Wildberries improve support processes across the business with assyst

Project drivers

Wildberries' Service Management implementation project began in mid-August 2013, when the active growth of the business required unification of business processes and automation to support everyday operations. The rapid growth in the number of orders and number of employees led to an increased workload on virtually all departments in the company and identified a number of issues that needed to be addressed including:

IT:

- Increased request resolution time

- Reduced availability of support

- Loss of requests

- Highly qualified personnel overloaded with operational activities

- Risks associated with IT system downtime

Other departments:

- Increased number of suppliers

- Increasing complexity of budget control and planning

- More business support staff

With the strong growth in the business, Wildberries' requirement was clear - adopt a service management platform which would drive efficiencies in IT Service Management and support wider functions across their business. assyst was chosen as the best fit to the customer's requirements:

- ITIL compliance and flexible functionality

- Short implementation period

- Easy and straightforward migration to new versions

- Web-based interface and concurrent licenses for users

About Wildberries

- Wildberries is a multi-brand online store of fashion apparel, shoes and accessories

- 10 years of successful operation in the Russian market

- Leader of retail e-commerce in Russia

- Turnover for 2013: 530 bln roubles

- More than 30,000 orders per day

- 4,500 employees

- More than 200 order collection points

- Ability to integrate the solution into the current infrastructure of the company

- Retail references in the Russian market

- A company whose customers' needs and requirements influence product development

The Strategy

The decision was made to implement the service approach not only for IT but for all service departments.

Initially, assyst was implemented within the IT department. Four ITIL processes were automated: request, incident, service quality and problem management.

Then, further support processes were automated in the following service departments:

- Increased request resolution time

- Reduced availability of support

- Loss of requests

- Highly qualified personnel overloaded with operational activities

The result for Wildberries is a unified system where not only IT staff, but all employees, without exception, are able to self-log their requests to various departments and track their status in real time through the web-based portal, assystNET.

assyst has given us the opportunity tohave control of every area of the business, with more and more agencies coming on board. It truly does drive efficiencies across the business and is a 100% gain for everyone

Graham Mitchell
Head of IT Support Services

The Future

Wildberries plan the following updates in the near future:

- Further ITIL implementation in IT: change and release management

- The following departments will implement the unified Service Desk: legal department, marketing, merchandising, pricing, content

- Company suppliers will also be introduced to the unified Service Desk

Summary

- Implement a system for managing services critical to the company's core business

- Mitigate risks associated with downtime of IT systems

- Create a single system in which all employees are able to register and track the status of their requests online in real time

- Ensure ease of registration requests

- Establish stable, efficient levels of service between service departments

- Reduce operational and support costs through automation

- Identify requests/targets/challenges

- Use an ITSM approach to automate requests from users within all service departments

- Single point of contact

- Request fulfilment within one system

- Ability to measure and control process efficiency

- SLAs set within each service department

Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

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