Axios assyst® Case study

assyst makes IT Service more profitable for leading Russian MSP

Cutting customer go-live time by more than 70% enabled Onlanta to achieve a $1 million increase in annual revenue

The Challenge

Find a tool which will address more than 150 specific ITSM criteria to form the backbone of new business offering

The key factor for the success of this project was to choose the right IT Service Management (ITSM) platform, fit to meet all the challenges of the new business, which would form the engine of the whole company.

Onlanta specialists came up with more than 150 specific criteria and parameters for the new ITSM platform, against which the best solutions from the world's leading vendors were assessed. *assyst* from Axios Systems was identified as the platform that would help drive Onlanta to success.

The Strategy

Select an MSP-friendly ITSM solution to manage multiple contracts using one single software implementation

Business analysts and engineers conducted a thorough market study, learning from both Russian and international IT outsourcing experience, and refining a unique business model built on the basis of ITIL recommendations and ITSM best practices.

Onlanta engineers and business analysts were looking for a solution to manage all ITIL® processes in one. *assyst* was the only solution offering all ITIL processes, fully integrated and out-of-the-box, without the need to buy and add additional modules for each of them.

The business planners were keen to have strong capabilities in:

- Assuring short implementation cycle.
- Driving up customer satisfaction through flexibility of the solution and strong multi-tenancy capabilities. These provide more robust, detailed and business-relevant reporting back to customers as well as the ability to manage multiple customers with a single software implementation.
- Helping secure new customers by:
  o Eliminating the complexity of customizable solutions from one customer to the next. This improves time to revenue by increasing the speed to operation, and acts as a key differentiator in acquiring new customers when up against competition that offer solutions which must be re-deployed.
  o Enabling them to respond to tenders that stipulate that the solution must be PinkVerified.
- Reducing expense and risk to the business due to much lower overheads in maintaining multiple customers on a single platform.
- Enabling Onlanta to remain agile and flexible enough to help customers drive through business change.
- Providing strong Asset Management capabilities through a robust Configuration Management Database (CMDB).
- Empowering Onlanta with the most comprehensive third party software and hybrid integration capabilities.

Statistics

LANIT

- LANIT is Russia's leading group of IT companies with over two decades of successful history
- More than 5600 employees (excl. retail business)
- LANIT's consolidated turnover in 2013 totalled 77 billion roubles
- ISO 9001:2008 certified

Onlanta

- Onlanta is part of the LANIT Group of companies
- Since 2008 LANIT has provided IT outsourcing services and cloud services OnCloud.ru
- 187 employees
- Onlanta's annual turnover in 2013 was 571,8 mn. roubles
- ISO 20000 certified
- ISO/IEC 27001:2005 certified

Challenge

- To create a solid backbone of the company's whole MSP offering, while incorporating more than 150 specific ITSM criteria

Strategy

- To select an MSP-friendly ITSM solution to manage multiple contracts using one single software implementation

Benefits

- 70% reduction in time to new clients going-live
- $1 million annual revenue increase due to faster speed of implementation
- Better business transparency
- New clients on board within a little over two weeks
- One third less headcount required for monitoring the solution when compared to other ITSM solutions

Axios SYSTEMS

ITIL & ITSM Excellence
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One solution to rule them all – managing multiple contracts using one single software implementation built around a single CMDB

Establishing an efficient system on which to base the entire business was of vital importance to the new management team at Onlanta.

Confidentiality of customer data is maintained through security access rights within the Customer Service Groups. This ensures that customers only have access to the information related to their own company.

Onlanta specialists defined asset management as one of the key conditions for rendering quality IT services.

Much more than a simple registry of physical assets and the ability to visualise relationships and interdependencies, the *assyst* CMDB helps the Onlanta team monitor the customers' key priority services and therefore improve upon their agreed service level agreements (SLAs). Further to this, any required changes can be planned according to where the interdependencies lie, in order to cause the minimum possible disruption to the customer's business. This, in turn, allows the customers to make informed decisions.

Gaining the ability to operate all variants of hybrid solutions for customers through seamless integration

A vital benefit for any MSP is the ability to integrate seamlessly with customers' systems, and also the ability to operate a full service, or a hybrid model. Onlanta needed to be able to easily integrate with any third party software, including customers' own ITSM tools and inventory systems.

Driving the top-line through technology, enabling faster revenue generation

The out-of-the-box approach, coupled with the high degree of configurability delivered by *assyst* enables Onlanta to leverage tried and tested procedures, templates, forms, sub-processes, etc. to shorten the implementation cycle, reducing the time required to bring new customers on board.

Benefits

Time to go-live is shorter by 3 months compared to competition, enabling shorter time from win to start new business and annual revenue increase

After a very rapid implementation (within three months), Onlanta was achieving many of the empowerments it had been looking for. Most notably, the time with which Onlanta can bring on new customers is significantly lower than if they had chosen another ITSM solution (by almost 70%), which is a significant argument in the provider's sales process.

From the day an agreement is signed, *assyst* enables Onlanta to start providing the services and charging within two-three weeks, as opposed to other framework solutions which would take around nine weeks.

Current status

Onlanta currently provides services to 42 external customers using *assyst*. The range of services rendered on the basis of *assyst* is constantly expanding. At the moment they include not only Automated Work Place and IT infrastructure support, but also cloud services such as IaaS and Personal Data Protection, safe mail and services for managing the printing environment of the customer. A new direction for Onlanta is provision of services linked to business processes, such as management of suppliers warranty obligations.

A key benefit of assyst is the CMDB, forming the centre of the product. Having the ability to accurately map all IT configuration items, their relationships and inter-dependencies using the CMDB enables us to offer full transparency to customers quickly and with minimal expenses. The CMDB also enables us to maintain an accurate record of exactly when each item was purchased and serviced. Up-to-date information on the assets and volume of carried works helps us to make accounts with customers more timely and transparent.

As a service provider focused on margins, we need to go-live with new projects as quickly as possible. As the time-old saying goes, time means money. Once an agreement has been signed, we need to be able to start delivering service and billing the customer as soon as possible. Every extra day of delay decreases the Return On Investment (ROI).

Our engineers estimate that implementing another solution would take us at least 70% longer, which means that the start-up of the new business would take approximately 6 months longer.

With very little customization required for every new customer, assyst allows us to start up a new project in literally just over two weeks.

**Sergey Taran,
General Director
of Onlanta**

Axios Systems plc

For over 25 years, Axios Systems has been committed to delivering innovative IT Service Management (ITSM) solutions that help customer improve IT infrastructure & operations. With teams in 22 locations globally and over 1,000 successful on-premise and SaaS deployments, Axios is a worldwide leader in ITSM solutions, with a 100% focus on ITSM.

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. In 2014, *assyst* was accredited for all fifteen PinkVERIFY™ ITIL® processes, and was the first technology vendor to do so within a single solution.

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

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linkedin.com/company/axios-systems

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