

ITSM beyond IT

Take the service experience to new heights



| **IFS** assyst



Contents

Introduction: Why ITSM works	3	Applying ITSM in non-IT departments: what it's like in action	6	5 surefire ways for a successful ESM journey	9
Moving from ITSM to ESM: it's all about the people	4	Parexel's story	6	1. Keep people at the center of your strategy	9
Create a culture of service excellence	4	About Parexel	7	2. Leverage omnichannel communication capabilities	9
Optimize resources for increased efficiencies	5	The challenge	7	3. Optimize your organization's IT infrastructure	10
Build a resilient organization	5	The solution	7	4. Learn about the business from the business	10
		The results	7	5. Remember that there's no one set formula for success	10
		Key considerations when implementing ITSM in non-IT departments	8		

Introduction

Why ITSM works

IT service management (ITSM) is the complete process of delivering IT services to end-users, ensuring they align with an organization's key business goals and provide great value to customers. Businesses for a long time have recognized the importance of getting their ITSM strategy right to ensure their technology and service processes are meeting the needs of their people.

Multiple development and refinements of various ITSM frameworks throughout the years allowed IT teams to establish best practices aligned with their key objectives. These offered companies a multitude of benefits, which include:

- Increased productivity
- Time and money savings
- Better accountability among teams
- Improved employee communication and collaboration
- And more.

As the ITSM landscape transforms, so does the conversation shift. With all the advantages it offers, people have been exploring other areas where they can apply ITSM practices, giving rise to enterprise service management (ESM). In a survey carried out by Axelos in 2022, they found that 70% of organizations surveyed had already started with ESM initiatives or plan to do so.¹

This doesn't seem like it's stopping anytime soon. And if you're not on board yet, why not?

To help you get started, we've put together this ebook to understand the development of the ESM discipline, explore how organizations have been taking ITSM beyond IT, and what you can do to ensure your own successful ESM journey.

1. Axelos: IT Service Management (ITSM) Benchmarking Report

Moving from ITSM to ESM: it's all about the people

In recent years, the IT and technology-centered attitude towards ITSM had transformed to become people-focused. This is evident as two-thirds of organizations from Axelos' survey data stated the need for a better employee experience.²



Before the IT perspective may look at whether a particular piece of technology is working or not. But now we shift our focus to ensuring employees can carry out their tasks smoothly, thus emphasizing the importance of the user experience and looking through the end-user's lenses. This takes a more holistic approach to service management, providing a better understanding of how every department can give value to its end-users. With this transition, organizations can achieve the following:

Create a culture of service excellence

One of the main benefits of ESM is that it promotes a culture of service excellence throughout the organization. When all departments are focused on delivering quality services to customers, it leads to a more engaged workforce and improved customer satisfaction. In addition, ESM enables departments to collaborate more effectively, as they are all working towards a common goal of delivering value to customers.

Take employee onboarding, for example. Getting a new employee on board requires numerous tasks that involve different departments. This can include getting their workstation and equipment set up, providing them with necessary logins, filling out mandatory paperwork, and signing them up for essential training courses. With ESM, this onboarding process can be standardized and create a more seamless experience for everyone involved.



Optimize resources for increased efficiencies

Another benefit of ESM is that it allows organizations to better manage and optimize their resources. By extending ITSM to non-IT departments, such as HR and finance teams, organizations can better understand their service delivery capabilities, identify bottlenecks, and make more informed decisions about where to invest resources. This ultimately leads to improved efficiency and cost savings.

For example, you can remove labor-intensive tasks from procurement processes by creating automated workflows for the purchase approval cycle. Having all approved purchase requests in one place also makes it easier to understand where costs are coming from at a glance.

Build a resilient organization

ESM enables organizations to better manage risk. When all departments are aware of and manage their service delivery risks, it leads to a more resilient organization that can better respond to unexpected events. This is particularly important in today's fast-paced business environment, where organizations need to be able to respond quickly and effectively to changing customer needs.

This resilience became paramount during the pandemic period when organizations have to quickly come to grips with remote and hybrid working. How can they equip their distributed workforce with the tools and services they need to ensure they're able to continue their work and provide excellent service to customers?

Applying ITSM in non-IT departments: what it's like in action

Extending ITSM to the other areas of the business isn't just a simple copy-paste. Each business discipline would have its own set of best practices, pain points, and processes unique to its area. For IT teams helping these departments leverage ESM, this requires a lot of learning and understanding. This is exactly what the leading clinical research company Parexel did.

Parexel's story

About Parexel

Parexel is a global biopharmaceutical services organization that provides a range of services to the biotechnology, pharmaceutical, and medical device industries. Founded in 1982, Parexel has grown to become a leading provider of clinical research, regulatory affairs, and consulting services to companies around the world. Parexel has offices and operations in more than 50 countries and employs over 25,000 professionals worldwide. With a focus on innovation and customer service, Parexel is dedicated to improving the success rate of clinical development programs and delivering value to its clients.



The challenge

Outside of IT, internal processes were handled through email exchanges. Each request or issue raised was addressed one by one through endless email chains. It was difficult to keep track of the what, where, and when of important tasks in this way. Fulfilling requests for Parexel's large workforce in this manner was just not sustainable.

Parexel's IT team saw this challenge across the business and sought to provide non-IT teams with a solution that will automate repetitive activities, store key information, and track important metrics to find further improvement opportunities on how they deliver services. Eventually, the goal was to help elevate the service experience for everyone involved through a more joined-up approach and closer collaboration between departments.

The solution

Parexel had an incremental rollout of IFS assyst, going from department to department. Extending beyond IT, they reached out to different business units to understand how they're handling workloads and proposed building out their processes on IFS assyst.

“We're not the experts in HR or procurement or whatever the business area may be. We have to really dig into their work methods, and their working areas. What is necessary for them? What is a must-have? What is a nice-to-have? What are things they don't really need? So, we really dive into those processes.”

Parminder Khosa, Senior IT Manager at Parexel

Working closely together with the other departments, the IT team mapped all of these systems out, truly taking the time to grasp each business area's work methods and pain points. With this approach, approval workflows and customized forms that support each department's best practices were set up on IFS assyst. And thanks to the drag-and-drop codeless technology, this transition was pain-free – there was no need to spend on scarce developer resources. As of now, all of Parexel's internal services are managed through the ESM platform.

Parexel also investigated enhancing its hardware and software asset management, consolidating all related data to form a single source of truth and gain clear visibility on what's going on with its IT infrastructure.

The results



4,000

service tickets per day managed in assyst



50%

of tickets are non-IT-related



25,000+

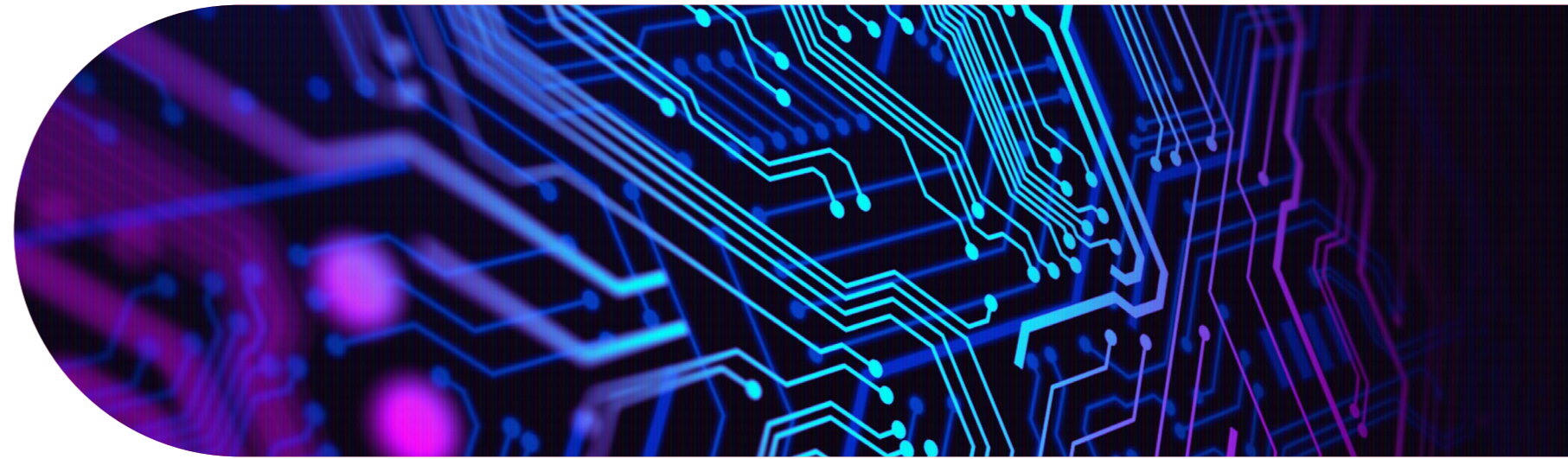
end-user machines managed

[Watch the video](#)



Key considerations when implementing ITSM in non-IT departments

When implementing IT Service Management (ITSM) in non-IT departments, there are several key considerations that IT teams should keep in mind. These include:



1



Understanding the unique needs of each department

Each department within an organization has its own specific needs and challenges when it comes to service management. IT teams should take the time to study these needs and tailor their ITSM implementation accordingly.

2



Building buy-in from non-IT stakeholders

Getting buy-in from business stakeholders is crucial for the success of an ITSM implementation in non-IT departments. IT teams should work closely with department leaders and other key stakeholders to communicate the benefits of ITSM/ESM and build support for the initiative.

3



Developing a clear communication plan

How can you get everyone on board when they don't know what's going on? IT teams should develop a clear communication plan that outlines how they will communicate with non-IT stakeholders throughout the implementation process. This should include regular updates on progress, timelines, and any issues that arise.

4



Providing training and support

Not everyone will be familiar with ITSM best practices, so it's important for IT teams to provide training and support to help them understand and effectively use the new system. When sharing this knowledge, it's crucial to avoid unnecessary jargon and speak your audience's language, otherwise, it's all too easy for people to disengage.

5



Leveraging existing IT processes

ITSM implementation in non-IT departments can be a great opportunity to review and improve existing IT processes and systems. IT teams should leverage best practices and processes from other departments and use them to elevate the overall service management process.

6



Measuring success

You can't improve what you don't measure. While it's not necessarily an end-all, be-all, IT teams should establish key performance indicators (KPIs) and use them to evaluate the success of your ESM initiative. This will help identify areas for improvement and ensure that the project is meeting its objectives.

By keeping these key considerations in mind, IT teams can successfully implement ITSM in non-IT departments and deliver value to the organization as a whole.



5 surefire ways for a successful ESM journey

ESM is a critical component of business operations for many modern organizations. If you're looking to kickstart your own ESM journey, here are five surefire ways to succeed.

1 Keep people at the center of your strategy

It is essential to keep the end-user in mind when planning and implementing ESM. The goal is to improve the experience of the people who will be using the service, whether they are your customers, employees, or partners. By focusing on their needs and wants, organizations can ensure that their services are relevant, timely, and accessible.

2 Leverage omnichannel communication capabilities

Communication is a key aspect of ESM. The consumer-like way people interact with technology means organizations need to be able to communicate with their customers, employees, and partners in multiple ways, including email, phone, chat, and social media. By leveraging omnichannel communication capabilities, organizations can ensure that they are always reachable and responsive to their everyone's needs.

3 Optimize your organization's IT infrastructure

Technology will be the vehicle that will take your ESM goals to fruition, so it's important to pay extra care to your tech infrastructure. Organizations need to ensure that their IT infrastructure is optimized to support the delivery of services. It must be scalable, secure, and reliable.

4 Learn about the business from the business

While your technology deserves close attention, you should learn about how the rest of the business works, too. Learn the different departments' challenges, best practices, and how they can benefit from ESM to improve their services. By learning about the business from the business, IT teams can get expert insights on how they can work effectively with non-IT teams to create the ultimate service experience.

5 Remember that there's no one set formula for success

Finally, it's essential to remember that there's no one set formula for success when it comes to ESM – it's an iterative process. Each organization is unique and will have different needs and requirements. Keep your mind open to new ideas and fresh approaches if you want to reap the benefits of ESM.



Kickstart your ESM journey with IFS assyst

Implementing ESM doesn't have to be complicated.
Kickstart your stress-free ESM journey with IFS assyst!

By using ITSM best practices, IFS assyst helps organizations take service management beyond IT, eliminating team silos and enhancing the service delivery experience. With its low-code technology, non-technical teams can create their own workflows and design solutions without relying on IT or external developers. And its simple licensing model empowers organizations to take advantage of assyst's ITOM, ITSM, and ESM capabilities under a single enterprise-wide license – no barriers to expansion across the business.

Contact us today to learn how to get started.

