Remedyforce Unifies IT and Business Performance at a Major Retail Services Provider

Executive Introduction

As recent EMA research has shown, IT service management (ITSM) is increasingly playing a central role in enhancing and accelerating a wide range of initiatives from integrated support for IT asset management to integrated operations for change management and even support for initiatives such as DevOps and SecOps.[1] The report showed, as well, how integrated ITSM and business-related workflows and processes, from HR to facilities, can be transformative in value, both for IT and for the business it serves. However, the research also underscored the fact that far and away the biggest roadblock to achieving these objectives are issues of software complexity in both deployment and administration.

The following interview explores a Remedyforce deployment at a major U.S.-based retail services provider. In this deployment, business objectives and ITSM requirements are easily and compellingly integrated through Remedyforce's native platform, Saleforce.com—with clear metrics to show both return on investment (ROI) and extended value and vision.

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Interview With the CIO of a Leading Retail Marketing Company With Global Reach

Can you tell us about the business your IT organization supports?

Our company is a leading provider of sales and marketing services to retailers and consumer goods companies. We have over 35,000 employees performing services ranging from selling to in-store merchandising to shopper experiences both inside and outside of retail stores.

Many of our employees are part-time, working 20 to 30 hours a week. And as in retail and other part-time jobs, there are naturally high turnover rates. In addition, we have a very diverse workforce, from college [students] looking for a supplemental income and single parents looking for flexibility to [workers] on Social Security seeking to make the maximum amount of income without impacting their benefits.

All our employees depend on mobile devices to do their work—with the lion's share being bring-your-own technology. All our applications are web-facing, and a lot of our people, probably between 15,000 and 20,000, access our applications from their own mobile device or their home computers if they're working at home. That means we have roughly 15,000 people with a corporate-owned asset.

This is a challenging population to manage and support from an IT perspective. Moreover, we only have a small team managing assets in our IT organization, and we partner with a third party for our IT service desk.

It sounds challenging, indeed. What led you to select Remedyforce?

We were using ServiceNow before we got Remedyforce, but it was a down-level version. And it was a costly challenge finding and retaining people with the skill levels we needed to keep our ServiceNow capabilities in line with our business needs.

As a result, we consistently had a backlog of unmet requests and struggled to keep information and processes up to date. Requests were often routed to the wrong department. And rather than reducing phone calls, most tickets increased them. This led to unnecessary support time and outsourcing costs.

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[1] EMA, "Next-Generation IT Service Management: Changing the Future of IT," Spring 2017.

We realized that to truly integrate our ITSM requirements into our broader business workflows and services, we'd need to find a solution that could run on the Salesforce platform, which we had selected as our platform for building modern applications. This approach allowed us to simplify our user experience, integrate our ITSM capabilities into broader workflow processes, and shift resources based upon business priorities. If I needed a few people to create new application capabilities with Remedyforce, I would have a ready team of folks to draw from.

Another advantage was that Remedyforce presented much faster and better options for standing up a new solution than we would have had with the latest version of ServiceNow—and with less than half the costs associated with licensing and deployment.

Finally, I should also stress the fact that with Salesforce.com as our common platform, we could build a unified solution in which ITSM data and workflows are natively integrated with asset data, HR data, skills and training data, and other business data. [This means] that when we use Remedyforce, we are doing so with full business awareness. That level of common visibility can be valuable in onboarding, planning, and core support, as well as in setting priorities as incidents and problems arise. Remedyforce became part of our digital workplace approach—a single pane of glass view we call our "PeopleHub."

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REMEDYFORCE IN SUMMARY

Remedyforce is designed to deliver speed-to-value across a wide range of ITSM-related functionality, with predefined configurations and templates optimized for the Salesforce.com platform. Functionality includes:

- Self-service capabilities and a service catalog via a portal for customers and employees
- Knowledge management with a knowledgebase, dashboards, reporting, and analytics
- Support for incident and problem management, change management, release management, and configuration management
- Integrated asset management and agentless discovery
- Endpoint management
- Mobile apps for IT and business stakeholders
- Collaboration via Chatter and chat
- Out-of-the-box support for IT best practices

Can you tell us more about your Remedyforce deployment and your current stakeholders?

We purchased Remedyforce in January of 2015 and achieved full functionality by June of the same year. Our speed to value was a strong benefit.

Remedyforce is easy to use and doesn't require high-end skills. Most of the hands-on work using Remedyforce is done by Level 1 and Level 2 professionals. In terms of management using Remedyforce, we have two senior IT leaders who oversee the whole Remedyforce vision and how that integrates with PeopleHub. The ITSM teams work with other groups so that it's a partnership of business and IT stakeholders. Our business stakeholders are highly engaged in our Remedyforce deployment and broader PeopleHub strategy and roadmap.

What are some of the use cases for Remedyforce currently?

Everyone in our organization uses Remedyforce one way or the other. Between our internal and third-party support teams, we handle 15,000 to 20,000 incidents monthly. We also have teams for onboarding new employees, for problem management, and for change management, as well as our partners doing endpoint/mobile lifecycle asset management. There Remedyforce works along with another third-party solution. We even have people in Development using Remedyforce to manage application maintenance requests and incidents that escalate to bugs that are managed with Jira.

What benefits stand out in your use of Remedyforce?

Overall our stakeholder population has very much enjoyed the ease of use and new capabilities we're getting with Remedyforce. With ServiceNow we had a lot of capabilities we weren't using. With Remedyforce we've rightsized our environment without in anyway taking a step back. We now have a tool that integrates with everything else we do, so we can scale to improved capabilities with fewer costs.

Salesforce is much easier for our developers to work in using modern development tools. That brings a higher level of maturity to our work, with a fully available workforce. Moreover, development in Salesforce is largely declarative. It's not about writing code, but rather uses point-and-click configuration. So we're seeing new levels of efficiency across our broader IT organization.

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We're also seeing better value in supporting our employees in the field, who can now easily log requests into the system via their mobile devices—and now the system really works. Remedyforce has simplified the self-service process. Our user interface was dramatically trimmed and forms and decision-making are done more concisely. Now we're seeing requests routed to the correct internal department or partner. Thanks in part to PeopleHub, we can see all our employees more cohesively and support them more directly in their various ITSM-related needs.

Finally, Remedyforce fits into our direction to get out of the datacenter business [and become] a cloud business with a simplified and modernized application portfolio. That's going to drive a lot more efficiencies into the overall process.

ESTIMATES ON ROI/SAVINGS

The following are the hard dollar savings the CIO shared in his interview with EMA on September 18, 2017:

- **One-time cost of deployment**
  - $300,000 versus $700,000 with ServiceNow
    - Total savings = $400,000

- **Annual license cost savings**
  - $135,000 versus $270,000 with ServiceNow
    - Total savings = $135,000

- **Annual personnel cost savings given available skills**
    - Total savings = $100,000

- **Annual savings in mobile endpoint asset reassignment:**
  - $200 (shipping and handling) x 400 devices
    - Total savings = $ 80,000

• **TOTAL ANNUAL SAVINGS**	**$315,000**
• **TOTAL ONE TIME DEPLOYMENT SAVINGS**	**$400,000**
• **COMBINED SAVINGS**	**$715,000**

EMA Perspective

This story is compelling in several ways. First, of course, the ROI savings are dramatic. But they are also not complete. All of the calculations provided by this customer require well-measured outcomes. The value of these savings becomes even more significant when business efficiencies and employee morale are factored in. While these are much harder to measure and assess in terms of dollars, Remedyforce's contribution in supporting employee endpoint device needs without extra costs or disruptions should be seen as a strong plus for business as well as IT performance.

The inherent capabilities for assimilating ITSM and business process insights and workflows is also striking—as indicated in the use of PeopleHub. This is a testament to Remedyforce's ability to leverage the Salesforce.com platform in virtually all its dimensions. EMA research in various arenas, from digital transformation to next-generation ITSM, highlights the growing need for unified insights and processes across both IT and the business it serves. Moreover, the Remedyforce/Salesforce.com combination is proving to be a valuable enabler for this IT organization's broader migration to the cloud.

And significant as well is the capability to support existing skillsets within this IT organization. EMA's ITSM research has strongly underscored the need for service management software that can step up to the growing challenges of ITSM teams in the digital age without undue complexity or hardship. Remedyforce once again stands out here with software that's an enabler, not an imposition—in fact, Remedyforce is added fuel for accelerating IT forward into the digital age.

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