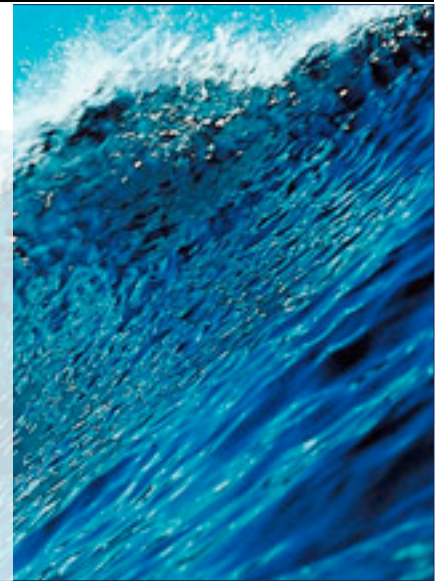




*“We unified our operations team, improved the client experience through the self-service portal, and the project was delivered on time and on budget ” – Phil Reader, 2e2 Group, project and service management director*



The 2e2 Group case study is based on an interview with Phil Reader, 2e2 Group, project and service management director.

### 2e2 Group

2e2 is one of the fastest growing IT service providers in Europe and employs more than 1,500 people across the UK and Isle of Man, Netherlands, Belgium, and the Channel Islands.

### Past challenges

A bit about the past - reasons that drove us to move toward a consolidated IT service desk approach. In the last few years our managed services operations in the United Kingdom grew largely through acquisition. Each acquired organizations had their own IT service management application (more than ten disparate service desk tools).

As we were bringing the acquired teams closer together, we quickly recognized that users were re-keying data between disparate systems, which caused redundancy and limited our ability to share information across groups. We also had a requirement to bring our commercial managed services team and the operational areas of the business together to provide global granularity in terms of client management.

We lacked consistency in how we interfaced with our clients. We had a number of customers that were interfacing with 2e2 in different ways through different business units. Our goal was to provide a single customer experience and improved self-service portal for all of our managed services clients.

Because we executed a number of acquisitions in a short period of time, we gained a wealth of knowledgeable resources. We also inherited a number of processes that were disconnected, limiting our ability to leverage our vast knowledge. Our goal was to streamline processes and get everyone using the same terminology and following complimentary processes. We required a single tool, based on the IT Infrastructure Library (ITIL) and ISO, that would provide best practice guidance, but also allow us to implement our own unique processes in a phased approach.

### Requirements for a modern IT service management application

The primary drivers behind tool selection focused on cost, quality and fast time-to-market. Because our revenue and customer satisfaction is tied to our IT service management application, we really couldn't afford to spend a year or two implementing a heavy, legacy technology. We needed an IT service desk technology that was agile, quick to implement and easy to administer.

### Making waves:

Actively supports more than 1400 employees and clients

### Organization:

2e2 Group

### Business:

Managed Services

### Headquarters:

Speen, Newbury, Berkshire, UK

### Geographies:

UK and Isle of Man, Netherlands, Belgium, and the Channel Islands

### Modern ITSM software:

- Incident
- Problem
- Change
- Service catalog
- Service request
- Project management
- Service level management
- Contract management

### Implementation timeline:

Three months

*“We required a single tool, based on the IT Infrastructure Library (ITIL) and ISO, that would provide best practice guidance, but also allow us to implement our own unique processes in a phased approach.” – Phil Reader, 2e2 Group, project and service management director*



We went through a formal RFP process reviewing all of the core market solutions. In parallel to engaging in the RFP process, we entered a four-month in-house consultancy exercise led by four ITIL red badge and V3 experts. The in-house project resulted in a detailed understanding of how the business worked and helped us identify where we needed to join people with consistent processes and modern technology.

We quickly recognized the key to our success relied on not just taking a tool out of the box and then re-working our processes to match the tool. It's very much the reverse. It's actually understanding how your business works and then engineering the tool to suit your business. This approach definitely garnered much better results for us. Due to the simplicity, ease-of-use, and promise of a rapid deployment, we selected Service-now.com as our future ITSM platform supported by an in-house 2e2 Group implementation team.

### Implementing Service-now.com

The 2e2 Group implementation team was supported by Service-now.com professional services and an engagement manager. The entire implementation project was run under formal PRINCE2 guidelines. We had a project board, and probably most important of all, a user group comprised of the managed services teams. The managed services teams were heavily involved in signing off the functional requirement specifications. Before we embarked on the build, we required their absolute buy-in to what we were doing. They were involved in the requirements definition, testing and the phased roll-out across the core delivery teams.

Our target implementation time was twelve weeks. In the planning phase, we thought this was highly ambitious. I'm pleased to say that we achieved our goal – a twelve-week implementation.

### Too good to be true?

In terms of training, it's one of those things that made me a bit skeptical. I think when someone from a sales force comes in and says to you, “we'll show you the way, but you'll be self-sufficient and you will be able to do all of this and more yourselves” that there's always a bit of doubt in the back of your mind that this sounded too good to be true.

The one thing that I came away with after training was how easy the tool was to administer. As we progressed through the training and the implementation I became a believer. Service-now.com provided excellent guidance and kept us focused on the project at hand. In a testament to the tool and the company, we were able to deliver incident, problem, change, release, configuration, service catalog, project management, contract

management and service level management inside 12 weeks - which is absolutely phenomenal, to be honest.

### Customizations made easy

As part of our rollout, we customized the Service-now.com project management application to meet our specific requirements. To give you an idea of how easy Service-now.com was to customize, I expanded the project management application to include risk management with notifications, alerts and dashboards. It took me half a day with very little coding and believe me, I'm not a coder.

### Results: consolidated ten service desk technologies in twelve weeks

We implemented Service-now.com as a single IT service management and contract management platform for the UK managed services operation. We now offer multi-channel support and standard “best practice” ISO processes. Implementing Service-now.com allowed us to gain ISO9001, 27000 and 20000 accreditation. So, we're pretty accredited across the board on all sites.

We replaced most of the service desk systems for all of our UK managed services business and deliver a single self-service portal, which has been received exceptionally well by our clients.

Included in our Service-now.com deployment, we have a common contract management module that interfaces across all facets of the managed services business. This resulted in unifying managed services operations to better leverage the pool of available, knowledgeable resources. Instead of siloed centers of knowledge blocked by disparate technology, we are now able to share knowledge across the organization. The benefit to our clients is quite vast, offering a lot deeper and wider set of skills available to them.

We were successful under the triple ISO audit, which is great. We automated our service management reporting. Every month the service managers within the business have their reports delivered to them so that they can focus on analyzing data to drive further improvement within the business rather than spending time sifting through data, creating and formatting reports.

We now have a unified managed service technical operation team, which is fantastic. We improved the client experience through the self-service portal. The project was delivered on time and on budget - which as a project manager is always a bonus. We implemented a quality IT service management application and also deployed the Service-now.com project management application with extensive customizations.