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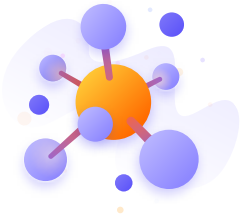
# Accelerate your digital transformation with Enterprise Service Management

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## Introduction

Modern businesses have complex, changing needs and they need customisable systems built for scalability, automation, and collaboration to meet them head on. IT teams have been in the loop for a while, embracing IT service management tools to provide rapid service delivery across organisations. Enterprise service management (ESM) extends the principles of ITSM to improve efficiency, reduce risk, and change the user experience beyond the IT team to the wider business.

Done well, ESM could help your organisation tackle some of the big business challenges it might be facing – from ensuring speedy service delivery using connected tools, offering flexible processes aligned to the needs of each service team users flexible processes, all the while managing costs and risk along the way. ESM serves as an intrinsic part of your digital transformation, enabling the whole organisation to work towards creating more business value more quickly.

In this ebook, we'll take a look at what ESM is and who it's for; best practice processes and tools; the big business benefits you stand to gain; the fundamental facets of a winning ESM strategy; as well as some common transformation pitfalls and how to avoid them.

We'll also witness ESM in action, and how it helped one Adaptavist client, a utilities provider, streamline how it managed on-site inspections.

If you're looking for the next leg-up in digital transformation success, then implementing ESM in your team or organisation might be just the ticket. Embrace new tools and processes to help your employees feel more empowered, enable everyone to get the most from your service, and your business to thrive.





# What is ESM?

**' ESM applies the thinking behind ITSM to a broader service ecosystem, allowing other parts of the business to reap the benefits.'**

## Don't you mean ITSM?

ITSM stands for IT service management. It refers to the way IT teams manage the delivery of their services to provide the most value to users (typically internal staff) and customers. These are the people responsible for some of the most crucial infrastructure that keeps a company running – computers, servers, and other workplace technology. From planning and managing systems to prevent downtime to solving IT issues, chances are ITSM is already part of your organisation.

ITSM regards everything this crucial team does as a service. It seeks to implement activities, policies, and processes to improve deployment and management of everything the IT team has to offer. But what about the rest of the business? It's not just IT that provides functions fundamental to a business's success – from customer service and marketing teams to human resources and sales, enterprises depend on productivity, efficiency, and results across the board.

And that's where Enterprise Service Management (ESM) comes in. It applies the thinking behind ITSM to a broader service ecosystem, allowing other parts of the business to reap the benefits. ESM incorporates ITSM principles, as well as its structures and tools, such as service desks, change management software, and the use of automation. It sees everything the company does as a service made up of resources, enabling tracking of parts and assets as well as the status of requests and other business needs alongside appropriate staff deployment.

## **Supporting your wider digital transformation**

Long gone are the days of slow, directionless software development. The latest thinking, frameworks and tools are all geared towards a fluid business strategy, centred on delivering optimum value for customers as quickly and efficiently as possible. Forward-thinking organisations are building reliable and resilient products, at speed and cost-effectively, using agile practices and collaborative management frameworks. And ESM is a part of that.

At its broadest, ESM serves the business's primary goals. If you're an agile organisation, then you value individuals and interactions over processes and tools. ESM is all about people, putting their pain points and needs front and centre, and ensuring continuous improvement through frequent evaluation to address the things that matter most to staff and, ultimately, the end customer.

Agile requires that an organisation welcomes and embraces change, rather than actively discouraging it. ESM practices support agile

organisations by helping them accelerate change and make services more available and reliable for users. And agile businesses encourage collaboration, which is at the heart of service management. ESM is built on user interaction and thrives on feedback in its ongoing quest to improve its offering.

## Who can benefit from ESM?

While ITSM is targeted specifically at IT services, ESM can bring benefits across an organisation to all teams. Almost any business team can use ESM, but the best candidates are those that receive a large number of requests, particularly similar ones – think leave requests that inundate HR; deliver time-sensitive queries that must be tracked and managed, for example, processing purchase orders; act as gatekeepers for processes (such as the legal department reviewing and approving documents); or provide frequent reporting.

*Next, we explore the core ITSM principles that ESM is built on and the frameworks and tools to help support your service management transformation.*





## How does ESM work?

**' It's not about the processes or tools that you use – it's about the way everyone engages across the organisation and works together to provide value.'**

If you're delivering a service or product to your organisation, you're already engaging in enterprise service management to a degree. ESM, like ITSM, is all about improving the efficiency of operations, reducing cost and risk, and planning strategically to support the business's changing needs, whatever you do – from human resources and content marketing to customer service and beyond.

### **The principles of ESM**

ESM incorporates some of the core components of ITSM, including its structures and technologies – from service desks to automation – as well as the principles it's based on. Those principles include seeing any service within the organisation as integral to the entire business and seeing each service provider as a mini business with materials, tools, expertise, and a role in delivering a service or product to internal and external customers as efficiently as possible.



Rather than the accounting team merely existing to process purchase orders and take care of payroll, with ESM it becomes a service provider that enables others to achieve team-based goals and the wider business to achieve organisational goals.

## Frameworks to consider

As explained in chapter one, agile and lean practices are strongly aligned with ESM, so if you're already using agile frameworks or software development approaches like DevOps, incorporating a more ITSM-focused framework into your team should feel like a natural progression and work in unison to bolster your digital transformation. While there are [a number of ITSM frameworks](#), including COBIT and Microsoft Operations Framework, ITIL is by far the most widely used.

The latest version, ITIL 4, has been designed specifically to move organisations away from the heavy, prescriptive requirements associated with ITSM to a more flexible way of working that integrates more easily with agile and DevOps processes. It encourages holistic practices, continual improvement, and a more integrated approach. It's not about the processes or tools that you use – it's about the way everyone engages across the organisation and works together to provide value.

ITIL 4 is focused around the 'service value system' – a model that represents how the various components that make up an organisation work together to create value. It comprises the framework's four dimensions and seven guiding principles (see box), as well as governance, continual improvement, and the service value chain – an

operating model centred around demand and value; it outlines the key activities that take place in the creation and management of products and services.



## Four dimensions of ITIL 4

A mix of all the dimensions of ITIL 4 are needed to deliver quality services, which is why it's important to take a holistic perspective when designing your service offering – don't get hung up on just one area. Take a look at the dimensions and ask yourself how they relate to the way you manage your service:

1. **Organisations and people** – does your corporate culture support your company's objectives? Do you have the right number of people with the right skills to provide a seamless service?
2. **Information and technology** – do you have the information, knowledge, and technologies to manage your services?
3. **Partners and suppliers** – who are the suppliers involved in the design, deployment, delivery, support, and continual improvement of your services. What is their relationship to the organisation?
4. **Value streams and processes** – how integrated and coordinated is the organisation as a whole?

# Seven guiding principles of ITIL

These principles are mutually beneficial and interdependent. This means they can't be adopted piecemeal, but work together to help you navigate decision-making.

1. **Focus on value** – instead of services to reduce waste; it's the outcome of the service which adds real value, not the service itself.
2. **Start where you are** – while it might be tempting to start from scratch, use the people, skills, knowledge, and processes you have and build from there.
3. **Progress iteratively with feedback** – deliver small amounts of value as soon as possible and learn from user feedback to tackle the next bit.
1. **Collaborate and promote visibility** – avoid siloed thinking and encourage collaboration by making sure everyone knows what other teams are doing.
5. **Think and work holistically** – nothing happens in isolation; be aware of what's going on in different teams and departments, and adapt accordingly.
6. **Keep it simple and practical** – get to the desired outcome simply, avoid complex solutions that don't serve the mainstream.
7. **Optimise and automate** – use your people effectively by automating repetitive tasks where possible.

## **Think practices not processes**

ITIL previously used the term 'processes' to refer to each activity in the management of IT services. But as services have become more complex, there is no longer a one-size-fits-all approach, and the language to describe these components has changed to 'practices' to reflect that.

Process-oriented approaches can lead to process-dominant thinking – this goes against the holistic principle of ITIL. Rather than a process structure, SVS is a value structure, and value is delivered through practices – 'a set of organisational resources designed for performing work or accomplishing an objective'. While there are 34 management practices outlined in SVS, there are a much larger number of processes a service desk, for example, might use to resolve an issue.

## **Tools for ESM transformation**

For most organisations, where multiple personnel are responsible for supporting hundreds of employees, keeping track of requests, prioritising them according to urgency and importance, and delivering services can be complex. ESM lets businesses unify their available services in one place – a hub where employees can go to take care of IT, HR, and finance needs, for example. A portal where all shared company knowledge can be easily accessed, and issues can be handled automatically or through self-service.

At the heart of this is the service desk, which service providers use to interact with customers – internal or external. The service desk incorporates core ITSM practices, including, but not limited to, managing service requests, organisational knowledge, assets, incidents, everyday problems, and change management.

As more and more businesses embrace an ESM approach, ITSM software providers are developing better solutions, suited to the wider organisation, not just IT. When choosing tools, make sure you're selecting ones that are cloud-native with ITSM capabilities – you might want to integrate DevOps, for example, into your ESM activities. You'll also want something with support for non-IT use cases, machine learning, self-service tools, chatbots, and mobile functionality.





## **Jira Service Management – just the ticket!**

The Jira platform is where Jira products and apps – such as Jira Software and Jira Core – bring teams together to plan, assign, track, report, and manage work. Jira Service Management is the next generation of Jira Service Desk – an essential tool for digital transformation, designed with ESM in mind. It includes a request portal, service catalogue, and SLAs as well as new features that make it much more powerful, like alerts, change configuration workflows, and major incident management.

When organisations already using Jira Software take advantage of seamless integration with Jira Service Management, they can unlock even more value from their tools.

**[Find out more about how Jira Service Management could improve your enterprise service delivery.](#)**



## What are the benefits of an ESM solution?

**' Reducing the administrative burden of endless internal emails means everyone has more time to get on with the real work of creating value for customers.'**

In chapters one and two we mentioned some of the ways ESM could revolutionise service creation, management, and delivery across your organisation, most notably in supporting your digital transformation. While some practices might be off-putting to non-IT teams, here we take a closer look at the big benefits the business stands to gain if you can get everyone on side.

### **More efficient, more effective**

With all requests in one place, ticket-tracking is a breeze, and teams can respond much faster to requests. Their inboxes stay clutter-free, nothing gets lost, and they won't be juggling multiple programs to keep on top of everything. Rather than navigating an Excel spreadsheet, Salesforce ticket and Jira issue, with lots of unnecessary process steps, one condensed system can take care of everything.

The option for automation means that some previously manual tasks – like providing access to systems – can be automated, speeding up wait times for staff or external customers and ensuring scarce resources, like your best people, are used more efficiently.

## Doing things in priority

When overloaded with tickets, it can be hard to ensure that the highest priority items are taken care of first. The reason? It's not always easy to identify what should take precedence and what can wait in line. Often it seems like everything needs to be done yesterday when that's usually not the case. Implementing ESM means that through business processes and insightful reports, you can identify bottlenecks to overload and underload where necessary, and make sure actions are taken in the most logical order based on business need.

## Communication satisfaction

Happy staff equals happy customers. When you adopt ESM, the everyday improvements you make for staff will have a knock-on effect for your external customers too. With all internal services easily accessed in one place, employees can find what they're looking for in an instant. An ESM portal also means common issues can be cleared up with FAQs or through recommended articles, avoiding unnecessary tickets for teams.





## Getting value out of your tools

If you roll out an ESM solution across the business, such as Jira Service Management, there's a chance you'll see increased ROI – with just one license to take care of all your service needs, rather than multiple licenses for different systems. Training is more efficient too, because employees only need to know how one system works. And it's more effective – multiple training sessions will increase employee proficiency leading to improved productivity and less time lost through downtime and apathy. It can lower costs for the IT team too, as they only have one system to keep up and running.

Automation also means your people can spend more time on high-level, strategic work that improves productivity, increases sales, or elevates customer service, for example, and less time working through time-hungry repetitive tasks prone to human error. Reducing the administrative burden of endless internal emails means everyone has more time to get on with the real work of creating value for customers.

## Gain insight from meaningful metrics

A huge benefit of having all your information in one place is being able to accurately assess and analyse data to your advantage. By taking tactical metrics to assess how you're managing day-to-day operations (such as cost per ticket, customer satisfaction, and mean time to resolution) as well as strategic metrics, measuring the effectiveness of a function against your business objectives (such as ROI, tickets prevented, and process maturity), you'll know what's working and why, and more importantly, how to change what isn't.

## Waste reduction

While keeping costs down is an excellent reason to rid your processes of anything surplus to requirement, eliminating waste is more about providing optimum value to the user. ESM visibility means you will have a much clearer understanding of what value all your activities and resources add, helping you make smart decisions about what to do and optimising spending. And with a continual improvement approach, you'll be able to regularly assess your offering to make sure your processes are always providing the most value possible.

Service management solutions also help reduce waste when it comes to making change in an organisation. When change is not controlled it can be disruptive and costly. This could manifest as lack of process clarity, rework of completed actions, misunderstandings, and myriad other business impacts. Avoiding these unnecessary costs to productivity is paramount.

## Enhanced visibility and control

One reason different departments often feel like different planets is because there's so little visibility or understanding about the functions provided and the way they're processed. With ESM, this haphazard approach is replaced by an articulate knowledge centre – where all departments signpost to resources and receive requests in the same way. One organisation, one unified portal.



## **Increase communication and collaboration**

Even without ESM, departments depend on each other and work together to achieve a number of key tasks. Take onboarding an employee, where HR, IT and the new-starter's department must liaise with each other to get that person up to speed. There are lots of hoops to jump through, which are prone to manual error and take up time. With ESM, lots of those steps can be automated, getting the new employee ready to start work faster, with all the information they need. And with one central portal, work can be passed easily between individuals or groups for collaborative working and effective communication is built into the process.

## **Reduce the impact of business events**

The COVID-19 pandemic shone a harsh light on many organisations' inability to handle major incidents in a controlled way. Incidents are inevitable, but the impact they will have on a business has more to do with how they're managed and disaster recovery. ESM practices, such as scheduled servicing, preventative action, and continued service improvements can all make a big difference in reducing downtime and getting business back on track.

*Now you know the whats and whys, let's take a look at how to get your ESM strategy on track.*



## Chapter 4

# How to build a winning ESM strategy

**' Take a building block approach, adding bit by bit to your ESM offering, and keep the momentum with regular bite-sized targets you know you can achieve.'**

Chances are, enterprise service management is already a part of your organisation. In fact, [87 percent of companies surveyed in 2019](#) already had incorporated ESM in some way. That means for some departments, implementing these principles and practices won't be as overwhelming and alien as for others. And these departments are a good place to start. Remember, ESM is about providing people with value, not about implementing tools and processes, so having your people on board from the outset is essential to success.

Consider corralling enthusiastic experimental teams to try ESM first, before bringing in the wider organisation. Remember, if the first ESM project you attempt doesn't have buy-in from the department, is overly complicated, and doesn't deliver results, then it will be much harder to convince others to give it a try. Small steps will soon turn into significant strides. Build on early success and the rest of the business will soon follow when they experience the positive impact first-hand.

## Getting started

To get off on the right foot, make sure you have IT systems in place that will enable your ESM strategy to scale and remain competitive. Take a good look at the products already being used across the organisation. There might be tools already in place that you can take advantage of for ESM. Look for those that support workflow definition and automation, service request support, escalation and alerting, queue management, and performance reporting.

And mine your existing knowledge base too. Well-documented knowledge can form the foundation for your service portal – such as a chatbot that pulls information from the knowledge base for a user. It's unlikely you'll have to start from scratch here.

When picking a pilot project, think small and internal – something that won't impact your end customers – and avoid anything around regulated data and complex systems to reduce the risk to the business if something goes wrong. As you build your ESM offering, the whole organisation will be building trust in the approach, so don't make any sudden moves and choose something with a clear measurable impact; something with metrics that allow you to prove the business benefits (think cutting costs, improving speed, or self-service).



## One step at a time

You can't tackle everything all at once, so focus on the first business problem you want to solve – something achievable in a few weeks – and get that in place, even if it's not perfect. Then, build out a roadmap to take on the next challenges, but remember to keep it flexible and responsive to the needs of the business. Try to focus on things that matter to as many people as possible.

Take a building block approach, adding bit by bit to your ESM offering, and keep the momentum with regular bite-sized targets you know you can achieve. Most importantly, don't forget to keep track of metrics to show the impact each project is having. This will pay dividends as you build out the strategy to incorporate every service function.

Whether ESM is barely used or you're dealing with legacy systems that aren't working hard enough for your organisation, it's important to consider the following six factors to keep the user in mind at all times.

### 1. Empower everyone

Equip lower support tiers to solve problems themselves by sharing as much information as much to avoid escalation. That way they'll be empowered with the tools and knowledge they need, rather than having to seek help. The same goes for your users. Cut down on tickets by giving people the chance to self-service, making it easy to find information to solve their own problems, leaving you free to focus on complex issues.

And make sure each department owns their own ESM rollout, so they are embracing how it can impact them. This helps teams recognise ESM is not about implementing software but that it can fundamentally change the way they work for the better.

## **2. Make the shift**

ITIL 4 redefines 'change management' as 'change enablement', making everyone responsible for bringing about changes that benefit the organisation and improving the service they provide. It involves categorising changes based on the level of complexity and urgency as either standard, normal, or emergency. While standard changes can be implemented with authorisation and normal changes through a simple process of assessment, authorisation, and scheduling, emergency changes are more complex. To speed up the process of these risky, time-sensitive changes, you might want to consider a 'change authority' – a specific person to manage them.

## **3. Embrace automation**

Reduce time-draining, repetitive admin tasks with the help of automation. From routing tickets to the right person to sending alerts for priority tickets, automation eliminates human error and makes sure every ticket is addressed systematically. Tools like Jira Service Management offer automation rules right out of the box, removing the burden from your team and freeing people up to work on big-picture tasks.



#### **4. Foster collaboration**

If teams are siloed, collaboration can't thrive. ESM tools foster cross-functional communication, so everyone is aware of what is happening across the business at all times. With one repository for information-sharing and one universal point of access, it's easy to get everyone on the same page. Having a highly collaborative space means faster, more effective response times for customer queries. It also promotes openness and visibility, so more people's opinions can be shared.

#### **5. A modern approach**

Upgrading to modern ESM-optimised applications won't happen overnight, but you can't reap the benefits of automation and other practices with traditional tools. Make sure the tools you're using are supporting your new approach. Look for deep-integration with other essential applications to save having to manually transfer information; accessibility, global performance, and cross-platform availability; flexibility and customisation options to tailor tools to suit your business; and good security features to make sure your platforms and data are safe.

#### **6. Evaluate and iterate**

Make sure you're measuring as you go to justify the need for ESM in business terms – is it saving money, reducing workloads, and improving efficiency? Share your success across the business, such as how teams automated tasks to free themselves up for more satisfying work, so others take interest and recognise the benefits. When things don't work, don't give up. Learn from mistakes and improve as you go.





## How one Adaptavist client is utilising ESM principles to improve on-site inspections

**Adaptavist has been helping organisations around the world harness the power of ESM tools to boost productivity and improve user experience, creating value for employees and customers alike. Recently, we were approached by one large utility company interested in rethinking a core business process. They thought Jira Service Management could improve how they handled premises inspections, but they weren't sure how.**

### **The challenge**

Part of our client's work requires a team of 50 engineers to field requests from three primary sources: scheduled inspections from their legacy system, water quality issues reported by the public, and reduced pressure zone (RPZ) certificate checks. Each source can trigger an inspection request, which requires an appointment to be made by the engineer. Then, after the inspection, any infringements need to be recorded and a report created and issued to the premises. Any infringements trigger a remedial ticket for a re-inspection in the future.

Our client needed a robust system, simple enough for the engineers and administrative staff to use, that could help them keep track of all that information in one place, avoid inspection delays, record infringements, and enable engineers to easily arrange appointments and follow-ups.

### The solution

Our client was already using Jira software, and they had considered Jira Service Management to take on this task. We also introduced two of our favourite tools: ScriptRunner for Confluence and ScriptRunner for Jira. Our bespoke solution included the following:



ScriptRunner for Jira to access a shared table, which picked up data from the client's legacy system, and for constrained issue creation to let engineers create appointments and record infringement information.



Jira Service Management to provide them with a tool for handling reported water quality issues.



Jira software to capture standard information about reduced pressure zone certificates and assessing which ones were going to be visited.



ScriptRunner for Jira and ScriptRunner for Confluence to take content about infringements and the inspection ticket and combine them into a Confluence page, which forms the basis for the legal document sent out to premises.



Customisation to describe the process using the client's own business language.

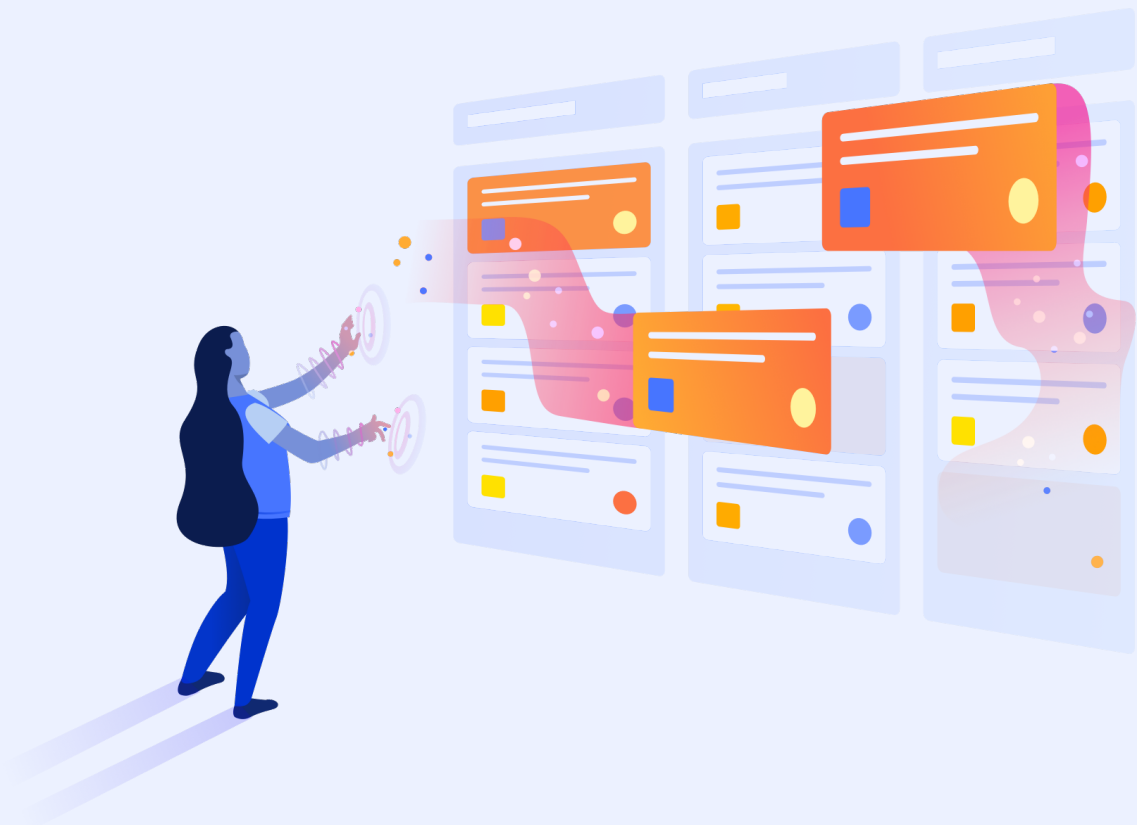
### The process

Our engagement started with a two-day onsite discussion, where we nailed down the business process. From there we were able to create a simple proof of concept to help the client visualise how the service desk would work.

This included a number of Kanban boards, such as one for the regional engineers' office. It lets staff filter requests by region and by standard or complex inspection, depending on their seniority. There are work-in-progress limits to prevent engineers processing more than one job at once and a minimum on appointments booked, so every engineer has at least one inspection booked in at any time. The simple drag-and-drop board allows the engineers to pick a job, make an appointment, and record any infringements all in one place. Then the administrative staff take over, using all that information to create a report, which gets checked and sent out to the premises.

## The result

Feedback has been very positive from across the business, including the core users: engineers and administrative staff. We focused on providing a simple user experience to shoulder the technological burden and enable engineers to get on with what they do best.





## Common ESM pitfalls and how to fix them

**' Seeing big wins for other departments who have adopted new applications can help people to loosen their grip on legacy tools.'**

ESM can make a big difference – from employee empowerment to increased productivity and reduced costs, there's lots of good that can come from embracing it across the organisation. But if you're hanging on to legacy systems, refusing to welcome change, or have become hooked on processes rather than practices, your ESM evolution won't get very far.

Here, we explore some potential pitfalls to watch out for and how to solve them if you slip.

### **Avoid multiple levels of approvals**

When a ticket comes in, what happens next? Who does it go to first? How many people interact with it before the issue is fixed? How long does it take and what problems could occur along the way? If your tickets are going through multiple tiers before they get resolved, the amount of time spent is significantly increased, not to mention the fact information could be getting lost between people.

Quick and effective customer service increases satisfaction. If it's possible for a ticket to be resolved automatically, or through self-service, don't let rigid hierarchies hold you back. Most standard tickets should be resolved without having to jump through hoops.

## **Don't suppress collaboration**

Do your teams have fixed job responsibility and strict task lists? Is there much cross-departmental collaboration or is thinking deeply siloed? Narrow focus is the enemy of ESM. When individual teams or departments only focus on their specific roles or functions, without interest or understanding in what the rest of the organisation is doing, no one has enough context to be able to solve problems on their tickets.

Regular communication and access to knowledge are crucial. And this goes for your ESM rollout too. Project owners need to keep everyone in the loop about changes, encouraging employees to engage with their services. Let employees know what you're up to and how it impacts them. And ask for feedback, not just from those who are most likely to give it. Collaborating with colleagues means you can tap into support when you need it most and improve your service more quickly.

## **Let go of legacy tools**

Some people will resist ESM, comfortable working with outdated legacy tools that offer little in the way of customisation, collaboration, or adaptation. Chances are, anything they love about old software can be improved upon using new alternatives, with the added benefits of integration and better visibility.

Seeing big wins for other departments who have adopted new applications can help people to loosen their grip on legacy tools. It's important to keep the user top of mind and show how tooling choices directly impact the value created. It's not about what service staff like, it's about what will work best for all your employees.

## **Share knowledge well**

Older ITSM tools don't take much note of knowledge sharing, resulting in hefty article dumps that no one will ever bother to sift through. That means more tickets and more time taken to resolve them. Hoarding won't help anyone – share the knowledge you have and make it accessible for the people who need it. ESM tools encourage employees to 'come and ask' rather than 'go and find it'.

Whether it's linking to resources right where you need them, providing FAQs that take care of queries in an instant, or collaborating with others to find the answers you need, make sure you're encouraging peer-to-peer knowledge sharing at every opportunity.

## **Put the customer first**

All this boils down to one unforgettable fact: ESM is about putting the customer first. If your strategy is centred around something else, your service is never going to deliver real value for your staff – so why bother? Never lose sight of your staff's current needs, goals, and pain points. If you do, there's a chance you'll miss new opportunities, expand in the wrong direction, and waste time on things nobody wants or will use.

Never forget you're a service provider, which means looking at your staff as consumers, and thinking about what's important to them and what can make their lives easier.

## **Insufficient self-service support**

One of the huge advantages of ESM tools like Jira Service Management is being able to offer self-service features. But self-service doesn't mean washing your hands of users and leaving them to work everything out for themselves. Great self-service must be supported by a rich knowledge base – articles and resources to enable individuals to resolve their own issues – as well as efficient automations that take care of repetitive tasks.

## **Avoid complexity chaos**

It's easy to get sidetracked or lose focus when implementing ESM, and before you know it, you've built overly complex solutions without a clear focus. This can be a vicious cycle – all that noise and confusion will make it harder for people to focus on priorities, leading to missing SLAs and OLAs, among other issues.

It's vital that you keep the purpose of ESM in mind at all times – improving operational efficiency, reducing cost and risk, and planning strategically to support the business's changing needs. Only implement projects that can be linked to adding business value.







## Ready to put ESM into action?

ITSM doesn't just apply to IT. Incorporating ESM principles and frameworks into your team will have a number of direct benefits to your organisation, including increased productivity, enhanced visibility and control, improved user satisfaction, and decreased wasted time and resources. What's not to love?

Adopting an ITSM framework, like ITIL 4, and incorporating ESM tools into every service function will have a dramatic impact on the way you provide value across the business. And while for some businesses, and tech-phobic departments, it might be a steep learning curve, the turnaround time from disconnected, slow, siloed teams to visible, open, speedy services will far outweigh the effort required.

If quicker ticket-turnaround, self-service solutions, an integrated knowledge hub, and greater transparency and cross-team collaboration sounds worth working towards, then ESM is the solution you've been looking for.

## Take the next step with Adaptavist

Feeling a bit unsure about the best way to incorporate ESM into your organisation? Want to set up a service desk but aren't sure where to start? At Adaptavist we've helped customers of all shapes and sizes build ESM into their businesses. Here are just some of the ways we can help:

- We can perform an assessment of your service offerings and existing application portfolio to get an in-depth understanding of your transformational readiness.
- We'll provide a blueprint and implementation roadmap, so you know whether to replace, renew, enhance, rebuild or sunset existing applications.
- We can help design and implement a service desk using Jira Service Management-led solutions, or help you migrate from another legacy tool.
- With the help of add-ons, services, and integrations, we can customise your tools, so you'll only invest in the technology you really need.
- We offer end-to-end managed services and unlimited support, so you know your mission-critical tools are always performing at their best for your users.



We help organisations transform to continuous change being their business as usual. We do this by supplying technology, providing advice, and delivering change through modern, iterative approaches to development, deployment, and application lifecycle management.

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