CUSTOMER SUCCESS STORY

AP

EASYVISTA ENSURES THE ASSOCIATED PRESS REPORTERS ACROSS THE GLOBE HAVE THE TECHNOLOGY TOOLS THEY NEED

For more than 170 years, The Associated Press (AP) has been telling the world's stories—from breaking news to deep investigative reporting. Two thirds of the organization's staff are journalists, spread across 263 locations in 106 countries. A not-for-profit news cooperative, the the AP has earned 52 Pulitzer Prizes — including 31 for photography — all in pursuit of its mission to inform the world.

THE CASE FOR SERVICE MANAGEMENT

The AP's IT service management organization, known as Global Service Delivery, is responsible for making sure employee services are up and available. Run by Steve Christie, Senior Director of Global Infrastructure and Debbie Rusolo, Director of Global Service Delivery, the small team sees that journalists and other end users get the technical service and support they need to do their jobs. A unique fact of life for Debbie's team is ensuring they never interfere with getting news out in a timely fashion.

SERVICE MANAGEMENT VITALS

- 2 person IT Service Delivery Team
- End users around the globe
- Approximately 48,000 service requests per year

RESULTS

- Increased availability by 64% in 12 months
- Accelerated ticket resolutions
- Streamlined service management

BUILDING A SOLID FOUNDATION

Back in 2013, the Global Service Delivery team replaced a basic ticketing solution with EasyVista's IT service management platform, launching first with Incident Management and Service Request. In 2015, the team added Change Management to the mix, followed by Knowledge Management in 2016. **"Streamlining these IT services processes within the same tool has meant less back and forth, which saves us a lot of time,"** said Rusolo. It also translates into significantly higher service availability. **"Between 2015 and 2016 we increased service availability by 64 percent,"** said Rusolo, **"and we increased it by 17 percent and 14 percent respectively."**

With EasyVista's easy-to-manage ITSM platform in place, The AP is handling all day-to-day administration—including roughly 4,000 service interactions per month—with its small team of internal staffers. **"Eliminating the need for expensive outside developers keeps our total cost of ownership down significantly,"** said Rusolo.

"BETWEEN 2015 AND 2016, WE INCREASED SERVICE AVAILABILITY BY 64%."

DEBBIE RUSOLO
Director of Global Service Delivery,
The Associated Press

COMMITMENT TO THE POWER OF ITIL

Building an IT organization around ITIL processes is a long-standing priority for the AP. **"Procedure and follow-through are very important for us,"** said Rusolo. **"We track every incident and we follow every action item, making sure they go to completion and, where possible, that the same issue doesn't happen again."** Rusolo values the fact that EasyVista grounded its solution in the ITIL framework, so proven processes and best practices are automatically embedded in the service architecture.

WHAT'S NEXT? SELF-SERVICE WITH SERVICE APPS

The company's next move is the rollout of EasyVista's Service Apps technology, which will allow Rusolo and her team to create self-service portals that give end users a modern, responsive service experience.

"We have journalists all over the place. Often they are not at a desk and are reliant on a tablet or cell phone. Service Apps will allow them to check the status of a ticket or ask a question without being tied to a laptop," she said.

Rusolo appreciates Service Apps' contemporary user experience. **"We want our self-service support portal to be Amazon-like, requiring as little training as possible and offering an intuitive look and feel,"** she said.

"There are some nice templates in Service Apps that we can use right out of the box that can be made to look like our intranet."

Rusolo is excited about building automation into the self-service experience, such as being able to automatically prompt a user to find out the browser they use or the specific error message that they may be seeing. This removes time-consuming steps from the process that used to rely on human intervention. **"Service Apps will reduce the hands-on work and the follow up, enabling us to resolve tickets much more quickly,"** she said.

WHY EASYVISTA?

The AP reviewed a number of ITSM tools, deciding on EasyVista. **"When we heard EasyVista's vision for Service Apps, we saw the potential right away,"** said Rusolo. **"The Service Apps plan showed us EasyVista was on the right road and when we shared that plan with upper management, they were also impressed."**

Important to the project's success was support from FMX Solutions, an IT consulting firm specializing in ITSM deployments across North America. FMX helped AP deploy several service modules and build a number of complex workflows. **"When you are a global operation, there are so many steps in a workflow. I can't speak highly enough about FMX and their ability to guide us in the right direction,"** Rusolo said.

SERVICE MANAGEMENT AS A DIFFERENTIATOR

The AP produces more than 2,000 stories every day—offering reporting from war zones, trading floors, red car-pets, locker rooms and campaign trails. Time is of the essence for its journalists in print, video and photography. IT must ensure that these award-winning news

journalists have the technology they need to get stories to AP member news organizations and customers no matter the time of day or their location across the globe.