

## Global standard for IT services

High levels of automation are a significant competitive factor when providing services in the IT outsourcing business. At Siemens IT Solutions and Services this is accomplished with the Operational Service Desk. This tool has been developed by the company in cooperation with MATERNA.

The IT outsourcing market is subject to intense competition and pricing pressures which are set to continue to rise. Globalisation and the use of offshore capacities are also on the increase.

“In order to offer marketable prices in this global business, services you provide have to have highly automated processes,” explains Jörn-Erik Wittmann, Director Operational Service Desk (OSD) at Siemens IT Solutions and Services in Munich. The company was therefore on the look out for a tool which could ensure standardised and high quality services for its national and international customers.

The tool was designed for global application, high volumes and the increased complexity of the outsourcing business at Siemens IT Solutions and Services. Heterogeneous tools had

previously been in use and an automation component had to be introduced too. Standardisation should lead to tickets and processes being the same for all customers. “Procedures like this reveal an enormous potential for automation,” says Wittmann.

Siemens IT Solutions and Services provide worldwide IT services for over 300 customers with hundreds of thousands of workplaces. Among others, their services include the complete IT support for workplace PCs and servers, running SAP and numerous customer applications as well as supporting more than 250,000 telecommunications end devices world-wide. They process service enquiries automatically, administer contract details and their respective services and carry out change and configuration management.

Headquarters of Siemens IT Solutions and Services in Munich



## Where is IT service management going next?

IT service management is on the move. The trend is away from reactive service providers towards active ones which ensure the customer's core processes. The focus is on proactive performance not only where technology is concerned but in particular with regard to the customers. This poses a central question for IT service providers: "What does it mean if my customer's core processes don't run?" The main focus when considering possible damage is on whether faults in the IT impact negatively on the customer's core processes. The perspective is changing: only when the process behind the IT works again is the task actually complete. In future IT service management will develop in this direction. Considering everything from end-to-end will thus become the greatest challenge in this scenario.



Jörn-Erik Wittmann, Director Operational Service Desk (OSD),  
Siemens IT Solutions and Services

## ITIL® platform for automated processes

After an evaluation phase, Siemens IT Solutions and Services decided on the Remedy Solution from BMC, an integrated IT service management solution. It links IT assets with contract and user data, contains standardised service elements and provides an overview of commercial activities. Currently the BMC Remedy ARS Server 6.3 and the BMC Remedy ITSM application are being used. An upgrade to the latest version is now being planned.

The Operational Service Desk covers the most important ITIL-compliant service management processes. It includes a flexible contract management system for easily adapting customer-specific contracts. A configuration and process engine enable new services to be implemented simply and automatically. All delivery operations carried out as part of the services provided are documented transparently in the Remedy system. There is also a web client for the internal service delivery organisation and the external suppliers.

The German-wide roll-out of OSD is almost complete. Together with MATERNA the international rollout is currently being carried out at defined locations. The new tool provides more transparency regarding the processes involved in providing the services.

## Standardised service processes with individual character

The modules portfolio management, contract & service level management, incident & problem management, service request management, change management and configuration management are all in use. There is an interface to the customer portal for entering trouble tickets, placing orders and for tracking the current status.

A standard interface integrates internal IT systems for reporting, monitoring, system management and operational systems as well as financial management. Various customer systems are also linked up by means of third-party-integration.

"First of all we have introduced standard processes for IT service management. It was a real challenge to map the complex IT outsourcing processes in the software," Wittmann tells us. The list of customer-specific adaptations is long and administration of the processes for several hundred customers no easy task. The advantages of ITIL-compliant service request management really make themselves felt here.

Because of the wide variety of customer contracts it was necessary to adapt the application individually. In the contract specific agreements, for example, the way the processes for providing services should run is defined. Implementation and customising the Remedy application was carried out by MATERNA.

## Service request management helps with cost allocation

The portfolio management defines available service packages for each customer, for example, the classic service package "new employee". All customer service portfolios are entered in the service request management, including the workflows they are based on. The workflow goes from service receipt and integration in the CMDB through to the acknowledgement and cost allocation with the customer and ends in reporting.

"We have designed the service request management to be very flexible and separated it from the change management," explains Wittmann. During the project the service request

management has turned out to be a very important topic. Because it is on this basis that the services provided are later invoiced and evaluated. The service request management has to ensure that all enquiries relate to valid customer contracts. MATERNA also provided comprehensive customising here. "We have worked together very closely, above all it was MATERNA's extensive experience from many other Remedy projects and their knowledge about the usability of the solutions during real operations that brought us forward," Wittmann describes how satisfied he is with the project. Another great advantage was the in-depth ITIL process know-how combined with detailed knowledge of the Remedy platform.

With regard to data management, the Atrium CMDB from BMC is used as the configuration management database. A client and authorisation concept ensures separate and transparent access.

### No downtime

In a company whose core business is IT, all the staff have to be involved in the IT service management philosophy. "This means that the size and complexity of such a project gains in significance. The implementation of automated processes is a decisive success factor for the company," says Markus Panhans, CIO at Siemens IT Solutions and Services.

That is why it is important to establish these change processes for providing services with the people and to get them involved. In future Siemens IT Solutions and Services will be working on driving this process concept ahead and on making more use of the potentials of automation. In the meantime almost 2,500 staff now work using the Operational Service Desk. ■

## The company

Siemens IT Solutions and Services is a leading international provider of IT solutions and services and supplies everything along the IT service chain from one source: from consulting and system integration to the management of IT infrastructures. In addition, Siemens IT Solutions and Services completes the range of services of the other corporate areas with software developments and IT solutions. With their comprehensive know-how and specific sector knowledge Siemens IT Solutions and Services achieves measurable added value for their customers. With approximately 43,000 staff the Siemens division formed in January 2007 achieves a turnover of around 5.4 billion euros according to IFRS – around 70 percent of this coming from outside the Siemens group.

[www.siemens.com/it-solutions](http://www.siemens.com/it-solutions)

## Advantages of the tool

- covers all important ITIL processes in service delivery and service support
- global availability
- all customers can be served
- complete coverage of IT and TC services
- configuration and process engine for simplified implementation of new services
- automated processing of all orders
- creates transparency for service processes
- basis for company-wide, uniform service cost allocation



Siemens IT Solutions and Services mobilises field service staff in many companies. With a suitable mobile device staff can access business applications as well as retrieve, synchronise and organise data via the wireless network.