



Birlasoft taps its own ITIL-based processes with IBM asset and service management software.

Overview

■ Challenge

Optimize IT processes to enable service and support staff to keep pace with meteoric corporate growth

■ Why IBM?

A one-stop solution that not only handles IT asset and service management, but also procurement, contracts and enterprise assets

■ Solution

An integrated IT asset and service management model based on IT Infrastructure Library (ITIL) best practices that helps strengthen service delivery and improve response times

■ Key Benefits

Nearly 80 percent decrease in number of help desk calls each day; 22 percent reduction in number of service tickets; 10 percent decrease in incident resolution times; six month return on investment



Birlasoft gains real-time visibility into all aspects of its service and support operations with IBM software.

Birlasoft is one of the fastest growing IT services companies providing both onshore and offshore business models. The company is on track to become a quarter-billion dollar company by 2008, driven by a growing client base of Fortune-listed companies in manufacturing, retail, finance, healthcare, independent software vendor and high-tech sectors.

Many of the world's corporate giants outsource their IT support to Birlasoft due in part to the company's heavy use of IT Infrastructure Library® (ITIL®) processes to optimize IT operations and keep technology ultra-reliable. ITIL is a framework of globally accepted best practices for IT service management.

“We were able to integrate our entire ITIL framework and automate our service and support delivery capabilities through the IBM asset and service management solutions.”

–Sharad Joshi, Assistant Vice President, Enterprise Services Group, Birlasoft

Greater asset visibility strengthens compliance with auditing requirements

“We measure not only the averages for all the response and resolution times, but also the span or the percentage of tickets resolved within a range for the target SLA period. For example, if 98 percent of service tickets are resolved within their specified SLA period, we still have a problem because 2 percent of service requests didn’t meet expectations.”

–Sharad Joshi

So when the 3,800-employee company needed to upgrade its own internal IT service and support operations to keep pace with its meteoric growth, a practice-what-you-preach approach was its guiding principle. The company sought an IT asset and service management system that best supported its own ITIL-based service delivery model. After evaluating leading vendor offerings, Birlasoft chose IBM Tivoli® Asset Management for IT and IBM Tivoli Service Desk, part of a unified platform, and Maximo® Discovery.

“We wanted an IT service management platform that best reflected our own processes,” says Sharad Joshi, assistant vice president of Enterprise Services Group, Birlasoft. “IBM Tivoli Service Desk was by far the most ITIL compliant. We were able to integrate our entire ITIL framework and automate our service and support delivery capabilities through the IBM asset and service management solutions.”

Today, the company has deployed IBM asset and service management software in two of six global delivery centers, with plans to eventually roll it out to its other centers. The system supports more than 800 IT assets—primarily desktops, laptops and servers—for 650 users.

In addition to implementing ITIL best practices, the company had three key business objectives for its new IT asset and service management system:

- *Real-time visibility into all aspects of its service and support operations*
- *Easy and accurate compliance with auditing requirements for its technology licensing and regulatory obligations*
- *Easy integration into other business systems*

Real-time visibility cuts incident response time

Real-time visibility is critical because much of the company’s stellar reputation depends on the availability of the mission-critical IT assets that support its customers’ businesses. Consequently, Birlasoft employees expect fast response and resolution times to their service calls. The company’s IT department has put in place aggressive service-level agreements (SLAs) to meet their expectations.

With Tivoli Service Desk, users can now get detailed information on all service requests, including real-time status of service tickets as well as historical measures of resolution times. “We measure not only the averages for all the response and resolution times, but also the span or the percentage of tickets resolved within a range for the target SLA period. For example, if 98 percent of service tickets are resolved within their specified SLA period, we still have a problem because 2 percent of service requests didn’t meet expectations.” says Joshi.

Birlasoft also leverages full asset management capabilities to support proactive maintenance of IT assets. Consequently, in addition to cutting incident resolution times by 10 percent, IBM asset and service management software has helped Birlasoft reduce the number of service tickets by 22 percent and the number of calls to the help desk from 110 to 20 a day. The payback period on the investment (product and services) in this system was six months; and through operational efficiencies, substantial cost savings were achieved.

Streamlined processes smoothes audits

IBM asset management software also lets Birlasoft accurately see all its IT assets, including their location, ownership, configuration and other details. The company used to rely on huge spreadsheets and home-grown databases to track all IT assets and the associated vendor information. Maximo Discovery software automatically harvests most of the asset details, which the IT staff updates and verifies within a centralized, integrated CMDB (configuration management database).

This asset visibility greatly helps with auditing process for license and regulatory requirements as well. Being in the IT business, Birlasoft wanted to confirm that it adhered to software and hardware licenses it had procured from its many technology partners. Moreover, it wanted to assess that it wasn't underutilizing software by buying more licenses than were being used.

"There's often a huge mismatch between what was bought and what is actually deployed in the field," says Joshi. "It's critical to be able to manage licenses in real time across the organization. We can do that with Tivoli Asset Management for IT software, including having it automatically deliver alerts advising us to renew expiring licenses, or not renew underutilized licenses."

Integration simplifies IT management

The IBM asset and service management solutions address Birlasoft integration objectives on several levels. First, IBM software integrates IT asset management with service management functions, which is essential for any service desk to be successful. Secondly, the solution is integrated with the company's PeopleSoft (now Oracle) human resources application, allowing IT staff to manage any asset from the moment it is procured. When a new employee is hired, IBM asset and service management software automatically pulls the pertinent information from PeopleSoft HR and alerts the staff to procure and configure the IT resources before the employee's first day at work.

Key Components

Software

- IBM Tivoli Asset Management for IT
 - IBM Tivoli Service Desk
 - Maximo Discovery
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The IBM solution also gives Birlasoft an integration capability no other IT asset and service management system offers: the ability to manage both IT and traditional enterprise assets within the same platform. The company is already using IBM Maximo Asset Management technology to manage some of its facilities and their associated assets, such as backup generators and environmental control equipment. In the future, it intends to extend the Maximo implementation to manage the procurement processes of enterprise assets as well as managing its many vendor contracts. "We wanted a one-stop-shop solution that not only handled our IT asset and service management, but also handled facilities, procurement, contracts and other enterprise asset needs," says Joshi. "The fact is, industry-accepted enterprise asset management processes closely resemble ITIL processes in many ways. The Maximo enterprise asset management heritage is a huge advantage for achieving our long term goals."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web site at:

ibm.com/tivoli

For more information on IBM Maximo solutions visit:

www.maximo.com

You can get even more out of Tivoli software by participating in independently run Tivoli User Groups around the world. Learn about opportunities near you at: www.tivoli-ug.org

For more information about Birlasoft, visit:

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