



connect

Key Benefits

- > Reduced a help desk staff from ten people to four
- > Reduced call response from days to 20 minutes
- > Increased productivity by customizing product to streamline processes throughout the organization
- > Reduced total cost of ownership by reducing number of applications from five to one, to manage service levels in different departments

Business Profile

Canon Technology Solutions, a Canon U.S.A. Company, has been providing a diverse range of technology solutions since 1985. A subsidiary of Canon U.S.A., Inc., Canon Technology Solutions provides network integration solutions, enterprise document management consulting, process optimization, and advanced digital corporate communications products and services.

Geography: North America

BMC Software Solutions

- > Magic Service Desk Suite
- > Magic Service Desk Surveyor

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Robert Bartelt,
Support Specialist,
Canon Technology Solutions

Canon Technology Solutions Streamlines Operations with the Magic Service Desk Suite

From process optimization to advanced digital corporate communications products and services, Canon Technology Solutions has been providing a diverse range of technology solutions since 1985. Canon Technology Solutions develops innovative ways to apply technology—both internally and for its external customers—to deliver cost-effective business-critical technology solutions.

The Need for a Comprehensive Service Desk Solution

That spirit of innovation was key when Canon Technology Solutions was searching for a service desk product to help run a portion of its Managed Services business. They were looking for a way to better route help desk calls and track service tickets through to resolution. In addition, other organizations inside Canon were turning to Canon Technology Solutions for assistance in selecting service desks to support software related to Canon copiers.

Many outside customers could benefit from the organization’s automated service desk processes. One customer, had trouble managing the volume of calls to the help desk. The customer needed to track the call-resolution process, as well as monitor and report service level agreements (SLAs).

Selecting Magic Service Desk Suite

Canon Technology Solutions has recommended, implemented and hosted the Magic Service Desk Suite and Magic Service Desk Surveyor for

organizations inside and outside of Canon.

“Flexibility, first and foremost, is the major factor in why we’ve chosen Magic,” says Robert Bartelt, Support Specialist at Canon Technology Solutions. “The customization and branding capabilities available in Magic, plus the ease with which you can alter the database structure to include information pertinent to the client, has been a great help to us.”

It does not require significant training to use Magic products, another important reason why Canon Technology Solutions recommends them to other organizations. “Basically, we give the technical team a two- to four-hour course on the entire process for scripting and use of the system,” Bartelt says. “One-to-one, we usually can train someone in less than two hours and have them completely capable of getting around the system.”

SUPPORTING MANY SERVICE DESKS

Since the company’s first implementation of the Magic Service Desk Suite, a Remedy® IT Service Management Solution from BMC Software, in 1999, Canon Technology Solutions has deployed and customized the Magic Service Desk Suite for external customers, as well as several Canon organizations. More often, however, Canon Technology Solutions hosts the software and offers help desk service as part of their Managed Services business. To facilitate the collection of customer

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About BMC Software

BMC Software, Inc. (NYSE:BMC) is a leading provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC Software solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC Software has offices worldwide and fiscal 2004 revenues of more than \$1.4 billion. For more information about BMC Software, visit www.bmc.com.

For more information on Remedy solutions from BMC Software, please visit www.remedy.com.



feedback, Canon Technology Solutions implemented Magic Service Desk Surveyor. "We've been able to collect some incredibly useful data concerning our service from the people we support," says Hal Swayze, Director of Network and Infrastructure Solutions (of which Managed Services is a part) for Canon Technology Solutions. Canon Technology Solutions.

Facilitating Implementation and Customization

"Our first implementation, which was for our own internal purposes, was a joint effort between in-house resources and Magic support," Bartelt says. "Since then, we've done everything except the Surveyor install on our own."

The most recent implementation, to provide national support for Canon products, will eventually support 30,000 pieces of equipment. Installing, configuring and customizing the implementation took three weeks less time than estimated. The key was getting as much information as possible up front. "The changes that I needed to make after the initial build were minimal," he says.

Canon Technology Solutions has leveraged the ability to customize Magic Service Desk Suite. "Our use of the product has blossomed in the last one-and-a-half years," Bartelt says. "Our developers can perform customizations according to internal demands, or those of our customers. We've taken the approach that Magic is a very good starting point from which to build other initiatives. The naming and the consistency of its database structure minimize the learning curve where special development or integration are needed."

Greater Productivity and Efficiencies Across Departments

Canon Technology Solutions has applied Magic Service Desk Suite in many ways to streamline processes internally and for customers. The results have been greater productivity, lower staffing levels, increased user satisfaction, better ability to meet SLAs, and an overall lower total cost of ownership due to streamlining the number of applications used throughout the company.

By developing a Web interface to submit requests, Canon Technology Solutions, in some instances, no longer needs to staff a help desk after hours, thereby reducing overtime costs. The information gathered from the Web interface is fed into the

Magic system and a computer-generated confirmation of the request is emailed to the user.

Canon Technology Solutions also uses Magic Service Desk Suite to generate forms for lease renewals and for billing. "We've been able to show significant labor savings," Bartelt says. "For example, by entering a serial number into the Magic reporting interface, a custom Crystal report designed by Canon Technology Solutions generates a new leasing agreement and populates it with up-to-date pricing information ready". "Before, each department had its own tracking system," Bartelt says. "Now we have everything in one system, just one place to look for information, so it's easy to follow up if someone's out. We have a great deal of confidence in the system."

In certain instances, the Magic Service Desk Suite is set up to handle automatic supply ordering. The customer can send email to an address, the Magic system checks that queue, sorts the request, and sends it directly to the appropriate place for approval or fulfillment. The request does not need to be processed by administrative staff.

Canon Technology Solutions has further streamlined IT systems monitoring processes by using the mail listening and business rules in the Magic Service Desk Suite. Canon Technology Solutions configured external systems management software to integrate with Magic, automatically creating a ticket in Magic and sending service notification, should a system go down. Magic then tracks the ticket until the troubled system is brought back online, while automatically escalating the ticket if an SLA is in jeopardy of being missed.

"I can't stress enough the importance of the Magic system in service level agreement management and the ability to appropriately categorize and respond to the different service requests coming in," Bartelt says.

Reducing Response Time by Days and Staff by More Than Half

For one customer with challenging SLA compliance issues, Canon Technology Solutions uses the Magic Service Desk Suite to forward calls to the BlackBerry devices of the technical staff and to send client confirmations via email. The technicians create a time stamp when they arrive at the service location, helping to establish SLA data. Prior to the Magic

Service Desk Suite, the response time had been perceived as days. Now the response time is 20 to 25 minutes, and the organization has the data to report compliance with SLAs.

Another customer required 10 people for asset management reporting and call tracking. Now, after the implementation of Magic Service Desk Suite, their staff has been reduced to four people.

For another customer, Canon Technology Solutions hosts a Magic system as a central service desk, which also performs meter reads for a fleet of office machines. "In the last year, we have been able to capture the cost per copy for their entire fleet, and help identify where divisions are spending their money," Swayze says. "They've never been able to get a clear picture of that before."