



Leveraging Mobility to Drive Productivity and Provide a Superior IT Service Management Experience



Emerging Trends Create New Business and Consumer Expectations

It's no secret that the enterprise IT landscape has changed significantly in recent years. New technologies and the speed at which they are being adopted is making IT more complex at an accelerated pace.

Driven by emerging trends, such as the consumerization of IT and “bring your own device” (BYOD), and new delivery models like software as a service (SaaS) and mobility, the role of IT within the business has transformed from that of a provider of tactical technology delivery and support to a strategic business enabler.

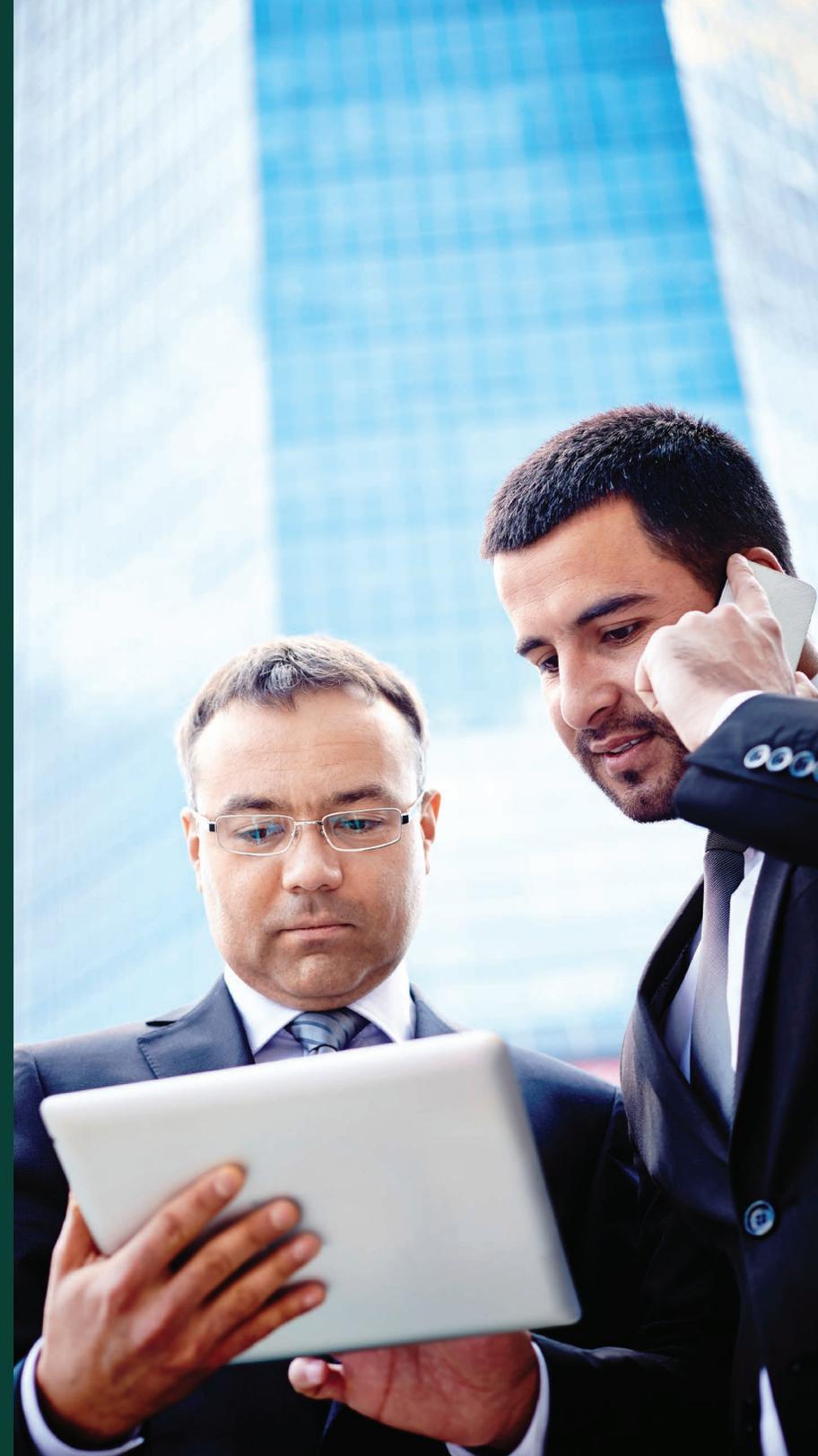


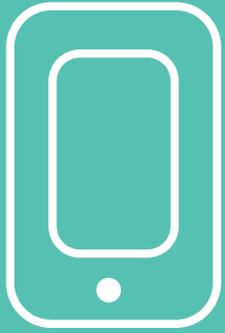
So, What Do These Changes Mean to Today's Consumers, IT and the Business Overall?

Consumers now demand more from their technology solutions. They expect them to increase their productivity and efficiency, and they want to access business services on the device of their choosing, anytime and anywhere.

CIOs' expectations have increased as well. They demand that IT services not only contribute to improved operations and optimized costs, but also elevate IT's image within the organization through innovation and value.

Service Management is the outward face of IT and is the primary means by which IT can leverage mobile capabilities to meet the growing demands from their consumers and stakeholders.





90%

of American workers
carry smartphones

76%

feel organizations need
to **DO MORE** to fulfill
mobility's potential



Assessing Mobility's Potential Within IT Service Management

According to Baseline Magazine, 90 percent of American workers carry smartphones.¹ In fact, they are increasingly bringing their personal smartphones to the workplace instead of using company-issued devices. Yet, even with this mainstream adoption, 76 percent of workers feel their organizations need to do more to fulfill mobility's potential for productivity.²

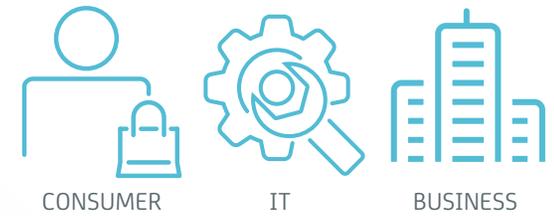
The fact of the matter is that while most IT service and support organizations recognize the increased support effort and risk that personal mobile devices introduce, they often fail to effectively embrace this technology as a core part of their offering to drive better productivity and increase consumers' satisfaction with IT and Support.

The right IT service management (ITSM) solution can help by enabling IT to provide a consumer-like experience in the enterprise and engage with consumers where, when and how needed.

A mobile-enabled Service Management solution can empower consumers and increase the productivity of the IT support organization by enabling consumers to resolve issues on their own or through mobile collaboration and self-service.

¹ Greengard, Samuel. "Pervasive Mobility Creates New Business Challenges." Baseline. 2013.

² McCafferty, Dennis. "Companies Fall Short on Providing Mobile Support." Baseline. 2013.



Six Ways to Bring Mobility into IT Service Management

Who Benefits?

The core concept behind ITSM has always been to provide high-quality IT services that meet consumer expectations and drive productivity. While this concept is still valid, it has evolved in recent years through the innovation behind leading solutions. Now, a key goal of ITSM is to provide a positive service experience across a wide variety of communication methods and channels, including mobile devices.

As organizations consider implementing or upgrading an ITSM solution to meet growing consumer and business expectations for service delivery and support, they should ensure that the solution they choose includes robust mobility functionality for consumers, IT and the business.

For example, a leading ITSM solution will enable users to accomplish the following tasks from their mobile devices:

- 1**
Leverage collaboration to solve issues
- 2**
Create and view service tickets
- 3**
Request services
- 4**
Monitor and manage open tasks
- 5**
Manage analyst ticket queues
- 6**
Show value and facilitate the right decisions

Leverage Collaboration to Solve Issues

Knowing that the majority of IT service issues have common resolutions, consumers will often seek out and collaborate with others who have experienced a similar problem before making a formal service request. The same can be said for IT service analysts who will collaborate with one another and with IT experts when resolving issues.

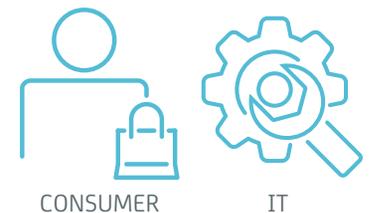
So, it's important that an IT organization enables mobile self-service and collaboration within its ITSM solution. The benefits of this are two-fold: it empowers the user to leverage community knowledge to quickly solve an issue or make a request anytime and anywhere, and it frees IT service analysts to focus on more urgent issues and strategic tasks.

The right ITSM solution will include the following mobile collaboration features:

- ✓ A modern, social-media-like community and collaborative experience
- ✓ A forum for questions, answers and shared knowledge
- ✓ A place IT service analysts can post common issues and fixes
- ✓ A simple interface designed for use by all types of users on mobile devices



Who Benefits?

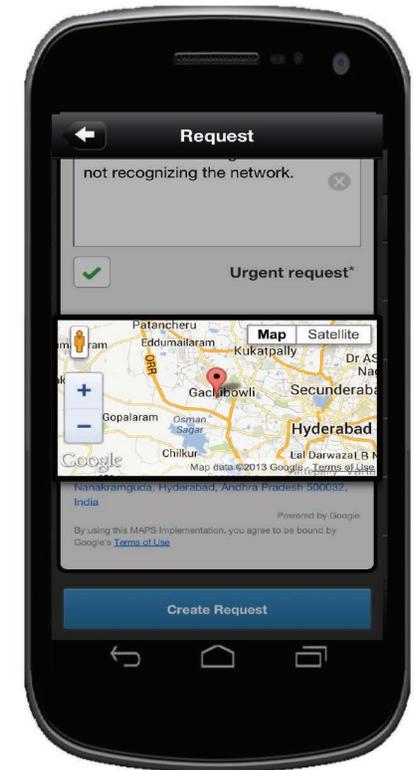
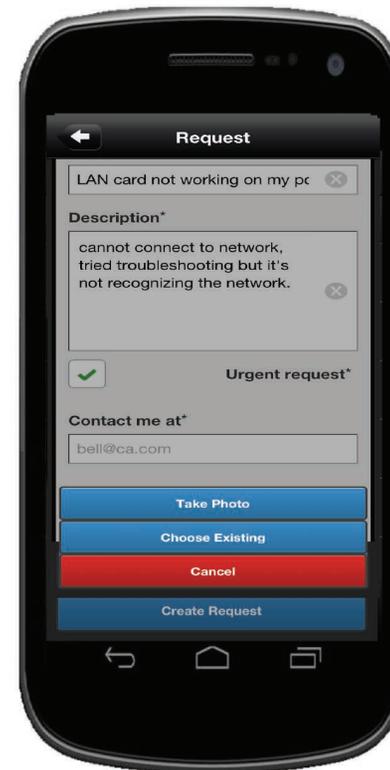


Create and View Service Tickets

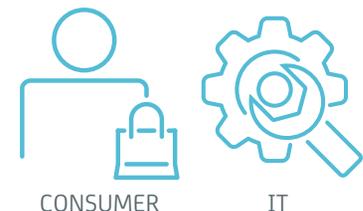
When an IT issue arises that can't be resolved with collaboration, the last thing a consumer wants to do is waste time wondering how to communicate the issue to the IT service desk. With mobility, however, consumers and analysts can create new tickets and review active tickets via the smartphones and tablets they have with them all the time.

The right ITSM solution will include the following mobile ticket-creation features:

- ✓ Integrated ability to create new tickets and review active tickets
- ✓ Support for native mobile device functionality, such as camera, location services and voice-to-text, to speed ticket creation and add valuable context to the issue



Who Benefits?



[Click Here to View a Mobile Ticket Creation Video](#)

Request Services

When consumers need to request an IT service, they don't want to waste time figuring out how and what to request or wait to make the request because they are working in the field. This is time wasted that could be better spent on strategic business initiatives. What's more, they often like to talk to others about the issues they experience to make sure they request the right service.

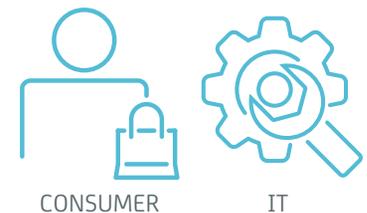
With a mobile solution that provides social media style collaboration, consumers can collaborate with peers about IT services regardless of their physical location and then request the best service directly from mobile devices.

The right ITSM solution will include the following service-request features:

- ✓ Ability to collaborate with peers prior to making a request
- ✓ Ability to view service offerings in consumer terminology and understand the exact costs of the service and IT's commitment to service levels
- ✓ Integrated ability to make new requests and view the status of existing requests



Who Benefits?



[Click Here to View a Mobile Request Video](#)

Monitor and Manage Open Tasks

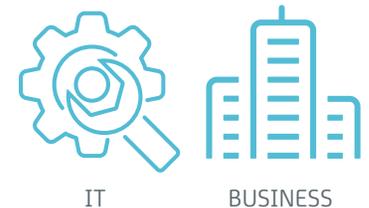
IT service analysts spend a good amount of time away from their desks in meetings or working with other analysts, IT experts and consumers while trying to resolve issues. Likewise, managers are often in meetings or offsite with customers. So, it's important that they both have the ability to manage their tasks via their mobile devices while on the go.

The right ITSM solution will include the following mobile task-management features:

- ✓ The ability to review and approve tasks
- ✓ Comprehensive search and filter functions to help locate relevant tasks
- ✓ Drill-down capabilities for viewing all details associated with a task



Who Benefits?

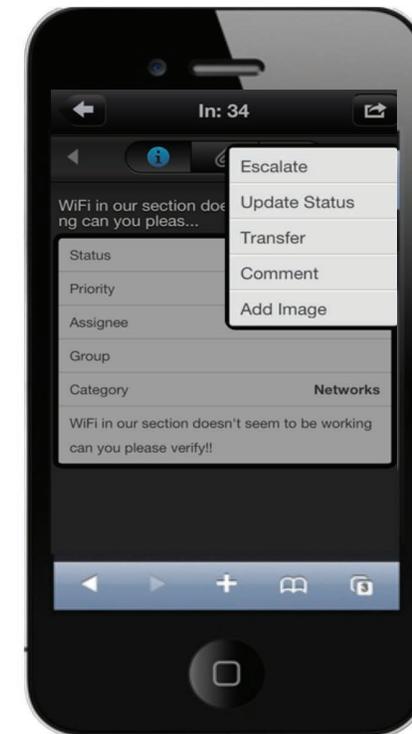
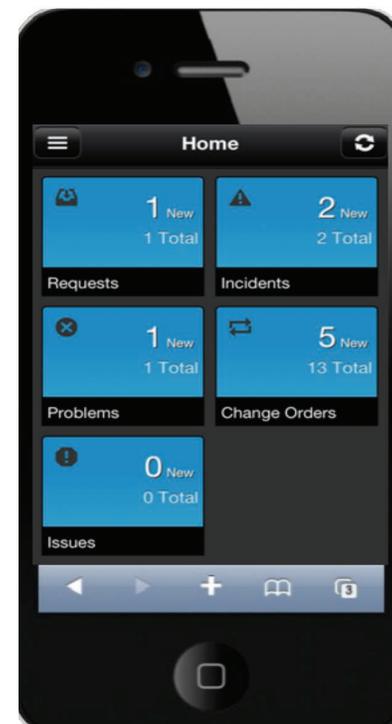


Manage Analyst Queues

Resolving IT service issues is a constant juggling act for analysts who have to reprioritize and react whenever tickets are entered, updated and escalated. And since analysts are always working on the next hot fix, they need a way to quickly and easily manage their queues, so they can move from one task to the next at an accelerated pace.

The right ITSM solution will include the following mobile queue-management features:

- ✓ The ability to access and filter incidents, problems and other ticket types
- ✓ Notifications of new queue entries and updates
- ✓ Drill-down capabilities for viewing all details associated with items
- ✓ Options to escalate, transfer, update or comment on items



Who Benefits?



IT



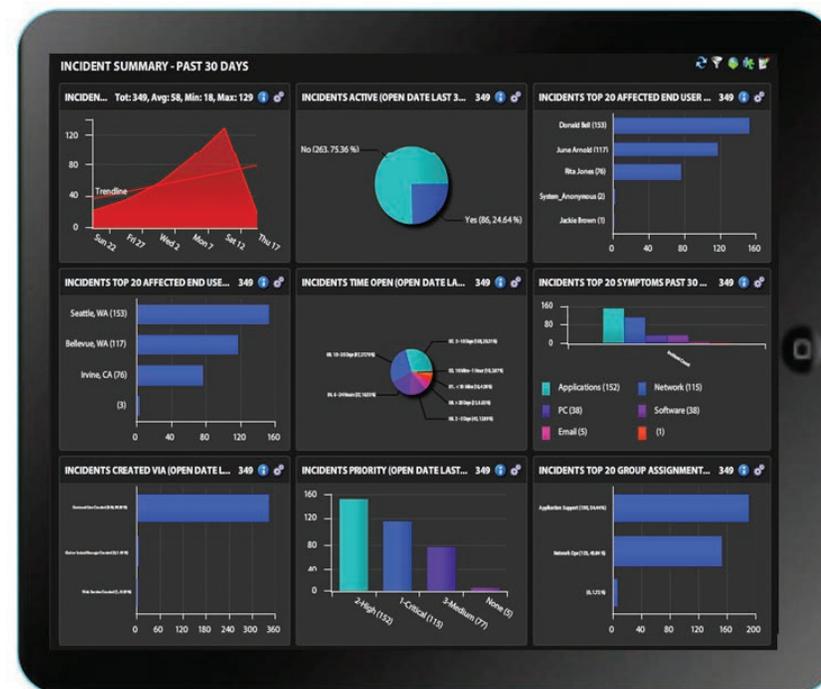
[Click Here to View a Mobile Queue Management Video](#)

Show Value and Facilitate the Right Decisions

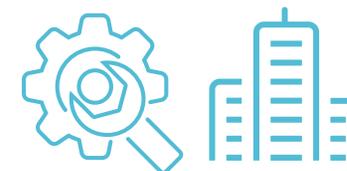
IT service managers require the right information at the right time to make decisions and take action. They also need to provide the business with justification for decisions and prove the business value of IT. They can't afford to wait for technical resources to get them the information they need, and when they get that information, they want it in graphically compelling displays that their management can easily understand. And, of course, they need access to this critical data anytime, anywhere.

The right ITSM solution will include the following analytics and dashboard features:

- ✓ Deep, real-time management insight and transparency into service operations, demand, cost, use, assets and issues
- ✓ The ability to modify and build dashboards with no technical assistance
- ✓ Dashboard access from mobile devices



Who Benefits?



IT

BUSINESS

Benefits for Consumers, IT and the Business

With mobility capabilities provided by the right ITSM solution, IT organizations have an opportunity to increase productivity across the organization and begin closing the gap between what consumers and the business expect from IT services and how they are actually delivered.

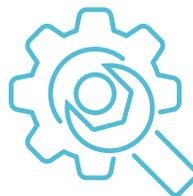
The benefits of mobile-enabled service management are not exclusive to one group. Rather, consumers, IT and the business all uniquely benefit from the right ITSM solution.



CONSUMER

Consumers benefit from:

- Familiar, easy-to-use tools they can access anytime and anywhere
- Increased productivity and efficiency
- Improved self-sufficiency to resolve issues and make requests quicker
- Increased satisfaction with the IT service experience



IT

IT benefits from:

- Flexible and powerful management tools that can be used “on the go”
- Reduced time spent on simple, common issues and more time to spend on more strategic IT initiatives
- Easier access to knowledge experts and consumers
- An expanded and accessible knowledge base where consumers can search for answers, reducing reliance on the service desk
- Improved IT image from both the consumer and business perspective



BUSINESS

The business benefits from:

- The right information when needed to make the right decisions
- Compelling visual displays of the business value of IT
- Decreased costs due to IT productivity improvements
- Increased time to focus on strategic business goals rather than IT operational issues
- Improved business image



CA Service Management Solutions

CA Service Desk Manager

CA Cloud Service Management

CA Service Catalog

CA IT Asset Manager

Xtraction for CA Service Management

CA Business Service Insight

CA Technologies offers ITSM solutions that can deliver efficiencies in ITSM to consumers, business leadership and IT teams. Solutions with mobility and collaborative self-service help address consumer expectations for a modern and social experience for accessing services and performing tasks, increasing their IT satisfaction and productivity. Innovative change management, extensive automation, and SaaS and on-premise delivery models can enable a modern and proactive approach to ITSM that can drive IT team productivity and reduce business costs and risk. Advanced analytics and dashboards can increase management visibility into ITSM, which helps drive accountability for service quality, limit risk and align IT investments to business productivity goals. With these comprehensive management capabilities, IT teams can improve the quality of their services, prevent service interruptions and lower costs—all of which help to ensure that services stay aligned with business requirements.

For more information about CA ITSM solutions,
visit ca.com/servicemanagement.

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