



| IFS assyst

5-Step Checklist

for Weighing Your ITSM Technology Options



Contents

- 03 **Executive Summary**
Digital transformation is top of the agenda
- 03 **Introduction**
Digital transformation is proven to unlock productivity
- 04 **5 Steps to Enterprise Technology Success**
Define the Business Problem You Want to Solve
Think Big and Banish the Siloes
Define Your Requirements
Keep End Users Top of Mind
Research Your Options
- 08 **3 Enterprise Technology Mistakes to Avoid**
Not Putting Metrics in Place
Not Having a Communications Plan
Not Working with a Multi-Disciplinary Team During Implementation
- 10 **An ITSM Success Story**
Creditsafe Transforms its IT Operations with IFS assyst
- 12 **The IFS assyst Solution**
Powerful Features That Help Support Your Business Objectives

Executive Summary

Digital transformation is top of the agenda. But the risks of getting it wrong are as high as ever. How can you assess your options to maximize your chances of reaping all the rewards? Taking investment in an ITSM solution as the starting point, this playbook walks through the stages to success.

Introduction

Digital transformation is proven to unlock productivity and growth. Digital leaders achieve earnings growth that is 1.8 times higher than digital laggards – and more than double the growth in total enterprise value.¹

When considered through this lens, it's hardly surprising that investment in digital transformation is increasing. Recent research shows that 80% of businesses plan to accelerate their digital transformation efforts.³

But while the rewards are high, so are the risks – 70% of digital transformations fall short of their objectives.⁵ At best, investment is a waste of money as new technology is bypassed in favor of business as usual. At worst, it damages the business and its operations either temporarily or permanently.

A desire to minimize the risks is why 65% of businesses expect to increase the amount they are investing in digital transformation, but they will also subject those expenditures to greater scrutiny at the same time.⁷

The question is, then, what does greater scrutiny look like? How best to risk assess your technology choice? Let's walk through an ITSM investment to understand. In the process we'll look at:

- the five stages that are central to success
- the three pitfalls it's vital to avoid.

1.8x

Digital leaders achieve earnings growth that is 1.8 times higher than digital laggards²

80%

of businesses plan to accelerate their digital transformation efforts⁴

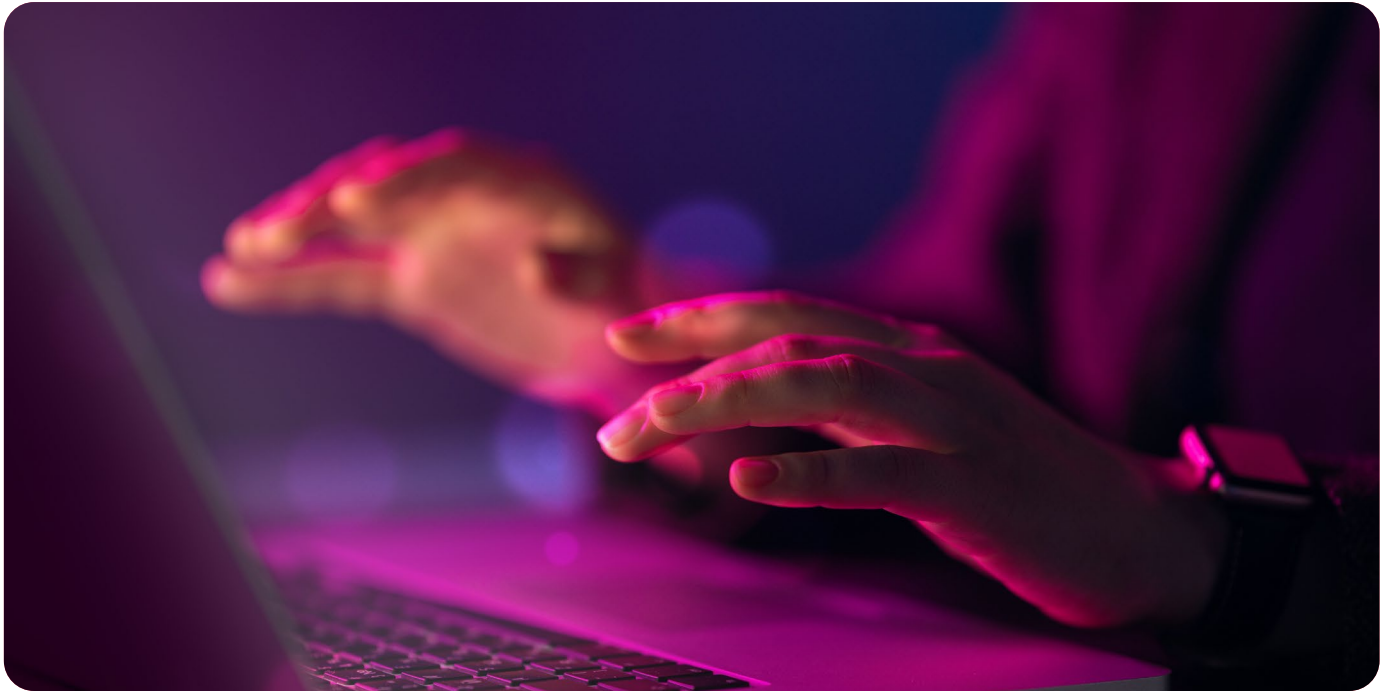
70%

of digital transformations fall short of their objectives⁶

^{1&2} [Boston Consulting Group: Is Your Technology Ready for the New Digital Reality?](#)

^{3,4&7} [Boston Consulting Group: The Evolving State of Digital Transformation](#)

^{5&6} [Boston Consulting Group: Flipping the Odds of Digital Transformation Success](#)



5 Steps to Enterprise Technology Success

You've identified the need for digital transformation within your organization. But how do you ensure you're maximizing your chances of a successful project?

1. Define the Business Problem You Want to Solve

Your first step is to take a step back. Essentially, you want to sense-check your instinct from a business perspective. What do you want to achieve?

As Gartner says:

“Organizations have to avoid the temptation of technology first, business second. It has to be the other way around.”⁸

When it comes to ITSM, consider these areas for starters.

Improving Service Experiences

With employee experience top of mind for many organizations, there's a renewed focus on projects that remove friction from employees' day-to-day activities.

Interactions with IT are the perfect example of where the experience could be improved and where ITSM can help.

[See how IFS assyst boosts service experiences.](#)

Boosting Employee Productivity

Boosting productivity is a constant theme for business, but it's perhaps never been so critical as right now.

⁸ Gartner: [How to Lead and Enable Digital Transformation](#)

ITSM streamlines interactions with IT so employees are freed up to focus on value-added and rewarding work. At the same time, by automating standard requests, the IT team is also unleashed to focus on the strategic, bigger picture projects.

[See how IFS assyst helps boost employee productivity.](#)

Cutting Operational Costs

Doing more with less is a familiar requirement, and many organizations look to technology to help them cut costs and do more without increasing headcount.

Having your service tools in one place makes it easy to spot and reduce waste, optimize processes, and find further cost-saving opportunities.

[Understand how IFS assyst helps cut operational costs.](#)

Accelerating Innovation

The distractions of repetitive, manual tasks prevent your people from performing at their best. ITSM automates processes, removing admin burdens, and creating opportunities to focus on innovation projects.

[Explore how IFS assyst helps accelerate innovation.](#)

2. Think Big and Banish the Siloes

Research from Boston Consulting Group found that more than half of companies struggled with a lack of flexibility in their technology platforms.

However, when it looked at successful transformations, it found that two out of three had: “Invested in a business-led, modern fit-for-purpose technology and data platform to support the development and scaling of digital use cases.”⁹

With that in mind, when it comes to ITSM, it’s essential to make sure you aren’t limiting your potential. Could implementing an Enterprise Service Management (ESM) solution solve your IT issues – and unlock other benefits further down the line?

In fact, ESM is one of the biggest recent trends in ITSM,¹⁰ demonstrating that CIOs are already seeing the wider benefits it has to offer. By embracing ESM, you level up your IT service desk, empowering both agents and end-users with easier access to information and tools to get their jobs done.

Not only that, you also have tools that help you eliminate team silos and enhance the service delivery experience across your organization. For example:

- Driving better, faster, and cheaper HR services with process automation and advanced reporting.
- Helping facility managers cut through the noise and focus on key priorities and issues.
- Tracking costs as they happen and discovering where and how value is being generated.

[Explore the IFS assyst ESM offering](#)

3. Define Your Requirements

The first two steps are the big picture. At the next step, it’s time to start defining what you need.

This starts by articulating where you are right now, or as one of the ITIL 4 guiding principles has it: ‘Start where you are’.

Markos Symeonides, enterprise software expert and Global Head of Strategic Programs at IFS, says: “You will already have some of the people, skills, knowledge, processes and assets that you need, so think about how you can move forward with what you’ve got. To do this, you need to assess where you are now – using a combination of measurement and direct observation to triangulate the truth about your current capabilities and performance, so you can objectively identify what you can adapt and reuse to get you closer to where you need to be, more quickly.”

Document this current state so you clearly understand what’s working, what isn’t, and where there is room for improvement. Consider too what’s missing.

This work will form the basis of your RFP process. You’ll need to keep these requirements top of mind as you start researching the market. However, be prepared to think outside the box. Outsiders often have a fresh perspective on matters. As you speak to providers, remember that they may spot gaps in your thinking. It’s your job to evaluate whether these gaps are worth filling or are, in your case if nothing else, tangential to your core requirements.

⁹ [Boston Consulting Group: Flipping the Odds of Digital Transformation Success](#)

¹⁰ [ITSM.tools: The 5 Hottest ITSM Trends and Topics for 2021](#)

4. Keep End Users Top of Mind

Perhaps the most common cause for the failure of digital transformation is simply that it isn't embraced by end users.

You can solve this problem by ensuring that they are involved from the outset and that you fully understand their requirements. In the case of ITSM, remember that while it will be owned by IT, it will actually be used by everyone in the organization. You therefore need representatives from every business function on board right from the very start.

This dialogue will tell you what your end users really need from the technology. They will have insight into what really happens 'on the ground' and how this could impact on your choice of technology. They will also have a different perspective on how your current processes are working – the things that you think need improvement may not be the same things as they think need to take priority.

5. Research Your Options

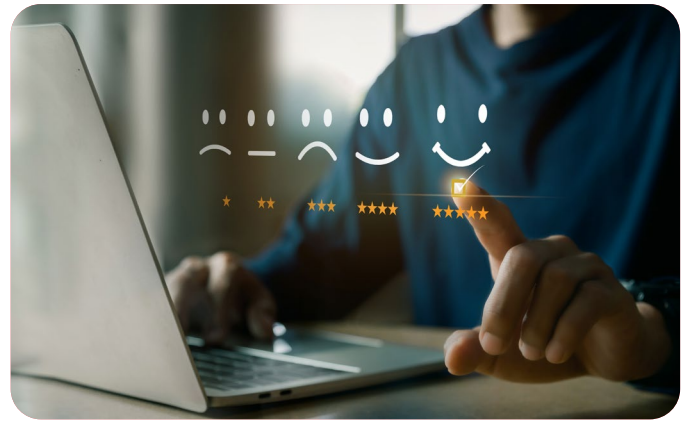
Once you know what you need and you know what you want to achieve, it's time to start researching the options.

First things first, establish that a provider has all the core features you need to deliver a strong return on investment.

At the same time, be flexible in your thinking about the way processes need to work. The best tools are built on decades of best practice and real world experience. Implementing a digital solution is the perfect opportunity to take a fresh look at processes and streamline legacy activities where required.

Remember too to think beyond simple functionality. Also consider:

- **Expertise and understanding:** especially if you work in a complex or highly regulated industry, you might want to prioritize providers with experience in your space. They'll understand your specific requirements more quickly and already know the solution that's required.
- **Ease of use for end users:** today's employees expect a consumer-style experience from their technology. Ditto mobile functionality. Make sure your end users find a solution as intuitive and easy-to-use as you do.



- **Interoperability with other systems:** how easily does your choice of provider sync with your existing systems? Prioritize solutions that use web services and open APIs. These make it easier to share data between systems and maintain functionality when tools are upgraded or superseded.
- **Licensing options:** do the licensing options make sense for your organization? Per-user pricing offers transparency and is ideal for smaller organizations with fewer employees. On the other hand, at enterprise level, the cost of per-user pricing quickly stacks up.
- **Hosting options:** a cloud-based provider will give you automatic product updates but consider whether you'll be hosting it directly or via a third party. There are cost and security implications you'll need to consider in either case. On-premise hosting might appear to offer better value in the long term but consider how you'll manage product updates (and whether there will be costs involved in implementing them).

¹¹ [IFS assyst: The 7 Guiding Principles of ITIL 4: Start where you are](#)

ESM is one of the biggest recent trends in ITSM¹⁰

By embracing ESM, you level up your IT service desk, empowering both agents and end-users with easier access to information and tools to get their jobs done.



3 Enterprise Technology Mistakes to Avoid

So those are the five steps to success. But what about the pitfalls to avoid? Here are the three biggest.

1. Not Putting Metrics in Place

KPMG research shows that successful digital transformations share many similar traits.

One of these is putting data-driven metrics in place.¹²

The research finds that: “Leaders set ambitious yet realistic goals based on both internal and external data. They used fact-based information on their own company, their industry and emerging trends to lay the groundwork for their plans.”

When you put metrics in place and track them regularly, you put yourself in control. You can celebrate the wins and take steps to course-correct in the areas where you need to.

Critical too is to publish the results – which brings us to the next mistake to avoid.

2. Not Having a Communications Plan

A digital transformation project could – and should – make a powerful positive difference to the business. But if you want to maximize the chances of success, it is vital to take the organization with you on the journey.

Organizational behavior expert Dr Corrie Block says simply: “The majority of your employees will reject new software, tools, apps and processes, even if they will improve their lives, unless they are slowly, consistently educated.”¹³

For that reason, it’s vital to have a communications plan that runs alongside your implementation plan.

¹² [KPMG: The playbook for a successful business transformation](#)

¹³ [Reasons Your Digital Transformation Will Fail](#)

Your plan needs to raise awareness of the implementation so employees know what’s happening and why. Crucial is to focus on the why from employees’ perspective. For example, an upgraded ITSM solution will help them resolve their IT issues faster. It will give them transparency so they always know the status of a query. It will enable them to self-serve so they feel in control. And so on.

By showing the benefits, employees are more likely to engage with the solution.

At the same time, remember that employees often see digital transformation as a euphemism for ‘the robots are coming for my job’. This makes them more likely to resist adoption. Handle this issue sensitively and carefully. You need to reassure employees and show them how digital transformation is an opportunity to free up time for more value-adding, engaging work.

You also need to factor in training. As an IT expert, you won’t fear technology, and you won’t fear exploring new bits of kit. The same will not be true of employees in the rest of your organization. You will need to put a range of training options in place to introduce people to the new technology and how it works.

3. Not Working with a Multi-Disciplinary Team During Implementation

In the same way as you worked with stakeholders across the business during the research phases, so you need to continue to work with them throughout implementation.

"The majority of your employees will reject new software, tools, apps and processes, even if they will improve their lives, unless they are slowly, consistently educated."¹³

They will be aware of specific use cases in their settings. When you get these right in the implementation you will ultimately unlock more buy-in from end users because they will be able to see that you had them in mind.

They will also bring their own non-IT mindsets to discussions. They will spot useability issues and potential pitfalls much more easily than you will simply because they are not embedded in IT thinking.

And because your stakeholders are involved in the project they will also talk about the project back with their teams. This adds an important extra dimension to your communications plan as employees see that the project isn't happening in isolation and won't be potential pitfalls much more easily than you will simply because they are not embedded in IT thinking.

And because your stakeholders are involved in the project they will also talk about the project back with their teams. This adds an important extra dimension to your communications plan as employees see that the project isn't happening in isolation and won't be foisted on them as a fait accompli in a few months' time.

In this way they will help keep the project firmly rooted in practical, tangible outcomes and maximize return on investment.



7 Steps to Delivering Success

Choosing the right ITSM solution is just the beginning of the journey. Your new ITSM platform will only be as good as how you make it to be – and it starts with your migration process. So, what can you do to ensure that your latest tech investment isn't just money down the drain?

From key questions to ask your team to common pitfalls to avoid, here is a guide on best practices you should remember when migrating to a new ITSM platform.

[Read guide](#)

An ITSM Success Story

ITSM touches every part of an organization. It means that when you get it right, it's an example of a digital transformation project that brings dramatic positive change – and unlocks future opportunities for growth.

Creditsafe Transforms its IT Operations with IFS assyst

About Creditsafe

Privately owned, Creditsafe was launched in Norway in 1997 and is today the fastest-growing company in the credit information sector. It has 16 offices across 12 countries including the UK, Germany, France, Sweden, Ireland, Italy, Belgium, the Netherlands, and the USA.

Creditsafe now has 90,000 customers across the world with 10 Creditsafe reports downloaded every second. Creditsafe is passionate about enabling businesses of all sizes to use business data both in the UK and worldwide in order to make smarter business decisions.

Challenge

With its previous solution reaching end of life, Creditsafe needed to implement new capabilities which met the strategic goals of its IT team. A scalable SaaS solution which provided strong ITOM functionalities, as well as encouraging increased reporting and automation, was required.

Solution

IFS assyst was adopted and rolled out in just 30 days. Fully populated CMDB and Asset Discovery capabilities were added to help with incident, problem, and change management.

Results

Greater process efficiencies and more productive staff members has led to a more mature IT department. 30% of first-line tickets were automated, freeing two employees at any given time from routine, repetitive work. Increased automation and Slack integration have enhanced communication and reduced time-to-resolve.

The Future

In line with its agile operating model and automation ambitions, Creditsafe is planning to deploy a fully populated chatbot with live chat features in the future. Tying into its goal to completely remove email as a support channel, this will encourage users to make use of self-service functionalities, creating a knowledge base for end-users to improve problem resolution. Further AI projects are also in the pipeline, starting with natural language integration.

"What made the implementation process so seamless was the level of communication from the consultants. There was a strong understanding between both parties about the stages involved and what we wanted from our vision."

Mark Hall, Head of Service Management at Creditsafe

Creditsafe transforms its IT operations with IFS assyst
Fast growing credit information provider strengthens ITSM and ITOM capabilities to better support employees worldwide

Overview

As the fastest growing company in the credit information sector, Creditsafe has 16 offices across 12 countries, including the UK, Germany, France, the Netherlands, and the USA. Founded in Norway in 1997, the company is now headquartered in Dublin, Ireland. Creditsafe enables its 100,000 customers to make smart, data-driven business decisions by providing them with insight into every public and private sector organization. Today, ten Creditsafe reports are downloaded every second - demonstrating the huge appetite for its services.

When its previous service management solution became outdated, Creditsafe sought out a new toolset. This had to help the IT team achieve its long-term strategic goals by increasing IT maturity and transforming operations to meet the demands of its rapidly expanding workforce. As part of this, it was important that the solution reduced complexity, improved productivity, and enhanced job satisfaction for its 1,200+ employees globally. A scalable SaaS solution with strong ITOM functionalities, as well as reporting and automation capabilities, was required.

That's why Creditsafe chose to implement IFS assyst. Within weeks, the new ITSM solution helped boost the capabilities of its IT department, allowing it to provide flexible, user-friendly services to the wider organization.

The Challenge

Creditsafe's ITSM solution, provided by BMC Remedy, was approaching its end of life. This meant that everyday operations had become unnecessarily complex and lethargic. The interface was lacking in basic functionality, such as guidance on event logging and identification of updates for tickets. Processes had slowed down considerably, and often reporting had to be undertaken manually.

The company used Snow Licence Manager for ITOM, but it needed a more cost-effective tool and one that could be seamlessly integrated into its assystCMDB. What's more, the new solution had to provide more coverage for its different devices and operating systems.

After reviewing its current processes, Creditsafe's IT team based its strategy on two key ITSM principles: ITIL® best practice and PinkVERIFY™ 16 Processes. These provide a framework for delivering IT services and a standard assessment for tools on the market respectively.

About Creditsafe

Privately owned, Creditsafe was launched in Norway in 1997 and is today the fastest-growing company in the credit information sector. It has 16 offices across 12 countries including the UK, Germany, France, Sweden, Ireland, Italy, Belgium, the Netherlands and the USA.

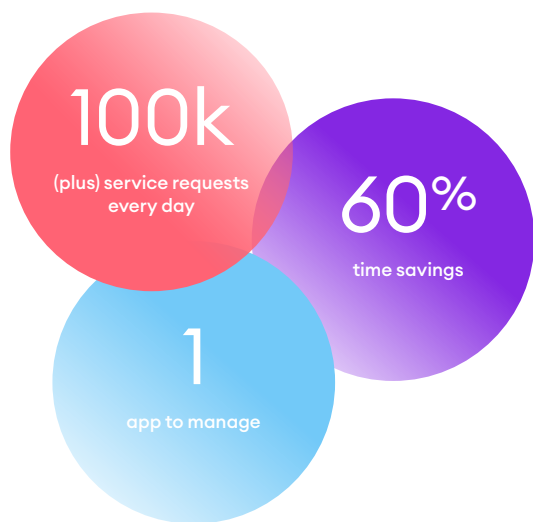
Creditsafe now has 90,000 customers across the world with 10 Creditsafe reports downloaded every second. Creditsafe is passionate about enabling businesses of all sizes to use business data both in the UK and worldwide in order to make smarter business decisions.

creditsafe

[Read this story in full](#)

The IFS assyst Solution

With IFS assyst powering your IT service management, you can take the stress out of managing your service portfolio and focus on the work that really matters.



- Reinvent the employee experience with a comprehensive set of tools that enables better ways of working for everyone.
- Provide flexibility and give everyone choices in the way they seek and provide support with ITIL-ready tools.
- Have data at your fingertips and gain key insights with easy-to-build dashboards.

Powerful Features That Help Support Your Business Objectives

Knowledge Management

Harness the power of your organization's collective wisdom and foster genuine collaboration with a curated knowledge base.

Process Automation

Eliminate repetitive tasks and end firefighting with automated processes that help you fix issues fast.

Collaboration and Gamification

Facilitate a connected workforce with collaboration and gamification tools that encourage positive behaviors.

IT Management Dashboards

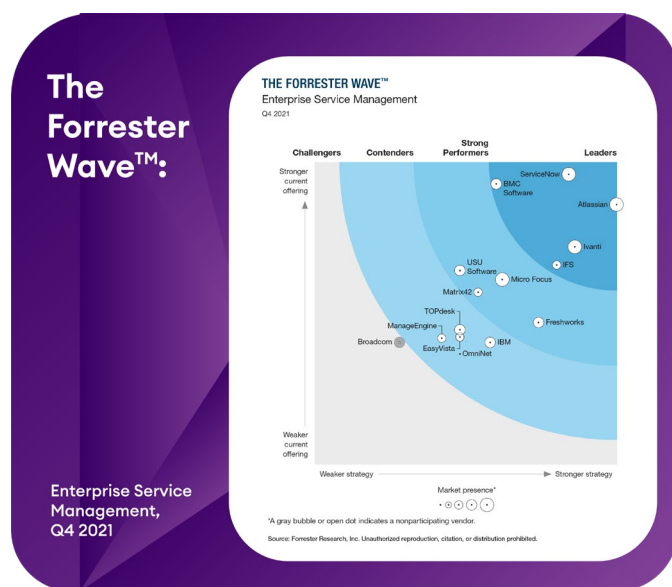
Get real-time insights into what's going on with your IT ecosystem with configurable dashboards and data drill-down functionalities.

Unified Self-Service Portal

Empower end-users with a user-friendly portal that lets them find information and fix issues faster.

Virtual Agent Chatbot

Free up your support capacity with easy-to-setup AI-driven chatbots that can look after thousands of incidents, queries, and requests.



[Explore IFS assyst](#)

About IFS assyst

Global brands trust IFS assyst to automate complex business processes easily without fuss. We deliver frictionless customer and employee experiences, one intelligent workflow at a time. Our modern service management technology lets you automate service delivery and support so your customers get what they need fast, and you can focus on building the future of your organization. IFS assyst is uniquely easy to buy, set up, use, and upgrade. Whether you're in IT, HR, Facilities, Finance, or any other team that provides services to customers and employees, IFS assyst puts service management technology within your reach.

Our process automation takes the boring out of everyday tasks, allowing you to focus on work that matters.

Everyday we assyst!

About IFS our Parent company

IFS develops and delivers enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry-specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers – at the Moment of Service.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our team of 4,000 employees every day live our values of agility, trustworthiness and collaboration in how we support our 10,000+ customers.

Find out more

For further information, e-mail assystme@ifs.com, contact your local IFS office or visit our website, <https://www.ifs.com/solutions/enterprise-service-management/>