

# Service Knowledge Expert An Active Intelligence Engine®-Powered Solution Case Study



## Customer profile:

- One of the most diversified financial services organizations
- Brokerage services, mutual funds, and investment management services for over 20 million individuals and institutions
- Over \$1.6 trillion in assets under management
- Over 39,000 employees

Using Service Knowledge Expert, a leading financial services firm achieved an ROI that included a reduced mean time to restore service (MTRS) from 27 minutes to just 3, and estimated productivity savings of \$960K per year.

“The key differentiator of Service Knowledge Expert is its ability to integrate unstructured content along with structured databases without requiring any advance data modeling.”

– Enterprise IT executive

The IT service management team for the Cash Management division of a leading North American financial services firm needed to significantly reduce the time required to resolve IT incidents, as well as significantly improve its problem management and change management processes.

The service team handles over 1,500 incidents a month in support of a complex IT infrastructure of 80 customer-facing and internal enterprise applications. These applications have dependencies with more than 170 servers within the division and nearly 40,000 servers company-wide.

Many IT incidents must be resolved within minutes to avoid incurring higher costs resulting from violated service level agreements (SLAs) or delays in cash collection and processing functions. Such business interruptions could lead to failing to transmit information to financial regulators before the daily deadline – a scenario a company executive said would be “a major disaster.”

A cumbersome manual incident investigation process was the primary cause of unacceptably high mean to restore service (MTRS) and service escalation rates, as well as high levels of frustrated support personnel and employee turnover. These issues cost the company thousands of man-hours and millions of dollars annually in lost productivity, as well as longer service outages placing critical business and compliance functions at risk.

Attivio resolved these challenges with its Service Knowledge Expert solution, built on its award winning Active Intelligence Engine®.

## A SERVICE KNOWLEDGE MANAGEMENT SYSTEM WITH COMPELLING ROI

Integration of Service Knowledge Expert with the existing Service Management toolset serves the company as an all-encompassing *Service Knowledge Management System*, recognized as a service management best practice in the IT Information Library (ITIL®) version 3.

The return on investment (ROI) provided by Service Knowledge Expert has been truly compelling:

- Mean Time to Restore Service (MTRS) reduced from 27 minutes to 3 minutes
- Reduced service incident escalations by 50%
- Estimated productivity savings of \$80K per month, or \$960K annually
- Improved system uptime, avoiding impact to revenue from downtime of critical systems (5% uptime improvement equates to an estimated US\$12.5M in avoided revenue loss)
- Successful reduction in knowledge worker turnover

“Service Knowledge Expert was a game changer in our service environment,” the executive said.

“Databases alone were not enough to serve our IT customers. We had to go beyond the databases defined in the ITIL framework [to a Service Knowledge Management System] – and we fulfilled that need with Service Knowledge Expert.”



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## CONNECTS THE DOTS BETWEEN SERVICE DATABASES AND FILE CONTENT

The company recognized the major bottleneck was the excessive time required to investigate and diagnose IT service issues. Amid a highly complex IT infrastructure, many new incidents had not been encountered before and were therefore not within the Known Errors service database. Support specialists then had no choice but to manually reference multiple databases, log files, wikis, documents, and many other information repositories, each with its own login and methods for finding and accessing relevant materials.

Even worse, once relevant information from multiple information sources was found, support specialists then had to correlate it all together to develop an informed understanding of the incident and identify the right corrective action to take. Often such manual inquiries were abandoned due to the excessive amount of time required. As a result, issues were frequently escalated before being adequately triaged.

Service Knowledge Expert replaced such time-wasting information-gathering exercises with unified Service Knowledge Management System capabilities, converging all service-related data and content, including:

- SharePoint content (over 800 repositories)
- Documentum EDMS (over 200,000 files)
- System log files (sourced from over 90 applications)
- HP Service Center service management databases
- Company-wide personnel database
- Many more sources including wikis, websites, RSS and other file servers

Service Knowledge Expert then joins and presents all service knowledge relevant to a given incident, enabling resolution of incidents far more quickly and effectively, with far fewer service escalations.

“Our support specialists feel far more empowered now,” the executive said. “They are no longer caught in situations where they don’t have needed information and feel helpless.”

Service Knowledge Expert connects the dots between the company’s multiple databases and content repositories used by IT support specialists to resolve incidents, identify problem-solving root causes, manage service changes (avoiding change collisions) and more.

Service Knowledge Expert provides analytical views into service management activity over time, such as which services incur the most incidents; which incidents impacted SLAs; service performance by technician, and more – additional vital capabilities of a true Service Knowledge Management System.

“Creating an expert system from scratch is usually a futile effort,” the executive said, “but with Attivio, we unified all of our service information sources without having to build anything new.

“Attivio’s Service Knowledge Expert makes implementing the ITIL framework worth the effort.”