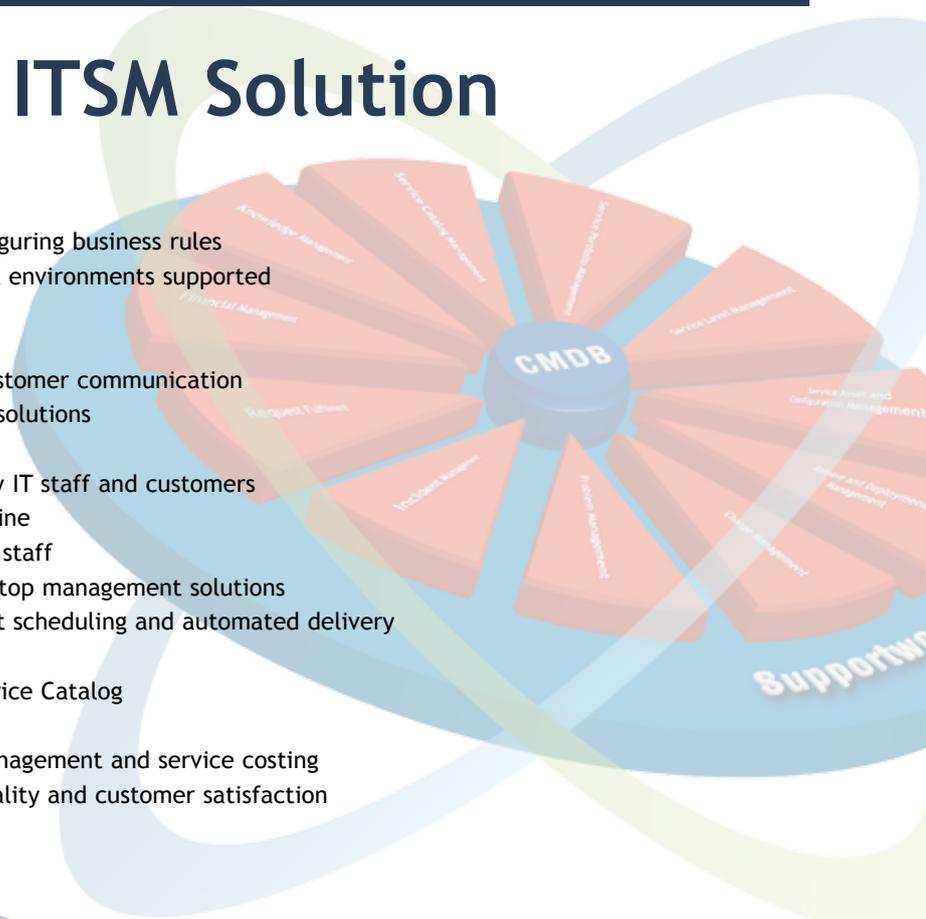
Supportworks ITSM Enterprise provides a starting point that significantly reduces configuration effort. A series of wizards and drag 'n' drop design environments greatly simplifies configuration, allowing any competent IT professional to modify the application to meet specific requirements.

### ITIL v3 Compatible Processes

Incident Management	Service Asset and Configuration Management	Service Catalog Management
Problem Management	Knowledge Management	Service Portfolio Management
Change Management	Service Level Management	Financial Management
Release & Deployment Management	Request Fulfilment Management	

## Comprehensive ITSM Solution

- Supports ITIL processes out-of-the-box
- Configurable user interface
- Visual Process Management Engine for configuring business rules
- Internal and external customer service desk environments supported
- Call and task management automation
- Resource scheduling and calendaring
- Tight e-mail integration with automated customer communication
- Knowledge Base for common problems and solutions
- Guided decision-tree operator scripts
- Full rights management to control access by IT staff and customers
- Comprehensive wizard-driven reporting engine
- Ticker bar for up-to-the-minute alerts to IT staff
- Integrates with best of breed network/desktop management solutions
- Comprehensive reporting engine with report scheduling and automated delivery
- Web SelfService portal for customers
- Request Fulfilment integrated with the Service Catalog
- Service Catalog integrated with the CMDB
- Service Portfolio with demand, forecast management and service costing
- 'Human touch' features to drive service quality and customer satisfaction



## Business Benefits

- Simple to install, fast to deploy
- Familiar look and feel reduces training overhead
- Delivers business value in the shortest possible time
- Standardize service offerings through the Service Catalog
- Automate service requests from customers
- Increase IT productivity
- Manage IT resources more effectively
- Reduce the cost of IT support
- Improve quality of service and customer satisfaction

## Solution Features

### Flexible incident management

Support Requests can be submitted by customers by telephone, email, or via SelfService to ensure that support can be accessed whenever and wherever it is needed. Service Desk staff are afforded the same degree of flexibility, with interface options of a richly featured Windows or Web-based client, ensuring that support staff can always be connected, regardless of their location. The modern 'look and feel' promotes instant familiarity, and service desk staff are assisted in resolving incidents through direct access to the Knowledge Base and other common support applications from within a single interface.



### Prevent issues recurring with problem management

Multiple incidents are often caused by a common root cause, and Problem Management within Supportworks ITSM

Enterprise can assist IT professionals to identify trends, reduce end-user downtime and provide a proactive service.

### Reduce 'unexpected' issues with change management

Supportworks ITSM Enterprise provides a structured approach to changes, from initial assessment through to impact analysis, scheduling of the change and post-implementation review. Change templates enable certain changes to be fast-

tracked and others subject to authorization by the Change Advisory Board (CAB). Any incidents or Configuration Items affected by the change may be associated to ensure tight control and auditing of the change schedule.

### Ensure change success with release and deployment management

Tight control and planning is required to effectively manage changes to the IT infrastructure. Supportworks ITSM Enterprise enables Service Managers to plan and schedule release activities. Comprehensive detail is provided to

indicate release type, status, planned rollout and planned completion date, enabling tight control of resources and minimal impact on service availability.

# Solution Features

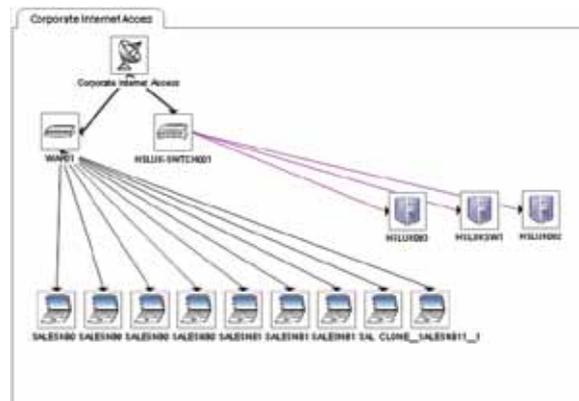
## Managing the IT estate with service asset & configuration management

In any IT environment, the failure of a piece of hardware (such as a server), or application (such as a database service) will often have a cascade effect, manifested as failure of other systems, and resulting in a loss of service that impacts employee productivity. The ability to quickly identify the services and customers affected enables immediate intervention by service desk staff and ensures that the customer's expectation is managed effectively. The Configuration Management Database (CMDB) is the backbone

of the service desk, and is used to define the IT services provided to the business and the relationship of the service to each Configuration Item (CI). Supportworks ITSM Enterprise includes a comprehensive CMDB with fully-definable multi-dimensional relationships. Configuration Types are easily defined, enabling tight control and management of the enterprise. Supportworks ITSM Enterprise allows comprehensive detail to be recorded against every CI, including technical, financial and supplier information.

## Assess the effect of changes before they are made with impact analysis

Supportworks VCM provides a graphical user interface to simplify management of the CMDB and support impact assessment. By visually emulating the failure of a Service or CI, the impact on dependent Services or CIs is immediately visible, allowing proactive assessment prior to implementation.



## Improve resolution through knowledge management

Knowledge Management provides the ability to manage the lifecycle of knowledge articles, including review and expiry to aid resolution of Incidents and Problems. IT staff can track the number of times articles have been accessed and

customers can provide feedback on the usefulness of documents within the knowledge base.

## Manage IT performance and business expectations with service level management

Supportworks ITSM includes a fully configurable Service Level Management (SLM) engine, supporting a complete hierarchy of Service Level Agreements (SLAs), Operational Level Agreements (OLAs), and Supplier / Underpinning Contracts. SLAs may be scheduled for review by IT and business owners, and published to customers through the Service Catalog for total visibility of service expectations. OLAs ensure

collaboration and communication between IT groups, tracking the progress of OLA targets to meet service level commitments to customers. Supplier Contracts enable IT to monitor and manage the performance of suppliers and underpinning contracts with 3rd parties. Automatic notifications and alerts are triggered before targets are breached, ensuring full visibility and control of the entire IT supply chain.

## Monitor essential services with availability management

For effective management of the enterprise, IT services need to be monitored. Supportworks ITSM Enterprise provides Availability Monitors, which may be defined against Service components within the CMDB. If an incident or problem is

logged, indicating that a Service or some of its components are not available, the Availability Monitor will immediately flag this service and notify Service Management staff that there is a problem. Service Availability is made visible to all relevant analysts, and downtime may be measured.

# Solution Features

## Enabling customers to help themselves through SelfService

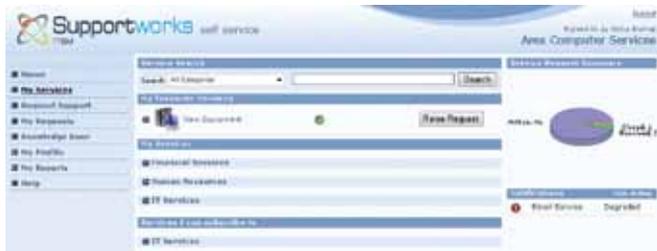
Supportworks SelfService provides easy-to-use screens to guide customers naturally through a non-technical experience, written in plain business language. Customers can log in to the SelfService portal and read public

announcements on service availability, receive updates on open calls or query the knowledge base. If a solution cannot be found by the customer, calls can be logged automatically with the appropriate support group.

## Standardizing provision and fulfilling requests through the service catalog

The Service Catalog has multiple views that support its use by different stakeholders. IT Staff can view the technical services catalog to understand the IT components that make up a business service. Business customers (executives that pay for services) can view service level options and tailor each service to the specific needs of employees within their

business unit. End users can view the services that they subscribe to and the additional services they have been authorized to request. The Service Catalog provides a first port of call for customers and is applicable to other service departments such as Facilities, or HR, allowing users to view all corporate services from a single interface.



## Forecast and manage service demand through the service portfolio

Organizations with mature Service Level Management and Service Catalog processes can use the features of the Service Portfolio to identify current and future demand for existing services and to plan the introduction of new services. Supportworks ITSM Enterprise provides a comprehensive set of tools to manage the entire service lifecycle from assessing services in the pipeline, through service design, into operation and service retirement



## Provide transparency of service costs with financial management

Supportworks ITSM Enterprise provides ultimate flexibility for tracking the cost of service provision. Service component costs can be rolled up into an overall service cost, with an ability to identify a per user cost for each service. The tools provided enable IT to track service subscriptions, determine on-going costs, forecast future demand and identify possible

capacity issues. Facilities are provided to differentiate between the cost of the service and the price charged to the customer. Data may be exported to financial systems for billing purposes where a charge back policy is in operation.



## About Hornbill

Hornbill's Service Management software, with a 'Human Touch', enables organizations to provide excellent customer service, while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk templates are designed for rapid deployment within any employee or customer support environment, including ITIL-compatible IT Service Management, IT Helpdesk, Customer Service, HR and Facilities Management, with the flexibility to build additional desks at minimal extra cost.

Hornbill's software supports customers at thousands of commercial and governmental sites worldwide. Hornbill was founded in the UK in 1995 and has US offices in Dallas.

Hornbill has earned many industry awards, including: Service Desk Institute 'IT Service and Support Technology Supplier of the Year' and 'Best Business use of Support Technology'.

High-profile customers include Atos Origin (Olympic Games Athens 2004, Torino 2006, Beijing 2008 and Vancouver 2010), Virgin Media, Buckinghamshire Hospitals NHS Trust, Kent County Council, Greggs, London School of Economics, RSPB, Chubb Insurance, Comet, Halfords, The National Archives and Camelot.

For more information about Hornbill's customers and solutions, please visit: [www.hornbill.com](http://www.hornbill.com)

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