



Case Study

Service Management Consulting Optimizes Functioning for a US-Based Marketing and Advertising Company

Client:

The client is one of the leading Marketing and Advertising companies in the United States. Their specialization is in digital marketing, marketing analytics, personalization, mobile marketing, marketing automation, pricing and promotion, and customer experience analytics

Challenges

As a result of the corporate spin-off, the client faced the following challenges:

- Design, standardization, and operationalization of ITSM processes
 - Transitioning to a new ITSM tool
 - Implementation of monitoring tool
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LTIMindtree Solution

- ITIL® process design and documentation, and job aids and functional specification design including for integration of ITSM tool with Solarwinds, Slack, Confluence, etc.
- IT Service Catalog – business and technical service catalog design and development
- ITSM process training, operationalization, and hyper care support
- ITSM metrics, KPI reports and development, and configuration in ITSM tool

Business Benefits

- Improved awareness and visibility of IT services through IT Services Catalog
- Reduced operating costs and improved process compliance
- Operationalization steered
 - Adoption of self-service reducing service desk workload
 - Improved usage of Knowledge resources to improve First Call Resolution (FCR)
- **~8% reduction** in operating costs due to process adoption and seamless execution
- **~15% improvement** in productivity due to automated workflows, reports, and knowledge base
- **~10% resource** optimization realized through self-service

CIS Technology Offering Used

Digital ITSM4

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