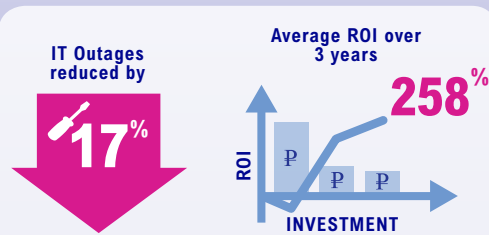




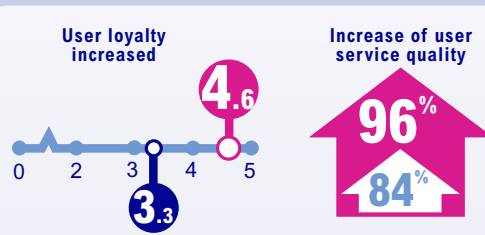
Axios[®] assyst[®] Case study

Wildberries improve support processes across the business with assyst from Axios Systems

Increased efficiency & reduced costs



Improved Quality of Service



Statistics / Key Facts:

- Wildberries is a multi-brand online store of fashion apparel, shoes and accessories
- 10 years of successful operation in the Russian market
- Leader of retail e-commerce in Russia
- Turnover for 2013: 530 bln roubles
- More than 30,000 orders per day
- 4,500 employees
- More than 200 order collection points

Objectives:

- Implement a system for managing services critical to the company's core business
- Mitigate risks associated with downtime of IT systems
- Reduce the cost of IT infrastructure support
- Improve quality of service
- Increase the efficiency of the IT department

Challenges:

- Formalize and automate incident, problem, change and release management in IT and automate incident management in other service departments, as well as unifying the process of interaction with contractors based on a consolidated system
- Create a single system in which all employees are able to register and track the status of their requests online in real time
- Ensure ease of registration requests
- Establish stable, efficient levels of service between service departments
- Get an effective tool to monitor and control the quality of service: request/incident fulfilment is stipulated by time frames agreed within individual departments of the company
- Reduce operational and support costs through automation
- Create a single service platform
- Ensure unified reporting and analytics for management

Project drivers

Wildberries' Service Management implementation project began in mid-August 2013, when the active growth of the business required unification of business processes and automation to support everyday operations. The rapid growth in the number of orders and number of employees led to an increased workload on virtually all departments in the company and identified a number of issues that needed to be addressed including:

IT:

- Increased request resolution time
- Reduced availability of support
- Loss of requests
- Highly qualified personnel overloaded with operational activities
- Risks associated with IT system downtime

Other departments:

- Increased number of suppliers
- Increasing complexity of budget control and planning
- More business support staff

With the strong growth in the business, Wildberries' requirement was clear - adopt a service management platform which would drive efficiencies in IT Service Management and support wider functions across their business. assyst by Axios Systems was chosen as the best fit to the customer's requirements:

- ITIL compliance and flexible functionality
- Short implementation period
- Easy and straightforward migration to new versions
- Web-based interface and concurrent licenses for users
- Ability to integrate the solution into the current infrastructure of the company
- Retail references in the Russian market
- A company whose customers' needs and requirements influence product development

Strategy – map the positive experience in IT to all service departments in the business

The decision was made to implement the service approach not only for IT but for all service departments.

Project

Initially, *assyst* was implemented within the IT department. Four ITIL processes were automated: request, incident, service quality and problem management.

Then, further support processes were automated in the following service departments:

- Maintenance and administration (within 1 month)
- Logistics (within 2-3 weeks)
- Accounting (within 2-3 weeks)
- HR (within 2-3 weeks)

The result for Wildberries is a unified system where not only IT staff, but all employees, without exception, are able to self-log their requests to various departments and track their status in real time through the web-based portal, *assyst*NET.

In turn, the services responsible for fulfilling these requests can now enjoy an efficient tool to manage incoming requests and control the timing and quality of their performance. In addition, operational costs are significantly reduced through standardized request fulfilment.

Project efficiency in figures

	2013	2014	2015	Total
Project investment (thousands of roubles)	2910	840	680	4430
Effect (thousands of roubles)	1085	6450	8145	15860
ROI %	-62.71	667.86	1097.79	Ave 258.01

Future steps

Wildberries plan the following updates in the near future:

- Further ITIL implementation in IT: change and release management
- The following departments will implement the unified Service Desk:
 - Legal department
 - Marketing
 - Merchandising
 - Pricing
 - Content
- Company suppliers will also be introduced to the unified Service Desk



Strategy:

- Identify requests/targets/challenges
- Use an ITSM approach to automate requests from users within all service departments

Results:

- Single point of contact
- Request fulfilment within one system
- Ability to measure and control process efficiency
- Effective tool for monitoring and managing services quality, thus ensuring transparency of services: a resource-service model
- SLAs set within each service department
- Additional analytics
- Increase of user service quality from 84.2% to 96.3%
- Increase of user loyalty from 3.3 to 4.6 (on a 5 point scale)
- Reduced maintenance and support costs
- Reduction of IT systems outages by 17%

“Support processes in different departments are similar. It doesn't matter whether it's IT, administration, logistics, etc. The process is the same everywhere: Request-Registration-Analysis-Fulfilment. Since the processes are the same, they can be automated within one unified system and to the same standards.”

Sergey Esman
Technical Director Wildberries



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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