

TechTeam Global improves customer services and reduces cost through Enterprise IT Management.



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Executive Summary

Challenge

TechTeam Global is a leading global IT outsourcing firm providing customers with multilingual service desk, desktop management, and specialized IT solution support. The company uses a Single-Point-of-Contact (SPOC) model to deliver its services from locations in the United States, Europe and the Asia-Pacific region. Its SPOC delivery model results in efficiencies and cost savings by integrating self-service, service desk, remote monitoring and on-site support solutions, which are tailored to the specific business environments of a broad range of vertical industries. TechTeam Global has set a three-year goal of deepening its existing customer relationships and expanding into remote infrastructure, identity and access management. To do so requires new capabilities and the ability to continue to provide superior value by staying one step ahead of customer needs.

Opportunity

By implementing a number of integrated CA IT management solutions, TechTeam is increasing its ability to deliver continually-improving services to its global customers. The company standardized its processes and became more cost effective through the execution of an Enterprise IT Management approach involving CA Service Desk Manager, CA CMDB, CA IT Client Manager and CA SPECTRUM® NFM for network fault management. TechTeam is now well on its way to expanding its range of services and moving into new markets around the world.

Benefits

Because of the set of CA products and solutions, which create a Unified Service Model, TechTeam has a complete 360-degree view into the technology, assets, people and processes supporting any given service, and the relationships among these components. This allows TechTeam to:

- * Deliver more consistent service quality to its customers
- * Increase productivity of agents at all of its international locations
- * Standardize processes using an ITIL-based approach
- * Address problems before they affect service by taking a proactive approach to IT management

SECTION 1: CHALLENGE

Consistently raising the bar on customer services delivery

IT service providers are facing challenges on every front. As their customers' technology infrastructures have become more complex, users are increasingly more reliant on service desks. The proliferation of technology has raised expectations regarding IT capabilities and performance levels, requiring companies who provide IT services to enhance processes, skills and technologies. In addition, the rise of global infrastructures in multinational organizations means that services must be delivered 24 hours a day, 7 days a week, across multiple time zones and in multiple languages.

To remain viable in the highly competitive global support market, those services must also be delivered in a cost-effective manner and adhere to service level agreements. Customer needs for efficiency and high productivity can only be met through standardized and streamlined processes, which can also allow IT service companies to help their customers' meet regulations standards that can vary widely from industry to industry and country to country.

Unless the service provider is able to be the agile, flexible and efficient organization the marketplace demands, it has little future in the global arena.

A never-ending pursuit

TechTeam was founded in 1979 in Detroit, Michigan, as a value-added reseller and computer training company. As the company grew, it added new services, serving global companies in business-to-business, business-to-consumer and government markets. TechTeam's mission is to provide clients with value-added IT services in any region of the world through people, process, and technology optimization. The firm is committed to expanding into new markets, delivering new services and reaching more locations to better serve its global clientele.

The company's value proposition is simple: reducing customer costs while improving the quality of IT services. This means TechTeam's IT team has to continually improve its technology and processes, to deliver against its promise and to succeed in the highly-competitive outsourced IT arena. The staff is under constant pressure to do more with less, and has to continually find new ways to improve its service quality/cost ratio. It's a never-ending battle.

"For our customers, it's not just today's experience that's important," explains President and CEO Gary Cotshott, "It's very much our ability to show progress on a consistent basis. If we can't do that, we aren't doing what they've hired us for. That would make us vulnerable."

The need for superior technology

As an international IT services company, TechTeam has to merge people from multiple continents and many cultural backgrounds, allowing them to operate as a single global team. This can only be accomplished through continually improving processes, well-defined practices and a global service delivery infrastructure based on innovative technology.

"Going in, we were highly rated in terms of our ability to execute, and the CA toolset has enhanced our capabilities in that area."

Gary Cotshott

President and CEO, TechTeam Global

IT, then, is the core of the company's business. "If you think about the services that we deliver, they tend to be all about people, process and automation or tools," says Cotshott. "So you can imagine the importance of the toolset and infrastructure used to deliver those services. If it's not standardized and global and feature-rich, we don't really have a competitive advantage. Without that kind of robust delivery platform, it becomes incredibly difficult to deliver a compelling customer experience, and basically impossible to do it on a worldwide basis."

Working in the dark

Mark Morgan, Global CA Practice Manager at TechTeam, provides an example. "For instance, look at incident management. It has to be more than reacting to incidents as they occur," he explains. "Where there are multiple incidents, there should be a problem record. We had to create that in a separate database not tied to the incident. That means there's no efficiency in the tie-back to what incident occurred and what is being fixed as the root cause. Without that clear connection, a lot of times you're working in the dark. The inefficiencies in that kind of situation are just unacceptable – for both TechTeam and our customers."

SECTION 2: OPPORTUNITY

Improving customer services through an integrated management platform

In 2005, TechTeam Global began the process of choosing a new IT management technology provider. Up until that point, the company had used a combination of internally developed software and products that customers specified as part of their service delivery.

After an extensive RFI and RFQ process that included all major vendors, the company chose CA to provide a platform for global service delivery and service management. "CA Service Desk Manager seemed to address the core of our business," says Mark Morgan, "but what really sold us was the ability to extend that platform to CA's full Enterprise IT Management (EITM) vision and deliver higher value-added services to our customers."

"CA Service Desk Manager lets us manage over 150,000 incidents per month, and we've found that it's enabled the same number of agents to support an increased number of incidents as our customers grow."

Mark Morgan
Global CA Practice Manager,
TechTeam Global

TechTeam has adopted CA as their standard and is moving a substantial portion of their customer base onto the CA solutions. "The decision really wasn't as hard as you might think," explains CEO Cotshott. "CA gives us an ITIL-based foundation for all of our processes, and a fully-integrated service delivery platform that we can deploy consistently on a global basis. Having a robust, feature-rich service delivery platform based on the ITIL framework allows us to deliver a customer experience that is dramatically better than our competition."

CA Services designed the initial solution architecture. Since then, TechTeam has taken that base architecture and used it to build its own professional services practice. "We created a configuration for our company, to the point where we now have a practice that provides professional services to CA," says Mark Morgan.

Increasing core capabilities

TechTeam uses CA Service Desk Manager as its IT management foundation, integrated with CA IT Client Manager and CA SPECTRUM. TechTeam uses CA Service Desk Manager to provide its customers with incident, request and problem management, which are the core of the company's service offerings.

TechTeam has over a thousand agents who use CA Service Desk Manager to support 21 customers with 160,000 end users in 35 countries. “We see significant efficiencies for our agents,” Morgan claims. “CA Service Desk Manager lets us manage over 150,000 incidents per month, and we’ve found that it’s enabled the same number of agents to support an increased number of incidents as our customers grow.”

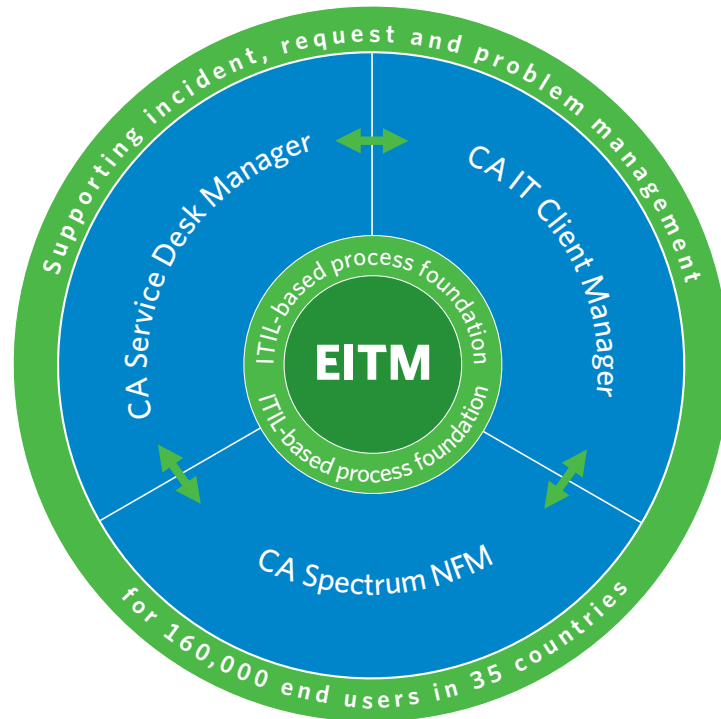
“We’re able to launch our customers in a 12-week time period, because we’re able to load what we learn during the data harvesting process directly into CA Service Desk Manager,” states Morgan. “Then we can immediately train our agents to handle incidents with the knowledge base that’s integrated within the same tool suite.”

CA Service Desk Manager includes support automation functionality, such as live automation which is used to automate the day-to-day tasks that are typically stored in a knowledge base. The automated step-by-step processes ensure that tasks are carried out in the same repeatable manner every time, reducing errors and increasing the efficiency of TechTeam agents. The company also uses automated features in CA IT Client Manager to reduce the effort spent on mundane tasks such as software delivery and patch updates, freeing staff to concentrate on jobs that require human involvement.

One of the customer processes managed with CA Service Desk Manager is the onboarding process for new hires, which had traditionally been a struggle for many clients. Utilizing CA’s workflow management, TechTeam has been able to automate the steps involved, decreasing the time it takes to onboard new employees for multiple customers.

DIAGRAM CAPTION:

Using CA’s EITM approach with CA Service Desk Manager as its IT management foundation, TechTeam has been able to efficiently support a growing end-user base and improve its already highly-rated service offerings.



“The CA solutions have helped us dramatically. They’ve made us more agile. They’ve improved our productivity. They have created and institutionalized an ITIL foundation for our business, and given us a tremendous global platform for expansion.”

Gary Cotshott
President and CEO, TechTeam Global

Moving from reactive to proactive

With the integrated CA solutions, TechTeam can proactively manage customer SLAs. “We’re able to automate the SLA process, so we get notified ahead of time when we’re about to miss an SLA,” says Morgan. “We have a lot of flexibility in that regard due to numerous items within CA Service Desk Manager. We can base the notifications on priority, on the configuration item, on the classification of the incident or many other ways. CA Service Desk Manager has also enabled us to lead our customers down the ITIL path, to move out of literal incident management to incident avoidance and go from being reactive to proactive.”

CA SPECTRUM NFM is playing an increasing role in helping the company meet its SLAs. With it, TechTeam is able to monitor a customer’s entire network and pinpoint issues down to the device and physical port level. With CA SPECTRUM NFM, the TechTeam staff has increased their ability to isolate faults and automatically identify root causes. In many cases, they can also resolve problems before they impact their customer’s business. When an issue will unavoidably result in a slowdown or temporary downtime, the CA solution also allows TechTeam to see exactly what business processes are affected so the customer is not blindsided by the service interruption.

TechTeam uses CA CMDB, now part of CA Service Desk Manager, to populate configuration items for customers using the Advantage Data Transformer that ships with the product. The transformer allows TechTeam personnel to map families and classes for configuration items being tracked for customers, and then easily import them for real-time service status based on the incidents, problems, changes and requests that are opened against the item.

“We also use CA CMDB to map critical business services to the groups that support them,” explains Morgan. “That way, we know what the SLA priorities should be for those services, the status of each service and how it’s performing against business goals.”

Achieving better execution overall

The results of using an EITM approach with CA solutions have been gratifying to CEO Cotshott. “Going in, we were highly rated in terms of our ability to execute, and the CA solutions have enhanced our capabilities in that area,” he says. “Strategically, the basic case holds. Our strategy is to grow significantly by serving our global customers better than the competition. The CA solutions have helped us dramatically. They’ve made us more agile. They’ve improved our productivity. They have created and institutionalized an ITIL foundation for our business, and given us a tremendous global platform for expansion.”

SECTION 3: **BENEFITS**

Maintaining a competitive edge by delivering additional value

By using CA solutions to take an Enterprise IT Management approach, TechTeam Global has been able to:

- Provide higher-quality customer services
- Increase staff efficiency and productivity
- Standardize processes based on the ITIL-framework
- Lay the groundwork for global expansion

“We have a deep relationship with CA that continues to develop,” says Cotshott. “I believe it’s a mutually beneficial relationship. We’re able to deliver improved and more cost-effective support than our competition, and we’re bringing the CA solutions to new customers as part of a managed service. It’s a textbook definition, I think, of a win-win situation.”

TechTeam's need to move into remote management is fueling its future plans to deploy further CA solutions. "We have to be able to support end-user devices while at the Service Desk and not have to deploy feet on the street," Global CA Practice Manager Morgan says. "So we're really looking to build a practice around CA IT Client Manager, CA SPECTRUM NFM, and the recent addition of CA eHealth® Network Performance Manager and CA Wily Introscope®. Judging from our past experience with CA solutions, I'm confident that we'll succeed."

SECTION 4: CONCLUSION

As more and more companies have outsourced IT services, the opportunity for companies that can deliver them has grown exponentially. In turn, this has attracted many more firms into the service provider space, creating a greater need for differentiation in the marketplace. IT services must be delivered faster, better and more cost-effectively, even as service companies grapple with the complex demands of multinational customers. A process-driven, enterprise approach is key to success, executed through an integrated, automated set of powerful IT management solutions and products.

To learn more about Enterprise IT Management, visit ca.com/EITM.
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