

Geography
Saudi-Arabia

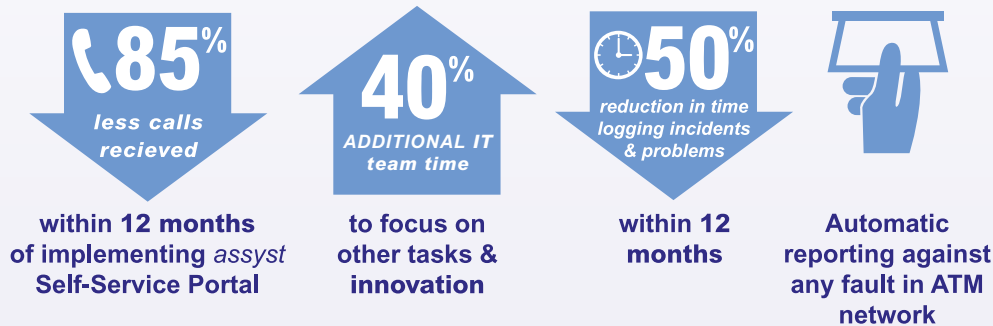
Industry
Financial Services

Focus
**Improved efficiencies,
Self-Service**

Axios[®] assyst Case study

Saudi Arabia's Fastest Growing Bank Achieve Efficiencies Through Switching Their ITSM Solution to Axios assyst

Improved Efficiency



The Challenge

During a period of growth in 2011, a new skilled and experienced team was put in place in SAIB to deliver on an IT vision for an IT department in keeping with Saudi Arabia's fastest growing bank. There was an overhaul of systems and it was decided that solutions should be streamlined, including ITSM. Within a year Axios Systems' solution, assyst had been selected then implemented with the full support of the board of SAIB. The SAIB management team were involved from day one, supporting IT with a clear vision and well defined challenges.

SAIB were previously using HEAT Service Management from Frontrange but they decided to implement a new solution as they were facing various problems, including a lack of control over SLAs, and difficulties with the flexibility and capability of reporting. SAIB also found that tracking and follow up of Incidents wasn't adequate in their previous solution.

The bank required an ITSM solution that would allow full ITILv3 support within the organisation, and that would help automate the processes required to adhere to ISO 20000 compliancy. They required full control of SLAs, comprehensive tracking and monitoring of the incident lifecycle, innovative dashboards and analytics.

"As we expand, it is very easy to increase our use of assyst and roll out additional licenses so that all staff can benefit from the service. Since implementation, SAIB have increased their licenses 250% within a year."

Assistant General Manager,
Shared Services Delivery & Support Unit, SAIB

SAIB looked at various solutions and in the end chose assyst because they found the Graphical User Interface (GUI) in the latest version of assyst to be very user friendly compared with any other vendors. In addition, reporting is integrated into assyst so there is no need for 3rd party integration. Finally there were no hidden costs. Axios provided very clear pricing of all capabilities covering all ITIL processes at no extra cost.

Established by Royal Decree in 1976, the Saudi Investment Bank (SAIB) is the fastest growing bank in Saudi Arabia. SAIB's Return on Assets (ROA) rose by 65% and the Net Profit Margin rose by 58% from 26.27% to an impressive 45.68% in only 12 months to March 2013. SAIB attribute their success to their focus on financing customers who are principally VIP investors and private companies within the Saudi market.

Offering traditional wholesale, retail and commercial banking products in more than 52 branches throughout the Kingdom, the bank employs 1500 staff including 40 members of the IT team.

Challenge

- ITIL v3 support and ISO20000 compliancy
- Full control of SLAs
- Comprehensive tracking and monitoring of the incident lifecycle

Solution

- Multi-Lingual (English & Arabic) solution
- assyst Self-Service portal for IT and Facilities Management
- Incident and Problem Management
- assyst Service Catalog: available to all users within 12 months

Benefits

- 85% less calls
- Powerful tracking and reporting
- Full control, slicker workflows and a happier workforce

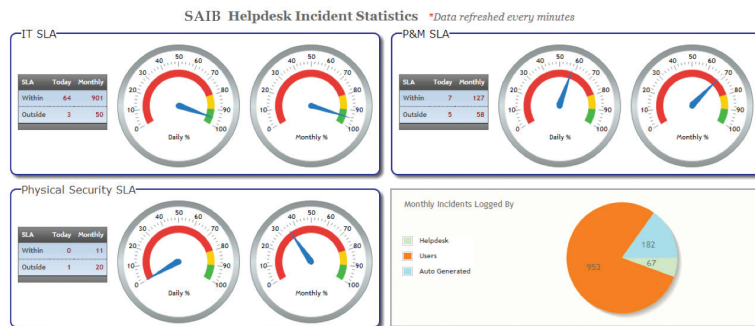
The Solution

SAIB purchased *assyst* through a local partner, Arabic Computer Systems. The Axios AGS team then led the programme with Arabic Computer Systems during the two months from inception to go live. Axios leveraged their tried and tested deployment methodology to ensure success and mitigate any risks in deployment, resulting in a smooth migration and problem free operationalization.

SAIB implemented *assyst* in 2012 and are using the latest version of the software, *assyst10*. They are using the *assyst* Self Service Portal for both IT and Facilities Management as well as rolling out to all staff within the organisation. Employees can now order almost anything through the system, from a PC, to new software.

Within only 2 months, and through support from key stakeholders, Incident and Problem management were fully rolled out and utilized not only for IT but also for Facilities Management. Simultaneously, the *assyst* Service Catalog has been undergoing testing and will be rolled out to all users in April 2013. SAIB have an advanced solution and are first to implement a multi lingual solution in English and Arabic in Saudi Arabia.

SAIB are also using the Axios Reporting Wizard and have several screens within the bank set up, displaying the *assyst* dashboards to deliver real time information at a glance for IT teams. This delivers accurate insight to business management and IT management. The IT team also provide regular reports to management, combining Axios ITSM data with business data to deliver even greater insight to business and IT management. SAIB have created the following dashboards using data from *assyst*.



Results

Through using the service portal, the IT team at SAIB now receive 85% less calls compared with their previous solution. This saves them at least two of five days per week, giving the team an additional 40% of time per week to devote to other tasks

SAIB prepared a booklet and provided training for the IT team and have reported that the time spent logging incident and problems has reduced by at least 50%. They have also found the *assyst* GUI easy to use for IT and business users alike.

The IT team have also reported that tracking and follow up of Incident Management is much more powerful in *assyst* compared with their previous solution, meaning full control, slicker workflows and a happier workforce.

The dashboards and analytics have already provided SAIB with insightful information to help them drive the business forward. They will soon be able to report automatically against any fault that happens within their ATM network of more than 350 ATMs though powerful integration with *assyst*, providing quicker resolution times and the ability to analyse faults easily.

In addition, SAIB have met their aim of being fully compliant with ISO 20000 and providing full ITIL ITSM throughout the organisation.

Axios Systems plc

For more than 25 years, Axios Systems has been committed to innovation by providing rapid deployment of IT Service Management (ITSM) software. With teams in 22 locations globally and over 1,000 successful customer SaaS and on-premise deployments, Axios is a worldwide leader in ITSM solutions, with an exclusive focus on ITSM.

Axios's enterprise ITSM software, *assyst*, is purpose-built, designed to transform IT departments from technology-focused cost centers 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.

Axios is headquartered in the UK, with offices across Europe, the Americas, Middle East and Asia Pacific.

*“We are employing additional *assyst* functionality to continue to improve the business user experience. Key to this is the Service Catalog which will allow users to access via web and mobile and request services so that employees can for the first time make service requests easily online. We expect this to save us a lot in terms of time and cost.”*

**Assistant General Manager,
Shared Services Delivery & Support
Unit, SAIB**

*“Since the bank launched *assyst*, logging incidents has been so easy. I can log my own incidents and track their progress without having to call IT. It saves a lot of time.”*

**Customer Service Officer,
SAIB**

