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ServiceNow Service Catalog and Self-Service Portal

ANALYTICS · BUSINESS APPS · CLOUD · INFRASTRUCTURE · SECURITY

Introduction

An organization utilizes several IT service solutions that enable it to address almost any customer service issue. However, it is difficult to group such solutions together on one platform at the same time. Cloud computing can come to the rescue by helping IT organizations reach well beyond their current capacity to a seemingly infinite suite of tools.

Nonetheless, many IT service professionals and the companies they serve face several challenges, such as:

1. Where to find the solution needed for a particular problem
2. How to manage a suite of tools
3. How to track such a suite from a central location

Many IT organizations believe that a self-service tool offers the most viable solution to these challenges.

Developing a solution that serves both IT teams and customers improves the quality of output. A well-designed self-service portal enables customers to find and deploy the services to which they have access. This eliminates the need for constant negotiation for bespoke IT services and highlights to the users the capabilities available to them. This creates more efficient IT teams, thereby improving their standing in their organizations. As a result, such teams become fully integrated within the organization and are respected for their customer-centric focus.

Some would argue that the self-service option is not that vital. However, according to a Zendesk report, *Searching for Self-Service*:

- Self-service is a convenient way to address customer service issues, says 75% of survey respondents.
- The self-service model is preferable to speaking to a company representative, says 67% of survey respondents.

These statistics suggest that customers will greatly benefit from improvements in the self-service model; therefore, improving it should be a priority for any organization. Several years ago,

people recognized that the quality of IT services in offices was better than at home. The situation has since flipped. The consumerization of IT has created an expectation gap, a part of which can be addressed with self-service.

While that solution seems ideal, its execution requires time and effort, a luxury that IT teams often do not have. To meet this gap, Trianz has developed a reusable IT framework that enables an organization to implement a self-service portal for organizing and accessing the available IT services.

Trianz has spent years helping its clients to positively affect business outcomes. This experience has led to the development of a self-service portal, a web-based service, with a standard set of service offerings that most organizations need, where users can navigate and order services. This places all of the IT tools together and improves the end-user experience - a win-win situation for everyone.

The portal is an extension of the digital workspace, the purpose of which is to give autonomy, clarity, and power to the end user. One might think of it as a warehouse of IT services - a centralized repository segregated by catalog, category, item, group, user, and so on, and with clear pricing and delivery options.

Owing to the clean UI/UX and well-organized database that Trianz provides, users do not feel overwhelmed by the vast variety of solutions available to them. Instead, they feel empowered as they can access their complete tool suite through this portal, which can help them launch their organizations well beyond their current capability.



High-Level Solution

As each organization grows, the need to respond quickly to internal and external IT support requests becomes pertinent. Customers expect a fast turnaround for their tickets. Hence, the IT teams that can handle a higher volume of issues efficiently naturally become the most in-demand. There may be several scenarios - an IT team may be looking to streamline its IT operations by implementing the industry's best ITIL processes and migrating to a new IT service management (ITSM) platform, or a company may be looking to centralize its service offerings for its internal or external customers in a one-stop shop format.

Trianz offers tools to help organizations create a central repository - a kind of one-stop shop - for the entire range of IT services a company provides. This gives IT teams the ability to declutter the digital workspace and simplify the process of finding and using the proper tools for any given issue. This is similar to an IT arsenal where everything one could need to overcome an IT challenge is right at his/her fingertips.

Everything that a typical organization may require for its ongoing IT commitments could potentially fall under Trianz CADS (Cloud, Analytics, Digitalization, and Security) Services. These are a range of services that allow Trianz

clients to make tactical and strategic decisions based on analytics, and the resultant data, dashboards, and reports.

By compiling these two categories into a self-service portal, Trianz has created an extension of the digital workspace. Much like online shopping, the portal is easily understandable and users do not have to learn the intricacies of a complex system. This framework can be customized to serve both an IT team and its customers by allowing need-based access to different tools for different users.

The Self-Service portal has solved business concerns such as the lag that occurs between hiring an IT team member and training him/her to understand several applications in order to deliver a service, by providing a single common portal for all IT and nonIT requests. Trianz has also helped companies in reducing the time taken to order or deliver the requested services by auto-populating information on the form based on requestor and the type of requests.

Solution Details

The self-service portal solves the issue of data clutter and ease of accessibility in several ways. It is a centralized repository for data structures, cataloging methodologies, and communication

tools. It enables IT service requestors to see all the available options and easily track the progress made by the IT teams regarding their queries. It also helps to shorten the response time and quickly offer solutions to the problems presented.

As a company aggregates its tools within the digital workspace, pricing and delivery details become clear and fulfillment turnaround time is reduced. This means that a higher volume of work can be accomplished in a shorter period. In addition, the contact between requestors, approvers, and service users can be facilitated through the self-service portal and orders placed can be easily tracked.

While access to the system is open to anyone within an organization, permissions on the self-service portal can be based on a team's focus and what kind of customer experience it would like to create. As a result, the IT service user experience improves significantly compared to the experience with traditional methods. At the same time, more automation of IT service tasks also becomes possible.

The design of the Trianz self-service portal predicts the needs of users and sets options accordingly, thereby improving standardization and reducing cost. This intelligent program has been structured to intuitively capture information related to a request, thereby reducing the time spent in communication. This helps eliminate the

need for niche training that can be time-consuming and potentially obsolete in the short term. Now, IT teams can jump right in, learning the intuitive processes as they interact with the self-service portal.

Business Benefits

The benefits of the Trianz self-service portal are wide - ranging and time-saving as they deliver immediate solutions to some of the most common problems. The interface highlights all possible IT services, thereby simplifying the process of finding and using tools. This means that the requested services are delivered faster, thereby increasing customer satisfaction. Additionally, there are fewer calls made to the help desk and trained resources can utilize their time to solve problems.

The Trianz reusable framework allows need-based customization. Regardless of a company's suite of tools, the IT team should be able to access it as easily as online shoppers can shop. Rather than look for solutions in the dark, IT teams can find exactly what they need to accomplish their tasks efficiently and effectively, bringing down the response time and increasing their visibility in the process.

Trianz is enthusiastic about being a part of the IT self-service revolution through its ServiceNow SC SelfService Portal. Its goals coincide with those of most of the organizations - better visibility and



faster delivery of services through automation and orchestration, and high customer satisfaction and user experience delivered at a low cost. Trianz believes that its database of reusable frameworks and predefined catalog items, all located in one userfriendly interface, will offer tremendous value to any organization's data center operations.

Summary

Trianz presents a new tool to centralize IT solutions. Its self-service portal, a part of its ServiceNow SC suite, comes with a robust framework that any company can implement to better engage with customers while creating a more efficient IT team.

Therefore, the Trianz self-service portal is suited for any organization that is looking to simplify processes and improving the end-user experience.

Benefits to Customers Include:

- Improved communication with service users
- A better tracking system for the services ordered
- Decreased wait time between initial request and its fulfillment

Benefits to IT Professionals Include:

- Immediate integration of new team members
- An intuitive interface that allows users to access all available tools
- Need-based administrative restrictions
- Reusable framework
- More automation of IT service tasks
- Improved turnaround time

ABOUT TRIANZ

Trianz simplifies digital evolutions through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended outcomes by bringing the best of consulting, technology experiences, and execution models. Powered by knowledge, research and perspectives, we serve Fortune 1000 and emerging organizations across industries and geographies to transform their business ecosystems and achieve superior performance by leveraging Cloud, Analytics, Digital, Infrastructure and Security paradigms.