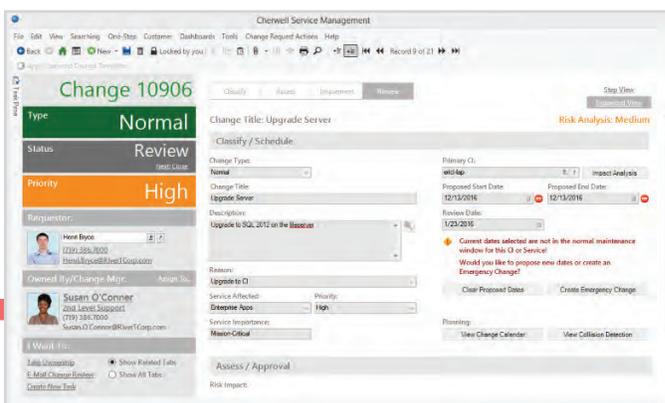


## Capture the Power of ITIL® with Cherwell Service Management

Successfully aligning customer demand and business needs with IT services offers organizations a unique opportunity to strengthen IT's relationship with the business, enhance employee productivity, increase customer satisfaction, and improve the bottom line. ITIL, the most widely adopted process framework among IT service desk organizations around the world, lays the foundation for establishing a competitive edge and achieving business success through improved operational efficiency and world-class service delivery.

Cherwell Service Management provides the tools and guidance you need to implement, automate, and optimize the ITIL framework within your organization. With ITIL 2011 PinkVERIFY™ certification for eleven processes, you can take advantage of industry best practices that reflect both your service desk's existing and future maturity levels, and, as needed, further configure those processes to suit your unique IT and business environment.



## Features

- Support for eleven PinkVERIFY-certified ITIL processes
- Robust, actionable Service Catalog
- Flexible Request Fulfillment
- Non-programmatic workflow designer
- Automation of common tasks
- Integration with performance and availability monitoring tools
- Graphical representation of Configuration Item relationships

## ITIL Processes

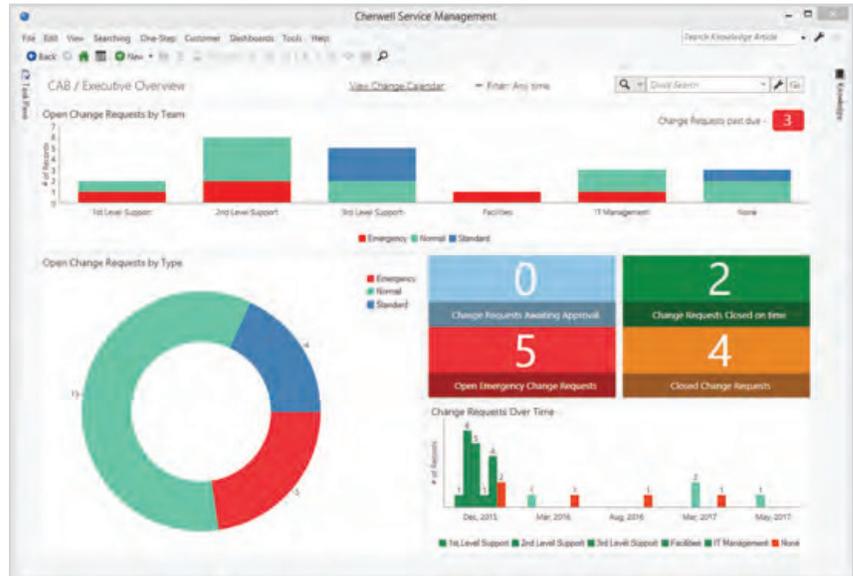
- Change Management
- Event Management
- Incident Management
- Knowledge Management
- Problem Management
- Release Management
- Request Fulfillment
- Service Asset and Configuration Management
- Service Catalog Management
- Service Level Management
- Service Portfolio Management

## With Cherwell's Built-In IT Support, you can:



### Showcase the Value of IT

Cherwell Service Management arms IT leaders with comprehensive ITIL-defined KPIs and flexible dashboards and reports that highlight key accomplishments, outcomes, and areas for improvement in ways that non-IT stakeholders and executive leaders understand. For example, you can create dashboards that capture true budget impact of your team's initiatives, such as reductions in unplanned work, gains in productivity, improvements in response and resolution times, and more. You can also easily demonstrate value to business stakeholders via improved customer satisfaction, visibility into service costs, and fewer service disruptions.



### Enhance Employee Productivity and Satisfaction

Your internal customers may not know or care about ITIL, but they do care about performance and availability of IT-delivered applications and services. Extending a well-designed and easy-to-access Service Catalog to your end users is at the core of IT service delivery. Cherwell provides a flexible Service Catalog that is backed by automation and associated ITIL processes such as Request Fulfillment, Change Management, and Configuration Management. The Service Catalog is presented to end users through Cherwell's intuitive and easily configurable self-service portal. purchasing decisions.



### Reduce Time to Value, Improve Operational Efficiency

ITIL provides the guidance you need to identify the processes that will help you manage day-to-day IT operations according to industry best practices; Cherwell Service Management helps you quickly implement those processes and provides the tools you need to tailor processes such as Change and Release Management to meet unique IT and business requirements. With Cherwell's straightforward, non-programmatic configurations, you will experience quicker time to deployment and rapid delivery of all the benefits ITIL has to offer.