

Consolidating and streamlining IT services across geographies and business units with Tivoli Service Request Manager (TSRM)

CONFIDENTIAL



1.1 Background: Bharat Petroleum Corporation Limited (BPCL)

Bharat Petroleum Corporation Limited (BPCL) is one of the global Fortune 500 companies engaged in refining and marketing petroleum products across the nation to large Indian populace. The Corporation offers products and services that has been designed to serve a wide range of customer base with a wide range of products like LPG, Kerosene, Diesel, Petrol, ATF, Lubricants etc and hence fuelling Locomotives, Industries, Home and Sky. It retains the status as an organization that embraces technology early and puts it to use for business benefits.

1.2 Business Need

BPCL, has experienced an unprecedented growth in the past few years and as a result its geographical spread has also been enormous. Today, various strategic business units (SBU) are spread across the country accessing the centralized enterprise application housed in central data centre.

In such a volatile, growing and ever-changing IT environment, BPCL was looking for efficient service an desk capability that delivers critical support to the entire organization by keeping key business systems and services available and reliable. As user-demands and technology becomes increasingly complex, problem resolution was becoming more time-consuming and costs to maintain quality services escalating. BPCL wanted to implement a solution that consolidates, standardizes IT services across the geographies, across the business units and across the IT systems.

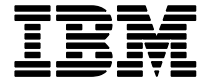
BPCL transitioned from a regional helpdesk model to a Centralized Service Desk (CSD) concept, to improve service, optimize the operational cost and to offer a time-bound resolution to employee problems.

1.3 Solution: Tivoli Service Request Manager

BPCL implemented Tivoli Service Request Manager to augment the functioning of CSD and combine the service desk and service catalog capabilities on top of a common process automation platform to provide a seamless, unified solution for all aspects of service requests, offering a “one touch” IT experience.

This integrated service desk software helped BPCL streamline and automate key service support processes:

- Streamline IT Infrastructure Library® (ITIL®)-based incident and problem management processes for more rapid service restoration
- Increase the availability of critical IT services
- Standardize and drive consistency and repeatability in IT service delivery with IT service catalog offerings
- Help optimize productivity of service desk personnel and increase end-user satisfaction
- Align IT operations with BPCL’s line of business through service level management
- Assign and track SLA compliance to BPCL’s service requests



1.4 Key Business Benefits

IBM Tivoli Service Request Manager has helped BPCL manage incidents and problems more efficiently, restore critical services in record time-frames and minimize service desk calls. Some of the other business benefits being extended to BPLC are covered in the following paragraphs. Today, with TSRM, the CSD team efficiently caters to IT issues of more than 7000 staff across the organization with an average of 7000 calls per month, which includes the system related calls also

A Streamlined Service Desk

The Service Desk component of Tivoli Service Request Manager has enabled a single point of contact to automate incident and problem management at BPCL. Built-in features streamline service desk functions and configure workflows and escalation across BPCL organization, while a searchable knowledge base delivers fast answers to help-desk agents. Additional features include:

- Dashboards that provide real-time performance views.
- Out of the box contents such as workflows, templates, key performance indicators (KPIs), queries and reports.
- Remote diagnostics capability and many more

A Versatile Service Catalog

The Service Catalog component of Tivoli Service Request Manager has allowed BPCL employees to select services directly from a catalog, helping BPCL to lower the cost of providing services. Options can range from simple end-user services such as password reset, to more complex services such as provisioning a server or upgrading an application environment

Automated incident and problem management

Tivoli Service Request Manager acts as a single point of contact to help manage service requests incidents and problems at BPLC. Through a built-in workflow and escalation engine, Tivoli Service Request Manager enables the CSD team to set escalation thresholds to implement proactive business process automation. For example, CSD can configure the application to automatically respond based on ticket type or event classification. With these features, CSD team can quickly prioritize and respond to most business-critical events, helping to improve efficiency and speed time to resolution

Integration with office E-mail infrastructure to serve remote users

Today the BPCL staff can register service request through the self service portal. They can also call at the CSD 24X7 helpline toll-free number. Other than this, BPLC has integrated TSRM call-management functionality with company e-mail infrastructure to efficiently serve staff posted at remote location where network bandwidth has been a challenge. The Email feature has been enriched with creation, updation as well as closure of call by providing simple and basic information in the system

Dashboards for real-time performance views

Out of the box real-time dashboards provide BPCL CSD team insight into multiple levels of service desk operations so that support staff, managers and executives can monitor role-based key performance indicators using an intuitive, graphical display from any Web-based client. Dashboards provide actionable information and can identify potential problem areas, helping support staff take appropriate corrective actions before critical services are adversely affected.

Managing service level agreements and generating customized MIS reports

The ability to create and track service level agreements has helped BPCL prioritize critical business functions according to response thresholds set. Also leveraging the TSRM Active Directory feature, CSD team could populate employee-specific information (like, designation, job group, mobile number, staff number, department etc.) in the TSRM database. This helped BPLC prioritize calls based on based on



designation / job group, call registration using Staff Number. Further with some customization leveraging the cross-over domain concept, BPCL could now maintain the hierarchy of classification. Wherein, each classification defined in the system contains the parent hierarchy in description field. It helped BPCL in generating MIS. Also, the identification of call became much easier as compared with default one with this customization. BPCL today uses Tivoli Service Request Manager to manage service levels for:

- Ticket management.
- Service restoration.
- Vendors.
- Service delivery

Self-service features

A key factor in reducing calls to the service desk and improving customer satisfaction is to enable users to proactively address their own issues, both through the service desk and the service catalog. With Tivoli Service Request Manager, BPCL users have easy access to 24x7 service support. Self-service functionality empowers end users to submit, update and review incidents via a Web browser, as well as search for solutions to common problems and browse through frequently asked questions (FAQs). Through this functionality, BPCL users have become more self-sufficient, thereby helping to reduce service desk calls.