

## IT SERVICE MANAGEMENT

### IMPROVE THE QUALITY OF IT SERVICE WHILE REDUCING COSTS

The SAP® IT Service Management application helps your IT organization align its activities with the needs of the business. By standardizing processes such as incident, problem, change, and knowledge management, your IT organization can reduce costs, upgrade service quality, and help improve business performance.



The more companies depend on IT to execute business strategy, the more IT must align its activities with business objectives. Companies everywhere want their IT organizations to transform themselves from providers of technology to strategic business partners, fully engaged with the overall organization to satisfy corporate aims.

What does this mean for IT? It means that IT needs to treat the business it serves as a customer. This requires a steady focus on quality, transparency, cost management, and customer satisfaction. But challenges abound. Many IT groups lack the standardized processes and best practices required to manage basic IT operations in an orderly, efficient manner. Roles and responsibilities remain ill-defined, and a lack of service measurement and reporting capabilities makes transparency and continuous improvement difficult at best.

To address these challenges, many IT organizations seek to adopt best practices based on the idea of IT service management (ITSM). ITSM is a process-focused discipline designed to help IT organizations manage the delivery of IT services to better meet the needs of business. Best practices for ITSM have been articulated in the IT Infrastructure Library (ITIL) framework. The SAP® IT Service Management (SAP ITSM) application can help you implement your IT support processes according to ITIL guidelines.

#### Automate IT Operations and Focus on Strategic Activities

SAP ITSM enables your IT organization to execute and manage IT services in a way that meets business needs while minimizing your costs. Working from the basis of clearly defined service-level agreements (SLAs), your IT group can align its activities with strategic business objectives and deliver higher-value services on a consistent basis. From incident, problem, and change management to rich analytics that enable your IT managers to continuously fine-tune operations, SAP ITSM supports automated IT processes that comply with ITIL guidelines. This helps your IT organization reduce the cost of service while increasing quality so that the business can improve overall performance.

#### IT Service Desk Management

A fully operational IT service desk forms the core of any successful approach to service management. IT service desk functionality provided by SAP ITSM empowers your front-line IT agents to quickly address technical issues as they arise. Supporting multiple communication channels such as telephony, e-mail, fax, and chat, SAP ITSM provides an intuitive Web 2.0 user interface and preconfigured functionality that supports ITIL best practices for incident, problem, and change management. When customers or employees call the IT service desk with an issue, your agents have everything they need at their fingertips to address

the issue. Agents can create incident tickets, check knowledge repositories, e-mail relevant knowledge articles to customers, and assign incidents to technical teams in an efficient manner. And with powerful built-in analytics, SAP ITSM supports continuous improvement processes as recommended in ITIL, allowing IT to proactively identify problem areas and take action before the business feels the impact.

SAP ITSM also comes with a built-in interface to the SAP Solution Manager application management solution, making it easier for agents to exchange incidents related to SAP applications when necessary. Additionally, you can integrate SAP Business Communications Management software (or other third-party communications software), enabling your IT organization to make use of state-of-the-art Internet telephony management for maximum collaboration and communication effectiveness. IT service desk functionality available with SAP ITSM can be used as a vital component of a shared service center to cost-effectively deliver employee services, such as IT, human resources, or accounts payable, for a globally dispersed enterprise.

#### Incident Management

In terms of ITSM and ITIL, an incident is an exception to standard IT operations that interrupts or reduces the quality of a service. For the majority of cases, IT service desk agents are made aware of an incident when a customer calls in to report an issue. With best practices that support the incident management process, SAP ITSM enables your service desk agents to resolve these issues quickly and efficiently.

In alignment with ITIL guidelines, your service desk agents can quickly identify the customer and create a ticket in the software that helps track all activities associated with the incident throughout its life cycle. Each incident can be categorized for accurate allocation and prioritized according to SLAs to make the best use of all available IT resources and serve the interest of the business more effectively. Auto-complete functionality for filling in standard incident-ticket information helps improve agent productivity and reduce errors. Agents can access an integrated knowledge base to research similar issues for existing solutions or workarounds, and they can easily connect to third-party support tools, for example, to solve an issue remotely. When agents cannot resolve an incident immediately, they can use rule-based dispatching functionality to assign the incident to the appropriate service team and monitor progress through escalation management and other collaboration tools.

#### Problem Management

When an issue in the IT environment needs to be investigated, an IT agent creates a problem ticket. Many problem tickets are created when multiple incidents seem to point to the same cause. As with incident management, SAP ITSM enables agents to categorize and prioritize problems based on the demands of SLAs. Once the problem is assigned to a domain group, support engineers can link documents and activities to the problem for the purpose of tracking and transparency. When the root cause is discovered, support engineers can then create a change

request and launch the appropriate workflow required to gain approvals. Upon resolution, the software automatically updates all outstanding incidents attached to the problem so that involved parties are informed that the issue has been rectified.

#### Knowledge Management

When a problem is resolved, engineers can create knowledge articles and store them in a centralized repository where they can add to the organization's overall base of knowledge. With best-practice support for creating and managing knowledge articles, SAP

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ITSM enables users at any stage of the service life cycle to search the knowledge base, find relevant documents, and then use these documents to help them resolve issues. Open import/export interfaces allow you to augment your knowledge base with information from multiple repositories within the organization, while role-based authorization helps you manage access according to criteria you define. From user manuals and troubleshooting guides to FAQs and high-level white papers, the knowledge that SAP ITSM puts at your disposal can help your IT organization do its job far more effectively.

### Change Management

SAP ITSM supports a standardized process that allows users to categorize and prioritize requests for change and estimate the associated effort and costs. Key to this change management process is the automated approval workflow through which all relevant parties – such as members of a change advisory board – receive notification of proposed changes and provide sign-off before the implementation starts. Item-level planning functionality, with integration into resource management and procurement processes in the SAP ERP application, helps ensure that each change is executed on time and within budget. Once the change is completely implemented, SAP ITSM also provides functionality for formally closing it out, recording the change, and evaluating success for the purpose of continuous improvement.

### Installed-Base and Object Management

To help you manage change in highly complex IT infrastructures, SAP ITSM enables you to document IT assets in the landscape and establish dependencies between them to better understand the impact of proposed changes. This helps IT users follow incident, problem, and change processes with reference to specific IT objects. Based on this linkage, the software can then send out automatic updates regarding pending changes for increased transparency. In addition, SAP ITSM includes predefined interfaces that allow you to integrate with enterprise asset management functionality in SAP ERP, which can be used to catalog and manage IT assets.

### Service-Level Management

To help your IT organization align with business needs, SAP ITSM includes functionality for defining IT services, maintaining them in a centralized catalog, and determining the appropriate level of service on a case-by-case basis. Contracts that define issues of service scope, availability, and response times are stored centrally to help ensure that both the business and IT operate on the same set of facts. SAP ITSM also supports a wide range of metrics that allow your organization to document SLA compliance. In the end, this helps IT measure its ability to deliver services while providing a feedback loop to the business to clearly establish the value of IT based on relevant metrics.

### Helping IT Help the Business It Serves

SAP ITSM helps you standardize IT processes so that the business can wield IT as a competitive weapon. Instead of focusing narrowly on the provision of technology, your IT organization supports business objectives, becoming a strategic partner that works with the organization to improve overall business performance. Specifically, SAP ITSM helps you:

- **Increase IT service quality and transparency** by standardizing and automating IT processes and putting both IT and the business on the same page with clearly defined SLAs
- **Improve customer satisfaction** by consistently delivering services that align with customers' needs and expectations
- **Cut service delivery costs** through streamlined IT processes and efficient change management



SAP ITSM provides an intuitive Web 2.0 user interface and preconfigured functionality that supports ITIL best practices for incident, problem, and change management.

- **Continuously improve** processes and services with powerful analytics that provide constant feedback
- **Coordinate IT priorities and budget with IT operations** by integrating cost information and asset management functionality available in SAP ERP
- **Minimize your total cost of ownership** with an integrated solution that leverages existing IT investments

### For More Information

To learn more about how SAP ITSM can help you align IT with business objectives and better serve your customers, call your SAP representative.

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## Summary

The SAP® IT Service Management (SAP ITSM) application helps IT align with business strategy by providing functionality that standardizes IT processes such as incident, problem, change, and knowledge management. Your IT organization can reduce costs and improve service quality, helping the business improve performance and compete more effectively.

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## Business Challenges

- Pressure on IT to deliver more value to the business
- Rising service delivery costs
- Limited transparency of IT processes
- Inability to measure IT effectiveness

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## Key Features

- **IT service desk management** – Standardize IT processes according to IT Infrastructure Library (ITIL) best practices
- **Incident management** – Empower IT technical support staff to resolve issues quickly
- **Problem management** – Coordinate problem-solving activities and document resolution results
- **Knowledge management** – Consolidate knowledge from multiple sources and publish new articles as knowledge grows
- **Change management** – Plan changes and obtain sign-off with automated workflow
- **Installed-base and object management** – Maintain dependencies among IT objects to understand the impact of change and increase infrastructure transparency
- **Service-level management** – Determine service levels and publish contracts to keep IT and the business on the same page

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## Business Benefits

- **Increase IT service quality and transparency** by standardizing and automating IT processes
- **Improve customer satisfaction** by consistently delivering services that align with customers' needs and expectations
- **Cut service delivery costs** through streamlined IT processes and efficient change management
- **Continuously improve IT services** with powerful analytics that provide continuous feedback
- **Coordinate IT priorities and budget with IT operations** by integrating cost information and asset management functionality available in SAP ERP
- **Minimize total cost of ownership** with an integrated solution that leverages existing investments

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## For More Information

To learn more about SAP ITSM, call your SAP representative.

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