Implementing the Gold blueprint framework on **ServiceNow Platform**

A Danish multinational brewer got tangible benefits

Customer profile

A leading Danish multinational brewer and world's largest beer manufacturer having operations across Western Europe, Eastern Europe and Asia. It is primarily engaged in production, marketing and sale of beer and soft drinks.

Service landscape

Business applications	End user assets	Printer	Communication devices
10+	**11743**	**629**	**2812**

Server	Application servers	Database instances	Networks
1174	**120**	**362**	**2997**

Customer challenges

- Lack of ITSM process maturity and ineffective KPI measurement/reporting leading to a pressing need for a process oriented ITSM solution
- Need for dedicated service integrating platform with service providers using their own ITSM solutions to deliver the service
- Lack of SIAM focussed reporting and dashboard view leading to ineffective partner performance management
- Need for asset tracking and end to end PC lifecycle management starting from procurement to disposal
- Configuration management process was incorrect
- Lack of custom case management solution. It was done manually

Solution highlights

Implementation timeline: 7 months

Stages: 3 phases

Project team: India (remote implementation)

Our solution

- HCL implemented the Gold blueprint framework on the e-bonding ServiceNow platform including E-Bonding integration with two customer partners

- Implementing service assets and configuration management with procurement and integration with SAP system for order management

- HCL built a scoped application to help solve a critical business revenue tracking and order management problem for small businesses who didn't have an ordering system available to them due to operations in remote areas of the Baltic region.

- Implementation of a custom case management solution which overall improved employee productivity, responsiveness and efficiency.

Unique use cases of the project

- **E-bonding with multiple service providers**
  Customer of the ServiceNow platform played the part of a service integrator with one provider playing the SIAM role for customer. All other providers were using their own ITSM solutions to keep the customer's licensing cost to a minimum. E-bonding solution was implemented for incident and service request management with two partners.

- **Finance case management**
  Custom application build to manage and track the lifecycle of beer ordering for small businesses in the Baltic region

- **SACM**
  Implemented end to end device ordering and Stockroom lifecycle management which included integration with Microsoft SCCM, Air Watch for mobile devices and SAP for procurement management.

Business value/objectives

- **Process driven architecture**: HCL's Gold Standard process overlaid on ServiceNow providing a mature process framework to operate on from day 1 of operational go live.
- **Operating model optimization**: By leveraging a common CMDB on ServiceNow platform, ticket routing and resolution time reduced by 60%
- **Lower cost**: By leveraging a licensed service management (PaaS) solutions for all parts of business with easy to setup 3rd party integration capabilities
- **Customer experience**: Service portal build with design themes and guidelines with user journeys at the fore front
- **Asset tracking and management**: User facing catalog for hardware asset request
- **ServiceNow SACM** and **ITOM** with Discovery implemented

www.hcltech.com