



## Knab

- » Leveraging the power of Remedyforce to help deliver an innovative online banking experience

### BEFORE

- » Tailoring of outsourced service desk to meet the bank's needs was costly and slow
- » No detailed tracking and reporting of changes for audit purposes and regulatory compliance
- » Managers had virtually no visibility into performance, hampering decision making and efforts to improve efficiency
- » No tools to enable collaboration that speeds ticket handling

### AFTER

- » Remedyforce is easy/affordable to implement and tailor
- » Changes are managed from request to completion, and reporting demonstrates compliance with internal/external mandates
- » Dashboards and reports help agents and managers understand where to focus their efforts to ensure smooth handling of tickets
- » Chatter improves collaboration to speed handling of incidents, requests and changes

GEOGRAPHY  
The Netherlands

INDUSTRY  
Financial

SOLUTIONS  
BMC Remedyforce

Knab (“bank” spelled backwards) is revolutionizing banking. Launched in 2012 in the Netherlands, this online-only financial institution prides itself on transparency, innovative application of technology and social consciousness.

Knab is changing the way people do their banking with its integration of social media and personal financial management tools that present customers with a comprehensive view of payments, checking, savings, loans and retirement accounts — even for accounts held with other institutions. In September 2013, Knab was recognized for its inventiveness when IT Management magazine and ICT Media selected Knab for the prestigious IT Project of the Year Award for 2013. Among the reasons cited for giving the award to Knab was the bank's introduction of a transformational business model within the banking and finance sector.

Because of Knab's online-only business model, employees are keenly aware of the importance of innovative technologies and IT strategies in achieving business success. So, when IT needed to improve the efficiency of incident, service request and change management, along with other IT support functions, the staff chose another innovative solution: BMC Remedyforce. This comprehensive, intuitive IT service management (ITSM) solution runs on the Salesforce.com cloud platform, which is recognized as the industry's most secure and reliable cloud platform.

## SWITCHING TO THE CLOUD

Knab's original approach to ITSM was to outsource service desk functions to a third party. With outsourcing, the bank didn't incur the cost of acquiring and implementing an on-premise system and hiring staff to manage the solution.

Very quickly, however, it became apparent that the service desk provider was not able to deliver the quality of service the Knab support team required. Tailoring the provider's solution to meet the bank's needs was a costly and slow process. Even minor changes — such as adjustments to routine reports — represented a big hurdle to overcome. Reporting in particular was a problem because it didn't provide the Knab support staff with full visibility into important metrics such as ticket volumes across business services, first call resolution rates, mean time to repair and compliance with service level agreements (SLAs).

Knab found help from BMC Software Elite Partner InfraVision, a Netherlands-based firm that specializes in setting up IT service organizations. InfraVision consultants helped the IT staff gain insight into Knab's business needs, build a business case to obtain funding, select a solution and then assist with project planning and execution to help ensure that the implementation was completed on time and within budget.

## REAPING THE REWARDS

With Remedyforce, the support team now has a comprehensive approach to ITSM — one that complies fully with IT Infrastructure Library (ITIL®) guidelines and best practices.

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BMC Remedyforce enables us to do both.”

WILCO SMEETS  
SERVICE LEVEL MANAGER AND CONTRACT MANAGER

“Knab is a new company, and a relatively small one,” said Wilco Smeets, service level manager and contract manager at Knab. “Our IT support staff has to be as efficient as possible so that, as a company, we can fund the sales and marketing activities that will grow the business. At the same time, we have to be sure that our infrastructure is available 24/7 and that we can meet our SLAs for resolving issues and fulfilling requests. Remedyforce enables us to do both.”

The bank now has a single system for handling incidents, problems, requests and changes. Setting up accounts for Remedyforce users, including both internal staff as well as some external partners, was simple and straightforward.

Users now enter their own tickets through a self-service portal, in line with the Knab philosophy to provide their clients with the tools they need. Self-service submission and status-checking of tickets has reduced service desk call volumes, freeing support staff to engage in strategic activities that improve service quality.

“Although it’s too early to report detailed metrics, I know that we are resolving incidents, responding to requests and implementing changes a lot faster now,” Smeets noted. “By logging all information in one system, we have a knowledge repository for the support staff. They can more effectively handle tickets, increasing first time resolution and

reducing mean-time to repair. With tickets centralized, the support staff reviews them as they come in. If first-line support agents can handle a ticket immediately, they do so. Otherwise, they escalate it to the appropriate person.”

Smeets added that the support team is also executing changes more efficiently and effectively with Remedyforce, by being able to diversify between different categories of changes and their individual SLA requirements.

### **ENSURING COMPLIANCE**

As a financial institution, Knab must comply with numerous governmental and industry regulations. “We need to make sure that we log everything properly and maintain detailed audit trails related to access and changes to our systems,” Smeets explained. “Before Remedyforce, we had concerns about our ability to demonstrate compliance because the provider’s service desk tool handled primarily IT infrastructure changes. With Remedyforce we can better track changes at the application and functional level as well.”

The staff is now confident in its ability to track every action. If for example, the customer service team requests a change for a particular customer, the request goes through a change manager who reviews it and dispatches it to the appropriate engineer. Checks and balances are in place to ensure that all approvals are obtained and all rules are followed. If status updates or other information needs to be provided, the staff can send email messages from within Remedyforce so that all communications are captured along with the ticket. “Even if it’s a change for a single customer, we can capture information on everything we do and provide full documentation to any supervising authority,” Smeets said.

### **IMPROVING COLLABORATION**

With the Salesforce.com cloud platform as the Remedyforce foundation, Knab can take full advantage of real-time social collaboration and knowledge management tools to improve communication and increase efficiency. The IT support team is using Chatter®, Salesforce.com’s enterprise social network, to promote collaboration in handling more complex issues. With Chatter, service desk agents can reach out to experts in the organization and have them collaborate in real time to speed troubleshooting and problem resolution. The support team is planning a series of workshops to demonstrate how Chatter works and explain how using it can benefit the bank and its customers. Over time, IT expects the use of Chatter to expand throughout the organization.

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## INCREASING EFFICIENCY THROUGH REPORTING

Remedyforce dashboards and reports are improving efficiency by providing visibility into performance of the support staff and giving managers detailed information for decision making. Departmental dashboards enable at-a-glance monitoring by managers and staff. “The dashboards help people understand where they need to focus their attention,” Smeets explained. “They can see how many open tickets they have and they know right away when they reach a new threshold. It’s motivating when people can actually see what they are accomplishing.”

Reporting capabilities simplify the process of keeping management apprised of what the support team is doing. Remedyforce reports provide details on such metrics as the total number of tickets processed, how many new tickets were opened during a given period, how many were resolved and whether the backlog is increasing or decreasing.

Reporting also helps the staff identify recurring issues across business domains and take steps to eliminate them. “If we start seeing a number of incidents related to our website or the personal banking space, for example, we can investigate them and find the root cause,” Smeets said. “Then, by fixing that root problem, we reduce the number of issues our users and customers experience.”

## CUSTOMER’S LAST WORDS

“We’re a young company and we’re experiencing rapid growth,” Smeets concluded. “It’s important for us to find partners like BMC Software and InfraVision — partners that can grow with us and enable our growth. We need solutions that are flexible and scalable, and that provide low maintenance on our part. That’s why we chose Remedyforce.”

## ABOUT KNAB

Knab was born in 2012 from the idea that the financial world needs to be reformed. This new online bank leaves the established bankers behind. Knab looks to the future and strives for a healthy financial world. A world where products and profit margins aren’t priority, but clients are. Knab uses innovative technology to replace bankers and allows clients to take control of their financial situation by themselves. Knab is 100% daughter of AEGON Bank N.V.

## ABOUT INFRAVISION

InfraVision was founded in 1998. From the start, the company has specialized in IT service management implementations. Over the years, InfraVision has become the most important player in the BMC SDE and BMC RemedyForce Service Desk market in EMEA. BMC Software has awarded InfraVision several times for its distinguishing and successful implementation approach.

## BMC SOFTWARE IT INNOVATION DRIVES BUSINESS TRANSFORMATION

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