



The Four Pillars of Modern Enterprise Service Management

Applications in the Public Sector





“What the Public Sector needs is an approach to service management which will enable organisations to leverage and extend investments in existing platforms and methodologies, to provide secure, cost-effective, multi-channel and customer centric service to an increasingly digital audience.”

Sheryl Netley – AlfaPeople,
ITSM Consultant

What is Modern Enterprise Service Management?

Modern Enterprise Service Management is a way of looking at IT Service Management within end-to-end operations and communications from ITIL and Citizen Relationship Management, to Development and Service Delivery, Project Management, Social Engagement and beyond.

Building on this, AlfaPeople has identified four key pillars for a successful Modern Enterprise Service Management solution:

First, it should think beyond traditional service management and follow the user journey from first contact to action and/or communication to service management.

Second, it should leverage an omni-channel approach, providing the user with a single view across traditional channels as well as new channels such as Azure and Operations Management Suite.

Third, it should encourage organisations to take advantage of innovation and keep up with the pace of progress in the digital world.

Finally, it should empower users to engage with meaningful insights both operational and predictive, to assist with decisions around resourcing and performance analysis.

For a vertical such as the Public Sector, Modern Enterprise Service Management brings great and exciting opportunities for digital progress.

Whether considered in terms of processes internal or external to the organisation, Modern Enterprise Service Management empowers users to effectively, consistently and proactively manage services at the utmost level of quality whilst harnessing the latest trends in innovation.

In this whitepaper, we will dig deeper in to these **four key pillars** drawing on AlfaPeople’s expertise and approach, which encompasses Microsoft Business Solutions & Pro Vance ITSM.

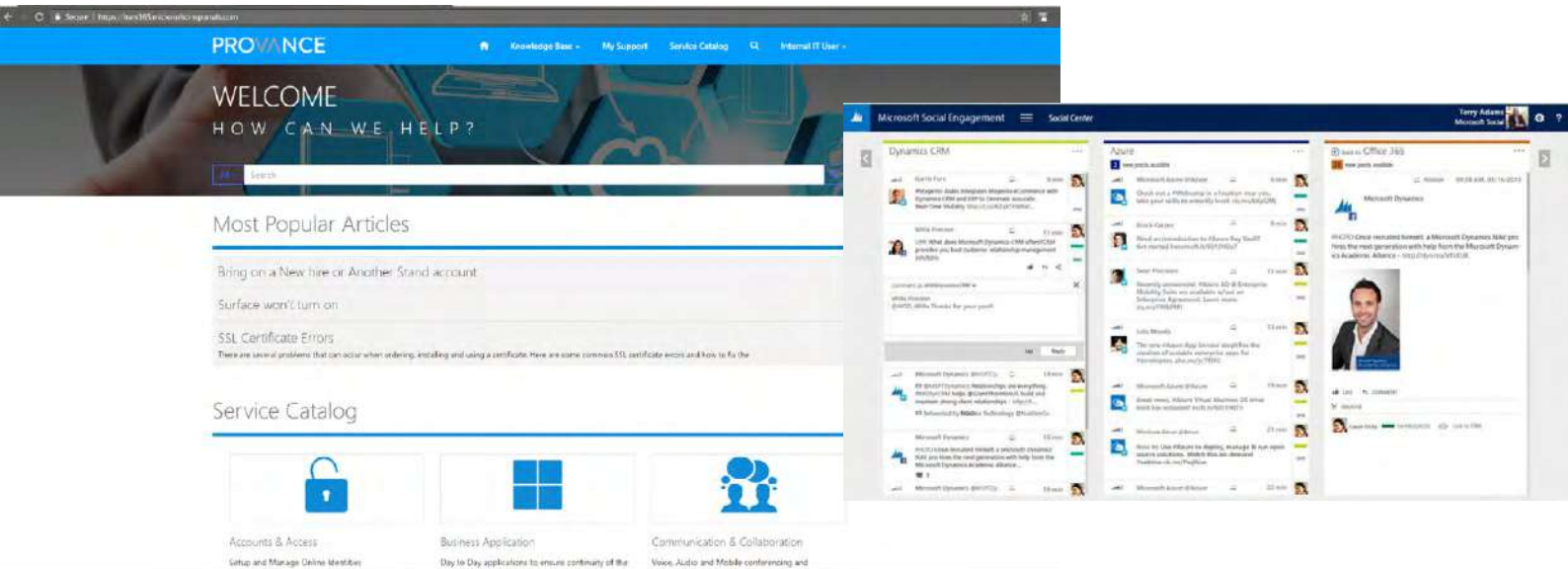


Why Provance ITSM?

- 1.** Provance ITSM runs natively within the Microsoft Dynamics 365 platform. This lowers the cost of implementation for existing Microsoft Dynamics users and allows employees to continue working in a familiar environment.
- 2.** IT Asset Management is integrated as part of the license.
- 3.** Provance ITSM connects to PowerApps and various third party applications such as Power BI, Flow, Azure IoT.
- 4.** Provance ITSM is user centric, both internally and externally to the organisation.
- 5.** Provance ITSM enhances brand experience by evolving customer service approaches.
- 6.** Provance ITSM empowers employees through effective knowledge base management and utilisation.
- 7.** Provance ITSM has PinkVERIFY 2011 certification for 11 ITIL Processes.
- 8.** Provance ITSM enables Machine Learning through knowledge base interrogation - reducing the time cost of customer service agents.

ITIL PinkVERIFY Processes

- Incident Management
- Problem Management
- Change Management
- Request Fulfilment
- Release and Deployment Management
- Knowledge Management
- IT Service Continuity Management
- Service Portfolio Management
- Service Catalogue Management
- Service Level Management
- Event Management



Thinking Beyond Traditional Service Management

Modern Enterprise Service Management challenges traditional service models. Rather than considering service management in a compartmental fashion, the modern approach leverages the entire journey of a user or citizen.

Modern Enterprise Service Management is about drawing upon all stages of user interaction, to understand user circumstances and provide proactive service delivery. For example, consider the role that social media now has in contemporary businesses. By utilising a platform such as Microsoft Social Engagement, organisations are capable of preemptive customer care by way of monitoring and managing brand conversations across social media platforms.

Organisations can create lists of keywords, track conversations and extract sentiment. A local government organisation may decide to track keywords around service providers or tune into a campaign hashtag to understand message reception. Meanwhile, a health care provider may consider brand mentions to gauge customer satisfaction among the general public. There is potential to align Social Engagement to various business objectives and enhance service management.

Social Engagement also categorises conversations by sentiment (positive, neutral or negative). If negative sentiment is identified, a team member may raise a ticket in Provance ITSM and preemptively address the issue or send out a survey. If we then add Azure Machine Learning to the process, an organisation may automate responses based on a history of actions.

Instead of help-lines or emails being the only port of call for customer service, organisations can become truly user-centric. Tuning into the extensive avenues for communication – be it email, skype, web portals, Facebook or live chat – citizens can reach organisations via the platform of their choice. Service can then be delivered by screen sharing, survey outreach, or a tweet. All elements of this process can seamlessly transition to a case in Microsoft Dynamics 365.

This approach shifts customer service from a reactive to a proactive approach. It thinks beyond traditional models and encourages organisations to actively participate in the conversations of citizens. With knowledge like this, organisations can drive communications, manage the priorities of a team or identify a service need – all within a single view.

Bottom Line: Modern Enterprise Service Management facilitates proactive user engagement across modern platforms

Leveraging an Omni-Channel Approach

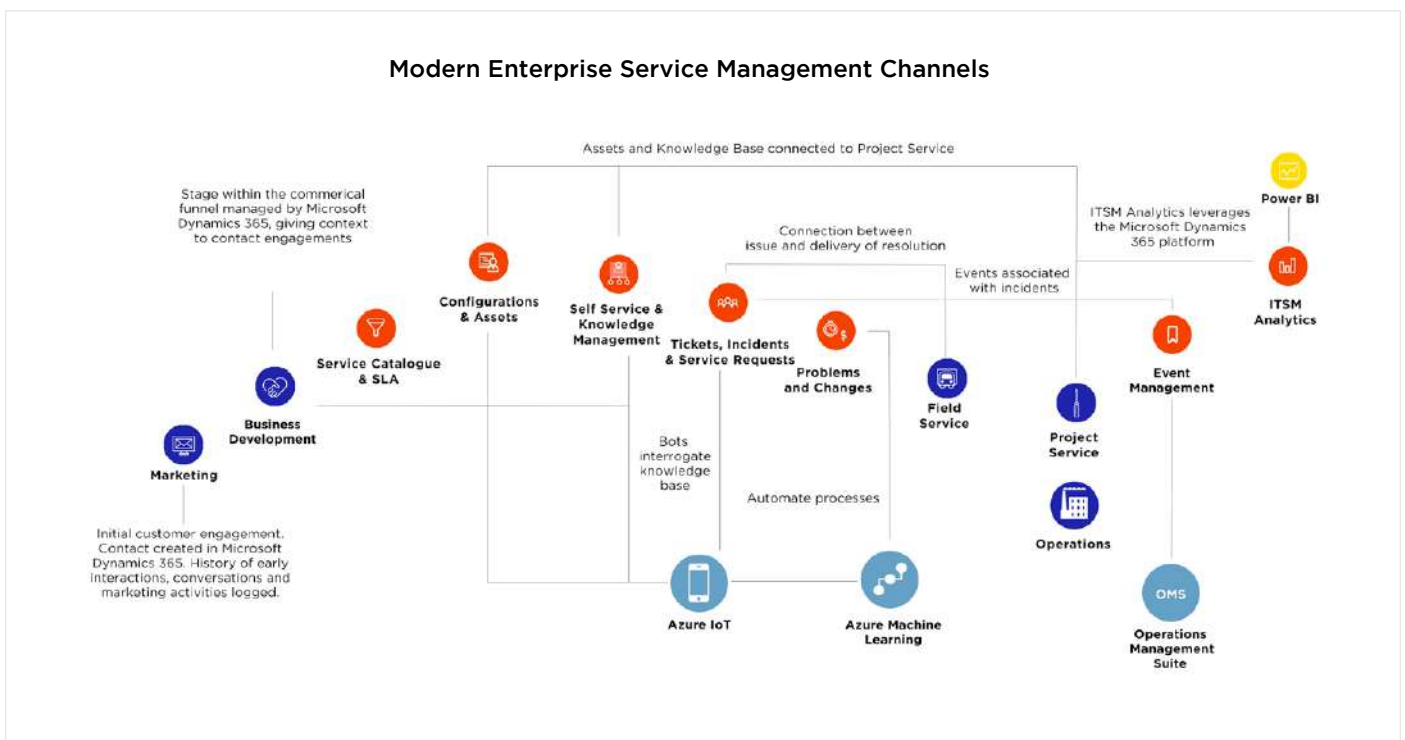
Since the Provance Solution operates within Microsoft Dynamics 365, users can benefit from a 360-degree view of each user. Drawing on information from contact management platforms, service managers can understand a contact’s history – whether internal or external to the organisation – to provide the best possible response or outcome. For example, Provance ITSM may work closely with Project Service to track the progress and expenses of a project.

During the project, if a team member needs to report a faulty device, they may use Provance ITSM to self-serve in a user portal and attain a replacement – or utilise a knowledge base to understand the best way to proceed. Alternatively, they could use Field Service to book an engineer on site. Thus, Provance ITSM enables providers to take better control over problem management.

Going forward an organisation could also automate this process with Azure Machine Learning based on a history of incidents. This is effectively preventive maintenance. The system will know whether a device is likely to go down in the next month and tell whoever is leading a certain process, ‘Let’s replace it.’

Operations Management Suite (OMS) with Microsoft Dynamics may also be used to discover devices, log information automatically and notify the technical service delivery teams that there’s an issue. In this respect, Modern Enterprise Service Management is a systematic and proactive approach to service delivery. It’s a channel that’s providing automation and allowing service agents across an organisation to act swiftly.

Bottom Line: The omnichannel approach of Modern Enterprise Service Management leverages unified data sources to support operations across an organisation.



The inability to understand how a contact has interacted with an organisation before can be hugely time-consuming when managing services. Often a poor engagement history leads to time wasted by resolving repeated incidents and duplicated processes. Modern Enterprise Service Management seeks to eliminate the double handling of actions by being inherently omni-channel.



Taking Advantage of Innovation

A key pain point of many organisations, particularly in the public sector, is keeping up to date with the constant changes in technology in an empowering and cost-effective manner. Constant updates and new adverts in technology are symptomatic of living in a digital world.

In a recent survey conducted by Microsoft Enterprise Services it was found that 61% of local government organisations suggest the lack of a culture supporting change and IT progression is stifling digital transformation.

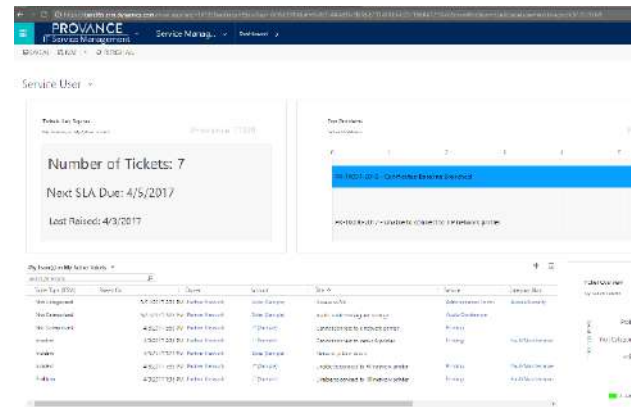
The integration of Provance ITSM with Microsoft Dynamics 365, allows organisations to extend services, while employees continue to work on the single platform they are accustomed to. This greatly improves the support and buy-in of change in an enterprise and allows IT teams to pedal forward with digital transformation by utilising technologies that plug-in to this environment.

The ability to integrate Azure IoT and Machine Learning is a case in point. Utilising the Internet of Things and Bots provides a raft of opportunity for ITSM. IoT Field Service devices can work with Service Management platforms to manage incidents both within and beyond the organisation, facilitating collaborative working with partner organisations and third parties. Hosted within Microsoft data centres, service management can be accessed and run on any device, at any time.

Bots on the other hand, save costs and improve agility by taking the head count out of the contact centre. A Machine Learning knowledge base can be interrogated by voice or using Skype allowing citizens or internal contacts to get a quick resolution.

Moreover, by working with Microsoft Dynamics 365, organisations can scale Provance ITSM per user whether Cloud or on-premise.

Bottom Line: Modern Enterprise Service Management enables organisations to benefit from the latest adverts in technology and manage change at a rapid, yet cost effective pace that empowers users across an organisation.



Engaging with Meaningful Insights

A shortcoming of ITSM software has always been reporting and analytics. Modern Enterprise Service Management challenges this through the increased data accuracy capabilities of Microsoft Dynamics 365

Microsoft Dynamics 365 consolidates information and regularly identifies duplicated data. This effectively reduces multiple records and repeated effort. Information is consistent on one platform – rather than spread across multiple silos. Gone are the days of multiple log ins and transferring information across platforms. Say “hello” to the days of holding information under a single umbrella and empowering employees to engage with insights that are accurate and meaningful across an organisation. Working within Microsoft Dynamics 365, Provance ITSM produces 11 dashboards for each PinkVERIFY Process.

Reports can then be exported to Word or Excel, or connected to Power BI to drill down on more specific information. They can also be customised in relationship to ITIL Processes, depending on the desired use or insights.

By connecting with Microsoft Dynamics 365, or even Azure Analytics, an organisation can ensure that for each incident, there is a high level of data quality and integrity. In effect, this assists with decision making across the organisation.

Bottom Line: Modern Enterprise Service Management leverages a unified platform to generate accurate and meaningful analytics.



Modern Enterprise Service Management can make a vast, positive impact on an organisation.

As we have discussed in this whitepaper, successful Modern Enterprise Service Management is captured by four key pillars. It should leverage an entire user journey, utilising an omni-channel approach. It should take advantage of a swiftly developing digital environment and produce reports that support decision making processes across an organisation.

The Public Sector needs an approach to service management that extends investments in existing platforms and empowers employees. The solution must also be cost-effective, secure and user centric to all users – both internal and external.

Provance ITSM coupled with Microsoft Dynamics 365 and a raft of other integrated business solutions can achieve this for organisations.

To find out more, be sure to register for one of our upcoming [events](#) or get in touch with one of our Modern Enterprise Service Management experts.

Call Us
+44 330 223 0635

Support
+44 0330 223 1727

Email UK Office
info.uk@alfapeople.com

References & Further Reading

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Global Offices

AlfaPeople - Headquarters

Støberigade 14, 4. sal
2450 **København SV**
Denmark
Phone: +45 70 20 27 40
Email: info.dk@alfapeople.com

AlfaPeople Germany

Elsbach Haus, Goebenstraße 3-7
32052 **Herford**
Phone: +49 5221 28440-0
Fax +49 5221 28440-44
Email: info.de@alfapeople.com

AlfaPeople Chile

Avda. Nueva de Lyon 072
Oficina 801, Piso 8
Providencia, **Santiago**
Phone: +56 (2) 2 751 90 00
Mobile: +56 9 75296062
Email: info.cl@alfapeople.com

AlfaPeople Costa Rica

Calle 36. Av 4 y 6.
Edificio Don Bosco. Tercer Piso
San Jose
Phone: +506 2233 7000
Fax +506 2233 3238
Email: info.cr@alfapeople.com

AlfaPeople China

Four Seasons Square, Building 2
No. 503 NingGuo Road,
Shanghai
200090
Phone: +966 2 6929450
Email: kle@alfapeople.com

AlfaPeople Saudi Arabia

King Road Tower (1106)
King Abdulaziz Road - **Jeddah**
PO Box 11787, Jeddah 21463
Phone: +966 2 6929450
Fax: +966 2 6068744
Email: info.me@alfapeople.com

AlfaPeople United Kingdom

Westbourne Studios,
242 Acklam Road, Portobello,
London, W10 5JJ.
Phone: +44 330 223 0635
Email: info.uk@alfapeople.com

AlfaPeople Switzerland

Hohenbühlstrasse 2
8152 **Glattbrugg**
Phone: +41 43 355 30 60
Fax: +41 43 355 30 61
Email: info.ch@alfapeople.com

AlfaPeople Brazil - Barueri

Al Araguaia, 2044
Alphaville Industrial
06455-000 **Barueri-SP**
Phone: +55 (11) 4082-3232
Email: info.br@alfapeople.com

AlfaPeople Guatemala

5ta Avenida 4-55 Zona 14
Edificio Europlaza Torre 1, 2do Niv-
el, Oficina 208/209
Phone: +502 2386 9981
Fax: +502 2386 8800
Email: info.gt@alfapeople.com

AlfaPeople India - Gurgaon

Landmark Tower, 4th Floor,
Plot No. 2, Ashok Marg,
C - Block, South City - I
Gurgaon - 122001
Phone: +919811089731
Email: info.in@alfapeople.com

AlfaPeople United Arab Emirates

Sidra Tower (1801)
Sheikh Zayed Road
PO Box 9588, **Dubai**
Phone: +971 4 5585066
Fax: +97144405988
Email: info.me@alfapeople.com

AlfaPeople US

Chrysler Building
405 Lexington Avenue,
26th Floor, **NY 10174**
Phone: +1 (917) 368-8088
Email: info.us@alfapeople.com

AlfaPeople Colombia

Ave Cra 9 # 123-86
Edificio Uraki - Ofi 401, **Bogotá**
Phone: +571 6054222
Fax: + 571 2082198
Email: info.co@alfapeople.com

AlfaPeople Brazil - Porto Alegre

Av. Maria Coelho Aguiar, 215
Jd. São Luiz - **São Paulo/SP**
CEP: 05805-000
Phone: +55 (11) 3741-5181
Email: info.br@alfapeople.com

AlfaPeople Mexico

Baja California # 245 Piso 8
Colonia Hipódromo.
Condesa C.P. 06170
México, D.F.
Phone: +55 5265 6030 Ext.878
Email: info.mx@alfapeople.com

AlfaPeople India - Bangalore

#26/1, 1st floor,
Regus gem business centre,
Ibis hotel, Bommanahalli,
Hosur road, **Bangalore - 560068**
Phone: +918040980841
Email: info.in@alfapeople.com