



The customer in numbers

- 1907 founded 
- 2nd Largest food retailer in Canada 
- 125,000 employees 
- 928 communities served 
- 1,500+ stores across Canada 
- 380+ retail fuel locations 

Proactively branding IT as a strategic business partner

The Vision

Sobeys Inc. serves the food shopping needs of Canadians with approximately 1,500 stores in all 10 provinces as well as more than 380 retail fuel locations. Their five core retail food formats are designed to ensure that they have the right offering in the right sized stores, for each individual market served from full service format to a convenience format, each tailored to satisfy the unique occasion-based food shopping needs of customers.

In 2015, Sobeys set out to rebuild their IT Organization with the following key initiatives in mind:

- Developing successful internal and vendor relationships in order to build collaborative partnerships
- Ensuring IT-related costs are transparent and predictable
- Proactively branding IT as a strategic business partner

A key component to rebuilding was the IT Service Management foundation, including both processes and the supporting toolset, enabling the IT team to achieve new successes. By harmonizing processes and tools, they were able to achieve their ITSM vision.

To be a leader in IT Service Management, enabling the power of business-focused IT solutions that contribute to the Sobeys Strategy

The Solution - why *assyst*?

The reasons for choosing *assyst* and Axios Systems as a partner were, and continue to be, clear for Sobeys. Axios is a company who is well-positioned in the market, with sufficient backing in order to continue to be successful. The *assyst* solution covers all ITIL® processes and there is a deep sense of customer focus, driven home by the fact that the customers own the product roadmap.

From a delivery perspective, SaaS is the preferred model for Sobeys and Axios was able to clearly define and live up to high standards of availability, recovery time and point objectives. The Axios licensing model is clear, concise and easy to understand.

Sobeys required a solution that was efficient, so IT could provide value to the business. *assyst* was the best tool in the market as it aligned with the current and future requirements of Sobeys IT.

Challenge

Harmonize processes, regulate IT costs and replace fragmented ITSM tool with a more efficient solution, generating greater ROI.

Solution

Develop multi-year program, aligning French and English service desks and defining process goals, policies and KPIs. Proactively brand IT as a strategic business partner and ensure transparent IT costs.

Results

Incident resolution targets within SLAs met and exceeded:

- 23% increase in resolution within SLA on Critical Priority Incidents.
- 13.3% increase in monthly incident resolution at FPOC.
- Volume of incidents decreased by 4.3% throughout company.

"The assyst ITSM tool closely aligns with our organizational goals and the cultural fit between Sobeys and Axios has helped us build a solid relationship. The sales and service approach from the Axios team has been genuine from day one. There's a real partnership between our teams where Axios has become a delivery partner who adds value to our organization."

Alain Tremblay, Director, IT Service Center at Sobeys, Inc.

Proactively branding IT as a strategic business partner

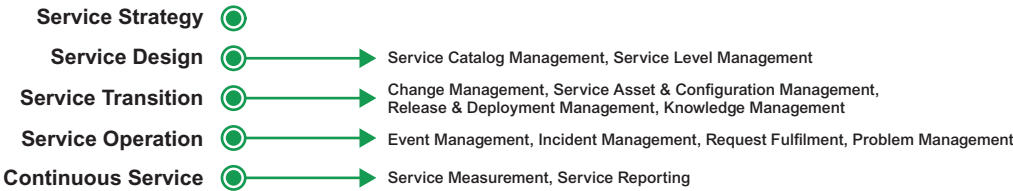
Project

Sobeys immediately understood that implementing all ITIL® processes wasn't practical in the medium-term, but prioritization based on organizational values was essential. The strategic intent was then transcribed into a roadmap, which took the over-arching strategy to a more practical level. Finally, a program charter was developed.

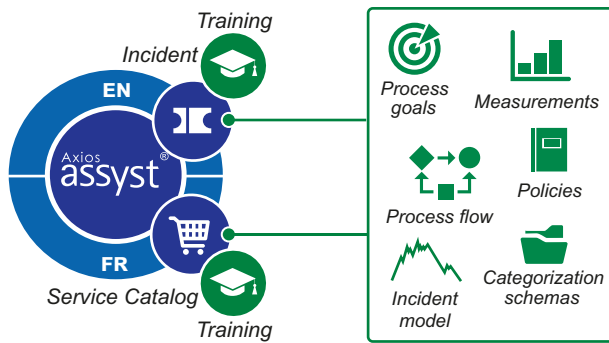
The program roadmap



The processes delivered in the roadmap were mapped as follows:



In the first year of the multi-year program, the first two processes delivered were Incident Management and Service Catalog. In parallel, focus was also placed on aligning the French and English language IT Service Desks, which previously acted as separate entities.



A collaborative approach to developing new processes was tested in the development of the Incident Management process. All teams involved in Incident Management worked together to define process goals, policies, measurements (Critical Success Factors, KPIs and Metrics), a new process flow, categorization schemas and the Incident prioritization model. With the recipe tested and proved to be working, the team took the same approach in the development of the Service Catalog.

Both processes followed the same training format. Due to the large geographical footprint, web-based training modules were created and shared with the teams across the country, and the *assyst* tool was then seamlessly rolled out.

The ITSM Program is now branded as 'SHIFT', which is part of a bigger movement in IT, referred to as 'E5' or "Excellence 5".



- Enabling a Service portfolio
- Defining How IT delivers value
- Helping drive Innovation
- Focusing on what the business needs to succeed
- Transforming our capabilities (E5)

Effectiveness
We are doing the right thing

Efficiency
We are doing it the right way

Explorability
We have looked at different options

Engagement
We understand what is required

Enthusiasm
We are motivated to get things done



The Future

Over the next few months, Sobeys will be rolling out Request Fulfillment & Self-Service, along with Change Management. They will then focus on Event Management, Problem Management, Service Level Management and Knowledge Management. *assyst* will also be rolled out to other areas of the business, such as Human Resources and the Business Contact Centers, to maximize the benefits for the organization.

*"These results are the fruit of the hard labor that the excellent team at Sobeys have been able to accomplish in conjunction with the knowledge and expertise of the Axios professional services team, coupled with the right ITSM tool in *assyst*. The strategic decisions made thus far and the investments made in people and technology are really paying off".*

Alain Tremblay, Director, IT Service Center at Sobeys, Inc.



ITSM & ITOM SOFTWARE

Axios Systems is committed to innovation by providing rapid deployment of SaaS and on-premise service management software. With a global client base in mind, Axios's enterprise software, *assyst*, is an out-of-the-box solution designed to transform IT departments from technology-focused cost centers into profitable, business-focused customer service teams.

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