

## The New IT—Deliver Better Service and Support, More Efficiently

Streamline service delivery with automation, integration, and consumer-style tools

People and businesses can do amazing things when technology runs at its best. As changing requirements and expectations place new demands on IT, the time has come for a new approach to service and support—one designed to help both people and their tools perform at their best. Employees need a more mobile, social, and user-centric experience, and they want to help solve their own problems. IT needs better-integrated tools and automated processes to streamline service delivery. CIOs need the flexibility and agility to respond to emerging business needs, highlighting the value of IT throughout the organization.

This paper introduces a new experience that includes:

- » A better way for users to access service and support anywhere, anytime—including easy-to-use self-service—with consumer-style, intelligent, context and location-aware mobile tools
- » Enhanced productivity for IT staff with easy collaboration and visibility across teams, streamlined service delivery, and efficient process automation
- » Seamless integration across IT operations management systems and processes to deliver a greater business impact

This new IT experience helps people and businesses do their best work.

## THE BREAKDOWN IN TRADITIONAL IT SERVICE DELIVERY

If a think tank were to sketch out the ideal relationship between users and IT, it would bear little resemblance to the current reality in most organizations. The best word to describe that relationship today: friction. Users are frustrated by laborious processes to request services and a lack of visibility into how and when their issues will be addressed. IT seems unresponsive to their needs, its attention focused elsewhere. People have experienced a better world with their consumer technology providers, and they've come to expect a similar level of service in the enterprise—more mobile, social, and transparent, with self-service tools to address their own issues quickly and easily. They're right to be dissatisfied; according to Forrester, 86 percent of employees around the world lose two days each month to IT-related issues.

Meanwhile, IT has frustrations of its own. Constant low-level service requests—like the 30 percent of calls related to password reset—divert time and resources from more important and strategic work. It's hard to innovate and drive business value when you're always putting out fires and holding users' hands—especially when you're dealing with manual, non-integrated processes every step of the way.

The blame for this situation doesn't lie with either users or IT, of course. The friction in the relationship results in large part from easy-to-see flaws in most ITSM environments. The available self-service tools are not always designed for the business user, posing barriers to adoption. Manual processes waste time and resources. IT operations management teams and systems lack standardization, integration, and visibility, leading to inefficient collaboration, duplication of effort, avoidable outages, and generally sluggish operational performance.

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As a result of these flaws, IT misses opportunities to automate key processes, further undermining operational efficiency. Service quality and the perception of IT both suffer, damaged by fragmented and substandard processes and systems. This outdated and ineffective approach to ITSM is more than just a nuisance—it's a serious problem with strategic implications:

- » The use and perceived value of key IT services and support diminish as business users look elsewhere for more relevant and useable alternatives. This "shadow IT" all too often involves non-secure, non-compliant, or incompatible solutions—creating still more headaches for IT.
- » IT continues to be perceived as unhelpful and distant because access to key services remains difficult and out of line with the expectations of modern business users.
- » The CIO is unable to transform IT by empowering business users with the delivery of new digital services, as time and resources are instead consumed by the support of outdated processes and systems.

Instead of wasting money trying to improve a legacy ITSM solution that just isn't up to the task, you need a solution designed to deliver an IT experience that meets the needs and expectations of today.

## THE VISION FOR NEW IT

The vision for a new IT experience revolves around new ways for users to interact with IT that are more transparent, efficient, and reliable. Easy-to-use tools empower people to address many of their own issues, with full visibility throughout the process. By diverting more low-level service requests, and handling the remaining issues more effectively through automation and integration, IT can better allocate money, time, and staff to higher-value innovation.

The new generation ITSM solution that powers this vision is designed to make IT service easier than ever to request and deliver, and helps IT guarantee rapid, repeatable, and streamlined service delivery. Key aspects of the solution include:

- » Simple and convenient self-service for business users with consumerized interfaces and social tools
- » A mobile-first orientation, making service and systems accessible anywhere from any device
- » Simple adoption and use for agents
- » Easy integration with other systems and apps to form complete solutions
- » Minimal ongoing operating requirements and costs, with ample scalability
- » Powerful best practice-aligned process automation

The value of the new IT experience can be seen in the variety of transformative use cases it supports.

## FORMLESS IT SERVICE REQUESTS

Requesting service from IT is never the best part of a user's day. Even something as straightforward as a broken keyboard means having to log into the intranet, find the service catalog, dig through it for the right category, and fill out a lengthy and detailed request form. Once submitted, the request seemingly disappears into a black hole, leaving the user with no idea when it will be addressed.

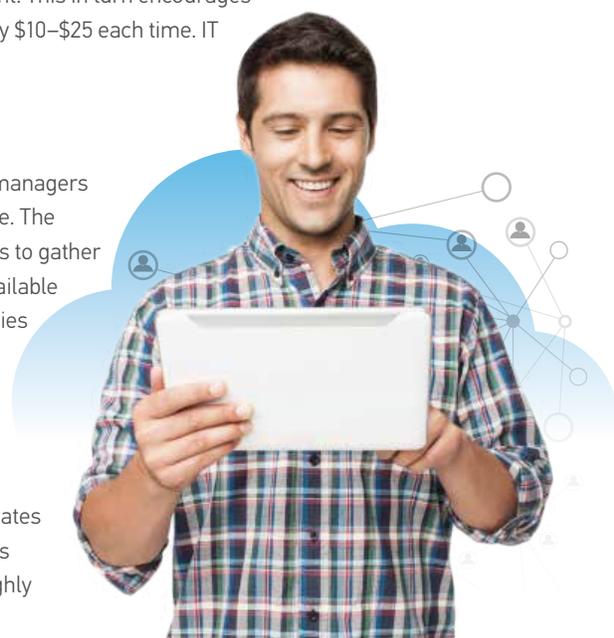
With the new IT experience, the user opens a simple, social media-style app on any handy device—desktop computer, laptop, smartphone, or tablet—and writes a short post about the issue. In the background, the note—"Broken keyboard, no response to keystrokes!"—is converted into a proper service request and entered into the ITSM system. The request includes full details about the person's identity, role, location, device type, preferences, and other relevant information, all added automatically by the system. As the request proceeds, self-service progress tracking provides a clear view for the user of where things stand and when the issue will be resolved. The user can even post follow-up questions as comments under the original request in the social media-style feed.

The benefits of this approach are easy to see. The convenience and transparency of the process improve the user's satisfaction and perception of IT, while the self-service element fosters a feeling of empowerment. This in turn encourages more self-service, diverting additional calls from the helpdesk—saving the company \$10–\$25 each time. IT recaptures valuable time and attention for other critical work.

## AUTOMATED ONBOARDING

New employees arrive at an organization excited about their opportunity, and their managers are just as eager to put them to work—but first, there are many hurdles to overcome. The onboarding process involves multiple steps across numerous departments. IT needs to gather requirements for the employee, provision a new laptop, and provide guidance on available resources. The finance team needs to set the person up in the payroll system. Facilities needs to outfit a work space, whether by allocating an existing cube, building a new one, or assigning a spot in a shared space or private office. Networking needs to set up a new phone and extension. The list goes on.

There's no reason for a highly standardized, repeatable process like onboarding to be handled through manual, non-integrated methods. The new IT experience automates the entire process—every step, across every department—to set up new employees in every relevant system and provision all the resources they'll require through a highly efficient, better managed approach.



By using automation and integration to complete this closed-loop process more quickly and seamlessly, you can ensure that new employees will have everything they need to get started. Their fresh enthusiasm and sense of empowerment go right to work for the business, and the seamlessness of their work experience creates a positive first impression of the organization. Meanwhile, staff members in multiple departments who used to spend valuable time on new employee onboarding can now spend their days on other important work.

## STREAMLINED SERVICE INTRODUCTION

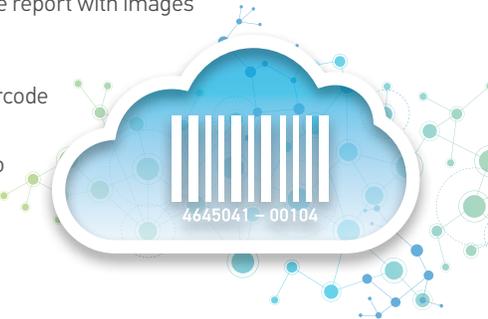
Developing new applications and services can be fun and satisfying for technology professionals, but it can also involve a lot of drudgery. There are development and test environments to manage; choices to make about security and accessibility across mobile, cloud, and desktop; tools to leverage; and processes to follow. And these are just the steps to get a service created, let alone make it available for the business.

New IT streamlines the introduction of IT services by giving IT the tools to publish a curated catalog of approved resources of all kinds—from test and development resources to desktop, cloud, and mobile business apps—through an integrated solution. Users can quickly find and consume the apps and services they need through a familiar mobile and app store experience.

## CONTEXT-AWARE SERVICES

Given a choice, most people would rather fix something themselves than have to call for and await help, or be talked through a resolution step-by-step over the phone. Anything would be better than wasting valuable minutes explaining where you are, what you're trying to use, and how it isn't working. This can be all the more frustrating when you're on the spot—in a room full of customers waiting for you to begin your presentation, or on a deadline for a high-visibility executive report with images you've been unable to scan.

With this new experience, users can become their own heroes. Each device and resource has a barcode that the user can scan with a simple mobile app to access complete troubleshooting and problem resolution resources. There's no need to call IT, no need to wait on hold, no need to ask someone to repeat something—just the satisfaction of fixing it yourself so you can move on to a better part of your day.



## CONCIERGE-STYLE APPOINTMENT SETTING

Getting support shouldn't be like waiting for the cable guy—"We'll get to it tomorrow between 8 am and 5 pm, unless it's the next day, so don't go anywhere for a while." Busy users need to know in advance when to expect support—and they should be able to get it wherever they may be working, from their own desks to a branch office in another city.

New IT includes concierge-style service. People can book appointments to have an issue addressed at a specific time and place. An IT staff member is available at the designated time, fully informed about the nature of the issue and equipped with the tools necessary to resolve it on the spot. Both users and IT can plan their time more effectively and eliminate the anxiety that comes with uncertainty.

Bringing a white-glove, consumer approach to enterprise IT, concierge-style appointment setting improves the perception of IT by showing its responsiveness to the needs of business users.

## CROWDSOURCED IT

It happens to everyone: you arrive in the conference room assigned for your meeting, discover that a key piece of equipment is out of order, and scramble to find another room where everything works. Later that day, another group arrives for their meeting, makes the same discovery, and relocates as well. The next day, the pattern continues. Maybe someone mentions the broken projector or speakerphone to facilities or IT, or intends to, but people are busy—they forget.

The new IT experience leverages the power of social media to share information with everyone who needs to see it. People can subscribe to social media feeds for the resources they rely on, such as projectors, scanners, and conference rooms, and post and receive updates on any issues that come up. The next time you find a broken projector in your conference room, you post a quick update—"Projector in Sierra Madre is broken"—and everyone who's subscribed to that projector learns of the outage immediately. IT and Facilities see the update as well, and a resolution is soon underway. In the meantime, integration

with calendaring tools like Microsoft® Outlook® makes it simple to prevent people from scheduling resources that are out of commission. Crowdsourced IT eliminates headaches for users and IT alike. People get advance warning of outages so they can make alternate plans. IT gains visibility into issues as they arise—including comments on the initial post that provide additional information—and can update subscribers with progress posts, averting any number of inbound calls and status checks.

## APP STORE INTEGRATION

Application provisioning in the consumer world has leapfrogged the enterprise: people can simply search in a mobile app store for the tools they need, and then access them instantly with a few taps. At work, by contrast, getting a new application can be a baffling experience, with different methods for different types of apps. Should you file a request via the service catalog? Search the intranet for a download? Buy it from a consumer app store and file an expense report?

With new IT, people get a single app store that offers every app they may need, regardless of type—cloud, desktop, or mobile, third-party or custom—and regardless of their intended device. Self-provisioning makes it simple to get started, with any required charge-backs handled automatically on the back end. User reviews on app pages and shared links in social media feeds help people discover the value of new tools and leverage the expertise of their peers.

When able to get the tools they need more intuitively and seamlessly on any device, people are empowered to meet their own needs and inspired to make fuller use of the available tools in the enterprise. IT spends less time provisioning resources—and more time creating them.

## ABOUT BMC

### BMC SOFTWARE. IT'S AMAZING WHAT IT WAS MEANT TO BE.

BMC Software helps leading companies around the world put technology at the forefront of business transformation, improving the delivery and consumption of digital services. From mainframe to cloud to mobile, BMC delivers innovative IT management solutions that have enabled more than 15,000 customers to leverage complex technology into extraordinary business performance—increasing their agility and exceeding anything they previously thought possible.

### BMC SOLUTIONS DELIVER A NEW IT EXPERIENCE

BMC offers an end-to-end solution to enable you to deliver a new IT experience, including best-of-breed tools for ITSM, selfservice, and an enterprise app store.

### BMC REMEDYFORCE

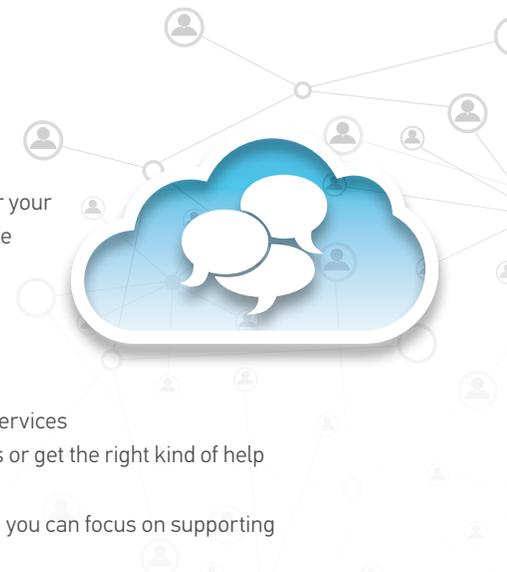
BMC Remedyforce, an intuitive, modern, cloud-based ITSM platform, acts as the services hub for your IT ecosystem. Built on the Salesforce1 Platform, the industry-leading robust, secure, and scalable cloud platform, Remedyforce makes it simple for IT to connect with users and provide services through social, mobile, and collaborative technologies for a consumer-like experience.

Designed for next-generation IT, Remedyforce provides:

- » Rich ITSM functionality and automation to streamline IT productivity and enable fast, agile IT services
- » Social collaboration and mobile technologies that empower users to solve their own problems or get the right kind of help more quickly
- » A rapidly deployable cloud-based solution that's easy to administer, configure, and upgrade so you can focus on supporting the business—not managing a tool
- » The scalability, extensibility, and security of the proven Salesforce1 platform, trusted by over 125,000 customers and supporting over a billion transactions daily

### BMC MYIT

Fully integrated with Remedyforce and BMC AppZone, BMC MyIT is a next-generation self-service app that enables IT to offer personalized service options for business users from any device, anytime, anywhere. IT can reduce friction, cut support costs, and boost customer satisfaction. Users gain the freedom of social collaboration, the productivity of context-aware services, and the ease of formless IT.



MyIT changes the relationship between users and the IT organization with:

- » Consumerization technologies, including mobile apps, context-aware services, and crowdsourcing, to boost user satisfaction and empowerment
- » Automated service requests that eliminate the need for users to describe their role, location, and requirements so IT can get straight to solving the problem
- » Greater productivity for both users and IT to reduce costs, free IT resources for high-impact work, and help the business run at its best

## **BMC APPZONE**

BMC AppZone completes the experience by letting you manage your employees' choice of business tools through a familiar app store experience, with engaging social tools to encourage collaboration. AppZone lets you publish a curated catalog of approved mobile, cloud, and desktop apps while simplifying license management and policy enforcement.

Delivering the same high-quality experience at work that people appreciate from their consumer technology providers, AppZone offers:

- » A single point of access for employees to find and download cloud, mobile, custom, and desktop apps
- » A simple solution for IT to procure, publish, manage, and secure critical business apps for the enterprise
- » Controlled access to applications based on role and groups to support policy enforcement, compliance, and license management
- » Direct integration with MyIT to provide business users consistent usability and accessibility

## **CONCLUSION**

At its core, the transformation of IT depends on aligning IT more effectively with the needs of business users. By embracing consumer-style tools, backed with higher levels of automation and integration, IT can help users become more productive while achieving the efficiency to deliver innovation for the business. By helping IT keep technology running at its best, the new IT experience empowers people and businesses to uncover possibilities and realize their full potential.

