CA technologies
A **Broadcom** Company

CA Service Management
Designed for Humans, Built for Service

Key Benefits

- **User satisfaction.** Consumer-like, self-service, collaborative experience

- **Productivity.** Automated processes, single stop self-service, mobility and teamwork

- **Costs.** Less service disruptions, better allocated assets, reduced software audit penalties

- **Business risk.** Automated change, software license compliance

- **Fact-based decisions.** Business value reporting, dashboards, self-service BI

Key Features

- **Complete solution.** Drive ITSM maturity across 12 ITIL processes.

- **Service Point self-service.** A search-centric approach to access knowledge, ask questions, collaborate, resolve issues, request services, and view assets from one screen—even on mobile devices.

- **Intelligent Automation.** Natural Language Processing (NLP), historical data, and analytics come together to automate ticket categorization and push knowledge.

- **xFlow Analyst Experience.** Innovative and personalized team-based approach to resolving issues.

- **Asset management.** Vendor, contract and license management, reallocate underutilized assets (optional).

- **Change management.** Root cause analysis, Change Management Database (CMDB), automated change verification, rule-based unauthorized change prevention.

- **Management insights.** Productivity and cost reports, self-service ad-hoc dashboards and reporting, business metrics and trends library.

Overview

Delivering quality service and attaining service management maturity does not equate to a costly-to-operate software solution with a complex user experience. CA Service Management delivers a modern, self-service experience to access knowledge, collaborate, resolve issues, request services, and manage IT assets. Support analysts can use an innovative team-approach for resolving issues. Robust change management and optional IT asset management help reduce business risk and costs. With the product's power and flexibility, most customers increase ROI and business respect by expanding into business use cases like facilities, human resources, and external customer facing applications.

Business Challenges

Demanding user expectations. All IT consumers expect a simple and social self-service experience similar to the consumer apps they use outside the workplace. They expect immediate action and results with minimal effort, using whatever device they have in their hands at the moment.

Over-committed IT. Resolving issues, providing services, and managing IT assets often involves expensive people resources. Few business consumers attempt to take action on their own, and most do not use readily available knowledge. It is difficult to know who to go to for answers. Power users have difficulty working as a team. The result, IT is over-committed and blamed for being slow and unresponsive to business consumer needs.

Overspending on hardware and software. It is difficult to track assets throughout their lifecycles and know which are actually being used. IT cannot efficiently allocate existing assets, leading to over-purchasing. Often more software is used than is covered by licenses, raising legal and financial risks of vendor license audits.

Proving IT business value. IT cannot prove its value or ROI to the business unless critical management insights are made easily available in context, consumption is monitored, and chargeback implemented.

Solution Overview

CA Service Management is an enterprise service management software solution that puts people and service quality at its center. Service Point business user self-service and the xFlow analyst user interface meet the high expectations of a modern service experience for reporting and resolving issues, making requests, and managing assets. The result is a level of excitement that helps accelerate workplace adoption and user satisfaction.

Behind this innovative user experience is a powerful and proven service management solution that enables and manages the entire service life-
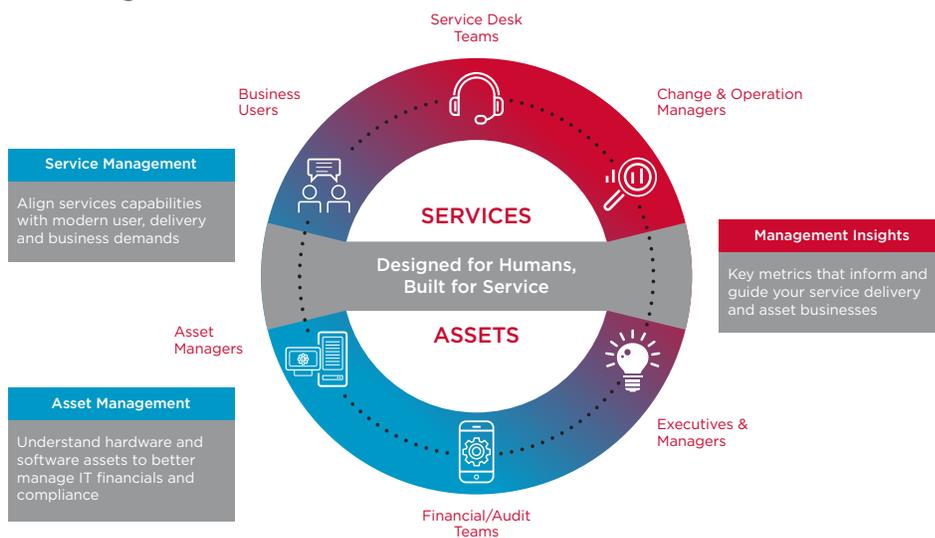
Solution Overview (con't)

cycle. This helps you to increase service management maturity at your own pace. NLP, machine learning, analytics, and historical data come together to deliver automated ticket categorization and proactive knowledge push. Combined with robust process automation, these features can help increase user productivity and satisfaction and drive down IT costs. And the mobile app makes services accessible anywhere, anytime.

With the solution's configurability and the stability, consistency, and governance of its automated processes, most customers use CA Service Management for business-facing applications managing requests and issues in facilities, HR, audio visual, finance, and more. Many customers also use it for mission-critical business applications like retail issues, public service access, university student portals, inventory and delivery issue management... And customers claim this is being done with minimal additional money or people cost, resulting in significant ROI and IT gaining respect and a seat at the business table.

Critical Differentiators

Service Point self-service and automation shield users from the complexities of mature service management processes. Users can access knowledge, ask questions, collaborate, resolve issues, request services and view their assets in one place. And this can all be done on desktops, tablets, and mobile devices.

Manage the entire service life-cycle across request, issue, change, asset, and service level management.

Service Management
Align services capabilities with modern user, delivery and business demands

Asset Management
Understand hardware and software assets to better manage IT financials and compliance

Management Insights
Key metrics that inform and guide your service delivery and asset businesses

Service Point employs NLP to automatically categorize tickets and analyzes historical data to automate knowledge push. This can free up analysts to solve more critical issues.

The personalized xFlow user experience enables analysts to accurately prioritize workload, immediately understand the state of the IT environment, get context of issues and the day ahead, launch apps, quickly triage and resolve issues, and better leverage teamwork and skills.

Robust service catalog capabilities define services in value-oriented language with clearly published SLAs and costs. Request approvals and fulfillment can be automated with the status always clear to requesters. For managers, service consumption is reported for better planning.

Extensive change management with a robust CMDB can automatically verify that changes are authorized and invoke corrective policy if they're not.

Optional IT asset management delivers financial, contract, and license management, enabling data-driven negotiations and decision making. While software asset management provides vendor and license model support to help avoid audit penalties and overspending on licenses.

Related Solutions

CA Service Management solutions:

- **Service desk.** Incident, problem, change, knowledge management.
- **Service catalog.** Request management, chargeback, pricing, delivery automation.
- **IT asset management.** Asset lifecycle, software asset management.
- **Advanced reporting and dashboards.** Self-service dashboards.

For product information, visit our website at: ca.com/itsm