ALD

ALD Puts BMC Remedy Action Request System at the Heart of Its IT Service Infrastructure

Geography
Germany

Industry
Financial Services

Business Need
ALD required a comprehensive help desk solution that could go live as quickly as possible but which would offer the security a financial business needs.

Solution
After thorough evaluations of solutions, ALD decided to go with BMC® Remedy®, the market leader.

Results
> Easily manageable in-house help desk functionality

> Flexible platform for developing workflow-based applications

> Rapid 'out of the box' installation and launch

In recent years, businesses have increasingly outsourced what appear to be peripheral functions. While the cost saving on the balance sheet is obvious, it's often accompanied by creeping productivity loss elsewhere in the enterprise.

This was the experience of ALD Automotive (ALD), which outsourced its help desk function. "We were dissatisfied with the performance," says ALD's user services representative Dorothee Sommer. "The number of complaints increased and the quality of solutions the help desk proposed was not always satisfactory."

Reports on turnaround times and resolution rates prepared by the help desk company could not be verified or controlled by ALD, so the company decided to re-introduce an in-house help desk.

DEFINING THE REQUIREMENTS
ALD's requirement was for a comprehensive help desk solution that could go live as quickly as possible but which would offer the security a financial business needs.

"As a financial service provider we firstly need to examine all new applications with regards to security," Sommer said. ALD only considered a solution that worked in conjunction with Linux, AIX or UNIX. This requirement eliminated many competitive platforms.

In its help desk solution, ALD was looking for:

• The ability to handle requests quickly and securely by phone and email;

• Appropriate escalation processes;

• Trouble tickets managed automatically;

• Automatic recording of completed processes in the knowledge database; and

• An easy interface for administrators to use.

Flexibility was also a key requirement. Sommer says: "For us, flexibility means that the solution offers workflow functionalities with which, for example, the steps in the help desk escalation process can be quickly adapted to changes in the organization's requirements." One possible provider was ruled out because its software was too wide in its scope and too inflexible.

Because ALD needed its help desk to go live as quickly as possible, the company would only consider a proven and well-established application which uses best practice.

ALD short-listed several solutions. Sommer says: "We obtained several detailed offers, participated in workshops offered by the providers and visited customers referred to us by the providers. Only after thorough evaluations of the solutions did we decide to go for BMC® Remedy®, the market leader. If you decide to use a leading provider you can be sure that there will still be updates in two to three years."

Key Products Used
> BMC® Remedy® Action Request System®

INTRODUCING REMEDY HELP DESK

The new help desk is based on BMC® Remedy® Help Desk, running on Redhat Linux and an Apache web server. The help desk is staffed by an average of six people.

They offer support on three levels: the first level support receives requests from users and quickly resolves easy and recurring problems, for which there are already standard solutions available. At ALD first level support has a maximum of 15 minutes to process a request. Requests that cannot be resolved promptly are recorded in the database by first level support staff and forwarded to second level support. From there a more specialized member of staff takes over. If the issue still cannot be resolved due to its complex nature or if, for example, a hardware failure can only be resolved with the help of the manufacturer or an external supplier, escalation to the third level is possible. At ALD the third level is formed by the research and development department, server administration and the company's functional divisions.

ALD develops own applications with BMC® Remedy® Action Request System® (AR System®). BMC Remedy Help Desk comes with AR System, which enables quick development of in-house applications. Sommer says: "The possibilities that AR System offers to create additional service management applications internally were another strong argument for Remedy. We did not only receive convincing help desk functionalities but also clear structures for the integration and development of further projects."

AR System has a graphical user interface and an extensive, but user-friendly, programming language. Sommer commends the interface, saying, "since nearly everything works via point and click, even those employees without programming knowledge can use the AR System. For example, we use the drag and drop user interface in order to add new fields and soft keys and to reproduce workflows quickly and easily."

ALD has built six applications with partners, based on AR System, which ALD now considers to be at the heart of its whole IT service infrastructure.

AR System underpins staff management

The most important application ALD developed using AR System is the company's staff management system. By the time a new starter logs on to his or her computer for the first time, the administrators have already used the workflows to create a personal profile; set up a user ID and domain account; allocate a phone number, mobile phone and company car; record the license plate of the car; and even allocate a parking space. The new colleague is included in the Remedy-based phone book with all relevant data from day one. A similar workflow is used to manage staff leaving the company.

AR System is integrated with the SAP system and an Oracle database. Sommer says: "AR System offers a number of extremely comfortable interfaces for the integration."

At ALD the reporting functionalities of AR System are used every day. The help desk at ALD uses various reports to evaluate the performance of the support team. Moreover, the reports help identify and resolve bottlenecks or certain recurring problems with software and hardware components. In this way management ensures that the support team meets the set service level agreements (SLAs) and that ALD employees receive optimum support.

ROLLOUT

The 'out of the box' help desk was running on day one. Afterwards ALD carried out a series of adaptations and pushed forward its own developments while being supported by various service providers. The new help desk was implemented by Lufthansa Systems. Softlab managed the link with SAP. Avinci and CC CompuNet also contributed.

Sommer says: "The software considers best practices and is also designed in such a way that no special training is required for administrators and other members of staff for the rollout, or for operation."

BUILDING FOR THE FUTURE

ALD plans to develop more applications based on AR System, including a complete authorization management system which will define roles and allocate the required user rights.

About ALD

ALD Automotive is a leasing company based in Hamburg. It provides an enfolding service offer to commercial customers. The portfolio ranges from mere finance leasing to the whole spectrum of full service leasing. It also includes outsourcing solutions determined to optimize the customers' fleet costs. Medium-sized companies benefit from the arbitrary leasing elements as well as large scale organizations. Today ALD Automotive is represented in 26 countries and is continuing to expand. With its 330 employees the enterprise obtained a turnover of 461 million Euros in 2004. Since 2001 it is a member of the group Société Générale.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC® Atrium™ technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the midsized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than $1.49 billion. Activate your business with the power of IT. www.bmc.com.

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