



Monitor 24-7 Inc.
Enterprise Service Management Solutions

Customer Success Story



Key Benefits

- Rapid implementation that did not put a maintenance burden on organization
- Ability to prioritize Help Desk tasks based on skill set and severity of issue
- Asset Management system maintains B&H's software compliance and helps keep costs to a minimum

Business Profile

B&H is world renowned as the place to be for all your photo, video, pro audio and digital imaging needs. Once inside the store, an incredible choice of specialized departments awaits you. Just past the "What's New: What's Hot" display, is an Information Desk where you are greeted with a smile and a monthly price bulletin that features B&H's standard listings plus their monthly specials. Coloured signs lead you easily through the venue. However, no matter where you turn, you will see the B&H philosophy in action. Their overriding goal is to make you, the customer, feel comfortable and satisfied with your experience. B&H's commitment to sales quality and customer satisfaction is second to none. The entire premise of their store is based upon your ability to come in, touch, feel, experiment, ask, and discuss your needs without sales pressure. At B&H, they have strong feelings about their customers and, to that end, their sales and support teams are dedicated to making your experience a pleasant and lasting one.

Project at a Glance

About the Customer

<i>Type:</i>	Photo/Video/Pro Audio retailer, selling over 250,000 stock items
<i>Areas served:</i>	NYC Super Store and Global via Mail Order Catalog and website
<i>Headquarters:</i>	New York City
<i>History:</i>	Have been in business for over 35 years
<i>Equipment supported:</i>	Over 1,000 desktops and 600 thin clients

The Challenge

B&H needed to quickly implement a solution that could help it to prioritize help desk tasks, stay compliant with its software licenses while avoiding overspending, and act as a safeguard for system critical changes.

The Solution

Monitor 24-7's IncidentMonitor™, a full featured enterprise help desk and service desk software solution that offers business process automation.

IncidentMonitor™ Growing on B&H

B&H, a New York-based retailer specializing in products for photo/video/audio professionals and long-time Monitor 24-7 customer, has recently taken its IncidentMonitor™ implementation to a new level, proving once again that this is a solution capable of growing with your business.

Having already tapped into the incident management and change management functionality of IncidentMonitor™, B&H has expanded its use of the solution over time and having recently availed of the asset management component within IncidentMonitor™, "now we're also using this to stay compliant and to actually save money if we have more licenses than what we need," explains Shia Meisels, a Senior Manager for the 35-plus-year-old retailer.

He says the asset management component of IncidentMonitor™ is extremely helpful to ensure that B&H's software licenses stay current and compliant. As an added bonus, he says, the company now finds itself avoiding overspending on software, something that was not uncommon prior to this implementation.

Meisels says that while IncidentMonitor™ has built-in asset management functionality, B&H worked with Monitor 24-7 to enhance this component, and as a result they are experiencing a real benefit.

"It used to be, in the past, before we had a good asset management system, that we were overbuying, always thinking that we were not compliant. And now with asset management, we can see somebody change their department, and he no longer needs that particular software; we can now take a look at a per department scene."

For instance, if one of their employees has a web design tool, but he's now a programmer and is no longer in web design, they can save that license key for the next person that's going to need it. The ability to track that effectively using IncidentMonitor™ saves B&H from unnecessary expenditures.



Customer service is extremely important to B&H - it's a vital part of their corporate ethos. In fact, a recent article in Inc. magazine went as far as to suggest that superb customer service is why B&H is not only surviving but thriving in this harsh economy, while competitor Circuit City went out of business.

Meisels says that there's demand for virtually zero downtime in the Manhattan store, and B&H also operates a call centre where they try to deliver the highest quality service to their customers.

"As such, the response times for when something breaks down was very important to the business," he says.

IncidentMonitor™ offers skills-based routing

Prior to their original implementation of IncidentMonitor™, B&H operated a help desk that was mostly maintained using a variety of solutions - including handwritten notes, tasks in Outlook, Excel spreadsheets and Access database - that were not meeting the demands of a growing organization.

"There was no way to prioritize or to assign directly based on skill set, based on severity," Meisels says.

"We realized we needed something, but at the same time we couldn't afford to spend six months to set up a very complex system. We needed something imminently that was not going to be too much of a maintenance burden on the organization."

At the time, the help desk was receiving up to a couple hundred requests per week, "and there was just no way we could continue to provide the service that the business was expecting without just throwing more people and doubling and quadrupling the staff," he says.

So B&H began assessing various solutions, ultimately settling on Monitor 24-7's award-winning enterprise help desk and service desk software solution, IncidentMonitor™.

"What we liked about Monitor 24-7 is the ability to start simple and to have the system grow with us as our requirements become more sophisticated and the process becomes more mature," says Meisels.

IncidentMonitor™ offers the sophistication without the complexity

He adds that IncidentMonitor™ is built with all the sophistication of the larger packages, but was much easier to launch.

B&H first employed the product in its IT help desk, "to be able to manage all the incidents that are being requested and how they are being resolved," says Shimon Waldman, Director of IS Business Office, a position that makes him responsible for the IS purchasing at B&H.

"And I think for the most part, it was a huge success. It did everything we were expecting it to do," Meisels says.

The company then began to seek other places to leverage the power of IncidentMonitor™, and were able to introduce the incident management component in their internal facilities maintenance department and other departments where there was a need to manage incidents or requests, he says.

At the time, they also had a need to use skills-based routing for incoming e-mails from customers, so for some time B&H employed IncidentMonitor™ to help agents meet service level agreements and ensure that responses were compliant with the company policies and goals, Meisels says.

The company has also employed the product within other workflows, Waldman says.

"We're talking advantage of the routing features when we have to route requests between different departments, so from the service desks to the engineering or different internal departments," adds Meisels.

The advantage with this, Meisels says, is that it gets everybody on the same page and ensures things don't fall through the cracks.

Waldman says the benefits are aplenty: "It makes you feel that things don't get out of hand; eventually there is a resolution so you know what the problems are; seeing route cause analysis, are there major causes of problems?"

As an added bonus, he adds, "It also gives us a way to measure performance of various employees that are involved, seeing how they are handling cases."

That's something that Waldman says under B&H's old system was "either not possible or too cumbersome and not practical to use."

IncidentMonitor™ offers in-depth understanding of the issues

With IncidentMonitor™, he says, B&H has a more quantifiable and in-depth understanding of the issues.

On the change management side, Meisels says B&H is using IncidentMonitor™ for an approval process for system critical changes. Working with Monitor 24-7, they developed a form where certain information has to be calculated and approved before any system critical functionality is about to be changed.

The original implementation was not difficult, Meisels says, taking about six weeks.

And, Waldman says, support from Monitor 24-7 has been well-received.

"As far as support, the information we've been getting from the IM administration is that he's quite satisfied with support, being that he doesn't get bogged down, like with a lot of companies you have the people answering the phones, the front liners, they trap you there for about two days before they admit they need a higher level guy to help you out," he says.

"They know what they're talking about," Meisels adds.

"They quickly understand when they need to escalate and it's not a problem getting the second level of support and getting the help that they need to help keep them operating efficiently," Waldman added.

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.

