

# A pragmatic approach to service transformation and management

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*Insights from real-world cases*

*George Cheimonidis*

*Business Development & Innovation Manager  
Performance Technologies*



# THE BIG SERVICES\*

(INTERNAL OR EXTERNAL)  
QUESTIONS

*\*Service delivery  
ranges from  
completely manual to  
entirely automatic.*

Some of the fundamental questions that C-Level executives are asking.

- What services do we provide
- Who do we provide them to
- How do we produce / deliver
- How are we performing
- How can we do better

*Questions are opportunities for  
Answers. How do we answer such  
challenges?*



# IT'S ALL ABOUT SERVICES

## *One more thing*

### **Manage** Services

- Operations
- Governance+
- Life cycle
- Portfolio

## **Improvement Types**

- Create new
- Improve to better
- Optimize for efficiency / conformance
- Retire completely
- Automate
- Augment human productivity
- "Self-servicize"
- Coordinate / Orchestrate / Integrate



# SO MANY SERVICES

*How many services* do you think your organization offers to employees, customers and other users?

*Count* processes, projects, initiatives, compliance and other requirements, from functions, departments, LOBs, and other organizational entities.

*100s, even 1.000s of services in every organization*

...of quality control, marketing, sales, and other accounts. Activities aimed at informing or potential buyers (many of these activities include promotion, advertising, telemarketing, selling, and retail management activities) ...ing accounts Billing Branding ... products Collecting payments ...ting market research Coordin ...s Merchandizing Processing ...arketing Customer and after ... including training help desk ... and customer support for gu ... warranties that provide supp ... omers after purchase of the ga ... ing call center services Provid ... ions Providing customer service or support ...lling products Maintaining and repairing ...ucts Providing technical support ...rarranty support Support busi ... eral management and firm in ... e governance (legal, finance, p ... lic and government relations) ... ervices, management, and ag ... support activities Accounti ... trative support Providing cafe ... ding clerical support Managin ... ing fraud Providing general in ... Managing government relat ... housekeeping services Provi ... ons Assembling products Pro ... roviding services Fabricating c ... Managing production Managing services ... ction finance or quality control | ... mer accounts. Activities ... d to ... stering or potential buyers ... these ... e promotion, advertising, ... marketing, selling, and retail management



DOES THIS SEEM  
FAMILIAR?

**IF ONLY THERE WAS  
A PARADIGM, AND  
PROVEN PRACTICES  
AND TOOLS.**

Oh, wait ...

**ITSM**

*Collection of processes that  
enable IT Depts to (1) design,  
(2) create, (3) deliver, (4) support,  
and (5) manage IT&T services*





# ESM

*Collection of processes that enable ~~IT~~ Depts to (1) design, (2) create, (3) deliver, (4) support, and (5) manage ~~IT&T~~ services*

*ESM can be described as “using ITSM principles, good practices, and capabilities in other business areas to improve performance and service.”*

ONE WAY  
TO SEE IT

**ESM** is the closest  
thing that Digital  
Business Services  
have to **ERP**



# THE CASE FOR **ESM**

## ITSM know-how for ESM

- › Incident Management
- › Service request fulfilment
- › Problem management
- › Self-service for users
- › Knowledge management
- › Service catalog management
- › Service level management
- › Workflow & Automation
- › User feedback processes
- ... and more

## Some benefits of ESM

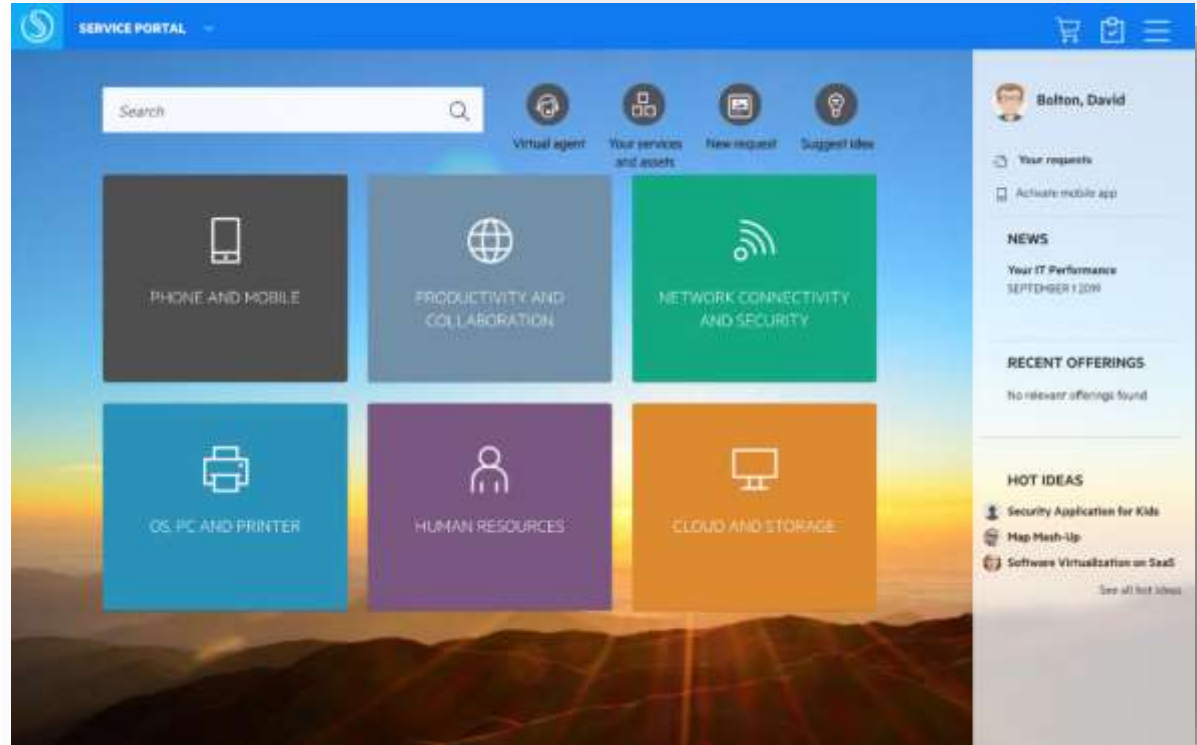
- › Increased effectiveness
- › Efficiency / reduced OpEx
- › Improved visibility into ops
- › Better control & governance
- › User / customer experience
- › Clear paths to enhancement
- › Cross-function accountability
- › “Man” & “traffic” for

## ESM Application areas

- › Compliance (e.g.GDPR)
- › Legal services
- › Customer services
- › Marketing & Promotion
- › Communication / PR
- › Social Responsibility
- › Facilities management
- › Human Resources
- › Security / Risk functions



# MICRO FOCUS SMAX 101



# MICRO FOCUS

# **SMAX** 101

## PLATFORM

AS YOUR SERVICE



Modern service management that goes beyond IT



Codeless configuration and easy upgrades

## INTELLIGENCE

THAT IS ACTUALLY USED



Machine learning, analytics based service desk



Smart self-service with social collaboration

## CLASS LEADING

AND SUPERB FLEXIBILITY



Best in class ESM platform from a leading vendor.



Unique deployment options & flexibility



# Building a new ESM Process in SMAX

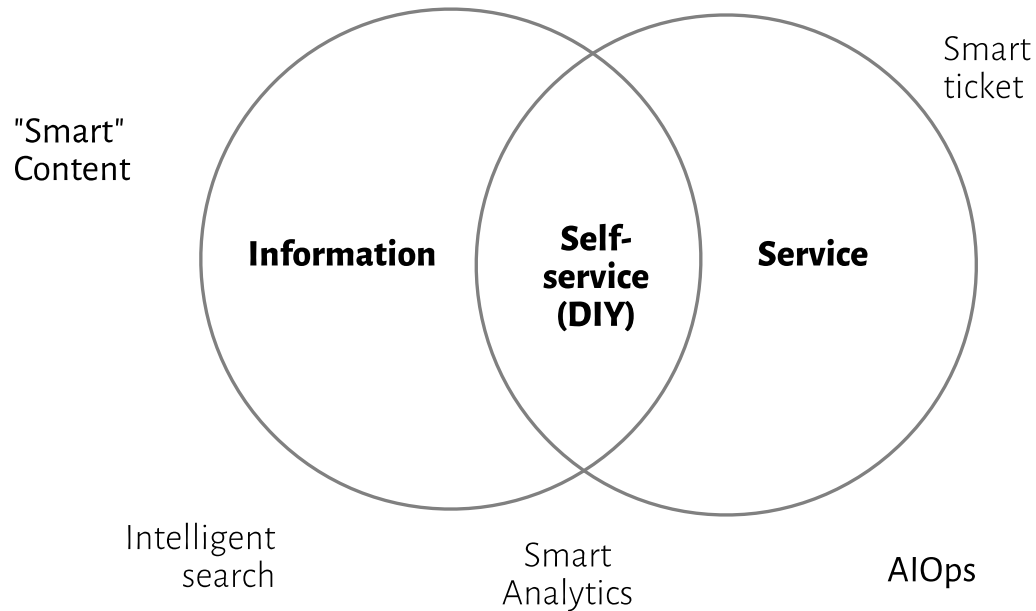


# AI & SERVICE REQUEST CONTINUUM

Greek NLP?  
SMAX has it!

## USER VIEW

Intelligent  
Agent (Max)



## SUPPLY VIEW



# Interaction with the Smart Virtual Agent

The screenshot displays a chat interface within a 'SERVICE PORTAL'. At the top, there is a blue header with a logo, the text 'SERVICE PORTAL', and navigation icons for a shopping cart, a clipboard, and a menu. A notification on the right side says 'Activate mobile app'. The chat area features a background image of a tree. The conversation starts with a virtual agent icon (Max) saying: 'Hello David! I am Max. I am here to assist you! Perhaps you need help with one of the following popular requests:'. Below this, two buttons are shown: 'IT SERVICE OFFERING: Increase mailbox quota' and 'IT SUPPORT OFFERING: PC and laptop support'. A text input field contains the user's message: 'my laptop broke'. The agent responds: 'Sorry about your laptop. Would you like to fix it?'. The user replies 'no'. The agent then says: 'Here are a few suggestions I found.' and shows a button: 'IT SERVICE OFFERING: (DEMO) Request a new PC'. A security warning at the top of the chat area reads: 'Do not expose your personal information during the chat.' The interface also includes a 'Do not expose your personal information during the chat.' warning and a 'Do input your request if you need help with something else.' prompt.

# TWO SIDES & ONE VIEW OF VALUE CHAIN

**SMAX** unifies service management, and bridges the delivery & consumption points of view in a service value chain.

## **TAIL** — *SUPPLY*

- › CREATE + DELIVER
- › MANAGE OPS
- › SUPPORT USERS
- › GOVERNANCE

... *and more*



## **HEAD** — *CONSUME*

- › DISCOVER / FIND
- › SUBMIT REQUEST
- › ASK FOR SUPPORT
- › PERFORM TASK

... *and more*

**SMAX** allows your "internal customers" to *create* new and better services while letting you *control* risk and other factors.

## Messy / Shadow IT

Messy, "shadow", and ad-hoc IT make management and governance very complex, and may waste valuable organizational resources.



## Citizen Developers

An ESM platform, like SMAX, lets your "citizen developers" design and deliver solutions *—to a point—* within a standard, managed framework.



WHY ESM  
WITH **SMAX**  
BY **PERFORMANCE**

### AI with Greek NLP

Fast resolution and fulfillment  
Satisfied end-users



### Quick time to value

Out-of-the-box, codeless, easily  
configurable



### Choice

Flexible deployment  
on-premises or as a service



### Low TCO

Consume new releases easily  
Low upgrade costs





CONTACT US  
FOR A DEMO  
OR A POC

## SMAX Global Partners

Americas

EMEA

Asia Pacific

As a leading product in the enterprise service management industry, Micro Focus SMAX has a strong community of partners that can support your journey into the new generation of service management. The following includes some of our key partners across the world with tailored services for SMAX including hosted offerings as Managed Service or SaaS, and management services for your SMAX environment.

### Platinum



#### Performance Technologies S.A.

##### Enterprise Service Management (ESM) as a Service

ESM as a Service is a fully managed solution offering by Performance Technologies based on Micro Focus SMAX, hosted on Performance Technologies cloud infrastructure at Lambda Health Datacenter. The service includes automatic upgrades, proactive support and ongoing operation and administration of the full ESM solution.

Service Coverage: Greece, Cyprus, South Eastern Europe

<https://www.microfocus.com/en-us/marketing/smax-partners>  
<https://www.performance.gr/signature-services/esm-as-service/>

*Thank you!*

