



Monitor 24-7 Inc.
Enterprise Service Management Solutions

Customer Success Story

Key Benefits

- Single point of contact for support ensures that requests don't slip through the cracks
- Massive cost savings because of Monitor 24-7's flexible licensing model
- User interface maintains corporate look and feel because of IncidentMonitor's customization capabilities and Monitor 24-7's willingness to let customers re-brand the product

Business Profile

A large pharmaceutical, one of the biggest in the world, companies in the world, believes its portfolio best meets the varied and often complex needs of patients and societies.

This large pharmaceutical is positioned to lead in innovation, partner with others and offer solutions to patients across a broad healthcare spectrum. In addition, a diverse portfolio reduces financial risk, bringing greater value to those who invest in the company. The large pharmaceutical has been transformed since its creation in 1996 - when only 45 per cent of net sales came from healthcare - into a leader focused on fast-growing areas of healthcare.

The company is currently organized into four divisions:

- Pharmaceuticals: Innovative patent-protected medicines
- Vaccines and Diagnostics: Human vaccines and diagnostic tools to protect against life-threatening diseases
- Generic pharmaceuticals that replace branded medicines after patent expiry and free up funds for innovative medicines
- Consumer Health: Readily available products that enable healthy lifestyle choices - OTC (Over-the-Counter), animal health and vision.

Project at a Glance

About the Customer

<i>Type:</i>	Healthcare organization which offers a wide range of healthcare products through its Pharmaceuticals, Vaccines and Diagnostics, Generic Pharmaceuticals and Consumer Health Divisions
<i>Areas served:</i>	Global
<i>Headquarters:</i>	IncidentMonitor™ is installed on seven servers in Basel, Switzerland
<i>History:</i>	Have been in business for over 35 years
<i>Equipment supported:</i>	Over 150 applications worldwide used by approximately 15,000 users in over 140 countries
<i>Supporters:</i>	Approximately 250 supporters based in the United States, United Kingdom, Switzerland, India, Bangladesh and Japan

The Challenge

This large pharmaceutical required a solution that would provide it with a consistent method of submitting support tickets, that was cost effective and that included a customizable interface.

The Solution

Monitor 24-7's IncidentMonitor™, a full featured enterprise help desk and service desk software solution that provides intelligent workflow capabilities.

Large Pharmaceutical Going Deeper with IncidentMonitor™

In the years following a merger which created a large pharmaceutical, one of the world's largest pharmaceutical powers - the number of applications the company was using worldwide was nearing 200. The problem was, explains Basel, Switzerland-based Project Manager/Systems Consultant John Packard, that "we had no common way of submitting tickets to the support organizations to help with the applications."

For example, some applications used a Lotus Notes e-mail account while others had a help desk phone number, "So, it was just so inconsistent," he says.

This created several challenges. For starters, they had an apples-to-oranges scenario where "we were unable to compare applications with each other. We weren't able to calculate how we were



performing against our service levels to our customers.”

Worse still, sometimes support requests would get lost. “Tickets may have been called into a phone number and left on a voicemail and somebody may or may not have picked them up, and same with the e-mail account.”

Another issue was that multiple points of contact confused users.

“They didn’t know how to report problems or who to go to to report problems.”

Packard admits that his team managed, but there was room for improvement.

Something needed to be done.

“There was only one way to go. We had to improve it by having a single point of contact for all development customers.”

Thus began the search for solutions, a quest that started with products from seven different companies, but ultimately led them to Monitor 24-7’s award-winning enterprise help desk and service desk software solution, IncidentMonitor.

Packard explains that two key factors swung the pendulum in IncidentMonitor’s favour.

“One was that the quality of the consultants that we talked to from Monitor 24-7; they obviously were well-prepared,” he says. “They obviously knew what they were talking about. They understood our business needs and made recommendations.”

The bottom line also factored into the large pharmaceuticals decision, Packard says.

IncidentMonitor™ offers a cost-effective solution

“The cost was significantly lower than any other tool we looked at, and we could also combine fixed and concurrent licenses.”

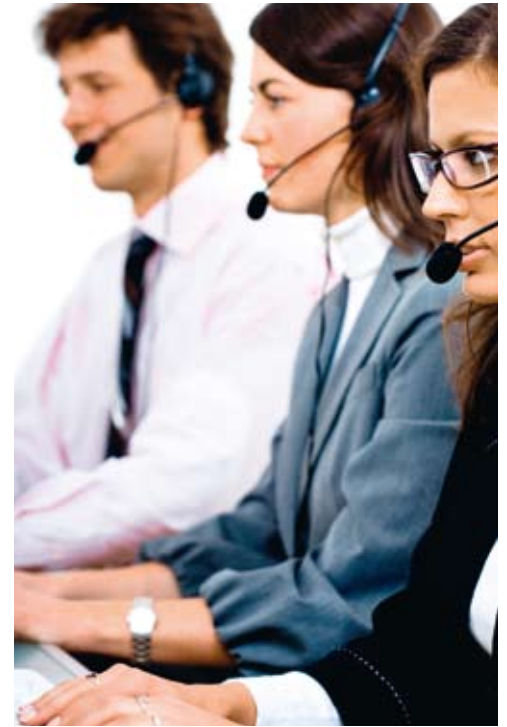
This has been one of the most important benefits from the large pharmaceuticals IncidentMonitor implementation. In their organization, Packard says, they have supporters in Japan, India, Europe and America, “so in some systems, you would have to have a fixed license for each supporter, which meant potentially we’d have to buy 400 licenses for all our worldwide supporters.”

But because of Monitor 24-7’s flexible licensing structure, we were able to use concurrent licenses, so “our people that were based in US would be able to use the same licenses that our people in Japan had used earlier on in the day.”

Packard estimates that as a result, the organization needed only about half the licenses it would have required had it gone with fixed licenses across the board.

He says his department was under some pressure to use internal standards packages - one of which was Peregrine - but they opted not to go with this “because the cost was significantly more.”

Of course, as significant as the cost savings were, there was more to their decision.



Packard says he doesn’t believe Peregrine was as configurable a solution as IncidentMonitor, plus “we had things like Knowledge Base within the IncidentMonitor that Peregrine didn’t have.” One of the most important factors was that Peregrine wanted them to use its look and feel, “whereas we wanted to modify the web site that Monitor provides and have the companies look and feel!”

All things considered, “I would say that they were superior,” Packard says.

Currently, we use users IncidentMonitor for Incident Management, Problem Management, Service Request Management and Satisfaction Management.

IncidentMonitor™ ensures that nothing falls through the cracks

Thanks to Incident Management, Packard says, if someone has an issue with an application, for instance, they can’t log on or some functionality fails or a server or web page is not available, they have the ability to report these incidents and they are captured by IncidentMonitor and routed to the appropriate support team. Support teams are configured by application and the system knows who’s available, so the tickets are automatically assigned to a supporter to take ownership and resolve the issue for the customer. No longer do requests slip through the cracks.



"We're managing to capture all the requests. We're certainly working, I believe, more efficiently," Packard says. Better yet, they can now run reports to find out how quickly tickets are being resolved or to see how many tickets are older than a few months. Having that data is not only extremely beneficial from a performance assessment standpoint, but it also allows them to do a better job of resource planning.

Keeping applications available is critical and in some cases, its business hinges upon mission critical applications. Without some of these applications there could be liability implications. The fact that the large pharmaceutical has turned to IncidentMonitor to maintain these applications speaks volumes about the company's faith in the solution.

The Problem Management provides similar benefits, but this tends to be employed in situations where the incident has been solved with a work-around, so potentially the problem still exists.

"Incidents focus on speed, problems focus on quality. That's the difference," Packard explains.

Obviously, the primary concern is to get the customer up and running as quickly as possible regardless of the fix, whereas with Problem Management, they take a little bit longer to try to find a root cause. Packard estimates that perhaps 10 to 15 per cent of incidents get escalated to problems.



IncidentMonitor™ helps keep your business applications running smoothly

Problem Management helps the organization to keep its applications running smoothly by alerting it to work-arounds. If an application needs fixing, tweaking or rewriting of code, the team will be alerted from the front lines.

Another benefit of Problem Management is the ability to perform trending whereby if problems and incidents are higher for particular applications, the company will discover where it needs to focus future resources to help bring that number down, Packard explains.

The large pharmaceutical uses **Service Request Management** to handle items such as resetting passwords and creating new users. Using IncidentMonitor "certainly streamlines the process; it also captures all the requests, which we have a significant number of throughout the day for a lot of our applications."

With **Satisfaction Management**, once they close an incident or a service request, an e-mail is sent to the customer, asking them how satisfied they were with the service provided. IncidentMonitor automates this process allowing the company to create reports based on specific application to see how satisfied their customers are. Naturally, this provides the companies application support staff with much more direct performance feedback, something that was difficult prior to the IncidentMonitor implementation. Previously, they did it by telephone, "and that was time consuming for some people," Packard explains.

An additional benefit is that the more they use the system, the better they get at dealing with customer requests, thanks to the knowledge base functionality within IncidentMonitor.

As mentioned above, one of the main reasons the large pharmaceutical opted for IncidentMonitor was because Monitor 24-7 was amenable to having its customers rebrand the product and change the look and feel to match a corporate look - an initiative that makes it much easier for company staff to become comfortable with the solution.

The organization did just that, taking the highly customizable IncidentMonitor, redesigning the front end and calling it I.MAN. The company even has a logo and a slogan ("putting customers first") for I.MAN.

"Peregrine probably wouldn't allow us to make the look and feel match a our web site," Packard says.

While the company has already greatly benefited from its IncidentMonitor implementation, plenty more is on the way as the company is currently rolling out **Change, Release and Configuration Management**.

Packard says the company currently does Change Management through Lotus Notes, "so we want to integrate that with the Incident and Problem Management so that we can see the links between incidents and problems and changes." They will then be able to extend that to releases and also see the configuration of an application for each release.



"I think we're going to save some money because we're not going to have to pay the licenses for the Lotus Notes tool and we expect to improve in productivity because we can bundle changes, so we'd only have to do one test when we're going through development test procedures."

The fact that Lotus Notes is incapable of performing Release or Configuration Management was another compelling reason to switch.

They currently perform Release and Configuration management through a Word document. But it's just documented on paper, so it's not automatically managed in any way now.

This rollout is a significant step for the company as it will position IncidentMonitor as essentially the only tool within the entire organization that supports all these processes.

"This will be the only system that has incidents, problems, service requests, changes, releases, configuration management - the full spectrum of service support process areas. And no other system in the whole of our organization has that ability," Packard says.

"So I believe what's going to happen is that more and more people are going to want to use the tool because of this fact that we have all these different process areas integrated into one tool!"

Packard was impressed with Monitor 24-7 as a business partner.
 "I thought they were good, I enjoyed working with them." He says that their support has been good.
 "They know all about their tool, they know it inside and out, particularly the techies."

As good a partner as Monitor 24-7 has been for the organization Packard believes the relationship could be deepened even further as other divisions could benefit greatly from I.MAN. In fact, he expects that's the next step in the partnership.



About Monitor 24-7 Inc.

Monitor 24-7 redefines service management with a full-featured out-of-the-box service desk and customer-facing business process.

The award-winning IncidentMonitor™ delivers state-of-the-art business processes and intelligent workflow capabilities in a fraction of the time and at a fraction of the cost of other solutions. IncidentMonitor™'s single platform approach does not require expensive customization or additional modules.

The ITIL® compatible IncidentMonitor™ open framework allows for rapid implementation of enterprise level service desk capabilities without being tied to legacy systems or costly customization.

For more information please visit www.monitor24-7.com.

