



Implementing the 'Super Service Desk' at ioko

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*A customer centric
HPOV Service Desk
in a managed
service environment*



Presentation summary

- Introduction to ioko
- Our requirement for a service desk
- Why we chose HP Service Desk
- Implementation approach
- Where we are today, and lessons learned
- Questions

ioko helps our customers maximise value from their technology investments



- Delivery excellence
 - We constantly deliver effective solutions to our customers
 - Achieve the optimum balance between time, requirements & cost
 - Strong project experience & and safe pair of hands
- Support excellence
 - We provide end to end support of complex applications & infrastructures
 - Support processes aligned to ITIL best practice
 - Our value add is our flexibility and long term approach
- Service excellence
 - Customers like our flexible approach, our style and our results
 - Everyone in ioko understands our customers pain when their services are unavailable
 - High level of repeat business from recommendations



About ioko

- Founded in 1995
 - Grown organically to 140 employees, €15M turnover
 - HQ, Development & Operations in York
 - London Management Office, London Data Centre
- Customer Profile
 - Corporate: 70% (FTSE-100, Mid Market)
 - Public Sector: 30% (NHS, Police)
- Partnerships
 - Microsoft, Vignette, THUS

Our principal activities

- Development & integration
 - Application development in .NET & j2ee frameworks
- Infrastructure
 - Infrastructure design & implementation
- Support
 - Infrastructure & application support services
- Business solutions
 - CRM and DMS business solutions

What Gartner say about us

- Gartner uses ioko as a good example of a leading European mid tier systems integrator
- Gartner attributes ioko's performance to
 - *a willingness to understand client's business needs*
 - *service offerings*
 - *client relationship models*
 - *attentive financial management*

Source Gartner : Europe's IT Service Market Splits Leaders from Followers" M-19-2590, May 2003

Our managed services

- End to end support of service infrastructures and applications
- Technical expertise from the network to applications
- Service delivery management to ensure high levels of availability
- Our service delivery managers are specialists at 'white space management'

Example services

- EMI Music
 - Infrastructure Service Desk
 - Support of global WAN
 - Support of Exchange & Directory Services
 - Platform support for SAP / Finance system
 - Support of European Hosting platform for 180 artists
- Diageo
 - Intranet service management
 - Brand site hosting & support
 - Support of e-procurement platform

Example services

- Alliance & Leicester
 - Hosting and support of financial services platform
 - High level of availability resilience & security

- Esporta
 - Support of centralised IT infrastructure
 - Providing services to over 60 fitness clubs
 - Provision of second level support desk
 - Support of key applications, messaging & directory services

Our need for a new service desk

- Our Managed Services
 - We offer a comprehensive service portfolio to our customers
 - We excel at taking end to end responsibility for our customers infrastructures
 - We integrate with our customer's processes
 - We are continually improving the service we provide to our customers

Continual service improvement

- People
 - We build teams specifically for our customers
 - Continuous training in technologies and process (ITIL)
- Process
 - Alignment with ITIL best practice
 - Pre-cursor for BS1500 pt II accreditation
- Technology
 - Investment in systems to support our customers services (management, monitoring, security and infrastructure)

Current technology

- Implemented a helpdesk package over 24 months ago
- We heavily customised the application to meet our 'multiple customer' requirements
- Current system is wanting in a set of key areas
- Business case developed to replace current service desk with an ITIL aligned product

Product selection process

- Business case signed off by management team
- Project driven by ioko's operations manager
- Steering group and evaluation team responsible for:
 - Review of current system
 - Gap analysis
 - Documented requirements
 - Product evaluation (total of 3 products)
 - Supplier presentations and site reference visits
 - Supplier and implementation partner selection

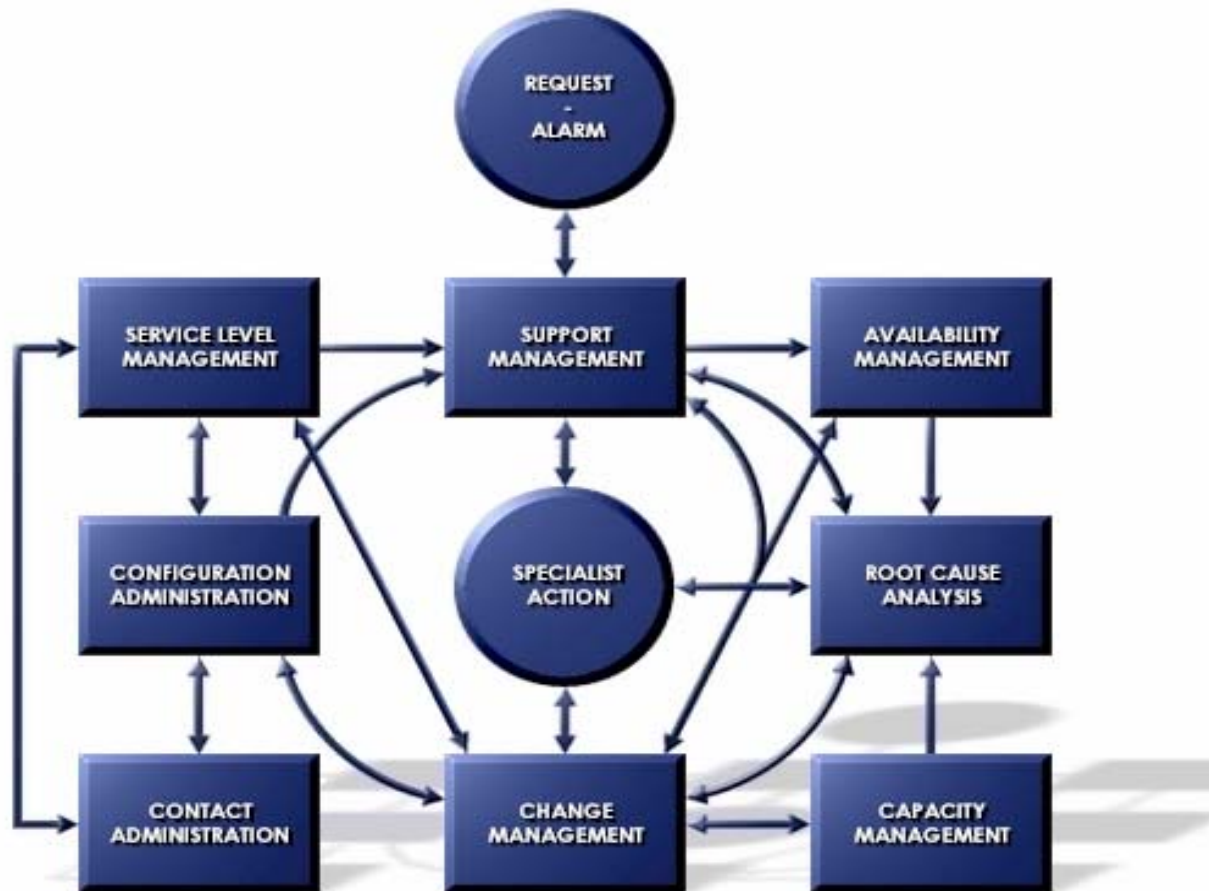
What won it for HP

- Little differentiation in terms of cost
- Requirement
- Customisation vs development
- Strategic fit
- Partner delivery channel
- Quality of HP service partners – and value added services

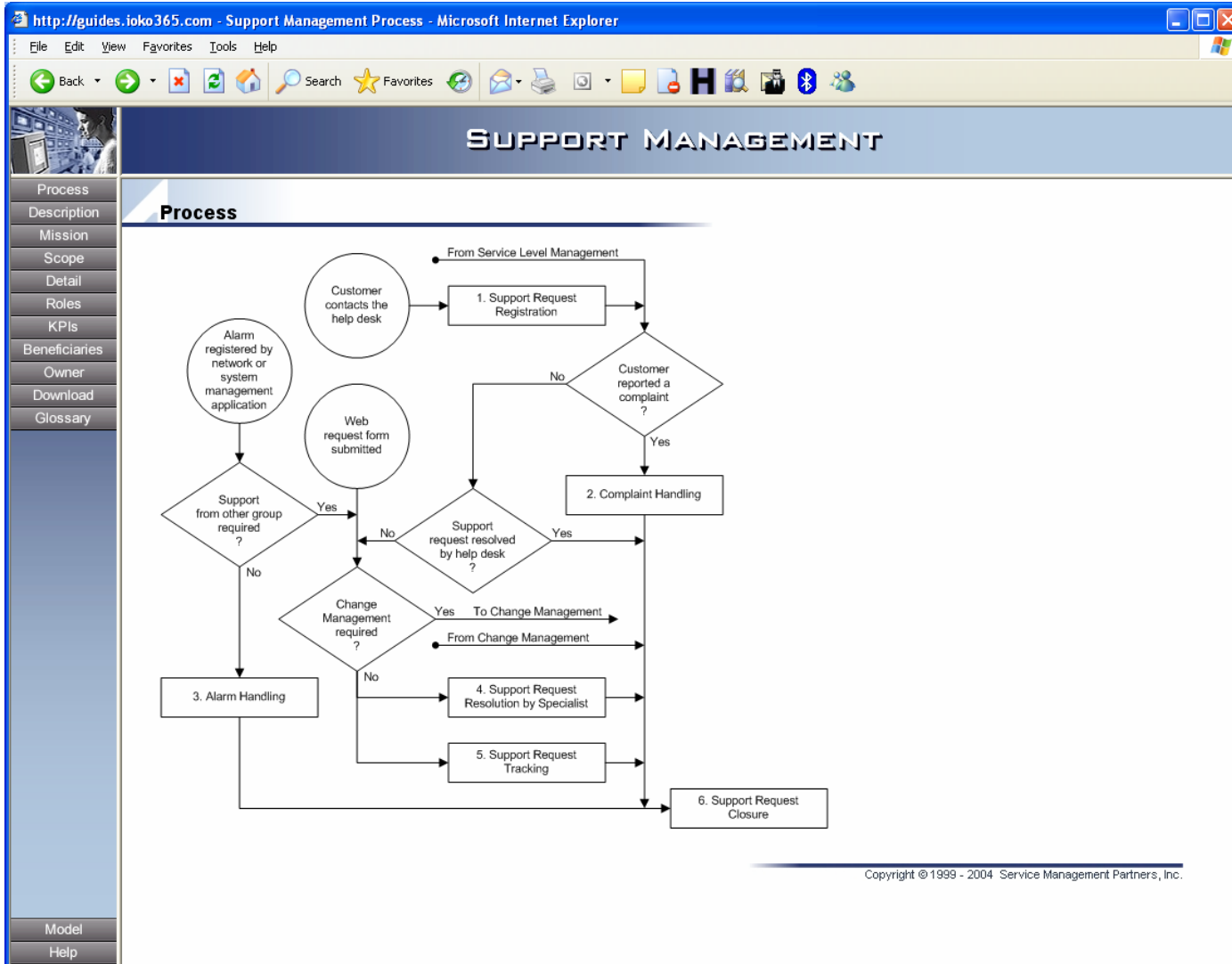
Partners-in-IT (PiIT)

- Platinum HP Services partner
- Experienced in real world implementations
- Understood how Service Desk would fit into our business
- Pragmatic approach and timescales
- Additional value in the Alignability Process Model (APM)
- Continue our relationship in 2005 with implementation of Operations Bridge

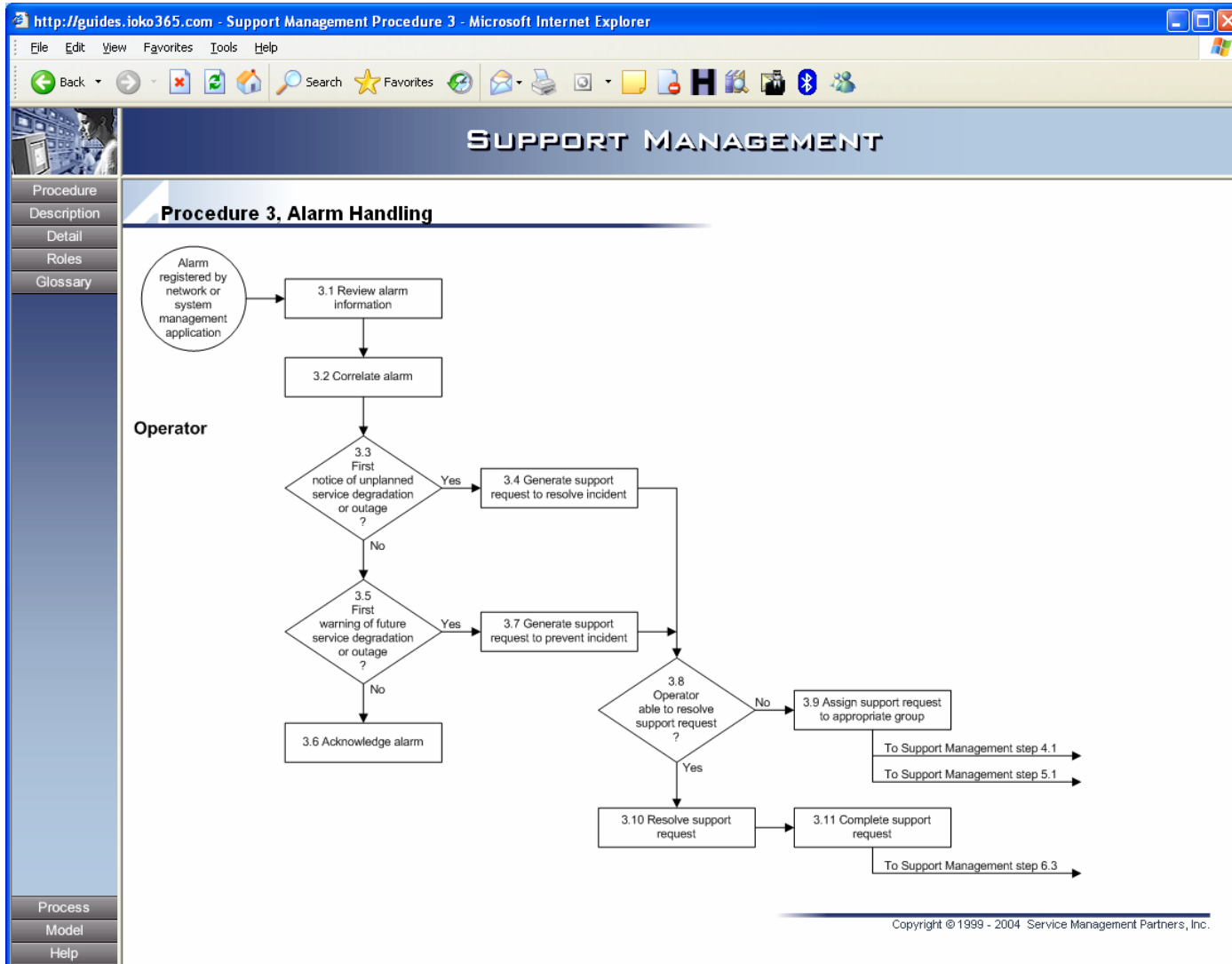
Alignability Process Model (APM)



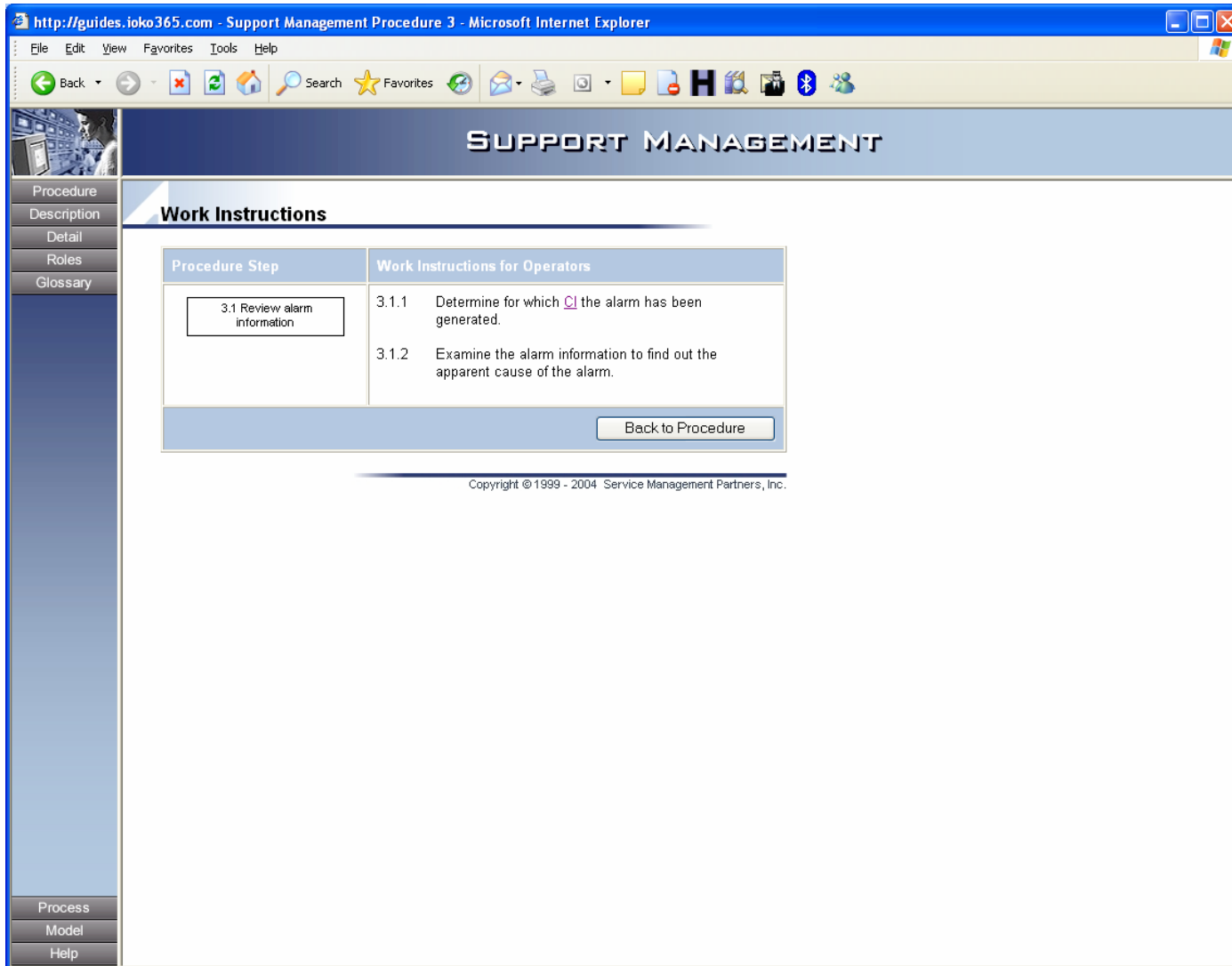
APM Process



APM: Procedure



APM: Work Instructions



The screenshot shows a Microsoft Internet Explorer browser window displaying a support management page. The address bar shows the URL: <http://guides.ioko365.com> - Support Management Procedure 3 - Microsoft Internet Explorer. The page title is "SUPPORT MANAGEMENT". The main content area is titled "Work Instructions" and contains a table with the following data:

Procedure Step	Work Instructions for Operators
3.1 Review alarm information	<p>3.1.1 Determine for which CI the alarm has been generated.</p> <p>3.1.2 Examine the alarm information to find out the apparent cause of the alarm.</p>

Below the table is a button labeled "Back to Procedure". At the bottom of the page, there is a copyright notice: "Copyright © 1999 - 2004 Service Management Partners, Inc." The browser's navigation bar includes buttons for Back, Forward, Stop, Home, Search, Favorites, and Refresh. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's status bar shows the Windows logo.

Service Desk implementation

- Outline of our implementation plan
- And the lessons learned so far....

Phased implementation plan

- Phase 0 : Pre-project planning
- Phase 1 : Process Workshops
- Phase 2 : Installation
- Phase 3 : Data Population
- Phase 4 : Training
- Phase 5 : Go Live

Pre-project planning

- Operations Director sponsorship within the ioko management team
- Ensured resource was freed up to work on project
- Project led by Partners in IT
- PiT implemented plan based on best practice templates

Pre-project planning

- Lessons
 - Aggressive management of milestones..
 - .. but with realistic timescales
 - Understanding of the depth of change
 - Communicating the depth of change
 - 18 months of ITIL experience within ioko eased the change issues
 - Value of implementation partner immediately apparent

Process workshops

- Workshops used to walk through key support processes
- Look to standardise the support processes as much as possible across our customers
- Key requirement to maintain flexibility at the customer interface

Process workshops

- Lessons
 - ITIL training helped immensely
 - Existing processes required little change
 - Although surprising amount of change on low level working practices
 - We would have struggled at this stage 4 years ago
 - Balance standards and flexibility
 - Disagreements escalated and resolved at senior management level
 - Avoid compromise – get the decision right

Installation

- Service Desk infrastructure needs to meet our key requirements
 - Availability
 - Scalability
 - Performance
 - Business continuity

Installation

- Major Customisation of product
 - Multiple customer configuration
 - Use of folders to separate customer data
 - Upgrade of the service request pages
 - for change authorisation
 - Multiple and group authorisations
 - Provision of change receipts
 - provision of customer/divisional hierarchies
 - Extension of the site and divisional hierarchy
 - Organisation
 - Region
 - Country
 - Site

Data Population

- Establish processes for data maintenance
- Development of automated import scripts
- Responsibilities assigned for data collection;
 - Client / Location / Contacts /
 - Service contracts / service levels / Assets

Data Population

- Lessons
 - There is a lot of work here!
 - This is the key to an effective service desk implementation
 - If you don't have the data, ensure the plan has sufficient time for this phase
 - Expect the unexpected
 - Implement a process to ensure data is kept up to date before go live
 - Agree level of additional C.I. data to provide end to end view of customer infrastructures

Training

- We are here in our plan
 - Training sessions focus on different elements of the service desk implementation
 - Predominantly based on users roles
- Lessons
 - Make sure people find the time
 - Provide on-line training resources that people can access
 - Decide on how to best train customers

Go-Live

- Transition to new system
- Communication to customers already completed
- No parallel run with current system
- Will migrate open tickets
- Careful monitoring during first cycles (day/month/quarter)

- Lessons
 - Will get back to you.... !

In summary

- Our processes were more or less aligned to ITIL
- Constant vocabulary helped in working with our implementation partner – Partners in IT
- Support staff already ‘bought in’ to the ITIL concept before implementation
 - Implementing both at the same time could have been more trickier
- Service desk seen as a “win-win” situation
- Additional value in the APM

The future

- ioko are committed to gaining quality accreditations
 - BS7799 security management
 - BS15000 service management
- Future technology investments
 - HP Operations Bridge

Thanks for your time



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Thank you

