

BMC Remedy with Smart IT

Revolutionizing IT Service Support
with Game-changing Innovation



Table of Contents

1 EXECUTIVE SUMMARY

Traditional Service Desk Tools Have Shortcomings

Difficult to Use with Absence of Knowledge

2 TURBOCHARGING THE SERVICE DESK: FIVE REQUIREMENTS

Provide More Insight with Less Effort

3 OFFER MORE FUNCTIONALITY WITH FEWER CLICKS

Leverage Collective Knowledge

Deliver Comprehensive Functionality to Mobile Devices

4 BRING AN AMAZING USER EXPERIENCE TO BOTH SIDES OF THE SERVICE DESK

BMC Remedy with Smart IT, A Solution That Meets The Requirements

5 INTELLIGENT

Beautiful

6 MOBILE

Better Together

7 CONCLUSION

EXECUTIVE SUMMARY

IT service desk systems have evolved considerably over the past 20 years, from simple tools for capturing tickets to sophisticated solutions that streamline and automate service support tasks. These tasks are performed by people in a variety of IT roles including those outside the traditional service desk, such as development or operations. These systems bring considerable power to the IT service desk in supporting customers.

When business users report issues, service desk agents can research information that helps with troubleshooting and resolution. They can pull up user asset and configuration data, investigate similar open incidents, search a knowledge base for fixes and workarounds, and, if required, escalate an incident to the next level of support.

By modern application standards, however, the user experience provided by most service desk systems are well behind the times. They still employ fill-in-the-form, manual entry approaches that have been carried over from the days of paper-based processes. So although a lot of power is available, it's difficult and cumbersome for service desk people to tap into it. The result is a less-than-satisfactory user experience for both the support person and the business user.

It's time to change all that. What's required is an entirely new way to deliver the full power of the service desk system to the support staff. It's time for a new experience. Service desk agents, field support technicians and other IT persons should be able to access the inherent service desk power just as easily as they conduct Google searches or download songs from iTunes in their personal lives. This paper presents an approach to do just that.

The paper describes the problems the service desk staff faces in interacting with traditional service desk systems. It discusses the requirements that a service desk solution must meet to create an entirely new experience that eliminates the problems. Finally it presents BMC Remedy with Smart IT, a solution that meets the requirements.

TRADITIONAL SERVICE DESK TOOLS HAVE SHORTCOMINGS

Today's service desk systems have a wealth of information that can help the service desk staff deal with support issues. This information includes customer data, service history, open incidents, and sometimes, IT assets associated with the customer. It may include a knowledge base solution, either inherent to the service desk solution or integrated with it that enables the agent to search for suggestions on resolving issues. And, it may incorporate reports or a dashboard framework that service support teams can use in analyzing and reporting IT services and processes.

The unfortunate situation with some service desk tools is that they are outdated, cumbersome, and don't readily provide information to the user. These tools don't deliver the quickness, intelligence and ease of collaboration inherent in modern applications.

Difficult to Use with Absence of Knowledge

When a customer reports an issue, the service desk agent must often laboriously key input into a seemingly endless array of forms required to satisfy the support process, access several systems to understand the context of the request, review a series of knowledge articles that may or may not be up to date or relevant to the task at hand, and eventually interact with other IT staff to ensure the problem is being properly resolved. The result is increased issue resolution time. Meanwhile, the customer is waiting, is not satisfied, and both the agent and the customer are losing productivity.

Lack of Comprehensive Mobile Functionality

A hefty percentage of the service desk staff is mobile, at least part of the time. Second- and third-line service desk agents engage in many activities that require them to be away from their desks for extended periods of time throughout the day. And field support technicians spend almost all of their time away from their desks. These people need remote access to the service desk system and they need it from mobile devices such as smartphones and tablets. Pulling out a laptop, starting it up, and logging into the enterprise network from a remote location just doesn't cut it.

A typical problem of enterprise applications, including service desk solutions, is that mobile access delivers only a cut-down version of the applications' full functionality.

Traditional solutions may not have been designed with mobile device concepts in mind. Due to limited mobile functionality, remote service support workers have to return to their desks to get needed information or to perform needed tasks and this adds to the cost of service operations.

TURBOCHARGING THE SERVICE DESK: FIVE REQUIREMENTS

Today's service desk solutions have robust functionality based on best practices. They also maintain a wealth of information and enable teams to communicate with each other with a variety of reports and dashboards. These capabilities can be of great help to service desk agents in dealing with customer issues.

The problem is the functionality in these solutions is not being used at optimal levels. It's difficult and time-consuming to leverage and garner information. What's more, when these solutions do enable teams to collaborate, it typically has to be done through emails or simple task assignments that are static and lack context.

What's required for the modern service desk is a radically new, game-changing experience, an experience that brings the full power and information of the solution to IT teams in a far more intelligent, intuitive, and mobile way.

To be effective the solution must meet five criteria:

- Provide more insight with less effort. Empower users by enabling friction-free access to all relevant information and provide data-driven insights
- Offer more functionality with fewer clicks. Create a consumer-style user experience that makes using the system as easy as doing a Google search or downloading a song from iTunes.
- Leverage collective knowledge. Provide means to collaborate with other IT staff for real-time knowledge and data sharing.
- Deliver comprehensive functionality to mobile devices. Enable the service desk staff to tap into the functionality and information of the solution from anywhere.
- Bring an amazing experience to both sides of the service desk. Foster closer collaboration between the service desk staff and the customer.

Provide More Insight with Less Effort

Rather than inundating the agent with information the solution should present only information that is relevant to the issue, which may be a request for a new service, a question, or a problem.

What's required is a service desk solution that provides help desk agents with deep insight into issues with far less effort than required by traditional solutions. To provide that insight the solution must intelligently gather and consolidate relevant information from the service desk solution's database and present it to the user at the right time and in an easy to understand fashion. Most important, the solution should do this with only minimal input from the agent and with an understanding of the situational context.

The information presented should be relevant to the context of the task at hand. For example, when interacting with a customer on the phone, relevant information should include more than just customer contact information such as name and phone number. It should also include:

- Customer's role, department, and location
- A list of customer IT assets and their configuration data
- A history of the customer's previous incidents and their dispositions

This rich and highly relevant customer information enables agents to interact with customers in a personalized, efficient way that builds customer satisfaction.

When the agent is working on an incident or request, contextually relevant information should also include suggested resources that the agent can draw on for help, such as:

- Outages that may have caused the issue
- A list of incidents or problems regarding the same or similar issues
- Relevant knowledgebase information, including known solutions and workarounds for the same or similar issues
- A list of colleagues who have knowledge relevant to the issue

The automatic gathering of pertinent information provides a more satisfying experience for both the service desk agent and the customer. It also improves first-call resolution rates and shrinks resolution times. And it boosts the productivity of the service desk staff and reduces escalations, driving down support costs and freeing up second- and third-level technicians for more strategic work such as development and infrastructure projects.

Offer More Functionality with Fewer Clicks

It's important that the solution brings the convenience and simplicity of today's consumer-style solutions, such as Google, Amazon, Facebook, or Uber, to the service desk staff. Support people should be able to log calls, tap into a wealth of resources to troubleshoot issues, collaborate with colleagues to speed problem resolution, and monitor performance against service level agreements (SLAs), all with consumer-style speed and simplicity. That leads to easier access to lower support costs and higher quality support.

Support people should be able to drill down into a single area to gain more information with a simple click of the mouse or tap of the screen. An intuitive interface empowers the staff to be more efficient and that drives higher productivity. The resulting convenience and ease of use promotes fast and broad adoption by IT users. It also enhances key service outcomes such as first-time resolution rates and it reduces the need for escalation to second- and third-level support teams.

A clean user interface lets users focus on the task at hand instead of the mechanics of getting the task done. It minimizes training requirements and allows even inexperienced users to immediately tap into the full power of the service desk solution without going through a long learning curve.

Leverage Collective Knowledge

Collectively, the service desk staff has a wealth of knowledge and know how. In some cases, the staff shares this knowledge by publishing it in knowledge articles accessible by all IT teams. However, in many cases the knowledge exists only in the owners' heads. Enabling the staff to easily share its collective knowledge can speed the resolution of issues dramatically and get the entire staff up to speed quicker.

It's essential that the solution enable staff to collaborate easily through technology. It was mentioned earlier that the relevant information provided by the solution should include a list of colleagues that may be of help on a particular issue. The solution should enable the agent to easily collaborate with these colleagues right from the solution itself.

This requires a built-in social platform for the IT service desk staff, empowering people to take advantage of social-based technologies to enhance communication, knowledge sharing and decision making. The platform should include such features as social discussion tools, staff profiles, and collaborative editing to promote teamwork and the sharing of knowledge, learning, and success.

Deliver Comprehensive Functionality to Mobile Devices

Driven by trends such as the consumerization of IT and bring your own device (BYOD), smartphones and tablets have spread from the consumer marketplace to the enterprise forever changing the way employees work. Service desk employees are no exception. Mobile access to the service desk solution is not just a nice-to-have but rather a strategic imperative. Mobility should be built into the fabric of the service desk solution and not an afterthought.

Service desk agents and field support technicians must be able to access the full power of the solution from anywhere using a mobile device. Field technicians need information regarding their work orders, their customers and assets, and they need to take immediate action from wherever they are to ensure that service level agreements (SLAs) are not breached. Comprehensive mobile functionality is especially important to companies that want to offer desk-side or walk-up support service. These companies need to enable their service desk agents to interact on a mobile device such as a tablet.

The mobile app should be more than just a miniature screen version of the desktop and laptop application. It should optimize screen real estate and interactions based on mobile device capabilities and limitations. It should take advantage of the many personal productivity features of mobile devices:

Advantage of many personal productivity features of mobile devices:

Touch screens enable users to select tasks, resources and options with a tap.

Predictive text and voice recognition speed the entry of information.

Barcode scanners accurately capture asset data without error-prone keyed entry.

Cameras allow support people to take snapshots and videos to share with colleagues who are assisting with installations, troubleshooting, or other tasks.

Global positioning systems help technicians quickly navigate their way from one user site to another to minimize transit time.

Push notifications enhance customer service by allowing technicians to alert customers of estimated arrival times.

Bring an Amazing User Experience to Both Sides of the Service Desk

Some service desk solutions empower customers with self-service capabilities. With these capabilities customers can perform, on their own, such tasks as requesting IT services, creating incidents or conducting self-help research. Self-service not only boosts customer productivity but also takes a considerable load off the service desk because in many cases customers can get what they need without having to contact the service desk.

It's well advised to integrate customer self-service with the service desk. This brings the customer closer to the service desk to streamline interaction and knowledge sharing between customers and service desk personnel. Integration helps eliminate friction and miscommunication between the two groups and results in a much higher level of customer satisfaction. Business users, like the service desk staff, need an intelligent, mobile and intuitive experience to be productive. When customers have access to in-depth service knowledge, the ability to collaborate via social activity streams, and tools to request enterprise applications, the business as a whole thrives.

BMC REMEDY WITH SMART IT, A SOLUTION THAT MEETS THE REQUIREMENTS

BMC Remedy with Smart IT is a solution that meets the requirements for creating a modern service desk. It revolutionizes the service desk with a game-changing experience for IT service support personnel. Smart IT runs on top of BMC Remedy.

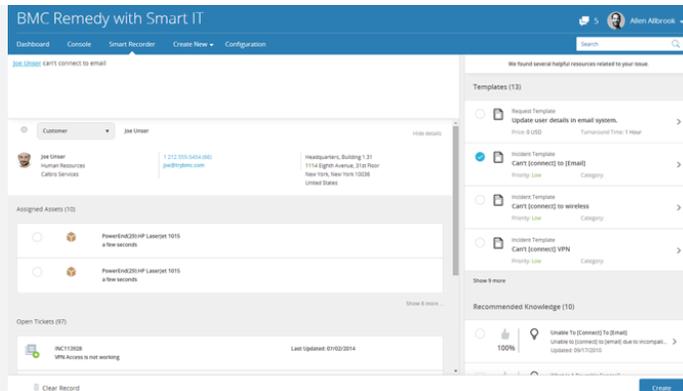
A number of innovative technologies have been brought to bear in the creation of the modern user experience. Intelligent search engines instantly gather relevant information and present it to the user. Social collaboration tools allow people to interact and communicate in real time regardless of their locations. Mobile apps provide anytime, anywhere access to a wide variety of functionality. These technologies have transformed the way people work, making it simple and straightforward to perform dozens of day-to-day tasks, saving hours of effort and enabling people to do things in ways that simply weren't possible before.

BMC Software has leveraged and enhanced these technologies and has drawn on its extensive experience with Remedy customers to bring an intelligent, beautiful and mobile experience to the service desk staff.

Intelligent

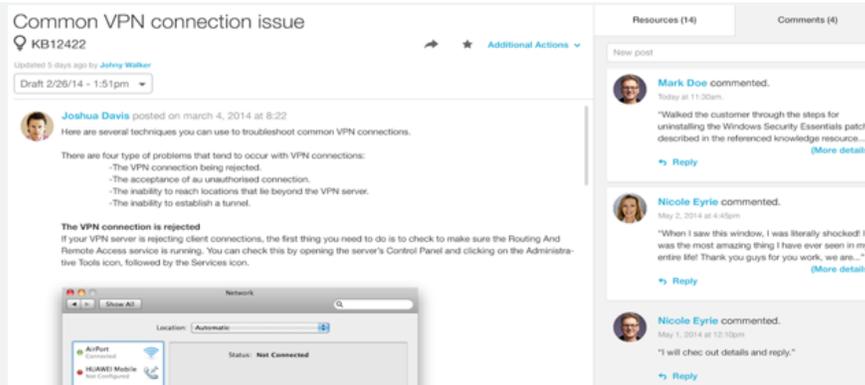
Smart IT replaces traditional forms-intensive user interface. Instead of filling in forms the user interacts with Smart IT in a far more natural way. For example, when a customer calls into the service desk, the service desk agent simply enters the customer's name and a brief, free-form, natural language description of the customer's problem or need such as "can't receive email" or "request guest wifi access". Smart IT intelligently parses the information as it is entered and automatically presents contextually-relevant information to the service desk agent.

FIGURE 1: Smart IT brings up relevant information based on minimal input



As the agent enters the user's name Smart IT brings up a complete customer profile, including the customer's role, location, IT assets, and other incidents previously reported by this customer. As the agent enters the description of the customer's need Smart IT gathers and presents a wealth of relevant information geared towards fulfilling that need. For example, if the customer reports a problem the contextually-relevant information includes other incidents related to the problem and a list of colleagues who may be of help. (See Figure 1.)

FIGURE 2: The Smart IT social platform promotes IT teamwork and collaborative success and learning.



If the agent needs to collaborate with a colleague, he or she can use the social media platform built into Smart IT. Figure 2 shows how Smart IT displays relevant articles from colleagues regarding the issue at hand. Without leaving Smart IT, agents can initiate real-time chats to bring the skills and expertise of their colleagues to bear on complex issues. Chat is context aware, so relevant information, such as ticket numbers and incident descriptions are automatically carried into chat sessions, bringing collaborators up to speed quickly. Collaboration speeds issue resolution and accelerates new staff ramp-up times.

Beautiful

Smart IT creates a modern user experience that revolutionizes IT service support. As shown in Figure 1 and Figure 2, Smart IT presents contextually-relevant information in clean, approachable views that minimize training requirements and maximize productivity. Service support people can, at a glance, gain insight that enables them to interact with customers in an intelligent, helpful, and personalized way. The screens are dynamic and Smart IT updates them as changes occur.

➤ FIGURE 3: Smart IT presents dashboards that keep the service desk staff apprised of relevant KPIs.

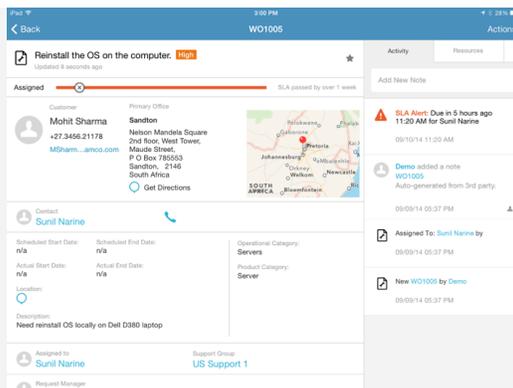


Mobile

BMC understands the strategic importance of mobility to the IT service support staff. In line with this vision BMC has made mobility a fundamental and integral part of Smart IT. With the Smart IT app on their mobile devices support people can tap the power of the Remedy system from anywhere. They can even collaborate with colleagues from remote locations using the social media platform built into Smart IT.

Smart IT optimizes the user experience to the capabilities of the mobile device on which it runs. It leverages the device’s built-in capabilities — GPS, camera, touch screen, speech recognition, bar code scanner — to facilitate tasks. It also adapts to the limitations of some mobile devices, such as relatively small screens and lack of physical keyboards and optimizes displays to the limited real estate of some mobile screens.

➤ FIGURE 4: Smart IT delivers comprehensive ITSM functionality to mobile devices.



Better Together

BMC Software brings a consumer-style user experience not only to IT service support teams but also to business users. MyIT is BMC’s intelligent, self-service solution that runs on business user devices and enables users to serve themselves in accessing IT services. This next-generation self-service app reduces IT friction, cuts support costs, and boosts customer satisfaction.

Smart IT integrates with MyIT to create a unified solution that is unprecedented in the industry. Both IT users and business users benefit from a shared service catalog, seamless request fulfillment, shared social posts, aligned user experience, and a single installer. The result is an amazing experience that greatly enhances interactions between IT and its customers to boost customer satisfaction.

CONCLUSION

Information technology services are key to business success in just about all industries. Business users are dependent on these services to perform their jobs. So when they have questions, requests, or problems related to these services, it's essential that IT respond quickly and effectively. That responsibility falls squarely on the shoulders of the IT service desk

Service desk solutions have long been available that support the service desk staff in meeting its responsibilities. However, these solutions, although rich in functionality, create an experience that is cumbersome and outdated, hindering staff collaboration and negatively impacting both staff and customer productivity. The result is a less than satisfactory customer engagement with the service desk staff.

BMC Remedy with Smart IT changes all that. It creates a game-changing experience that revolutionizes service support. The result is a more agile, knowledgeable, and productive service desk staff. The benefits of the smarter service desk provided by Smart IT are compelling and include shorter call logging times, faster mean time to repair, less business downtime, and improved customer satisfaction.

BMC delivers software solutions that help IT transform digital enterprises for the ultimate competitive business advantage. We have worked with thousands of leading companies to create and deliver powerful IT management services. From mainframe to cloud to mobile, we pair high-speed digital innovation with robust IT industrialization—allowing our customers to provide amazing user experiences with optimized IT performance, cost, compliance, and productivity. We believe that technology is the heart of every business, and that IT drives business to the digital age.

BMC – Bring IT to Life.



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