FrontRange SOLUTIONS®

Ensynch

Ensynch's EnDemand Data Center Elevates Service Levels without Increasing Staff with FrontRange™ IT Service Management

CUSTOMER PROFILE

Industry
Information Technology

Products
ITSM Incident Management
ITSM Problem Management
ITSM Change Management
ITSM Release Management
ITSM Inventory Management
IP Contact Center

Quick Stats
External clients supported: 114
Average incidents per month: 750
ITSM users: 20

Business Benefits Realized w/ IT Service Management
- Call hold times decreased by about one-third.
- Resolution times improved by three or four minutes per call.
- Despite a 12 percent increase in monthly calls, Ensynch improved service—even with one less data center agent.
- Ensynch better meets SLAs and customer needs as it grows, without increasing staffing costs.

It's tough enough to launch and grow a business, and all the more challenging during an economic downturn. Tempe, Arizona-based Ensynch, an IT consulting services firm, opened its doors in 2000, just before the technology market stalled and prior to September 11, 2001.

Through all that, the company persevered and built a loyal customer base. That foundation of satisfied customers, and dedicated employees, has been instrumental to Ensynch's success— marked by significant growth and numerous awards.

Now the Southwest's leading provider of IT infrastructure services, IT staffing, and datacenter solutions, Ensynch helps emerging mid-market and enterprise clients improve their efficiency and effectiveness.

The company's Ensynch EnDemand Data Center, housed in a 12,000-square-foot facility, is the fastest-growing business unit. Ensynch manages and hosts clients' entire IT platforms, or any components thereof, helping clients cost-effectively, securely and flexibly manage their IT.

ITIL® Compatible ITSM
As the outsourced IT department for its clients, Ensynch provides customized support services for clients' employees. When someone calls in, the agent must immediately know the caller's organization and the services Ensynch provides in order to expedite a resolution.

With the expansion of the EnDemand Data Center, Ensynch sought an integrated, ITIL® compatible platform with which to process clients' issues, ease audits and ensure it meets service-level agreements (SLA). It found FrontRange IT Service Management provided the ITIL framework to support those objectives.

"We were looking for an ITIL compatible framework, and FrontRange ITSM was the only one out there with ITIL support and the high level of customizability we wanted," said Jared Thompson, systems administrator. "ITSM allows us to be an ITIL compatible data center,

> *"We can provide the correct level of support, instead of creating a ticket, assigning it, and then finding out we don't support the client on that particular issue"*
>
> **Jared Thompson**
> *Systems Administrator*

which helps not just with client confidence and service delivery, but also with SAS 70 audits."

The software's flexibility allows Ensynch to configure it to support each client's unique needs, an important factor as the division meets the IT needs of 114 different clients.

Tying in Voice Automation
Ensynch chose to implement five ITSM modules: Incident Management, Problem Management, Change Management, Release Management and Inventory Management. The data center also brought in FrontRange IP Contact Center to enable customers and agents to access ITSM capabilities and information via the phone.

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SERVICE MANAGEMENT

For implementation, the company engaged the FrontRange Solutions Professional Services Organization. FrontRange consultants scoped and designed the system, configured it for Ensynch's specific requirements, and then took the system live—in just a 2-week period.

ITSM now serves as the central database for all information about Ensynch clients. Through integration with IP Contact Center, ITSM recognizes incoming callers, bringing up their information on the screen for the answering agent. IP Contact Center also enables time-saving automation of common activities like password resets.

On every call, agents can see the services available to that particular caller, allowing them to begin troubleshooting immediately, or refer callers to other support providers.

"We can provide the correct level of support, instead of creating a ticket, assigning it, and then finding out we don't support the client on that particular issue," Thompson said.

For some clients, Ensynch logs trouble tickets that are assigned to "local experts," IT professionals in-house at client organizations. Those contacts have their own ITSM access to retrieve, review and close issues.
Centralizing information in ITSM also ensures that all agents have access to the same notes and history records on each issue and caller.

The Problem Management module lets agents link multiple calls related to a single problem, and automate updates and ticket closure for an entire group. Instead of 100 different SLA items, the issue is counted as just one.

Flexibility to Meet Any Objective

ITSM's flexibility has been key to Ensynch, according to Thompson, who says the company would not have been able to do many of the things it has done without those configuration capabilities.

Thompson himself configured the software to include billing items. Then, he runs SQL reports to create files for automatic invoicing. Instead of spending two weeks each month invoicing, the CTO now reviews and completes billing in one day.

Thompson also configured the software so that agents can remotely access ITSM information via their phones, allowing them to troubleshoot issues anytime, from any location.

"Finding information in one minute versus 10 minutes can mean the difference between meeting SLA targets or not," he said.

Adam Harbst, help desk manager, also finds its simple to report in ITSM—even daily— on just about any metric he needs, such as volume by customer, work generated by users, increases in types of service calls, time and effort for each support issue, support costs, and more. With that information, the team can make decisions about staffing to improve service and profitability.

Shorter Hold, Resolution Times

The combination of ITSM and IPCC allows Ensynch to shorten call hold times and first-call resolution rates. Call hold times decreased by about one-third, while resolution times are expedited by three or four minutes per call. As a result, Ensynch better meets SLAs and customer needs, without increasing staffing costs.

Despite rapid growth in the number of clients served, and a 12 percent increase in monthly calls, Ensynch improved service—even with one less data center agent.

Looking ahead, the EnDemand Data Center looks forward to further efficiencies realized by automating more paper processes with ITSM, and taking advantage of the Change, Release and Inventory modules.

As this division of Ensynch grows, the company can maintain the high level of service that inspires the kind of customer loyalty so fundamental to its success.

"As we increase our customer base, we do so more efficiently than before, with a higher call-to-agent ratio, and continue improving our quality of service, Harbst said.

HELP DESK & SERVICE MANAGEMENT | VOICE | CRM | PC LIFECYCLE

About FrontRange Solutions

Founded in 1989, FrontRange Solutions develops software and services that allow organizations to deliver extraordinary customer relationships. Since its inception, the company has focused on solutions tailored specifically to the mid-market and distributed enterprises, and today it is the undisputed leader with more than one million users and a marquee client list.

FrontRange products are easy to implement and provide a quick return on investment and low total cost of ownership. They also increase productivity and customer satisfaction and service. FrontRange product families include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. For more information, please visit: www.frontrange.com .

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