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# Configuration, Not Coding

How CA Cloud Service Management Speeds Deployment and  
Time to Value



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## Executive Summary

For years, many support teams have been hamstrung by their traditional service desk platforms, which require complex, time-consuming coding for virtually every aspect of customization. This complexity makes it costly and difficult for support organizations to adapt—and places an increasingly substantial burden on the agility and efficiency of the business as a whole. CA Cloud Service Management is a clearly differentiated alternative to traditional service desk platforms. CA Cloud Service Management is purpose-built for speed—rapidly accelerating time-to-value where other SaaS solutions fall short. Implement in days, adopt with minimal training, configure without programmers, automate end-user requests, and get automatic upgrades.

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## Introduction: The Complexity of Traditional Service Management Platforms

It's no secret that just about any vital business service, process, or function is now integrally entwined with IT, and it falls to the service desk to support and optimize the IT infrastructure that underpins the business. So, in a very real way, as the service desk goes, so goes the business.

The challenge is that, while cloud, mobility, virtualization, and a host of other trends have ushered in more agility for businesses, the service desks in many organizations today still function as they had five, ten, or even fifteen years ago.

These traditional service desk platforms require coding in order to be customized to the specific needs of the organization. This complex, development-intensive model typically leads to extremely lengthy deployment cycles, with many initiatives spanning four months or more.

Further, this complexity doesn't just affect up-front deployments, but also any and all changes that arise after deployment, and, as we've clearly seen in the last couple of years, change just keeps coming faster. Thus, for example, if business changes warrant the development of a new, chained approval cycle, the support team and its developers may need to build custom code, scripts, active links, and filters—and conduct all the testing and quality assurance efforts associated with this work—before the new capability can be rolled out.

Ultimately, this complexity costs the support team, and the business, dearly in terms of time, resulting in high staffing costs, compromised service levels, and more.

## CA Cloud Service Management: The Next Generation of Service Management

CA Cloud Service Management enables your organization to leverage sophisticated IT service management capabilities and tailor them to the specific needs of your business—without complex, labor-intensive coding, and all its time and budget implications. CA Cloud Service Management equips you with action-based workflows built on ITIL™ standards, so you can manage, coordinate, and optimize all aspects of service delivery.

### Deploy quickly

CA Cloud Service Management has all core ITIL best practices embedded in the solution—pre-built workflows that are fully integrated and available for you to use immediately. CA Cloud Service Management workflows cover all the essential processes, from initial request submission to case close. Rather than having to do a lot of process engineering, CA Cloud Service Management enables you to leverage automated, pre-configured processes—effectively saving time by jump starting the bulk of the work needed to get your ITIL service desk running.

Further, as opposed to other solutions that require labor-intensive custom coding, CA Cloud Service Management lets your team use an intuitive point-and-click interface to configure the platform to the specific needs of your business. Any IT team member can make these configuration changes using simple, logical business rules. A code-free integration capability enables “click and go” integration to third-party service desks and enterprise solutions such as CA Project & Portfolio Management (CA PPM) and CA Release Automation.

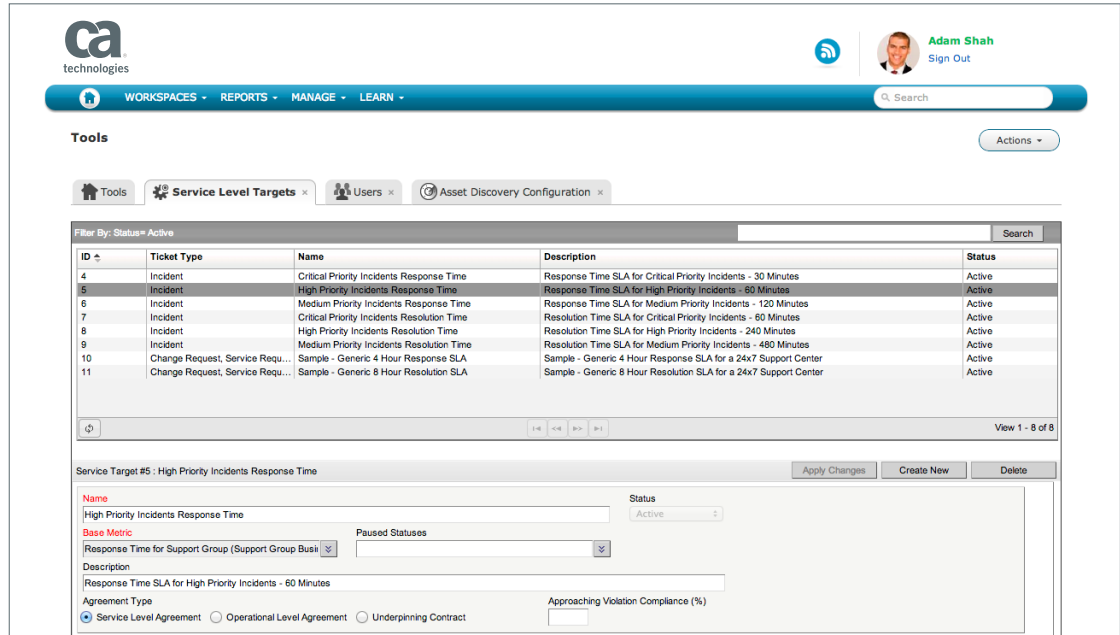
In addition, CA Cloud Service Management offers such capabilities as support for bulk import of user records, categories, and more, which helps streamline initial migration. The result is that deployment cycles are a fraction of those with traditional tools. Rather than taking four months or more, deployments of four to six weeks are typical with CA Cloud Service Management—and this includes the rollout of complete service management functionality, including automated processes, reporting, and more.

### Tailor to the business easily

With CA Cloud Service Management, your support organization doesn't need to rely on teams of developers to make system changes. Both during initial set up and as needs change, the solution can easily be tailored to specific business requirements. Users can adapt workflows, approval processes, escalations, and more, all via a graphical user interface and templates based on ITIL processes to accelerate time-to-benefit and improve operational efficiency. This ease of use doesn't compromise functionality, however. For example, the solution offers sophisticated change management capabilities, so administrators can set up sequential or parallel approval cycles, task management, and fulfillment processes. And a modern visual change calendar enables the Change Advisory Board and IT team to easily see upcoming changes as well as any conflicts.

**Figure A.**

With CA Cloud Service Management, setting up and modifying workflows is a simple, point-and-click exercise.



Following are some examples of common tasks, and how easy they are to complete with CA Cloud Service Management:

- **Setting up approval rules.** With CA Cloud Service Management, creating a new approval rule can be done within a couple of minutes and it is a simple task that can be completed by a range of users. In comparison, with other solutions, a manager would need to submit a request to an engineer, who may need to dedicate several hours to the task. As a result, depending on workloads, testing, and other variables, a one to two-minute task in CA Cloud Service Management may take one to two weeks to get into production with another solution.
- **Adding custom fields.** Via point-and-click commands, users can add a new custom field and specify its type. In addition, workflows can be integrated with these custom fields, so that actions and escalations can be triggered based on the specific value found in that field. While traditional solutions may offer this capability, it takes much more time to develop. In some cases, these traditional solutions may ultimately enable more intricate capabilities. For example, some traditional service desk platforms enable organizations to establish dependencies across different fields. However, it is important to realize that this added level of sophistication comes at a high price, both in terms of upfront and ongoing development work.
- **Setting up automated assignment and intelligent routing.** As tickets come from different sources, CA Cloud Service Management enables support teams to do intelligent, automated routing and task assignments. The solution makes it easy to build rules based on categorization of values in the ticket, keywords, and other variables. With other traditional service desk platforms, the amount of coding required to set up and modify these automated processes can be extensive, making the platform difficult to scale and adapt as new data points arise.

Figure B.

CA Cloud Service Management can save time for support teams by making it easy to track incidents according to service level agreements, operational level agreements, and underpinning contracts.

The screenshot displays the CA Cloud Service Management interface. At the top, there is a navigation bar with the CA Technologies logo, user profile for Adam Shah, and search functionality. Below this is a 'Tools' section with tabs for 'Tools', 'Workflow Actions', 'Auto Routes', and 'Service Level Targets'. The main area shows a list of workflow actions filtered by 'Ticket Type=Service Request; Status=Active; Action Type=Non System Defined'. The list includes actions like 'Take Ownership of New Request', 'Reassign to Group', 'Reassign to Individual', etc. Below the list, the configuration for 'Workflow Action #470: Take Ownership' is shown. This configuration includes fields for 'Ticket Type' (Service Request), 'Special Function' (Accept Assignment), 'Name' (Take Ownership), 'Sort Order' (100), and 'Status' (Active). It also has a 'Description' field and 'Applicable Groups' (Web Service Operation). There are options for 'Close Ticket Window on Save', 'Apply Status To Parent Service Request', and 'Apply Reason Code To Parent Service Request'. At the bottom, there are 'Matching Conditions' with fields for 'Reason Code (ticket\_reason\_code)' and 'Status (ticket\_status)', each with a value and a 'Reset Status to' field.

ID	Ticket Type	Name	Description	Sort Order
469	Service Request	Take Ownership of New Request	Take this action to take Ownership of New Request. The requestor will receiv...	100
470	Service Request	Take Ownership	Take this action to take ownership of the Service Request.	100
471	Service Request	Reassign to Group	Take this action to reassign this Service Request to another support group.	200
472	Service Request	Reassign to Individual	Take this action to reassign this Service Request to another agent.	200
473	Service Request	Reassign in My Group	Take this action to reassign this Service Request to another agent in my supp...	200
164	Service Request	Set Pending Vendor	Take this action when this Incident is waiting on a Vendor.	300
432	Service Request	Set Pending Customer	Take this action to request information from the requestor. An email which con...	300
433	Service Request	Resume Pending Request	Take this action to resume work on a ticket which is in pending status.	350
547	Service Request	Create Linked Change Request	Take this action to create a Change Request and link it to the Service Request.	800
544	Service Request	Convert Service Request to Incident	Take this action to convert this Service Request to an Incident. This Service ...	850
545	Service Request	Convert Service Request to a Change Request	Take this action to convert this Service Request to a Change Request. The S...	850
474	Service Request	Complete as Successful	Take this action with the Service Request has been successfully completed.	900
475	Service Request	Fulfillment Failure	Take this action with the Service Request when fulfillment has failed.	900

- **Service automation.** With CA Cloud Service Management, users can automate work across cloud, on-premise or hybrid environments with out-of-the-box connectors to Amazon EC2, VMWare ESX and more.
- **Creating and distributing surveys.** With CA Cloud Service Management, users can create all their surveys, define and categorize distribution lists and frequency, and more, all via an intuitive interface. The solution features commands that make it easy to customize survey content for specific departments and audiences. By comparison, with other tools, survey originators typically have to hand survey development work off to developers, which constrains flexibility, wastes valuable time and delays survey distribution.
- **Asset discovery and management.** CA Cloud Service Management provides an integrated Asset Management capability. Asset managers can track assets throughout their lifecycle. The native asset discovery feature discovers network connected devices with an agentless solution that automatically updates the asset management repository on a recurring basis. It also supports importing discovered assets from CA Client Automation, Microsoft SCCM, Altiris, Landesk and other discovery tools.

## Customer Scenarios: Agility in Action

### Global retailer

Increasingly frustrated with the complexity and high upgrade costs of the company's prior solution, the IT organization opted to move to CA Cloud Service Management. The team had the new solution up and running in 45 days, across 30 global locations. Further, no service management solution will be successful unless end consumers adopt it and use it.

Beyond its ease and speed of deployment, CA Cloud Service Management was convenient for end users to work with. For example, the solution enabled users to submit ticket requests through both Web and email, and this flexibility was particularly welcome for all the company's remote users. Plus, the solution enabled more efficient interaction with the IT service desk, across a number of groups and locations. Consequently, within three months of deployment, CA Cloud Service Management was the second most used application in the entire business, with more than 5,000 users. Thus, the retailer enjoyed not only rapid time to value, but maximum return from its investment rooted mainly in time savings and productivity improvements.

### Large educational publisher

Disenchanted with its existing service management solution, the company's IT management team was confronted with a big decision: Renew and commit another year to a solution that wasn't meeting the business' needs, or get a new solution deployed before the existing support contract expired—in 30 days. Compounding matters was the scale of the help desk team's support load: The team handled between 700-900 calls per day, supporting a product line that has 600 platforms, with 20,000 variations. Further, the company had 350,000 end user accounts—and support agents needed to have fast access to customer account information in order to efficiently respond to customer inquiries.

Rather than renew, the company's executive management chose to go with a new solution, CA Cloud Service Management, and was up and running within three weeks. Not only has CA Cloud Service Management proven to be quick to deploy, but it's fast for agents to use, which helps them improve such metrics as average call handle time.

## Conclusion

If a service management solution is complex and difficult to customize, this hurts businesses during initial deployment and over the course of the platform's usage. CA Cloud Service Management represents a fundamentally different alternative from the traditional service management offerings of the past. Unlike these legacy solutions, CA Cloud Service Management is a powerful but flexible solution that is built for speed—rapidly accelerating time-to-value where other SaaS solutions fall short. Implement in days, adopt with minimal training, configure without programmers, automate end-user requests, and get automatic upgrades. It is Service Management with a breakthrough in time.

For more information, please visit [ca.com/clouditsm](http://ca.com/clouditsm)



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