



M.video

www.mvideo.ru

Country **Russia**

Industry **Retail**

Key Statistics

- Top 10 Russian retailer ¹
- Total turnover 2009 – 38.4 billion RUR (approx 1.3 billion USD) ²
- 16,000 employees
- 6,000 Configuration Items

Key Challenge

- Streamline IT support function
- Achieve complete overview of CIs for proactive Change Management
- Improve reporting and auditability of changes
- Find a tool with Russian language capability

Key Strategy

- Implement Change, Asset and Configuration Management
- Populate CMDB
- Integrate **assyst** with other information sources
- Migrate HP OpenView information into **assyst** for Incident Management

Key Benefits / Results

- Achieved a singular, holistic view of all assets across all locations in a comprehensive and regularly updated CMDB
- Automation of 20 standard RFCs through process workflows
- Ability to generate detailed reporting on specific change initiatives, comprehensive view of change history and improved assessment of the cost and impact of proposed changes
- Fully functional web interface and Knowledge Management database with search capabilities in Russian
- Integration of SAP and HR modules with **assyst** CMDB which significantly reduced implementation time
- Easy migration of Incident Management from HP OpenView Service Desk to **assyst**, due to pre-populated database
- Potential for automation of other processes in the future

¹ Comersant

² Exchange rate 1 USD = 30 RUR

Improved automation and reporting for Retail Giant

M.video has benefited from workflow automation and has integrated multiple applications seamlessly with **assyst to streamline IT support function and minimize business risk**

M.video is one of the top 10 retailers in Russia, specializing in consumer electronics and home appliances. The first retail store was opened in Moscow in 1993 and in November 2007, M.video was the first and only publically listed company in its market segment.

In July 2009, M.video became the largest Russian retailer in consumer electronics and home appliances, generating turnover in excess of 38.4 billion RUR (approx 1.3 billion USD) with a 12% growth in revenue compared to the same period in 2008. M.video has 162 hypermarkets in 67 cities throughout Russia.

Project Drivers

In 2007, in an effort to streamline the IT support functions and minimize business risk, M.video decided to address its Change Management process. Reasons for doing so included:

- The existing Change Management process was handled by an in-house developed tool based on Lotus Domino which had very limited functionality, gave no audit trail of authorizations, and provided insufficient reporting.
- The scale of the business required proper Asset Management (previously handled by an in-house developed tool based on Microsoft SQL and a SAP module) providing information on all of the Configuration Items (CIs) across 162 locations throughout Russia, users and its interdependencies.
- M.video needed to put a strong CMDB in place for increased control over assets and services. They also required impact analysis of specific change initiatives, measurement of results, responses and resolution times and to estimate the risks and costs to the business implied by the suggested changes.
- HP OpenView Service Desk had been used since 2006 for Incident Management. The product was to be discontinued and migration to the replacement tool, Service Manager, was seen to be too complicated.

Igor Veselov, Operations Director for IT at M.video, explains: *“Our goal was to find a consolidated solution for the IT Department to implement which would allow us to handle the processes of Change, Asset and Configuration Management. We needed a product which could support all of our current ITSM processes in accordance with ITIL and looking to the future, could support other processes as well.”*

assyst by Axios Systems was selected as it offers a holistic approach to IT Service Management with all ITIL processes in one single solution.

The Implementation

CROC, one of the largest system integrators in Russia and an Axios partner, carried out the implementation, which comprised:

- Implementation of Change, Asset and Configuration Management
- Population of the **assyst** CMDB with data from the ERP systems in use by the customer
- Integration of **assyst** with SAP R\3 to retrieve data on end-users and IT infrastructure
- Migration of Incident Management from HP OpenView Service Desk to **assyst**

Change Management

During the course of the project, more than 20 standard RFCs were automated. Depending on the object and the category of change, the process workflow now changes automatically. M.video also receive a comprehensive view of change history, ability to generate detailed reporting on specific change initiatives and can better assess costs and impact of proposed changes.



Asset & Configuration Management

During the implementation, CROC and Axios Systems developed integration capabilities to export data on CIs and users stored in the SAP R\3 to populate the [assyst](#) CMDB. Other data was imported into the CMDB from an in-house developed tool, which now holds information on over 6,000 assets, including their interdependencies, users, suppliers and sub-contractors. This information is available to all 16,000 users in M.video's offices, shops and warehouses throughout Russia.

Migration of Incident Management

As a final step in Phase 1, M.video wanted to migrate from their existing Service Desk, HP OpenView, to [assyst](#). This process was simplified as the population of the CMDB and input of data into the system had taken place during the Change, Asset and Configuration Management implementation.

All information related to CIs and their users was already in the CMDB, and the structure of the database corresponded to the requirements of the customer. Therefore, in order to implement Incident Management it was only necessary to add information on workgroups, incident categories, fill priority and severity values and set up web interface forms for the end-users to be able to register incidents. Moreover, [assyst](#) is built around ITIL principles with no need to develop additional workflows. The logic suggested by [assyst](#) was used as default, which made the migration process significantly easier.

Why assyst was Chosen

- M.video was looking for a vendor with a stable product, which could satisfy all their requirements, had an in-depth knowledge of developing workflows, wide experience of ITSM implementations and industry Best Practices
- All ITIL processes in one solution
- Easy and transparent implementation (cost and time-controlled)
- Proven integration capabilities with 3rd party software
- Easy migration to new versions
- Product development based on customers' comments and feedback
- Flexible pricing policy
- Other vendors' products were either more expensive, or did not have sufficient functionality

Igor Veselov explains: *"We chose assyst because it was the only product on the market which offered all ITIL processes pre-integrated out-of-the-box, in line with industry Best Practices and ITIL recommendations. The product was price-friendly and could meet all of our challenges. The solution combined with the professionalism and ITIL process automation knowledge of the CROC team, helped us to achieve all of the initial goals."*

The Results

As a result of this implementation, the company has benefited from a comprehensive CMDB with a holistic view of all assets and their users across all locations. M.video achieved the following business results:

- Gained a singular holistic view of all assets across all locations
- Effective and regularly updated CMDB
- Automation of 20 standard RFCs (process workflow changes automatically)
- Ability to generate detailed reporting on specific change initiatives, comprehensive view of change history and improved assessment of the cost and impact of proposed changes
- Fully functional web interface and Knowledge Management database in Russian
- Integration of SAP and HR modules with [assyst](#) CMDB, which significantly reduced implementation time (in comparison with manual population of the database)
- Integration with SAP via standard [assyst](#) functionality (no additional modules, integrations or licenses required)
- Easy migration of Incident Management from HP OpenView SD to [assyst](#), due to pre-populated database
- Potential for automation of other processes in the future

"All information in our IT infrastructure, as well as data on the end-users and systems they have access to, are connected within a single corporate network. Thanks to the comprehensive CMDB put in place, which holds up-to-date and accurate information, we now have the capability to quickly gather any information required about our IT infrastructure as a whole."

Igor Veselov
Operations Director for IT
M.video

Talking about the M.video project, Georgy Ovanesyan, manager of CROC's ITSM consulting division commented: *"At the end of 2008, CROC began partnering with Axios Systems and this was our first assyst implementation project. As a result of this project, we created a single holistic solution which holds information on all CIs and users within the IT infrastructure and also facilitates Change Management. The customer has benefited from a platform which can automate all ITSM processes in accordance with ITIL recommendations. In addition, the platform allows M.video to plan and implement other ITIL/ITSM processes within short time frames and with minimum investment required."*

The Future

Integration with Active Directory

Modifications, such as transferring CIs from one user to another and tracking staff turnover, are currently inputted manually into the system. The integration of the [assyst](#) database with Active Directory will allow M.video to fully automate the CMDB update and achieve one point of input for all information related to users and CIs assigned to these users, simplifying the management of the IT infrastructure.

Integration with MS SCCM

Integration with MS SCCM (previously called SMS service) will allow all changes to the CMDB to be automatically sent to SMS agents located on every CI, i.e. on every user's PC.

Integration with Avaya Call Center

Integration with Avaya Call Center will make taking calls significantly easier. For example, when all operators are busy, the user will have the option to leave a message for IT and [assyst](#) will automatically create an incident with a voicemail attachment.

Automation of other ITSM processes

Georgy Ovanesyan from CROC comments: *"The solution offers customers a radical new approach to process automation – on demand implementation. The platform – assyst – is already there, which allows automation of any of the ITIL processes with no additional implementation required."*

Axios Systems in Retail

Axios has been providing ITSM solutions to the retail industry for more than 20 years. [assyst](#), is a fully integrated, out-of-the-box solution, available in on-premise and SaaS models, which helps organizations optimize IT infrastructure efficiency, reduce overheads and lower the total cost of IT ownership. Our focus on helping companies deliver top-line value has been well demonstrated in the retail sector with customers including Arcadia, ABF (Associated British Foods) and Kingfisher. In Russia our customers include M.video and the Kopeyka chain of supermarkets.