



Geography
Russia

Industry
Retail

Focus
Improved Efficiency,
Self-Service

Axios assyst® Case study

Leading Russian retailer mitigates risks and automates business processes with assyst

Improved efficiencies through asset management and integrations

Asset information available to
17000 users **340** premises **146** cities

Web interface
& knowledge
management
database in
Russian



Powerful
integrations

Project Drivers

The key driver for M.video was to streamline IT support functions and minimize business risks. Additional drivers included:

- Existing Change Management was handled by an in-house tool based on Lotus Domino which had very limited functionality, gave no audit trail of authorizations, and provided insufficient reporting.
- The scale of business required proper Asset Management (previously handled by an in-house developed tool based on Microsoft SQL and SAP module) providing full information on all the Configuration Items across all 160 locations throughout Russia, users and their interdependencies.
- M.video needed to put a strong CMDB in place for increased control over assets and services. They also required impact analysis of specific Change initiatives, measurement of results, responses and resolution times and to estimate the risks and costs to the business implied by suggested Changes.
- HP OpenView Service Desk was used for Incident Management. The product was to be discontinued and migration to the replacement, HP Service Manager, was seen to be too complicated.

assyst by Axios Systems was selected as it offers a holistic approach to IT Service Management, providing all ITIL processes in one single solution.

Why assyst was chosen

M.video was looking for a vendor with a stable product that could satisfy all their requirements, had an in-depth knowledge of developing workflows, and wide experience of ITSM implementations and industry best practice:

- All ITIL processes in one solution
- Easy and transparent implementation (cost and time-controlled)
- Proven integration capabilities with 3rd party software
- Easy migration to new versions
- Product development based on customer feedback
- Axios Systems offered the best price - other vendors' products were either more expensive, or did not have sufficient functionality

"We chose this platform because it was the only product on the market which offered all ITIL processes pre-integrated out-of-the-box in line with industry Best Practices and ITIL recommendations. The product was price-friendly and could meet all our challenges. The solution, assyst, combined with the professionalism and ITIL process automation knowledge of the CROC team, helped us to achieve all the initial goals."

Operational Director for IT, M.video

M.video is one of the top 10 retailers in Russia, specializing in consumer electronics and home appliances. The first retail store was opened in Moscow in 1993. In November 2007 M.video became the first publicly listed company in its market.

In 2013 M.video generated a turnover of 175 billion roubles (including VAT) with an 11% growth in revenue compared to 2012. At the end of 2013 M.video had 340 stores in 146 cities throughout Russia, with 17,000 employees and 6,000 configuration items.

Challenge

- Streamline IT infrastructure support
- Unified system for Process Management in line with ITIL®
- Improve reporting and auditability of changes
- Find a tool with Russian language capability

Strategy

- Automate 7 processes (Incident, Request, Problem, Change, Accessibility, Configuration Management, SLM), according to ITIL (ITSM)
- Create CMDB
- Integrate assyst with other information sources
- Migrate Incident Management from HP OpenView to assyst
- Migrate User Request and Change Management from Lotus Notes to assyst
- Reporting on processes

Benefits

- Automation of Helpdesk/Service desk activities and other lines of technical support
- Catalog for IT services with agreed SLAs
- Self-service portal for end users
- Singular, holistic view of all assets across all locations in a comprehensive and regularly updated CMDB
- Automation of 40 standard RFCs through process workflows. Fully functional web interface and Knowledge Management database with search capabilities in Russian.



The Implementation

CROC, an Axios partner and one of the largest system integrators in Russia, carried out the implementation, including:

- Implementation of Change, Asset and Configuration Management
- Population of assyst CMDB with data from ERP-systems used by the customer
- Integration of assyst with SAP R\3 to retrieve data on end users and IT infrastructure
- Migration of Incident Management from HP OpenView SD to assyst

All information related to Configuration Items and their users was already in the CMDB, and the structure of the database corresponded to the business-specifics of the customer. Therefore, in order to migrate Incident Management it was only necessary to add information on workgroups, categories of incidents, fill priority and severity values, and set up web interface forms for the end-users to be able to log incidents. assyst is built around ITIL (ITSM) principles with no need to develop additional workflows. The logic suggested by assyst was used by default, making the migration process significantly easier.

The Results

As a result of implementing assyst, M.video has benefited from an efficient, regularly updated CMDB with a holistic view of all assets and their users across all locations for Incident, User Request, Problem, Change, Accessibility, Configuration Management and SLM. Business results for M.video include:

- A singular holistic view of all assets across all locations. The effective and regularly updated CMDB holds information on all assets including their interdependencies. This information is available to all 17,000 users in 340 offices/shops/warehouses of M.video in 146 cities throughout Russia.
- Automation of 40 standard Change requests. The process workflow changes automatically, depending on the Change type (request for Service and request for Change), and M.video receive a comprehensive view of Change history, detailed reporting and better assessment of costs and impact of proposed changes.
- Ability to generate detailed reporting on specific Change initiatives, comprehensive view of Change history and better assessment of the cost and impact of proposed Changes.
- Fully functional web interface and Knowledge Management database in Russian.
- Integration of SAP and HR modules with assyst CMDB which significantly reduced implementation time (in comparison with manual population of the database). The integration with SAP via standard assyst functionality meant no additional modules, integrations or licenses were required.
- Easy migration of Incident Management from HP OpenView Service Desk to assyst. The migration was simplified, due to pre-populated database, which had taken place during Change, Asset and Configuration Management implementation.
- Integration with Avaya Call Center made taking calls significantly easier. For example, when all operators are busy, the user has the option to leave a message for IT and assyst automatically creates an Incident with a voicemail attachment.

The Future

- Pilot integration of assyst with Microsoft Forefront Identity Manager in the frames of User Access to corporate resources automation
- Integration with AD-SSO for user entries authorization in assystNET
- Integration of assyst with IT Asset Management system in the frames of HAM (Hardware Asset Management)
- Pilot project "IT Services Catalog Renewal" on the basis of assystNET Service Catalog
- Automation of other ITSM processes



“The solution offers customers a radical new approach to process automation – on-demand implementation. The platform – assyst – is already there, which allows automation of any of the ITIL processes with no additional implementation required.”

Georgy Ovanesyan, CROC

“M.video has benefited from a unified, scalable, easy to upgrade ITSM platform which enables performance and management of IT services for business based on process approach. assyst allows M.video to manage quality according to SLAs with internal and external IT services providers.”

Yury Naporkin, Manager For IT Services Catalogues Management, M.video



Axios Systems plc

For over 25 years, Axios Systems has been committed to delivering innovative IT Service Management (ITSM) solutions that help customers improve not only their infrastructure operations but also to enhance service delivery across business functions including HR, Facilities Management and Finance. Axios is recognized as a world leader by leading analysts and their global client base, with a 100% focus on service management technologies.

Axios's enterprise ITSM software, assyst, is purpose-built to transform IT departments into profitable business-focused customer service teams. assyst adds tangible value to each client's organization by building on the ITIL® framework to help solve their business challenges across the organization. In 2014, assyst was accredited for all fifteen PinkVERIFY™ ITIL® processes, and was the first technology vendor to do so within a single solution.

For more information, please visit our website at www.axiossystems.com



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