

Solutions for the adaptive enterprise.



HP Services Global Service Desk with eSupport

Innovative technology and business processes that transform IT support for your employees

change
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hp



Positioned in Leaders quadrant in Gartner's 2004 Magic Quadrant for North American Help Desk Outsourcing and Gartner's 2004 Magic Quadrant for North American Desktop Outsourcing

Magic Quadrant for North American Help Desk Outsourcing, 2004, William Maurer and Richard T. Matlus (December 1, 2004) and the *Magic Quadrant for North American Desktop Outsourcing, 2004*, William Maurer and Richard T. Matlus (December 1, 2004)



The HP Global Service Desk with eSupport provides IT support for enterprise clients' internal users through a single point of contact, with a personalized Web portal as the primary interface. This outsourced solution is tightly integrated to help achieve greater productivity and greater efficiency, and to reduce the total cost of support.

Companies around the world have reaped massive productivity gains due to consistent improvements in information technology over the past two decades. At the same time, however, they've been compelled to assume substantial costs in order to provide the end-user support that such evolving technology requires. Support is the lifeline that helps end users get back to work quickly when an incident occurs. IT management is challenged to reduce the cost of their support systems while still being sensitive to the needs of their end users.

The traditional help desk has been evolving to meet these challenges, leveraging both consolidation of services and newer technologies to deliver quality support while controlling costs. Recognizing that reliance on phone support is a primary cost driver, many enterprises are focusing on eSupport, also called Level 0 support, which utilizes the Web to place support tools in the hands of end users.

The promise of these new technologies is that organizations will be able to deliver support services in ways that are more cost-effective than the traditional service desk while still enabling gains in end-user productivity. However, the failure to understand and plan for the impact of this change on the corporate culture has often limited adoption rates for eSupport tools and delayed anticipated cost savings.

Value beyond technology

HP breaks new ground by recognizing and addressing the cultural shift that is necessary for the success of eSupport. The HP Global Service Desk with eSupport provides a single-point-of-contact service desk that goes beyond technology to include the transformational services that can help your organization capitalize on eSupport and realize gains in both productivity and ROI.

- Management of Change programs help to drive adoption of self-service tools (Level 0 support) and enable you to realize the promised cost savings of eSupport.
- Proactive problem avoidance eliminates problems from the environment and further reduces end-user impact, including the number of calls to support analysts.

One of the keys to facilitating the behavioral shift from phone support to eSupport is to answer *for the end user* the perennial question: What's in it for me? The benefits must not only be explained, but also demonstrated. HP takes a dual approach to making eSupport a success—first, helping end users overcome the initial barriers to utilizing eSupport and, second, providing an eSupport environment that encourages repeated usage.

End-user adoption of eSupport

End users have been reluctant to shift from phone support to other support methods—even when multiple options are available—delaying the expected return on investment for the new technology. To remedy this, HP introduces Management of Change tools and technology that address the cultural and behavioral shifts necessary to drive end-user adoption of eSupport.

The HP approach to end-user adoption

HP will work with you to understand and assess your corporate support culture, including end-user attitudes, behaviors, and preferences around getting support. Then, using formalized Management of Change methodology

Steps to eSupport success:

- Help end users overcome the initial barriers to using eSupport
- Provide an eSupport environment that encourages repeated usage

and tools, HP can help you understand how these factors can impact your ability to successfully introduce self-service into your organization and work with you to develop a Management of Change program tailored to your company. These programs address sponsorship, awareness, communication, training, and organizational alignment to help push your end users past the first acceptance barriers to try the eSupport portal.

The HP eSupport portal is, according to industry analysts, the most advanced and most compelling available today. It was specifically designed to create a superior end-user alternative to the phone channel by bringing together, in a single interface, the support information, tools, and options that are necessary and relevant to each individual end user. Not all problems can or should be resolved through the portal, but by using eSupport, users will have a support experience that is demonstrably more efficient than phone support. Once they have had this superior support experience, they will want to return to the portal for assistance in the future.

Service overview

The Global Service Desk with eSupport is a comprehensive approach to delivering end-user support through a mix of proactive support, self-service, analyst-assisted support, and advanced telecommunications and technology capabilities. This innovative platform provides a seamlessly integrated continuum of Levels 0–3 support to promote efficient use of analyst and end-user time, better service, and an increased ability to meet and exceed service-level agreements (SLAs). The end-user portal is highly personalized to provide each end user with information that is specifically relevant to them and their workplace. HP's enhanced implementation methodology for the Global Service Desk with eSupport includes the development of Management of Change programs to address organizational culture and achieve the behavior shift that is critical to the successful adoption of eSupport. HP's focus on Management of Change, with programs specifically designed to accelerate the shift to eSupport, is unique in the IT services industry today.

The Global Service Desk with eSupport incorporates a range of capabilities within the eSupport portal that help maximize both end-user autonomy and analyst efficiency in order to drive down the cost of support.

This service is delivered globally to ensure consistency of processes and procedures. The integrated infrastructure provides both consistent support for the mobile workforce and the ability to access onshore, near-shore, and offshore analysts with appropriate skill levels, at the best possible cost. By taking advantage of the economies of scale in a shared infrastructure, you can further reduce costs to achieve the lowest price point.



The right mix of analyst assistance and self-service to ensure a rapid return to productivity

In addition to self-service tools, end users can access a range of assisted-support options through the eSupport portal, including submitting a request via the Web, Webchat with an analyst, and remote control. Regardless of which channel is used to access the Service Desk, end-user productivity is the priority.

The HP Services Global Service Desk with eSupport at a glance

Key features include:

- A single point of contact available 24x365 for all problems and requests coming from end users
- The eSupport portal, with personalized service experience specific to the end user's profile, preferences, and support history
- Management of Change programs to accelerate the shift to eSupport
- Proactive support and continuous improvement to drive problems out of the IT environment
- Knowledge management, data warehousing, data mining, and analytics
- Global standards and infrastructure
- A solution that is tailored to meet your specific business requirements

Benefits

The Global Service Desk with eSupport from HP can help you transform how you support your end users. HP can help you make the shift, technologically and culturally, from a help desk with a primary phone channel to a consolidated service desk that incorporates self-service and other infrastructure enhancements.

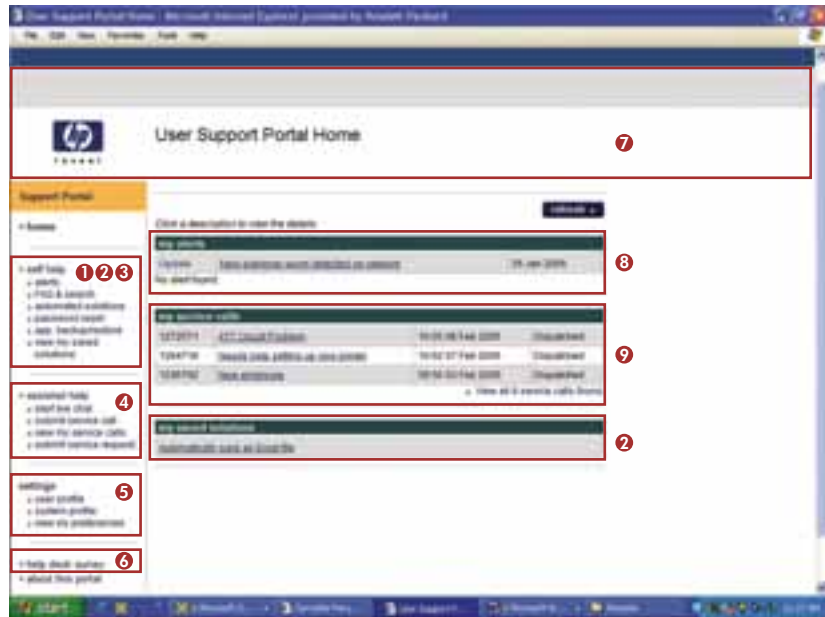
The Global Service Desk with eSupport can enable your organization to:

- Provide consistent, high-quality support on a global basis, with standard processes and procedures for incident management
- Project and reduce the cost of support over time
- Improve service levels and end-user satisfaction
- Promote a self-service culture and reduce end-user dependence on phone support
- Quickly return the end user to productivity with the least possible disruption to the business
- Provide the flexibility to scale your support function rapidly to meet changing business requirements

The Global Service Desk with eSupport end-user portal

The end-user portal provides personalized support while promoting end-user autonomy

- 1 Automated, secure password reset
- 2 Store and reuse solutions
- 3 Search knowledge base (for advanced users)
- 4 Interact with analysts through chat; submit a service request
- 5 Access your profile and personalize the portal
- 6 Surveys measure customer satisfaction



- 7 Tailored to your intranet look and feel
- 8 System alerts display only systems relevant to the end user
- 9 Track status of open cases

A powerful new interface that is faster than phone support

The Global Service Desk with eSupport provides a powerful new interface to the support environment: a personalized end-user support portal that is designed to encourage adoption and create an efficient support environment to meet the needs of each end user.

Using the HP eSupport portal, end users can access a range of self-service tools and information, including system alerts, password reset, ticket initiation and tracking, and their own support history, with links to their solutions in the knowledge base. These various self-service tools will ultimately reduce the need for analyst time for many incidents. While end users will still have access to analysts via the phone, the phone channel is expected to become a secondary or backup method of contact.

Case study: proactive support drives end-user productivity, promotes adoption of eSupport

The event:

A global e-mail virus attack brought down systems and flooded networks around the world.

The response:

The IT team quickly created an executable patch and delivered it directly through the eSupport portal, providing end users with fast, easy access.

The results:

- 5000 end users prevented or reversed virus infection through eSupport
- No spike in calls to the service desk
- 160% increase in use of eSupport following this compelling event



The hub for service delivery

Transforming IT support into a strategic service

The Global Service Desk with eSupport from HP provides IT management with a single view of the IT organization and infrastructure, from the support perspective. As the hub for all IT services, it plays a vital role in communication, coordination, and managing change in your IT environment. It can reduce the complexity of managing your IT environment by supporting a variety of functions through a single point of contact, whether these capabilities are provided by HP, your internal organization, or a third party.

The Global Service Desk with eSupport implements processes and best practices, adhering to ITIL and ITSM standards, designed to gain efficiencies and drive improvement throughout your organization.

End-User Workplace Management

The Global Service Desk with eSupport is central to the HP Services End-User Workplace Management Solution—a single, holistic approach to end-user needs, supported by a suite of outsourced services for managing distributed computing environments. The End-User Workplace Management Solution includes the following:

- **Managed Desktop Services:** Efficiently manages the desktop environment
- **Managed Mobility Services:** Offers end-to-end mobility infrastructure management
- **Global Service Desk:** Provides IT support for enterprise clients' internal users
- **Global Service Desk with eSupport:** Built on the foundation of Global Service Desk; incorporates a single-point-of-contact, personalized end-user portal
- **Managed Messaging and Collaboration:** Manages both the messaging and collaboration infrastructure, as well as specific applications
- **Managed Imaging and Printing:** Helps to optimize local and networked print infrastructure



Why HP?

In partnering with HP Services, you are choosing to work with a technology partner that can help you harness IT to transform your organization so it can meet the challenges of a changing world.

HP Services has been developing and delivering end-user support solutions in a wide range of industries since 1989, and has earned an unparalleled reputation for service and client satisfaction. HP Services' thought leadership, expertise, and experience in outsourcing make the difference.

HP: a recognized leader in service desk outsourcing

- Ranked as a "Leader" in IDC's *Worldwide Technical Support and Help Desk Business Process Outsourcing Forecast and Analysis*¹
- Named a global trendsetter in IDC's *European Managed Services—2004 Competitive Landscape*²
- Ranked as a leader in desktop outsourcing and in distributed outsourcing by Forrester³
- Ranked as a leader by META Group in *IT Service Desk Outsourcing*⁴

When you select HP to deliver your Global Service Desk with eSupport, you will be able to leverage best-in-class service delivery capabilities, including:

- Global, multilingual service delivery
- Industry-standard best practices and structured processes to help ensure that solutions work together seamlessly and integrate smoothly into your IT environment
- Modular delivery approach for rapid implementation of a tailored support solution
- Management of Change programs to help you achieve your business goals

By choosing HP, you are choosing a partner that is:

- A recognized leader in IT outsourcing
- Continuing to drive innovation in service delivery
- Dedicated to meeting your business needs
- Committed to your success

With the HP Services Global Service Desk with eSupport, you can not only achieve cost reductions, but also benefit from HP's ongoing investment in innovative technologies and models for end-user support.

For more information

To learn more about HP Services Global Service Desk with eSupport, visit us at: www.hp.com/hps/access

¹ IDC, *Worldwide Technical Support and Help Desk Business Process Outsourcing Forecast and Analysis, 2004–2008*, IDC #30695 (January 2004)

² IDC, *European Managed Services 2004 Competitive Landscape*, IDC # R1141 (November 2004)

³ *Can Outsourcers Really Transform IT?*, Christine Ferrusi-Ross, Bruce Temkin, Liz Herbert, Forrester Research (April 2003)

⁴ *METApectrum: Desktop and Help Desk Services, North America*, Michele Hudnall, META Group (October 6, 2003)

To learn more, visit www.hp.com/hps/access

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