



## Smart Service Management Transforms Corporate IT

### From Cost Sink to Profit Center: Smart Service Management Transforms Corporate IT

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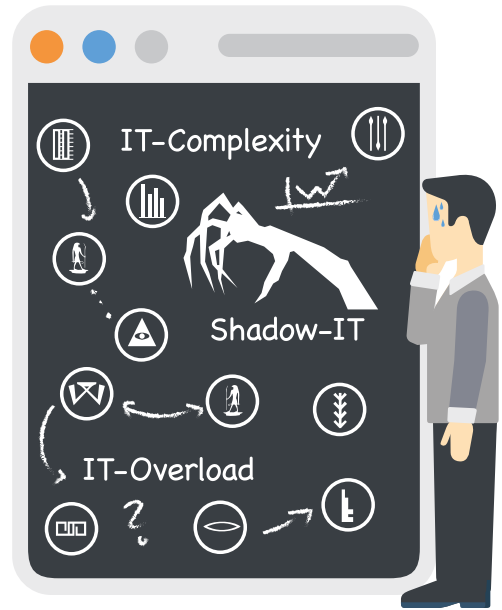
# 1 Executive Summary

Modern CIOs are not content to be infrastructure managers. Neither do they want their departments to be seen as necessary cost centres, as they have often been in the past. But changing people's minds and proving the true value of IT to the business isn't easy in the context of:

- Rising IT complexity and device diversity, driven by ever more demanding users
- The growth in invisible and potentially costly shadow IT
- IT staff that are bogged down with heavy administrative and management workloads

This white paper explains how a holistic, integrated approach to service management, using modern automation and management tools, enables CIOs to overcome these barriers. The benefits include:

- Easier, faster, more efficient and cost-effective service management
- Happier, more productive customers and a reduced service management workload
- Complete service cost transparency and continuous cost optimisation
- Proof of IT ROI to the business



Matrix42 Service Management is a best-in-class, fully integrated service management solution, backed by decades of successful service and workspace management experience. It helps today's CIOs deliver these benefits to their organisations, enabling them to power the transformation of corporate IT departments from necessary cost centres, to business-enabling profit centres.



## 2 Addressing the IT Image Problem

Even in 2015, many CIOs still struggle to shake the image of the IT department as a cost centre, rather than a contributor of business value. This is not for want of effort or desire, but CIOs face a number of diverse challenges that make it difficult for them to deliver on the true potential of IT

**Demanding customers:** According to the Brookings Institution, so-called 'digital natives' will make up 75% of the workforce by 2025. These are employees born after 1987 who have no concept of life without the Internet or mobile devices, and whose expectations of corporate IT are defined by their experience of technology in their private lives. The ability of corporate IT to fulfil those expectations is an important element in their decisions about where and how to work. This new reality makes IT service management a potentially key source of competitive advantage in attracting and retaining talent. In addition, more people are working together in a variety of different ways and across multiple locations than ever before. The lines separating where and when work begins and ends are blurring.

In fact, for many people, they have already disappeared. For IT departments that need to support the technologies and business processes that underpin this new reality, this can only mean more complexity.

Moreover, when a service management environment does not feature the devices and apps that this new breed of customer prefers, or when service delivery is so inefficient, unreliable or opaque that productivity is adversely affected, they start finding workarounds that help them get their work done, regardless of cost or compliance considerations. This shadow IT infrastructure creates as many unforeseen and untraceable costs as it does support headaches, and dealing with each consumes additional resources. This creates a triple-whammy of value destruction by:

- Increasing the admin and support workload on IT departments
- Simultaneously starving them of resources that could otherwise be used for innovation
- Putting additional stress on IT staff, which further reduces efficiency and productivity



**Increasing IT complexity and cost:** One of the consequences of changing demographics and working styles is that people use multiple devices and applications for different purposes depending on where they are. They want to use their preferred style of laptop, tablet, smartphone or hybrid device, and they want access to the apps that are the most effective for them in their specific role. Moreover, once selected, today's employees are often very committed to their preferred devices and applications. If the corporate IT department can't accommodate those preferences, they do not hesitate to bypass it. Not only does this 'Shadow IT' environment generate cost and increase security risks, CIOs have no visibility over them. This is an uncomfortable situation because if you can't see it, you can't control, protect or block it, creating plenty of opportunities for unpredictable problems to occur. This in turn creates the potential for service disruption, adding to customer dissatisfaction.

**Inefficient management:** Having to use multiple systems to establish control over IT service requests, ordering, delivery and management is expensive, time-consuming and inefficient. Moreover, even if a broader service management solution is in place, dashboards and reporting functionality are often inadequate and/or difficult to use. Not only does this limit the productivity of the IT department,

it also turns administrators into an information bottleneck. As a result, the lack of transparency around IT service costs and usage extends throughout the whole organisation. And the CIO gets the blame.

**Lack of a realisable vision for the future:** The lack of a single, integrated service management system, and/or repeated customisation of existing solutions leaves CIOs with an infrastructure that isn't scalable, and which can't accommodate change easily or quickly. As a result, they are faced with an uncomfortable choice: Accommodate increasing complexity with even more customisation for as long as possible, or rip out and replace the service management infrastructure they have invested a lot of money in.

Neither scenario is conducive to getting a grip on the changing nature of corporate IT and shaping it for the ongoing benefit of the department, customers and the business. In fact, all these factors contribute to the image of a role and a department that generates cost rather than profit, and which is constantly firefighting, rather than boldly marching towards the future.

So, how can CIOs consign these issues to history?



## 3 Smarter Service Management

A complete, integrated service management solution such as Matrix42 Service Management that works with the technology infrastructure that organisations already have in place is the best, most cost-effective way to regain control over an increasingly diverse service management landscape. It achieves this by establishing:



### Complete service cost transparency

- Enhanced service management control through a single solution with a unified management interface for all services, including those managed using 3rd-party solutions
- A comprehensive picture of the IT service landscape through end-to-end coverage of all the business processes associated with each service, from initial request to eventual retirement
- Continuous cost optimisation through usage analysis capabilities across a complete set of integrated asset, contract and license management information



### Simpler, faster service management

- Easier, faster working through user-friendly inter-faces and easily customisable dashboards and reporting that do not require programming skills or extensive training
- Greater agility through the fast, easy addition or customisation of new services, and straightforward adaptation of workflows
- Higher productivity for IT service managers, business managers and corporate IT customers through streamlined workflows within a single, integrated service management system
- Future-proof IT service management through automated accommodation of new releases, and the use of standardised service/workflow templates



### Consistent, scalable service quality

- Efficient, complete service management through unified client-, software-, and mobility management that helps maintain service quality
- Reduced IT service management workloads and simple scalability through extensive customer self-service capabilities and business process automation
- Permanently increased customer satisfaction through consistent Service Level Agreement fulfilment, and Continual Service Improvement



## 4 The Benefits of Matrix42 Service Management

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Ultimately, the value of smarter service management must be reflected in business performance, in order for the investment to be worthwhile. Over the years, countless successful projects have proven the value of the right solution time and time again for Matrix42 customers.

**Easier management:** One integrated, intuitive solution that adapts to fit existing and new processes makes the IT service environment consistent yet flexible enough to accommodate evolving needs.

**Happier customers:** Higher service quality, consistency and reliability, faster delivery through automated, streamlined and documented workflows, and a clear, traceable flow of information between IT and customers – all of which drives increased customer productivity and satisfaction.

**Lower business risk:** A complete, integrated service management solution makes it easier to add and accommodate a wider range of service options, and deliver them efficiently. This makes it less likely that customers will resort to insecure and invisible workarounds, thus eliminating the root cause of shadow IT.

**Proof of ROI:** Through analysis and reporting capabilities that enable continuous identification and execution of cost reduction opportunities, as well as the redirection of scarce IT resources away from administration towards innovation and value creation.

**A platform for the future:** A single, integrated service management environment provides complete visibility over the service management environment. It can accommodate new services and new releases of existing services with the minimum of customisation and effort. And it can scale quickly to handle an increasing number of users as the organisation grows. CIOs with this kind of solution in place can be confident that they will stay in control of their environment, no matter how much more complex and diverse it becomes in the future.



## 5 Conclusion

From a technology perspective, service management is primarily about automation and integration. These are the key drivers of the increased cost transparency, higher service quality and reliability that enable CIOs to prove the value of IT to their C-level colleagues and customers. But service management is also about empowering people. Corporate IT customers get the information, choice and self-service capabilities need

to work their way, and thus stay as productive as possible. IT staff can spend less time on low value administrative tasks, and contribute more to service innovation. As a result, CIOs can start transforming the IT function from a cost centre to a profit centre. Ultimately, Matrix42 Service Management is the key to a better life for CIOs, their IT teams, and their customers.



Find more interesting information such as webinars and case studies.



▶ Visit: [matrix42.com/en/products/matrix42-it-service-management](https://matrix42.com/en/products/matrix42-it-service-management)

# Matrix42 AG

Matrix42 is a top provider of workspace management software. The company offers forward-thinking solutions for modern work environments under its 'Smarter workspace' motto. More than 3,000 customers around the world, including BMW, Infineon, and Carl Zeiss, currently manage approximately 3 million workstations using workspace management solutions from Matrix42.

Matrix42 operates successfully in seven countries – Germany, Austria, Switzerland, the Netherlands, the United Kingdom, Australia and the United States of America. The company's headquarters are in Frankfurt am Main, Germany.

Matrix42's products and solutions are designed to manage modern work environments simply and efficiently – across physical, virtual, and mobile workspaces.

Matrix42 focuses on user orientation, automation, and process optimization. The company's solutions meet the requirements of modern employees who want to work from any location using a wide range of devices, while also addressing the needs of IT departments and businesses.

Matrix42 offers its solutions to organizations across different sectors who value forward-looking and efficient workspace management. The company also successfully collaborates with partners who provide on-site consultation to Matrix42 customers. Some of these leading partners include TAP.DE Solutions GmbH, Consulting4IT GmbH, and DSP IT Service GmbH.

For further information, visit: [www.matrix42.com](http://www.matrix42.com)

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