



Case Study

Pernod Ricard



Service Desk Express Just the Tonic for Drink Maker's IT User Satisfaction



Business Need

Pernod Ricard wanted to reduce incident call volumes and service desk response and resolution times, improving customer satisfaction.

Solution

BMC Service Desk Express – a browser-based, ITIL-compliant service desk application

Results

- Automated form population accelerates incident handling
- Web interface encourages users to log and monitor incidents, reducing service desk calls and agent workload
- Consolidated relational database gives agents a single snapshot of user and asset incident histories
- KPIs allow service desk to prove its performance and asset value
- Knowledge base module empowers users to self diagnose problems
- Unified workflow and messaging embeds action request system in e-mail – nothing gets missed
- Complies with IT Infrastructure Library® (ITIL®) best practices
- Scalability extends system to non-IT processes, including procurement and health and safety management

Driving growth without compromising existing service levels perplexes most businesses. While the financial staff might delight at the prospect of bigger revenues, IT departments often strain to maintain service as usual using the same or sometimes even fewer resources. And when growth is largely driven by acquisition, IT management's job is further complicated by divergent systems and user requirements. Drinks company Pernod Ricard Pacific found BMC Service Desk Express the perfect solution for keeping IT users satisfied as the business grew.

Growth and Diversity

Pernod Ricard's expansion and merger history left it with divergent IT systems across wide-ranging Australasian operations. An affiliate of global giant Pernod Ricard, the world's second-largest drinks company, Pernod Ricard Pacific delivers 10 percent of its parent's global profits, thanks to the popularity of iconic brands including Jacobs Creek, Martell Brandy, Montana, Wyndham Estate, Kahlua, and Jameson's Whiskey. In 2005 Pernod Ricard bought Allied Domecq, which

previously bought Montana, following its 1999 acquisition of Corbans. Immediately following the 2005 acquisition of Allied Domecq, Pernod Ricard merged with Orlando Wyndham, creating Pernod Ricard Pacific, which today operates from head offices in Sydney and Auckland, with a main production site in Adelaide. The company owns a number of Australian properties, including the Ridgemoor Grove winery, wineries in the Hunter Valley, the Griffith Winery and production and sales offices in Brisbane, Perth and Melbourne. New Zealand has an even larger footprint, including vineyards, such as the Montana Sauvignon Blanc estate in Marlborough, an Auckland head office, large offices in Wellington, Christchurch and Dunedin, the Tamaki production plant, and 30 regional offices.

The obvious story here is that the company is experiencing immense growth, which has necessitated a concerted centralisation of IT. Alex Speed, who oversees Pernod Ricard's Australasian service desk operation, said significant chunks of the company's enterprise IT have been consolidated. However, phased modernisation had passed over his IT service desk team, which was using a rudimentary in-house helpdesk system to support a workforce peaking at 2,000 employees. The company eventually adopted BMC Magic, which it has continued to use as it evolved to BMC Service Desk Express.

The Trial of Trials

Remembering the days before BMC Magic, Speed blamed absent integration between messaging and incident logging for introducing a massive data trail that slowed resolution and obscured views of current job status. "We were constantly switching between our e-mail application and the incident logging system to record incidents and communicate progress. We would log calls and then ring an IT person, explaining that we'd assigned a specific incident to them and could they take a look at it now. It was manual and without a real audit trail." E-mail became the default repository for action items, creating an e-mail trail that required extensive sifting each time clarification of incident status was sought. Back then, Speed said BMC Magic delivered immediate improvements, specifically relating to screen usability and scope for customisation. But these pale in significance to the gains delivered by BMC Service Desk Express.

Here to Help

Today, Pernod Ricard's service desk manages an average of 330 incidents each week, around half of which are general desktop and assistance calls, with an additional 20 percent relating to a recently implemented JD Edwards ERP system. The rest are divided between physical network and sales force support issues.

Mid Market

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Speed and intelligence characterise the approach Pernod Ricard brings to today's incident management. Helpdesk agents can confirm caller user IDs and drill problem histories, or open new cases against user PCs, building a single track record of issues and lifecycle management. Newly created incidents are automatically populated with user information extracted from an active directory, from which point urgency, category, and request-type definitions are confirmed.

Coupling messaging with the logging system and associated workflow automates the management process, with e-mail alerts flagging incident status and necessary action within specific time windows. Nothing's left to chance. Once a record is created and prioritised, agents and users are automatically notified via e-mail. Business rules escalate notification when milestones, such as completion dates, are left unmet. As the completion date approaches, both the assigned agent and their manager are sent e-mail reminders, and should timely completion look unlikely, the agent is prompted to discuss a new completion due date with the affected user. New breaches send notifications further up the management chain.

Knowledge is Power

Speed has used four helpdesk systems in his five years at Pernod Ricard. In embracing BMC Service Desk Express as the company standard, Speed acknowledges the power of BMC's knowledge management module, BMC Knowledge Management Express, to accelerate the resolution process. Simple things, like the automatic population of incident forms, serve to reduce incident logging times, which is especially critical during high-demand periods. More strategically, the module has supported the development of ITIL management processes, providing knowledge tools that have identified new information needs and workflow extensions that solve problems faster.

IT Service Barometer

Delivering service is one thing, but measuring the effectiveness of its delivery is quite another. In the very early days, when Speed and his service desk team used static incident forms, reporting was cumbersome, requiring manual data extraction and re-entry. But not anymore. "BMC Service Desk Express delivers reporting functionality that all of IT can use," Speed said. "Our next step is to measure our service delivery and demonstrate the performance and value of the service desk asset."

Pernod Ricard's service desk performance will be assessed against key indicators, such as missed calls, incident closure points, and correct incident assignment. "The reporting tool already shows us the areas where we under and over perform. We can look at isolated areas and say 'that area is receiving extremely high call volumes, why is that and what can we do to rectify it?'" Speed said. "Basically, we're using BMC Service Desk

Express as the barometer to show how well IT is doing in the business and to minimise business disruption."

According to Speed, service desk is the first point of contact with IT and, as such, it significantly shapes the organisation's overall perception of IT performance. "If you get someone who is rude, unhelpful, or technically inept, that negative experience reflects badly on IT," Speed said. "We are the face of IT and that's where BMC Service Desk Express helps us."

Pernod Ricard service desk currently closes two in every three service desk calls at the first point of contact, or within the service desk itself. The team also conducts monthly and randomised service desk client surveys, the results of which determine service desk performance on a KPI that demands 70 percent user agreement that service was "good."

Self Service

Cairan Moore, Pernod Ricard's Adelaide-based service desk manager, said IT users today are similar to consumers in their appetite for control and self-managing service requests. "People are quite happy to go online and log and track incidents themselves," Moore said.

The company has quietly promoted the BMC Service Desk Express Web interface to provide users with online access to the service desk, where they can log and track



call volumes, escalation rates, and speeding up the resolution cycle."

However, over the first four weeks of the JD Edwards rollout, close to 40 percent of service desk requests were logged online. The early stage uptake has been encouraging, prompting Moore to consider switching on an e-mail wizard that funnels user e-mails into the logging system and automates notification of incident receipt. "Directly logging incidents dramatically reduces manual work at our end,"

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About Pernod Ricard

Pernod Ricard is No. 2 globally in sales of wines and spirits. Since its creation in 1975, Pernod Ricard has undergone sustained development, founded on both organic growth and successive acquisitions. The purchase of Allied Domecq in July 2005 is the most recent sign of the group's worldwide ambitions. In 2006-2007, the group generated €6.443 billion in consolidated sales. It has a market capitalisation of €17.9 billion.

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Moore said. "It also gives users more control over incident management, minimising incidents themselves. The company used the rollout of JD Edwards to encourage uptake, offering users a searchable online knowledgebase of historical incidents, with standard incident tracking and user requested updates. Moore said he hasn't yet encouraged people to go online, but is investigating ways to popularise the online option.

A System for Systems

A system that seamlessly couples e-mail with automated workflow presents new possibilities for extension into non-traditional areas. By adding change and asset management, Pernod Ricard expects to extend service desk to track assets -- such as PCs and laptops -- as employees move around the company. Managing online procurement is another possibility under consideration. "BMC Service Desk Express is not just as an IT tool. It could work for health and safety, or for managing other quality service environments." Moore said. "We plan to use BMC Service Desk Express to manage our ISA compliance, by monitoring incidents relating to health, safety or the quality environment, throughout the company. For instance, if there's a pipe or equipment askew and people are tripping over it, then the incident is logged and someone is responsible for fixing it. The process will be monitored and measured -- just like IT."



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