knowledge17

WORK at LIGHTSPEED

Modernize Service Management for the Digital Enterprise

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servicenow

Bristow Group – Company Overview

- Leading provider industrial aviation services
- Global Helicopter and Fixed Wing operations
- Search and Rescue services
- World's largest commercial helicopter training service provider
- 60+ locations in 22+ countries
- 3700+ employees
- 1800+ pilots and engineers



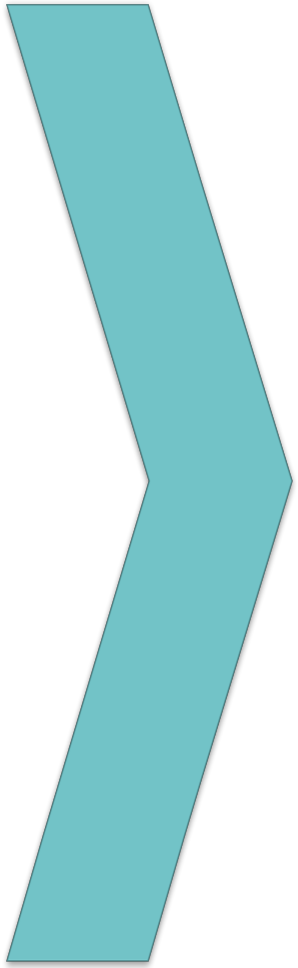




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What does Digital mean for Bristow?

- IoT
- Big Data, Analytics
- Machine Learning
- Cloud
- Consumerization



- Connected Aircraft
  Active Tracking for Safety
- Intelligent Supply Chain
  Predictive Maintenance
- Integrated Operations
- New Services: Drones, Unmanned Vehicles
- Business Transformation
  IT Transformation

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Project Background

- Transformation projects started in 2012
  - IT Infrastructure (Network, Data Center, ITSM)
  - Business (Flight Ops, Finance, Supply Chain and Maintenance)
- Regional and process silos
- Legacy homegrown ticketing system
- IT Service Management
  - Incident, Change, Problem
  - Knowledge
  - Timecards
- Global deployment in June 2012





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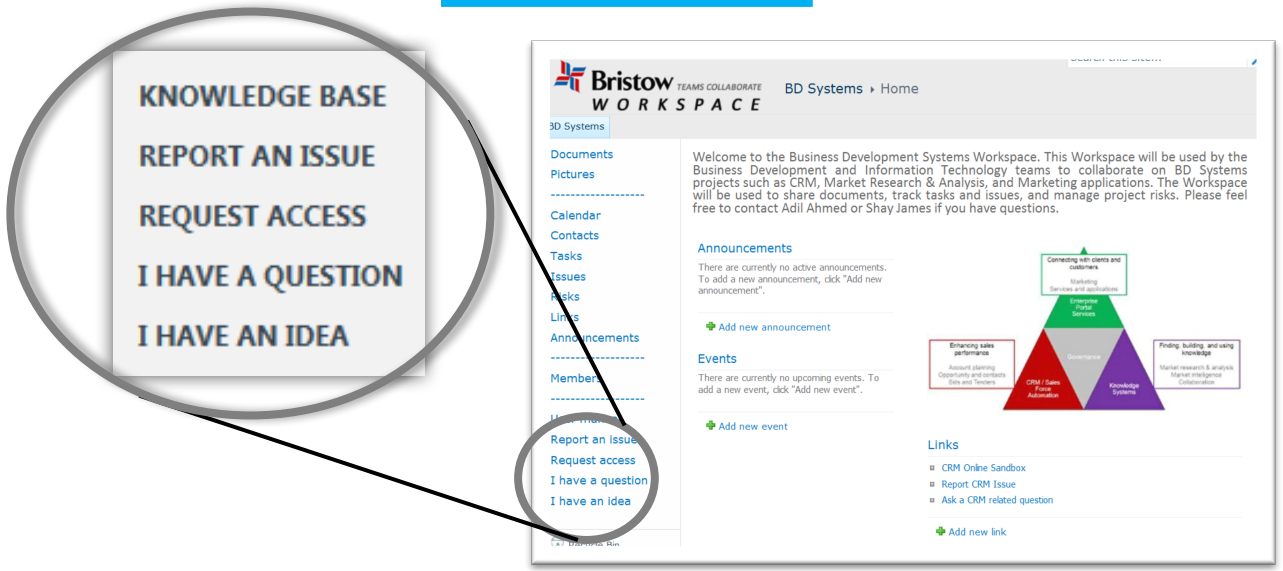
Enterprise Service Management Framework: User Experience

- Embed service management into user experience
- Easier to report issues or request from within application user interface
- Streamlined routing to assignment groups → faster resolution
- Contextual details included in request → faster resolution, less back-and-forth
- Reinforce service management standards

Standards

Governance

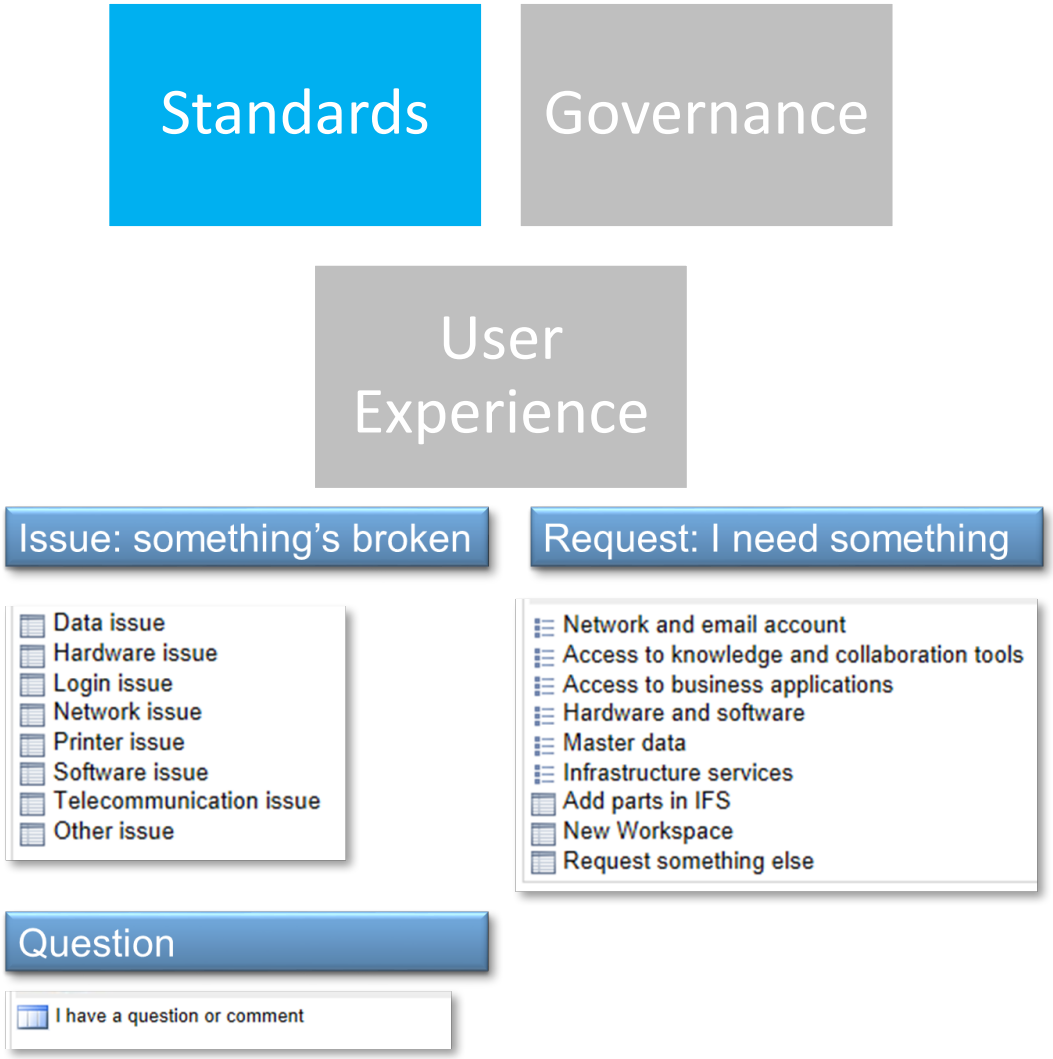
User Experience



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Enterprise Service Management Framework: Standards

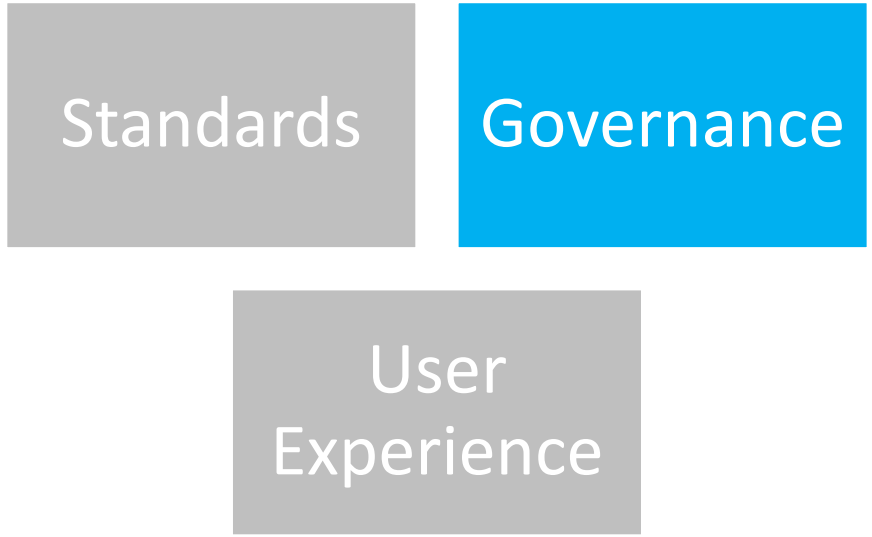
- Standards, shared definitions and practices
- Service Requests: Something's broken; I need something; I have a question
- Category, priority, risk assessment
- Routing, escalations, approvals, notifications
- Branding and user interface

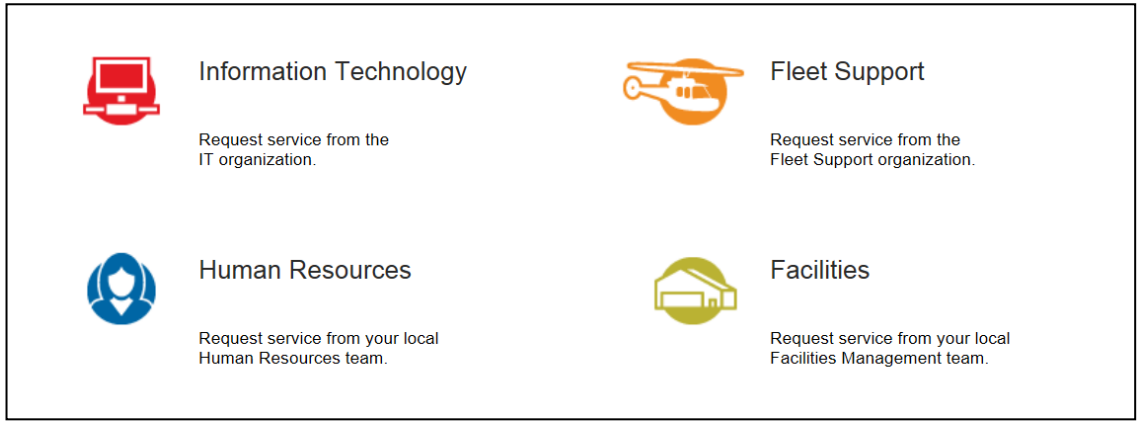


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Enterprise Service Management Framework: Governance

- Centralized project funding model
- Prioritization of product backlog through community of business process owners
- Consistent reporting of monthly metrics and KPIs
  - Mean Time To Resolution (MTTR)
  - Ageing
  - Re-open and re-assignment rates
  - Overall customer satisfaction score
  - Service levels for resolution and response times





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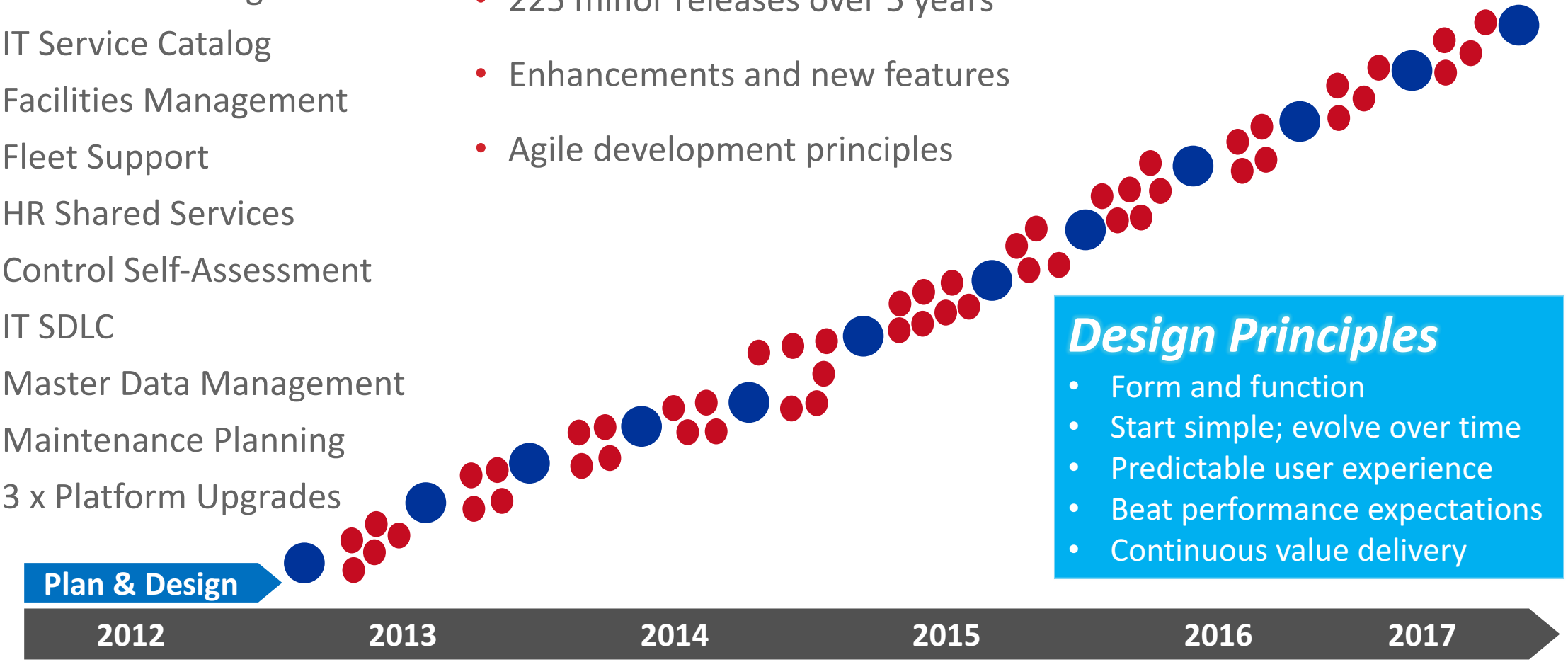
Solution Development Methodology

Major Releases (12)

- IT Service Management
- IT Service Catalog
- Facilities Management
- Fleet Support
- HR Shared Services
- Control Self-Assessment
- IT SDLC
- Master Data Management
- Maintenance Planning
- 3 x Platform Upgrades

Minor Releases (225)

- 225 minor releases over 5 years
- Enhancements and new features
- Agile development principles



Design Principles

- Form and function
- Start simple; evolve over time
- Predictable user experience
- Beat performance expectations
- Continuous value delivery

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Service Management Process Automation



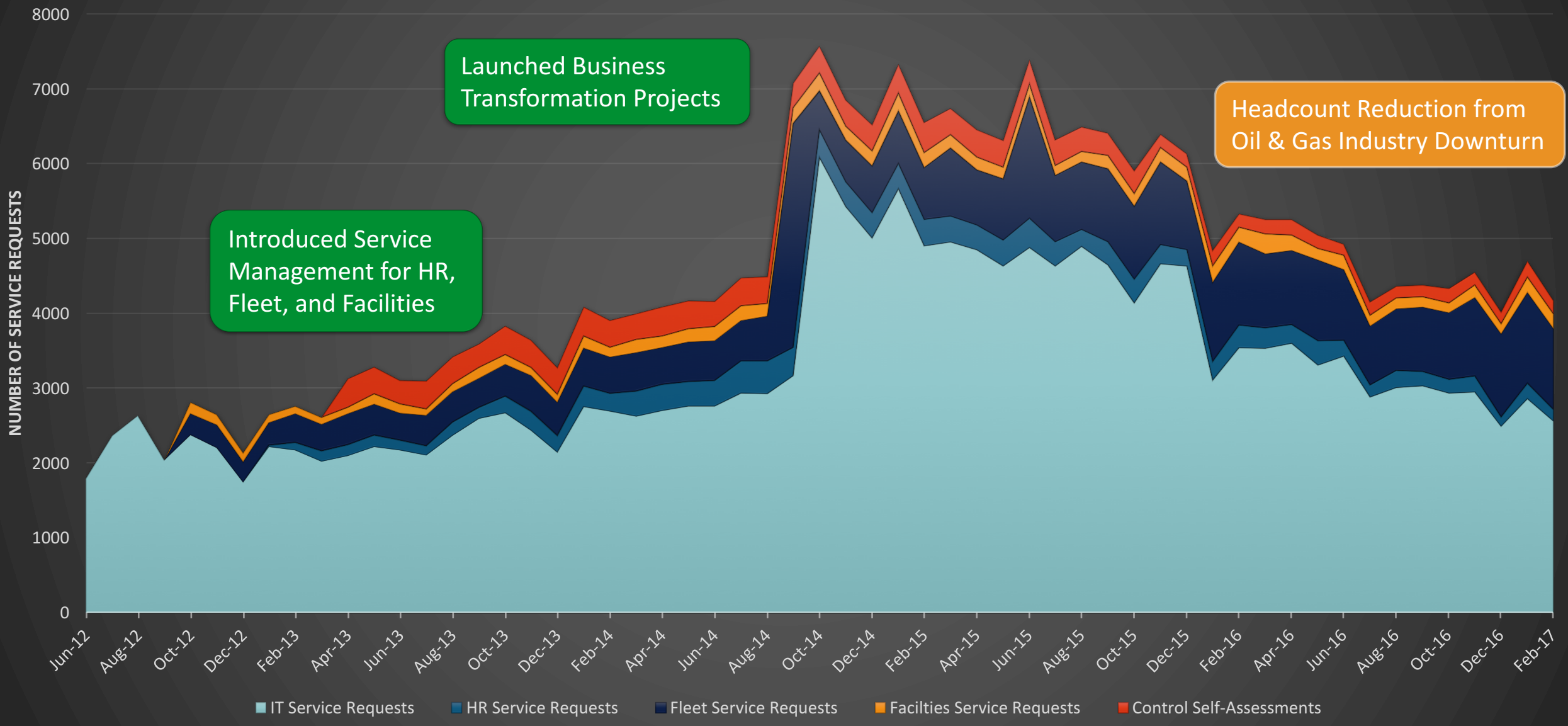
- Identify candidates for automation
- Stable processes
- High request volume
- Expectations of faster fulfillment
- High non-compliance risk

- Repeatable design patterns
- Approvals: One-up; data-owner; functional leader
- Standard escalation processes
- Auto-resolve after 3 reminders over 3 weeks

- Automated routing
  - Category based routing
  - Rule based
  - System generated requests
- Automated fulfillment
  - Orchestration: Active Directory, SharePoint, PowerShell
  - Evaluating REST API

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Digitizing Service Management



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Value Outcomes: IT Request Automation



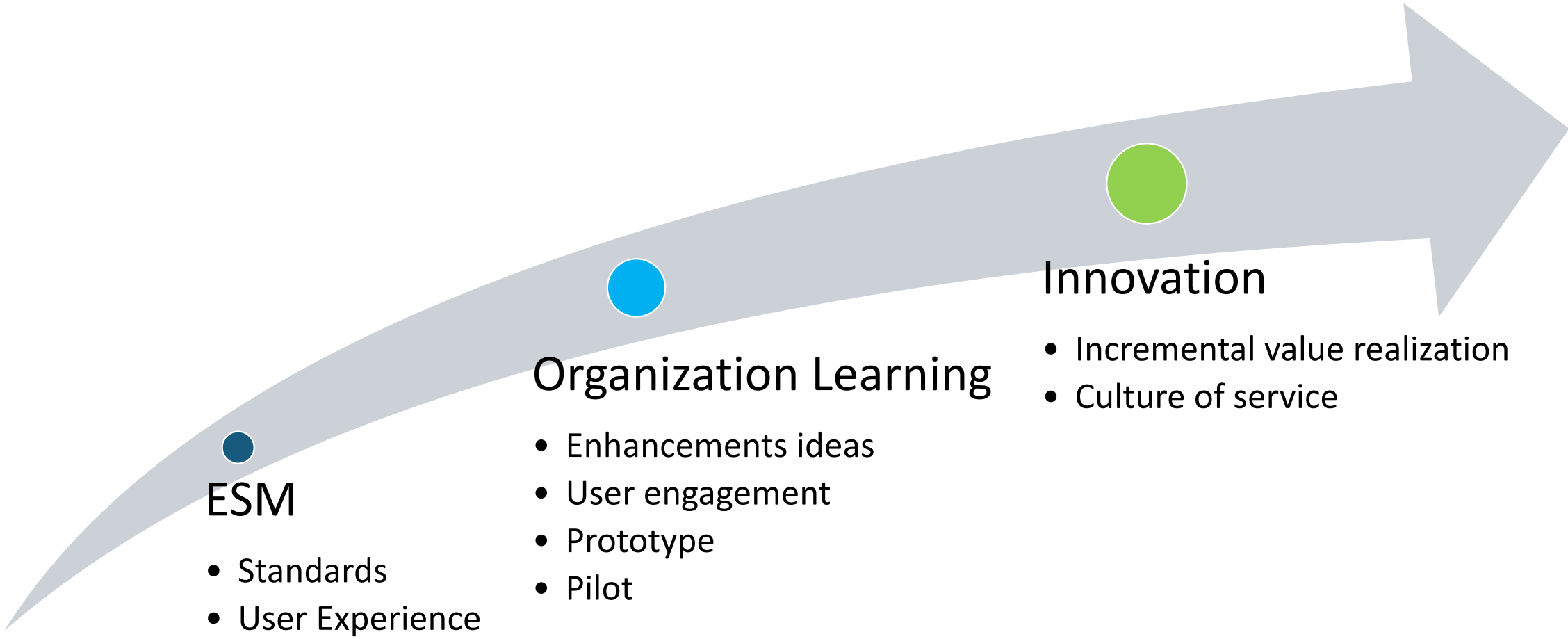
Catalog Items

Catalog Requests

Automated Fulfillment

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Accelerating Organizational Learning



ESM

- Standards
- User Experience
- Governance

Organization Learning

- Enhancements ideas
- User engagement
- Prototype
- Pilot

Innovation

- Incremental value realization
- Culture of service

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Organizational Change: Fleet Support and Global Service Center

Global Service Center (GSC)



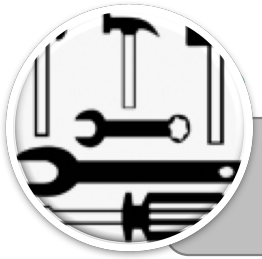
- Case managing all Aircraft On Ground (AOG)
- 24/7 global coverage with phone support
- Integrated process for tech support and supply chain

Global Fleet Support



- Introduced ServiceDesk for Fleet Support
- Expanded coverage to Australia, Norway, USA
- 22-hour service coverage

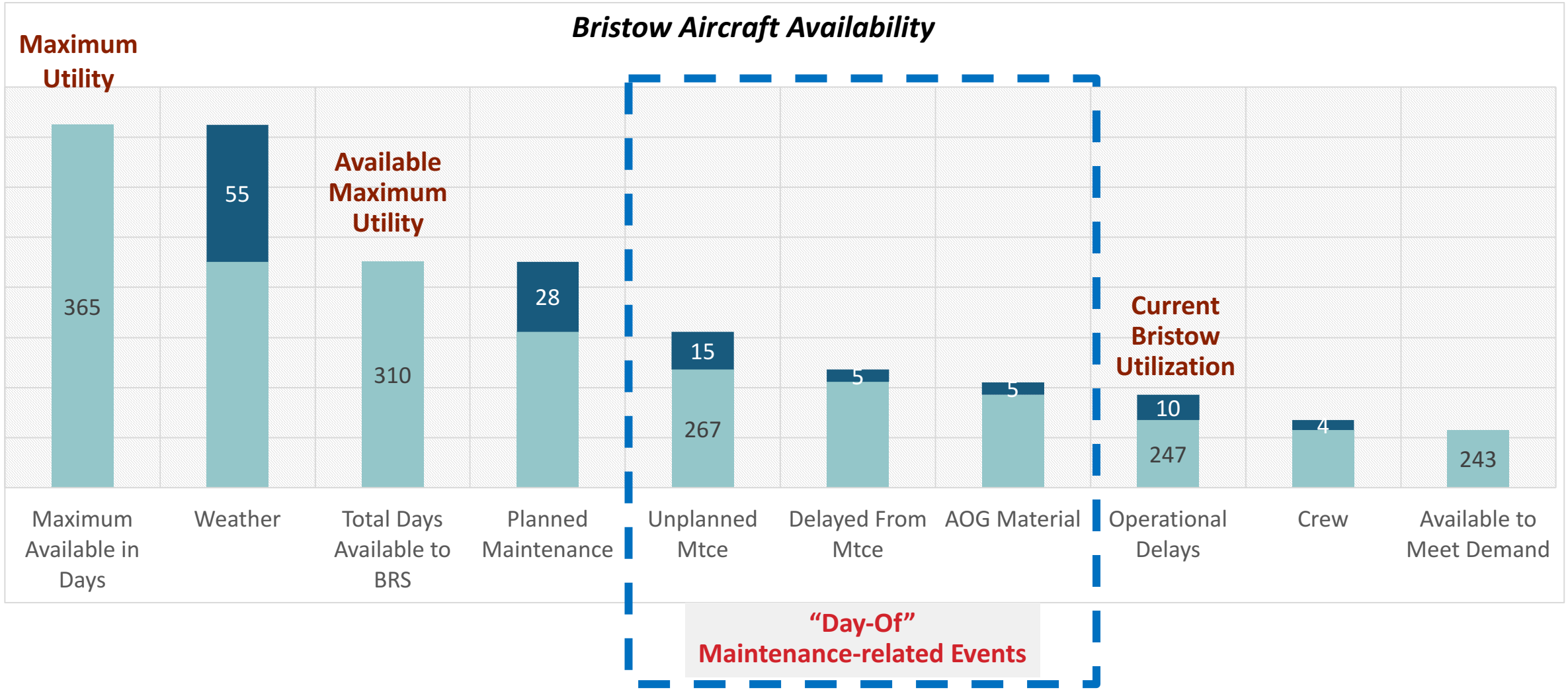
Regional Technical Support



- Regional team supporting UK and Nigeria
- Limited support across time zones
- Paper and email based processes

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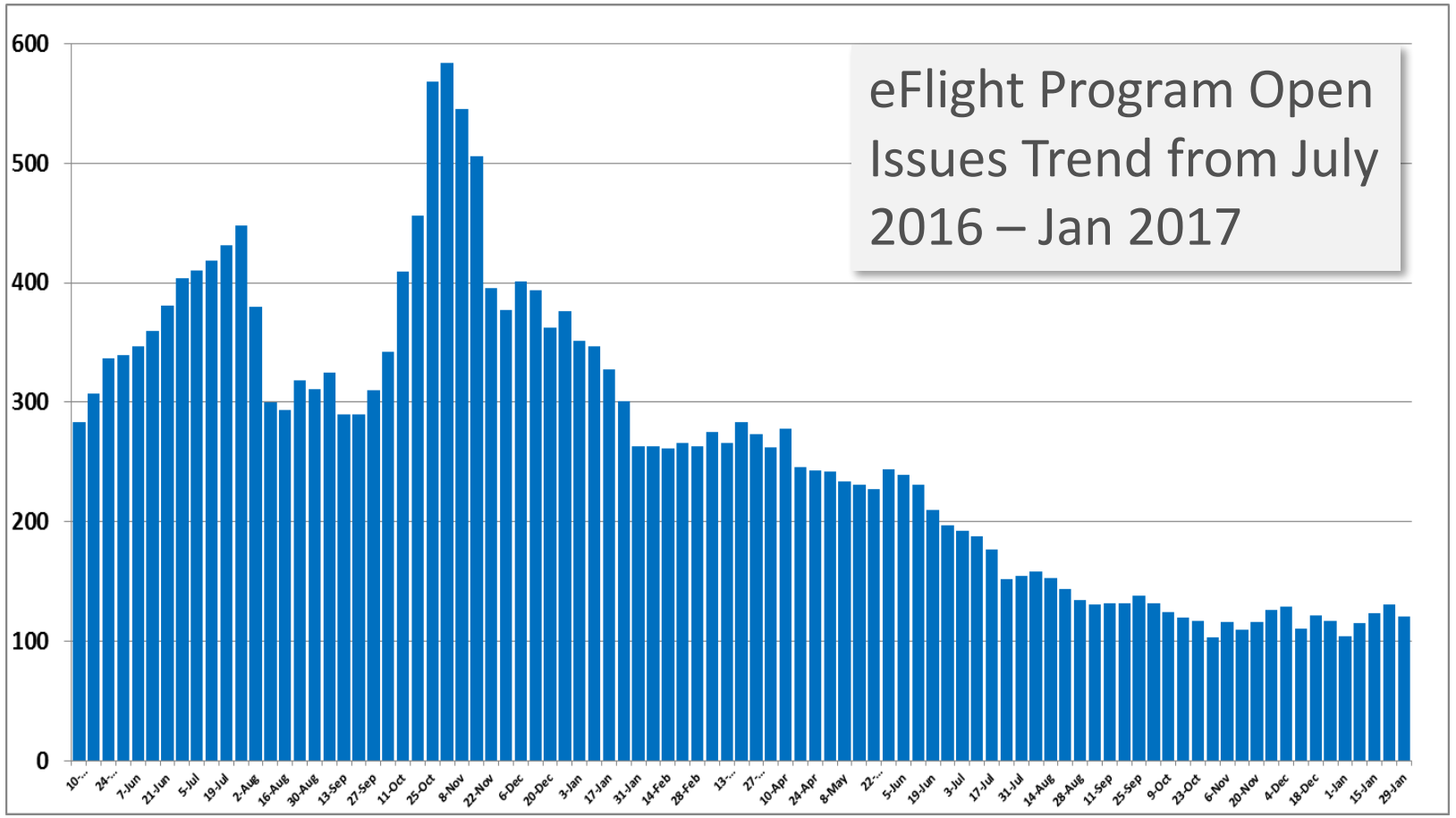
Maximizing Aircraft Availability



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Business Impact: Managing Hyper-care for Global Flight Ops Platform Deployment

- Used the ServiceDesk to manage the deployment of global programs
- Helped decision making around resourcing, training, knowledge gaps, process improvements



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Our Next Steps

- Platform Upgrade to Istanbul release
- Enhance user experience
  - Visual Task Boards to better manage work
- Mobility
  - Use cases for Fleet Support
  - Use cases for IT
  - Use cases for Facilities
- IT Asset Management
- More Automation

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Top Takeaways

1

Expand the service management framework well outside of IT into operations and other business functions

2

Automate processes by leveraging the platform

3

Transform by learning, continuously improving, and developing a culture of service

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Q & A

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