

# Euromonitor International Thrives with Modern Service Management Capabilities

“ Because we’ve got BMC Helix Remedyforce in place, we can deal with day-to-day activities more reliably and focus resources on high-value projects. ”

Simon Eldon | Head of Support | Euromonitor International



## 360-degree view

of customer tickets



## Zero coding

for system changes



## No additional cost

for expanded locations

## Business Overview

Founded in 1972, Euromonitor International is the world’s leading independent provider of strategic market intelligence and research, creating data and analysis on thousands of products and services around the world and offering bespoke reports to a broad global base of B2B and B2C customers. Headquartered in London, Euromonitor now provides analyst services in over 100 countries and market research on every key trend and driver, including syndicated research, localized information, and custom consulting to assist with complex business decisions.

The company’s Support team comprises 30 staff members around the world, providing both traditional tech support for desktop services and business applications and product support for the company’s employees, allowing them to understand and use all of Euromonitor’s offerings efficiently and effectively. The team also provides technical support to customers for issues related to use of the Euromonitor platform.

## Business Challenge

Euromonitor currently employs over 1,400 global employees and continues to grow. The company’s success in increasing its size and expanding geographically has also presented a number of logistical IT challenges. Euromonitor’s commitment to providing up-to-date, lightning-fast information on a broad range of topics requires reliance on systems that can support larger user volumes, increased transactions, and all the demands to service desk inherent to highly active and still escalating business operations.

While Euromonitor had been running its service desk on premises, the company's efforts to maintain the delicate balance of providing accurate, thorough information in a timely, competitive manner led Euromonitor IT to pursue the scalable, more easily managed capabilities of cloud for its growing service desk needs. Euromonitor also wanted to better flex to always-escalating and changing customer demands, not just for increased speed, but for extended functionality and capabilities. In addition, the company needed better processes around incident management as they had ineffective triaging systems and low-performing reporting and tracking of incidents, leading to poor business visibility. To accommodate business growth while still allocating resources effectively, the IT group wanted to adopt industry-standard practices aligned with the fundamentals of ITIL® for better change and incident management. They sought a service management solution that met Euromonitor's existing needs and that could scale with its growth to provide the structure for their ongoing digital transformation efforts.

## BMC Solution

The Euromonitor International team chose BMC Helix Remedyforce as its service desk solution for its right-size capabilities and future-proof functionality, seeing that the solution was capable of meeting Euromonitor's long-term needs. The solution's integration with Salesforce was a key factor in the decision as Euromonitor was already a Salesforce customer and BMC Helix Remedyforce further extends Salesforce capabilities. The Euromonitor sales team benefits by being able to see directly which of their clients have logged tickets and then responding quickly and insightfully when needed. Because BMC Helix Remedyforce was designed around ITIL® practices, Euromonitor IT is able to approach its service improvement projects with a clear, complete, iterative process that can be applied to each project (incident management planning improvements, service requests, etc.) as the need arises.

In addition to these benefits, the IT operations management and cognitive capabilities of BMC Helix Remedyforce have provided many other advantages to the company:

- The scalability of the solution has allowed IT to accommodate **ongoing improvements without seeking additional funding** or buy-in from stakeholders.
- Assistance from the BMC services team has proven invaluable to Euromonitor, **saving the team time and money** in recommendations and bespoke advice.
- Euromonitor IT serves both internal and external customers with the same ticketing system, allowing issues to be routed appropriately and quickly for **faster fixes and improved user satisfaction**, and allowing Euromonitor to respond strategically to urgent or frequent product issues from customers.
- From resource requirements to workloads to issue resolution, the visibility BMC Helix Remedyforce offers Euromonitor's dispersed teams has enabled faster workflows, consistent service, **comprehensive management and reporting**, and more effective customer interactions.



“ *BMC Helix Remedyforce has enabled us to modernize our support service. It’s allowed us to respond to a lot of organizational change in a timely manner. We’ve got a system which will scale and help us quickly.* ”

**Simon Eldon** | Head of Support | Euromonitor International

**To learn more:**

 [Visit the BMC Helix Remedyforce page](#)



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