

Cloetta in numbers



## Cloetta centralizes its service management globally with *assyst*

Founded in 1862, Cloetta has enjoyed sweet success in the sugar confectionery industry for more than 150 years. Cloetta products, including sugar confectionery, chocolate products, nuts, pastilles and chewing gum products are sold in more than 50 markets worldwide.

With headquarters in Stockholm, Sweden, Cloetta owns some of the strongest brands on the market including Läkerol, Cloetta, Jenkki, Kexchoklad, Malaco, Sportlife, Sails, Red Band, Sperlari, and Lonka, most of them with a long heritage tradition. The company operates factories in Sweden, Italy, the Netherlands, Belgium, Slovakia and Ireland. Cloetta's IT department consists of 35 people supporting around 1,600 end users globally.

### The Challenge - Changing Business Requirements

The relationship between Axios Systems and Cloetta began in 2006, when the organization needed to consolidate six individual datacenters. Cloetta decided that its existing HP system was not best matched to moving the business forward. In addition, Cloetta also wanted to adopt ITIL® and best practices globally and needed a quick, yet safe, passage to meet this strategic goal. The company selected *assyst* to help manage its IT in a more efficient manner in line with ITIL best practice guidelines.

Initially, *assyst* was used at a local level, but in time the IT department was centralized to support the company globally. *assyst* was able to fully support this transition and became the service management tool of choice to support the global organization. Consequently, the new processes for incidents and changes were defined and implemented in *assyst*. Cloetta rolled out the new IT infrastructure, enabling the IT department to operate between countries, whilst adhering to ITIL standards and keeping costs to a minimum.

### The Solution - A Shared Service Center

It was essential that *assyst* could match the company's commitment to improving the quality of service it delivered to its internal customers and was able to support the IT Competence Centers. These centers are spread out across Europe and IT teams work within 4 functional areas across different locations:

- Business Intelligence
- Application Management
- IT Operations (includes Service Desk)
- Solution Architects

The IT Competence Center receives over 800 incidents per month and around 500 service requests. *assyst* is used to manage incidents, service requests and change management processes efficiently and effectively with incidents divided into three priorities (high, middle and low). *assyst* was already accessible in all countries, but the setup needed to change in line with the new Cloetta organization. The structure of the service departments needed to reflect the new shared services operation. Previously, different customer service groups existed - one per country - and the goal of the new structure was to take out the individual customer service groups in order to remove the "barriers" between countries and allow free collaboration between people, even if geographically distant, with the help of one central Service Desk. Most IT employees already had a consolidated position within the group, and for some employees there was now the opportunity to grow from a local position to a more international role with the introduction of the concept of "service department coordinator".

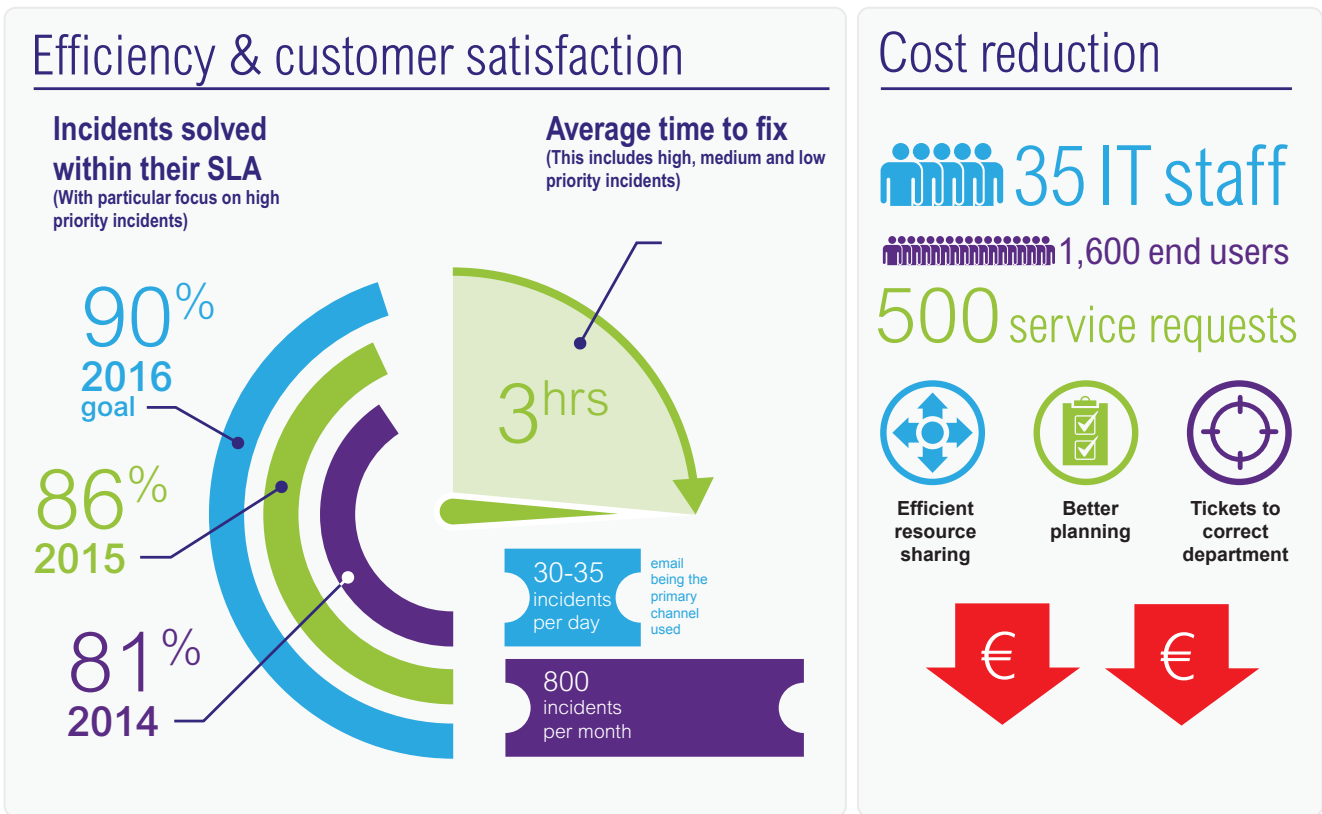
- “ There are four primary benefits Cloetta has experienced thanks to *assyst*:
- 1 Control of operations:** The management of the business operation and its incidents, changes and problems is the first and initial area where a Service Desk system comes into place. The Service Desk is the initial inbound platform and channel to come in contact with our end users in a controlled way.
  - 2 Prioritization of support:** *assyst* gives Cloetta the ability to prioritize the support needed by the end-users. Instead of the normal "last in-first solve" mentality, the resolving based on severity and SLA helps manage expectations as well as "do things right - do the right things" both when resolving incidents and problems or implementing changes.
  - 3 Fact-based management:** Analysis based on Service Desk tickets prevents "feelings" and "assumptions" about how Cloetta Group IT is actually performing. The analysis is used both within the IT organization in deciding on organizational setup and effective resource allocation, as well externally towards the stakeholders within Cloetta to present fact-based statistics on targets and goals.
  - 4 Proactive activities:** The Service Desk operation is used to monitor behavior and identify issues or challenges in the Cloetta organization. For example, an increased inflow of incidents for a certain application in a certain business area could lead to an identification of training or support needs for specific individuals or functions.

Per Svensson, IT Director Cloetta

## Success Achieved

Following a successful global rollout, *assyst* has provided a number of important benefits to Cloetta:

- **Centralized IT department.** The IT department has been centralized and IT resources are now shared across the organization to offer seamless support to end users from various locations; *assyst* is supporting this process and allows IT staff to work in the same way with users across the globe.
- **Professional IT Service Management.** Thanks to *assyst*, Cloetta now enjoys a better view of IT performance whilst offering a truly professional service management service to the business. The IT team has up-to-date insight into the workload and achievements of teams within the IT Competence Center and management is able to steer the IT department to ensure they are as efficient as possible. Additionally, reporting on what IT achieves as well as KPI / SLA reporting is essential and *assyst* has made this easy to achieve.
- **IT customer satisfaction.** *assyst* helps to improve the quality of service. Now, tickets are never closed until they are solved, which helps the IT organization to deliver a good service and enhance end user satisfaction.
- **Adhere to ITIL standards.** *assyst* guides users to submit service requests, incidents and change requests properly allowing the organization to adhere to ITIL standards.
- **Cost reductions.** The organization is able to work more efficiently by sharing resources globally. The team are also able to better plan and schedule their work, giving the right priority to each ticket. Dispatching tickets to the relevant service department allows them to allocate the proper resources on the ticket as a result time and money is saved.



## The Future

Cloetta continues on its service management journey and will continue to roll out new functionality in the coming years. The use of the CMDB will be improved in the near future, introducing the usage of the impact explorer in order to estimate the impact of, for example, a hardware failure. The self-service portal will be integrated with *assyst* in the near future, as well.

“We get great value from *assyst* but we are only on in the beginning of what we can do.”

Han van Bijnen,  
Senior IT Manager Cloetta

“*assyst* is very beneficial to us as it helped us to create a true global IT operation. We will continue to extend the use of the functionalities in *assyst*.”

Magnus Nilsson,  
Senior IT Manager Cloetta