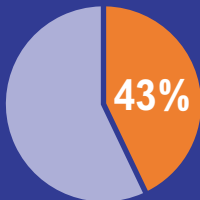# *assyst* Boosts Productivity for Leading Middle East Newspaper
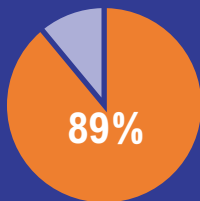
Cost Reduction

43%

In 6 months:

• 43% reduction in number of incidents per week

• 29% more incidents/requests now closed within SLA timeframes

Customer Satisfaction

89%

• 89% of problems successfully closed without the problem recurring - a 50% increase in 6 months

Efficiency

20%

• 20% increase in the number of business users being supported with no increase in IT support over 12 months

• 93% of problem tickets have 'known causes' identified within 6 months

"We were unable to benchmark ourselves and demonstrate the value we were delivering. We needed to address how we were perceived and our performance,"

Edward Capaldi, Head of IT, Gulf News

The Client

Since 1978, Gulf News has grown to be the most successful newspaper in the Middle East and is the leading English language newspaper of the region. With the highest average audited circulation in the UAE, Gulf News delivers over 108,000 copies per day.

Acquired in 1984 by Al Nisr Publishing LLC, the newspaper was then re-launched as a broadsheet. They have received numerous awards, including the Asia-Pacific Award for Best Newspaper Production and numerous design awards from the Prestigious Society for News Design. An independent survey of Arab media published by the Dubai Press Club, rated Gulf News as "the most read newspaper" of the UAE, ahead of all other English and Arabic newspapers.

The Challenge

The Gulf News IT department utilized manual and primitive processes which resulted in delays in response time and a poor perception across the business. Without the support of a powerful ITSM solution, IT staff had to implement performance and change management through manual spreadsheets and word processing programs.

Beyond optimizing their processes, Gulf News had to ensure that their IT department added real value to the business. Supporting over 1,000 business users and with over 2,000 assets to manage, the department was responsible for ensuring the organization ran efficiently.

The Solution

The focus was automating the processes, but more importantly measuring and tracking KPIs more effectively. With this in mind, Gulf News selected Axios Systems because of our sole focus on ITSM and the rapid implementation of assyst. Gulf News was able to avoid disruption to the business and had assyst in place and fully operational within two months.

assyst provided a complete solution to their challenges, offering a number of features to reduce costs and increase productivity.

• Event search - reduces the amount of time service desk personnel spends looking for information through the *assyst* contact user gateway

> *"Axios's focus on our processes and their consulting strength swayed our decision. We weren't disappointed and the implementation process was excellent, especially the extensive training Axios provided. The ongoing assistance provided by the consultants has been attentive and proactive, always listening to our needs and requirements,"*
>
> Edward Capaldi, Head of IT,
> Gulf News

> *"Prior to implementing the ITSM solution, we were a typical firefighting department. assyst combined with the ITIL training allows for setting measurable KPIs that enable us to focus on providing excellent customer service,"*
>
> Edward Capaldi, Head of IT

Axios Systems plc

Since 1988, 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.

The Solution

• Service catalog – business users can view and request assets and services available to them, to help them do their job better

• Service desk management - ensures every newspaper is delivered on time and to the highest quality by prioritizing calls from certain business users such as Citrix, Microsoft Exchange, SAP and ATEX, the company's editorial partners

With all of these components in place, Gulf News was able to establish comprehensive Service Level Agreements (SLAs) to help control, manage and demonstrate performance to the business, adding tangible benefits through IT.

Results

With increased automation and visibility of IT services, Gulf News was able to reduce the number of incidents by 43% per week and provide support for 20% more business users without increasing the number of support staff. Head of IT for Gulf News, Edward Capaldi, estimates that if they had not implemented *assyst*, the company would have needed to increase headcount in IT by around 10% to manage the growing volume of business users.

Before the implementation of assyst, Gulf News was breaching almost 50% of their SLAs. Aside from customer service complications, this can lead to potentially costly proceedings. Six months after go-live they reported over 79% of incidents and requests closed within the SLA timeframes.

Previously unable to identify causes and assign them to problems, *assyst* has enabled Gulf News to report 93% of problem tickets with now identified 'known causes'. This speeds up resolve rates and frees up support staff.

The shake-up of their problem management processes has also seen a massive decrease in the rate of problem recurrence. Prior to the *assyst* problem management improvements, Gulf News had only 30% of problems successfully closed without the problem recurring; 6 months on, they have seen a 50% increase to 89%.