servicenow

> "ServiceNow has transformed the way that Datavail delivers managed services to its customers. It's the ERP of IT operations."
>
> —Keenan Phelan, Datavail Chief Operating Officer

datavail

TEAM2

Headquarters

Broomfield, Colorado

Industry

Services Provider

Highlights

- Replaced an aging legacy ticketing system

- Can now easily build custom applications tailored to their needs

- 250% increase in ROI within the first year

- 10% increase in employee productivity

Datavail, Leading DBA Services Provider, Achieves 250% ROI with ServiceNow

Dramatically Increases Managed Services Productivity Using ServiceNow Automation

This case study is based on an interview with Keenan Phelan, former COO of Datavail. Based on his positive experience with ServiceNow at Datavail, Phelan has gone on to co-found his own MSP and consulting company, Team2, with the mission of optimizing IT operations using the ServiceNow platform. Datavail is now one of Team2's satisfied customers.

Datavail focuses on business intelligence, application management, and database administration. The company provides 24x7 operational support services to more than 300 enterprises, handling over one million tickets per year. Headquartered in Broomfield, Colorado, Datavail has offices throughout North America, as well as offshore operations in Bangalore and Mumbai, India.

Legacy Ticketing System Couldn't Keep Up

Since it was founded in 2008, Datavail has experienced remarkable growth. Because of this, they outgrew the legacy ticketing system they used to interact with their customers. The system didn't support ITIL, which was a key customer demand. It also lacked the automation capabilities that Datavail needed to increase productivity—a critical need in a market with traditionally tight margins.

After assessing a number of potential options, Datavail chose ServiceNow. According to Phelan, "We instantly saw the potential. ServiceNow is a complete platform—not just a standalone ticketing system. It gives us out-of-the-box ITIL processes, end-to-end automation, knowledge bases and more. And we can easily extend it to meet our customers' unique needs."

Automation Drives a 250% Return on Investment

Datavail went live with ServiceNow after careful planning. Initially, Datavail focused on basic automation, leaving more advanced capabilities for future phases. Despite this limited scope, Datavail saw a massive 250% ROI within the first year. Phelan says that, "The efficiencies were dramatic and allowed Datavail to improve operating margins and decrease prices to customers. With hundreds of professionals using ServiceNow all day, every day, the impact was huge. We saw an immediate 10% increase in productivity—and these benefits continue to increase."

When asked for an example of how ServiceNow has improved productivity, Phelan points to request automation. He says that, "Datavail deals with more than 20,000 tickets each week. A large portion of those are incidents. We've integrated ServiceNow with our customers' monitoring systems, so incidents are created and routed to the right team. And when customers want to raise a request, they use ServiceNow's web portal. It's completely automated and transparent—it doesn't matter whether the professional is in North America or India."

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ServiceNow Discovery Simplifies Chargeback

Buoyed by their initial success, Datavail has also implemented ServiceNow Discovery. As a first step, they are using discovery to map all of their internal IT assets—part of Datavail's ISO 27001 certification initiative. And this is just the beginning.

Phelan explains, "Many large organizations don't have an accurate map of their IT infrastructure. And, they don't know which department owns each infrastructure component. This makes it difficult for them to charge back internally for Datavail services. By using ServiceNow Discovery to create an accurate, up-to-date CMDB for each customer, we can build that knowledge directly into our ServiceNow platform."

Expanding the ServiceNow Platform

In addition to using ServiceNow's extensive out-of-the-box capabilities, Datavail has also extended the ServiceNow platform to include, among other tasks, time entry templates for Datavail professionals. Phelan says that, "Adding time recording templates to ServiceNow was extremely easy. All of the information we needed was already in ServiceNow. And, because ServiceNow is a true platform, the time from concept to implementation was very short."

Datavail has aggressive plans to extend ServiceNow even further. For instance, they want to use ServiceNow for scheduling, leveraging the data in ServiceNow to make better capacity planning decisions. According to Phelan, "This will pay for itself very quickly. It's the difference between a shift of seven people, and a shift of five people with an additional two people on call. We see major cost savings without making any compromise on service levels."

A Key Competitive Advantage

Summing up, Phelan says that, "MSPs and enterprise shared services organizations all have a common challenge—knowing where their resources spend their time. If you can't measure it, you can't manage it. With ServiceNow, Datavail has solved this age old problem, and it has put us ahead of our competition. If an MSP isn't using ServiceNow today, they need to look at it right away."