

HP customer case study: Qatar Telecom (Qtel) Q.S.C. deploys HP Knowledge Management and Service Catalog to reduce service delivery times and increase help-desk productivity

Industry: Technology, Media and Telecommunications

HP ITSM software reinforces Qtel's BTO strategy by enhancing service delivery and help-desk productivity



"HP Knowledge Management allows end-users to resolve problems more rapidly without involving the help-desk. Thanks to HP Service Catalog, Qtel's customers, experience better service delivery and everybody has a clear understanding via a common language. As we continue our BTO strategy, it will be interesting to see how these components lower maintenance and support costs via improved workflows." Adel Boday, manager of IT infrastructure and operations management, Qtel

Objective:

Qatar Telecom (Qtel) Q.S.C. wanted to streamline workflows, increase IT service delivery to end-users and enhance help-desk productivity as part of its Business Technology Optimisation (BTO) strategy.

Approach:

- Added HP Knowledge Management and HP Service Catalog modules to its HP Service Manager 7.10 platform.

IT improvements:

- A comprehensive knowledge management capability.
- An all embracing catalogue of service and products.

Business outcomes:

- Aligns IT more closely to the business; a key strategic objective.
- Lower service delivery times improve the end-user experience.
- Associated help-desk costs are predicted to fall by 30 per cent.
- Help-desk personnel are more business focussed and productive.



Qatar Telecom (Qtel) QSC, a leading telecommunications service provider for the state of Qatar, operates in 17 countries and has 57.5 million consolidated subscribers. The company delivers landline, mobile, cable television, internet and data services to homes, businesses, corporate organisations and governmental customers across the Middle East, North Africa, the Indian subcontinent and South-east Asia.

Knowledge empowers end-users

As part of its Business Technology Optimisation (BTO) strategy to deliver efficient IT services and enhance IT Service Management (ITSM), Qtel recently deployed HP Service Management Center which primarily comprises HP Service Manager 7.10. This fully integrated IT Service Desk suite includes six foundation components, a Universal Configuration

Management Database (uCMDB), a Configuration Management module and a Help Desk. The latter incorporates numerous specialist modules including two important self-service elements; HP Knowledge Management and HP Service Catalog.

Qtel's IT team constantly assesses problems and incidents and documents the resolution procedures. However, before implementing HP Knowledge Management, should a particular problem reoccur, end-users would contact the help-desk for advice. Too often this process led to high workloads and repetitive tasks which frequently frustrated help-desk employees, jeopardising morale and lowering productivity.

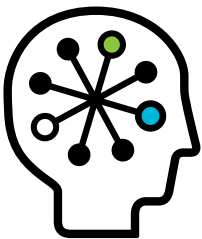
"We needed to streamline workflows and enhance help-desk productivity by providing end-users with a self-service capability," explains Adel Boday, manager of IT infrastructure and operations management, Qatar Telecom QSC.

"Today, the IT team still documents resolution procedures but end-users use HP Knowledge Management to view information on an internal web page. According to Knowledge Centred Support associated help-desk costs are predicted to fall by about 30 per cent."

Comprehensive service catalogue

Traditionally, many Information Technology Infrastructure Library (ITIL) projects start with the creation of a CMDB. Although this IT-focussed approach helps IT groups to understand what they own and the relationships between various items, it is not service centred. A more modern methodology involves creating a catalogue of services and products.

HP Service Catalog provides Qtel's end-users with a comprehensive, easy-to-use, self-service guide to all available services and costs. Typical services include ordering new hardware, setting up new email accounts and installing new applications.



"HP Service Catalog helps us to align IT services directly to end-users business needs," says Boday. "They do not have to use the help-desk and it clearly shows how goods and services are ordered and fulfilled. Moreover, it prevents misunderstandings between IT personnel and end-users, boosting service delivery."

Designed and deployed by HP Professional Services and based on best practices, the HP Knowledge Management and Service Catalog self-service modules represent another important milestone in the company's on-going BTO strategy. Working in unison, the components have reduced help-desk calls significantly. End-users resolve problems more rapidly and experience faster IT service delivery via improved workflows. In addition, help-desk personnel are more productive; they focus on important tasks rather than deal with a barrage of incidents.

"With IT further aligned to the business, the help-desk now has time for the 'big picture'; it deals with problem solving instead of numerous incidents. HP's self-service modules have made our help-desk proactive rather than reactive," concludes Boday.

Customer solution at a glance

Primary applications

- IT Services Management (ITSM)
- End-user self service (ESS)

Primary software

- HP Service Manager 7.10, including:
 - HP Knowledge Management module
 - HP Service Catalog module

HP services

- HP Software Professional Services
- HP Education Services

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