

## Siminn is 87 per cent more accurate at problem solving with HP Service Manager 7



“With HP Service Manager 7, we can now tell who is affected by any problem, how many are affected and for how long and that is something we could not do before. Because we are a small operator in a small country, we needed a true partner who would stick with us and that is what we got with HP.” Guðbjörn S. Hreinsson, Operational Systems Support manager, Siminn

### Objective:

Siminn operated a complex environment of unrelated networks that required a single view of incident management providing relationship to the rest of the business. A new IT Service Management (ITSM) platform was needed.

### Approach:

- Siminn has implemented an HP Service Manager 7, ITSM solution.
- Its first Service Manager Help Desk installation is the HP Incident Management module which will be followed by HP Change Management, Knowledge Management and Problem Management.
- HP Service Manager 7 is federated to the IT Infrastructure Library (ITIL) based HP Universal Configuration Management Database (uCMDB).

### IT improvements:

- A centralised trouble ticket system with the status of tickets accessible by everyone concerned.
- uCMDB gives the company a deeper understanding of what its complex, distributed environment delivers for the company.
- HP Incident Management Module automates the entire incident lifecycle.

### Business outcomes:

- Accuracy rates in identifying and rectifying problems increased by 87 per cent.
- Forty eight per cent more incidents now identified and managed, with false alarms reduced by 22 per cent.
- Management workload of identifying and routing issues reduced by 15 per cent.
- The knock-on of better incident management is improved network availability which helps Siminn maintain its market lead.



### HP Service Manager 7 helps Siminn maintain its market leadership

With 800 employees working from its Reykjavik headquarters and 10 sales offices situated throughout the country, Siminn who provide a range of services from fixed line to IPTV is committed to providing the highest quality of service for its 200,000 customers to support their digital lifestyles and maintaining its lead in this competitive market.

The operational efficiency of its networks is crucial to these aims but this was being compromised because Siminn's large and complex IT infrastructure was not related to the wider needs and aims of the business – particularly in the area of incident management.

### Fragmented management

“We have at least eight different networks and they all have their own set of management and monitoring tools which were standalone and not integrated in any way,” says Guðbjörn S. Hreinsson,

Operational Systems Support manager with Siminn. "The incident management process for each of them was very unique and there was no relationship between them.

"The main problem caused by these many unrelated systems was an inconsistent response to incidents. There was no central ticketing system so the status of any problem was not readily available to everyone involved in the process and this was affecting the efficiency of the business."

Siminn's solution is centred on HP Service Manager 7, a comprehensive and fully integrated IT Service Management (ITSM) software suite that enables IT to improve service levels, balance resources, control costs and mitigate risk exposure for the organisation.

### **Speedier resolution**

Initially, Siminn is implementing the Service Manager Help Desk Incident Management Module which helps resolve incidents faster and maintain service level agreement (SLA) targets. Incident Management will be rolled out across all of its service areas then Siminn intends to grow its ITSM platform with the addition of HP Service Management Center Change Management, Knowledge Management and Problem Management modules.

An important innovation for Siminn was the federation of HP Service Manager 7 with the IT Infrastructure Library (ITIL) based HP Universal Configuration Management Database (uCMDB) which gives the company a deeper understanding of what its complex, distributed environment delivers for the company.

## Customer solution at a glance

### **Primary software**

- HP Service Manager Help Desk Incident Management
  - Change Management
  - Knowledge Management
  - Problem Management
- HP Universal Configuration Management Database

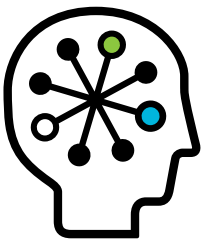
### **HP services**

- Consulting and implementation services

### **Centralised view**

"Our initial findings show that we have achieved a 48 per cent increase in the effectiveness of our incident management because we are now detecting and managing more incidents that previously went unnoticed or unmanaged," says Hreinsson. "The number of false alarms has reduced by 22 per cent and our accuracy has increased by 87 per cent because we are now better able to identify the impact and root cause of problems and assign the correct responses. We are also saving about 15 per cent in the management process which involves identifying, recording, announcing and routing issues."

"Our vision of service status is clearer and more reportable and the biggest benefit of improving our ITSM with HP Service Manager 7 is that it enables us to provide a better quality of service for our customers," concludes Guðbjörn S. Hreinsson.



## Technology for better business outcomes

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