CA Service Management

Unified Self-service and Mobility

ca technologies

At a Glance

Sophisticated Service Management processes do not need to equate to a complex user experience. CA Service Management mobility and unified self-service deliver a modern, social media-based user environment enabling business consumers, power users and decision makers to easily access knowledge, collaborate, resolve issues, request services and interact with their IT assets. This business-centric focus can broaden adoption of services, improve productivity, reduce costs and elevate the perception of your IT organization by bringing together the right people, relevant knowledge and available services.

Key Benefits/Results

- **Better user satisfaction.** Simple, familiar, mobile user experience
- **Broader service adoption.** Consumer-like storefront; one-stop-shopping
- **Increased productivity.** Workflow, services, knowledge, assets readily available
- **Reduced support costs.** Users resolve their own issues; fewer tickets opened
- **Improved IT image.** Single, compelling face-of-IT for all users

Key Features

- **Unified self-service user experience.** Intuitive, compelling face-of-IT to business consumers, power users and decision makers
- **Mobility.** Single, native mobile app for iOS and Android devices
- **Service storefront.** Consumer-focused, one-stop shopping for help, assets and services
- **Social media.** Familiar, modern look and feel, collaborative self-service
- **Collaboration.** Answer questions, engage experts and peers in discussions and real-time chat; community-based
- **Federated search.** Aggregate search results across SharePoint, Google, collaborations, service desk knowledge and ticket history
- **Knowledgebase contribution.** Capture feedback and validated resolutions from user interactions
- **Instant access.** Weave directly into existing company web pages, including Sharepoint

Business Challenges

Changing User Expectations. Increasing Service Management sophistication often means a more complex user experience. But business consumers, power users and decision makers expect a simple social media-like self-service experience similar to the consumer apps they use outside the workplace. Further, they expect immediate action and results using whatever device they have in their hands at that moment.

Overburdened IT. Resolving issues, requesting services and managing IT assets often involves expensive management and analyst resources for mundane tasks. Few business consumers attempt to take action on their own and there is minimal use of knowledge that is readily available to them. It is often difficult to know who to go to for immediate action. The result: IT is blamed for being slow and unresponsive.

Misaligned Collaboration Tools. Most collaboration tools were not designed with IT issue, request and asset processes in mind. As a result, they often fail to deliver measurable value, and distract employees from their core business objectives. Further, they typically require users to access each knowledge source independently, through an interface designed to connect people-to-people, not deliver relevant IT answers.

Solution Overview

CA Service Management delivers a modern user experience focused on unified self-service, mobility, social media look-and-feel and collaboration. All users can follow communities and topics, collaborate with peers, analysts and experts, search internal and external knowledge sources and contribute to the knowledge base. If users cannot resolve their questions or issues via self-service, they can open service desk tickets or request services, as well as monitor their progress.

A native mobile app for iOS and Android devices provides access to the unified collaborative self-service capabilities, including the consumer storefront of available services. Users can leverage native device capabilities like the camera and location awareness when opening issues. Service desk analysts can manage their ticket queues and all users can manage task approvals, all from mobile devices. For management, optional dashboards can provide real-time analytics exactly when needed on mobile devices.

Critical Differentiators

CA Service Management unified self-service and mobility include the following differentiating Service Management capabilities:

- **Unified and simple user experience.** Hide the complexities of high levels of Service Management maturity and facilitate increasing that maturity.

- **Industry-leading unified collaborative self-service.** Resolve issues, request services, and more.

- **Integrated unified self-service.** Accessible directly from web pages, SharePoint and other familiar tools.

- **Broad mobile capabilities.** Self-service, collaboration, notifications, issue management, request management, viewing IT assets, knowledge, analytics and more.

- **Addresses service needs across key stakeholders.** Business consumers, power users and decision makers.

- **Preempt issues and requests.** Post announcements and fixes to relevant communities.

- **Facilitate resolutions.** Monitor interactions in the communities to ensure threads are progressing; if not, moderate, engage domain experts, open a ticket or make a request.

CA Service Management mobility and collaborative self-service provide a unified social media-based experience for business consumers, power users and decision makers to access knowledge, collaborate, resolve issues, request services and view assets.

- **Support staff productivity.** Collaborate amongst peers, draw from discussions to expand the knowledge base, update tickets or create quality knowledge documents based on common user searches.

Related Products/Solutions

CA Service Management solutions and capabilities include:

- **Service Desk.** Comprehensive service support and delivery

- **Service Catalog.** Request management, chargeback, pricing, delivery automation

- **Asset Management.** Asset lifecycle, software asset management

- **Advanced Reporting and Dashboards.** Self-service dashboards, reporting

Other related CA Technologies solutions:

- **Service Level Management.** Manage the quality of internal and external services

For more information, please visit **ca.com/itsm**

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