

HP customer case study: Virgin Atlantic Airways deploys an integrated HP Business Service Management solution to boost end-user satisfaction, increase application performance and enhance the visibility of IT infrastructure problems

Industry: Aviation and transport

HP Business Service Management software resolves ITSM problems at Virgin Atlantic



"After implementing the HP Business Service Management solution, our customer satisfaction surveys are at an all-time high. The IT service team's workflows are much improved and we proactively deal with high-priority issues before they impact the end-user. During the project, HP gave Virgin Atlantic a clear understanding of the solution and its capabilities. The newly implemented products improve our IT capability and have demonstrated the value of IT to the business." Mark Cameron, head of IT architecture, Virgin Atlantic Airways Ltd



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Objective:

Virgin Atlantic Airways wanted to select and deploy an integrated monitoring toolset to raise end-user satisfaction, reduce service disruption, increase application performance and enhance the visibility of infrastructure problems.

Approach:

- Deployed an integrated HP solution comprised of HP Operations Center and HP Business Availability Center software.

IT improvements:

- Scalable, high-availability management platform.
- Increased application performance.
- A centralized toolset automatically monitors the global server and network environments, boosting visibility of infrastructure problems.
- Overall strategy is integrated into Service Management toolset linked to Service Desk, Configuration Management and Asset Management.

Business outcomes:

- Customer and end-user satisfaction levels are at an all-time high.
- Proactive monitoring of the IT infrastructure enhances service delivery.
- Improved workflows boost productivity.
- Downtime is minimized, increasing end-user satisfaction.
- A Business Service Management approach aligns IT services more closely with the business.



Virgin Atlantic Airways (VAA), operating as Virgin Atlantic, is a British airline owned by Sir Richard Branson's Virgin Group and Singapore Airlines. Based in Crawley, England, it flies a fleet of 38 modern aircraft and operates between the UK and North America, the Caribbean, Africa, the Middle East, Asia and Australia from London's Heathrow and Gatwick airports. The company flies about six million passengers annually to over 30 destinations.

Lack of proactive monitoring threatens end-user satisfaction and application performance

To operate a cost-effective airline business in today's highly competitive market, an organization requires an extremely efficient IT infrastructure to link its data centers, airport operations and globally distributed contact centers. All business-critical applications must

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run smoothly to satisfy end-users' and customers' service level expectations. Consequently, an airline's IT support services play a vital role.

VAA, for example, operates several hosted data centers and has communication rooms in many of its overseas locations. The company outsources IT operations management to Tata Consultancy Services (TCS) and CSC. Critical applications include Airport Kiosks, Cargo, the Contact Centre Booking system, Crew Management, Engineering, Flying Club – VAA's frequent flier loyalty program – and Web Site.

However, VAA became concerned about poor visibility of IT infrastructure problems, high levels of service disruption, low end-user satisfaction and the impact on application availability.

“Visibility of our infrastructure's performance and availability was inadequate because we had very little monitoring and performance information. Thus, we were a reactive organization,” explains Mark Cameron, head of IT architecture, Virgin Atlantic Airways Ltd. “We therefore introduced an IT Service Transformation program to improve all aspects of IT Service Management (ITSM) and act as a foundation to monitor our critical business processes, which cover multiple applications and infrastructure integrated incident, problem and asset management.

“Key objectives were to manage the infrastructure and applications proactively; generate a centralized

system for our outsourced service providers; and link problems to our existing help desk tool and Configuration Management Database (CMDB).”

HP has the understanding

The airline initiated an Enterprise Toolset Monitoring project to maintain its IT infrastructure and applications. VAA approached several organizations including HP Software for proposals to deliver an automated, centralized toolset with configurable thresholds, multiple alert mechanisms and powerful reporting.

“We went through an extensive Request for Proposal (RFP) process. Suppliers had to deliver a proof-of-concept and provide reference customers to demonstrate that they could successfully deploy a suitable toolset,” continues Cameron. “We also evaluated each supplier's long term product strategy. HP and VAA's future plans were well aligned. HP clearly understood where its solution would take us on our ITSM journey, adopted a teaming approach with TCS and its well-established toolset was undoubtedly easy to manage and deploy.”

HP Operations Center and Business Availability Center – a phased approach

The HP solution involved several packages from its Business Service Management portfolio. HP Operations Center (OPC) and HP Business Availability Center (BAC) respectively monitor infrastructure and

application events and feed information directly to the airline's service desk.

"We recommended that VAA conducts the project in three phases," comments Sunil Sapra, business relationship manager, Tata Consultancy Services. "The initial 'service delivery' phase involved deploying HP Operations Manager (UNIX), HP Operations Manager (Windows) and HP Network Node Manager (NNM). These packages respectively provide the airline with a central console to monitor servers, applications and the network infrastructure while HP Performance Insight manages the reporting process."

During the second 'service improvement' phase, TCS implemented its BAC solution to monitor critical application availability and performance. Comprised of various modules, BAC generates reports and dashboards that provide information about applications and their components. HP End-User Management, for example, creates performance reports and alerts IT personnel about availability issues while HP Business Process Monitor tracks availability and reports on the performance of end-user transactions.

"The final 'service integration' phase involved introducing HP Service Level Management, which compares availability and performance data with Key Performance Indicators (KPIs) set by VAA. The solution and the airline's help desk are fully integrated," adds Sapra.

"This phased approach delivers fundamental management capabilities and satisfies specific solution requirements. Each phase ended with testing, user, architect and manager training, and documentation."

HP Financial Services provided an attractive funding package and TCS delivers maintenance and support via HP Premier Support.

High IT visibility generates improved satisfaction levels

Today, VAA has a scalable, high-availability ITSM platform monitoring its global infrastructure. Potential problems are highly visible and the performance of business-critical applications has increased significantly, minimizing service disruption and boosting productivity. Moreover, the HP Business Service Management Solution integrates well

Customer solution at a glance

Primary applications

- Business Technology Optimization (BTO)
- Business Service Management (BSM)

Primary software

- HP Operations Manager (OPC)
- HP Operations Smart Plug-ins (SPIs)
- HP Network Node manager (NNM)
- HP Performance Insight
- HP Business Availability Center (BAC)
- HP Business Service Level Management
- HP Business Process Monitor
- HP End-User Management
- HP Real User Monitor
- HP Universal Configuration Management Database

HP services

- HP Financial Services
- HP Premier Support

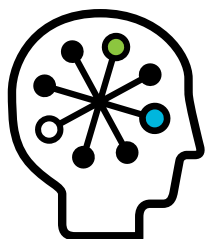
with the airline's service desk and other monitoring tools, complementing VAA's Information Technology Infrastructure Library (ITIL) alignment roadmap. IT Service Level Agreements (SLAs) and KPIs drive IT service delivery, lower problem resolution times, and increase end-user and customer satisfaction.

"Alerts from Operations Manager and other HP software now enter a single console and our IT operations team can see everything across our estate. Personnel view incidents, monitor trends and anticipate potential problems proactively rather than wait for calls from end-users," says Cameron. "For example, if there is a trend towards an increasing use of disk space, we plan preventative maintenance

to resolve the problem before it affects end-users by jeopardizing availability."

The HP solution also provides VAA and TCS operational staff with maintenance automation and an understanding of the end-users' and customers' experiences for all core IT services regardless of location.

As a member of Virgin Atlantic's HP Cross Portfolio Customer Advisory Board, which provides feedback about ideas and issues to the company's product teams, Cameron concludes: "The HP solution is making a valuable contribution to improving end-user and customer satisfaction. Recent surveys indicate satisfaction has increased across all services including IT."



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