



Seur Geopost

Seur Geopost Standardizes its Customer Service Processes with BMC Service Desk Express

Geography

Madrid, Spain

Industry

Transportation

Business Need

Seur Geopost had three specific business requirements: standardize all its processes, optimize its resources, and improve the services provided by its computer department.

Solution

Seur Geopost identified BMC Service Desk Express Suite as the only solution to meet the company's needs for easy personalization, quick implementation, vendor reliability, and ample functionality.

Results

- > Improved the management of services provided by the computer department through incident management, automatic inventory, and remote administration.
- > Moved towards the standardization of all critical processes within the computer department.

With a growing customer base, Seur Geopost needed to automate the management of incidents in order to increase its efficiency and improve customer satisfaction. The company identified BMC® Service Desk Express Suite as the only solution to meet its needs for easy personalization, quick implementation, vendor reliability, and ample functionality.

Seur Geopost is a leading company in Spain in the field of urgent transport of goods. The company was formed nearly three years ago as a result of an agreement between the French company Geopost, leader in European goods transport, and the primary Spanish group Seur, operating in Madrid. This joint company, Seur Geopost, also operates in Soria, Zaragoza, Bilbao, and Barcelona (Baix LLobregat). Next year, the company will expand into Gerona and Granollers.

When it comes to offering its services to customers all over Spain, computing is crucial for Seur Geopost. The organization's IT environment is made up of components from different manufacturers, including several IBM AS/400 host systems running on OS/400; several IBM iServers and Blade Centers; HP servers; HP printers; Lotus Notes messaging service; Microsoft environments with SQL Server databases and Tivoli Storage Manager; and Avaya, Cisco Systems, and Enterasys for communications.

The computing department needed to improve its service management, particularly in the area of incident management. "We really needed to set up a service desk. We provide a service to 220 integrated external clients, not to mention 600 internal clients, just in the Community of Madrid, divided into the Getafe platform, the Coslada platform, the MENEXPRES (Seur messengers), and ILSA offices. We also serve 24 Agencies in the Community of Madrid and the main warehouse in Vallecas, where all the orders are centralized," explains José Aurelio Hidalgo, customer and network help desk manager.

"Our work process was very basic. We couldn't keep taking notes and making an Access database with incidents or orders," he continues.

After careful study and assessment of various service desk tools on the market, including HP OpenView, Seur Geopost chose BMC Service Desk Express Suite, previously Magic Service Desk, as the service desk solution that best met its requirements. All other products considered were either lacking in functionality or entailed long and costly implementation processes.

The key factors that contributed to Seur Geopost choosing BMC Service Desk Express Suite were the application's easy personalization (without the need for an external consultancy), quick implementation, manufacturer and supplier reliability, and ample functionality. According to Hidalgo, "The only service desk that would enable us to meet these objectives was BMC Service Desk Express Suite." He adds, "It was also essential that the portal where the clients would be validating their incidents be simple for them to use."

Once the decision had been made, there was no need to carry out a pilot project for the technology, as BMC partner Ireo showed the client a real tool installation process that performed all the necessary demonstrations, so that the people involved in the project could see how it all worked.

The implementation, personalization, and training were all completed in less than one calendar month. "The project met all our expectations, and since then, we have had no need to contract any additional implementation services," Hidalgo explains. "What Seur Geopost wanted was to standardize our customer service processes, improve the quality of our IT support, and optimize the management of our computing department resources — and that's exactly what we have achieved. As far as incidents are concerned, now we all have access to them. This means that we have reduced the waiting time both for external and internal clients."

The company has made use of 90 percent of the possibilities available with BMC Service Desk Express Suite. "The remaining 10 percent is where the client connects, once the process is fully automated. This will come about in February 2007. I don't want to rush this part and end up confusing the client. This part of the project should be carried out slowly, so that the client has time to learn how to handle it and thus minimize problems."

In addition to an automated service desk, Seur Geopost was looking for a remote control solution, as well as a solution to control the inventory. By way of Ireo, the company selected a solution that included Centennial Discovery (for automatic inventory) and RemotelyAnywhere (for remote administration). Hidalgo indicates, "The three are semi-integrated, not fully integrated. You always access one tool from another, but you can get to the others from any one of them."

Other additional benefits for the client are the optimization of the department's human resources, as "there is more control over which member of the department is working on what," he adds.

After this positive experience, Seur Geopost could expand more deeply into IT Infrastructure Library (ITIL®) best practices by implementing the BMC Service Desk Express Change Management tool. "ITIL is not something that we particularly reject; BMC Service Desk Express fits in well with ITIL, but our company believes in introducing new things gradually until the complete tool is finally implemented."

Hidalgo concludes that "this Ireo project and the BMC technology has given us a better quality of life. If I can get quality of life and peace of mind, the end-client will also have that same quality of life."

ABOUT SEUR GEOPOST

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José Aurelio Hidalgo

Customer and Network Help Desk Manager
Seur Geopost

Key Products Used

> BMC Service Desk Express Suite

About Ireo

Ireo Soluciones y Servicios is a software distributor specializing in IT support and administration solutions. A BMC Partner, Ireo worked closely with Seur Geopost during the BMC implementation. Seur Geopost stresses that relations with Ireo have been excellent, as they are experienced professionals who offered their advice wherever necessary, making everything seem simple. It was also important for the client that Ireo showed them a real installation of the tool, including all the necessary demonstrations, so that the people involved in the project could see how it all worked.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. www.bmc.com.



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