

Azimut produce 57% efficiencies with assyst implementation



Azimut is the largest independent Asset Management company in Italy and has been operating since 1989.

Project requirements and selection of assyst

Faced with a new operating model amid rapid growth, Azimut realized that in order to meet the needs of its customers - ranging from those requesting standardized products to high net-worth clients requiring customized solutions - a shift from their previous telephony system to a new platform was required. One of the primary challenges of this evolution was Azimut detaching themselves from a long-term partnership with one supplier in favour of multi-sourcing.

The Challenge

In order to attain the benefits of Azimut's vision, a business case was laid out for the implementation of assyst which would generate minimal impact on the functional aspects of service delivery. The business case addressed various hurdles the group was likely to encounter along the way. Several challenges presented themselves to both company's consultants, namely providing quick wins by tackling the most problematic issues in the initial phases of the project.

Three-phase implementation:

Phase 1 - Stabilize Support Services

The project began in July 2012 with both company working closely together to define the specifications for the implementation of the two main support areas: one Service Desk dedicated to Azimut's Financial Advisors (FASD or Financial Advisors Service Desk) and another for IT. The ITIL-based blueprints were then used to guide company with the implementation of assyst, going live in November for the FASD and the following month for the IT Service Desk.

Phase 2 - Measurement

Once the core of assyst had been implemented, assyst consultants then set about putting in place a series of metrics

About Azimut

Azimut is Italy's largest Asset Management Company. Its shareholder structure includes over 1,400 managers, employees and financial advisors bound by a strong agreement that controls 13% of the firm.

The Azimut Group, whose parent company Azimut Holding has been listed on the Milan stock exchange since 7 July 2004 (AZI.IM), is present in over 15 countries, and currently includes approximately 100 internationally-based investment professionals and over 1,600 exclusive financial advisors.



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aimed at recording the effectiveness of the solution in the context of Azimut's business objectives.

One of the key aspects of perfecting the practice of SIAM is continual service improvement. While many organizations attempt to carry this out, the chances of success depend largely on how effective the metrics are.

Azimut implemented a series of performance metrics such as Right First Time and Time to Resolve. The results of these measures were recorded over time and have been extremely helpful in improving quality of service.

Phase 3 - Suppliers on board

By leveraging the flexible integration models provided by assyst and adopting a Lean and Agile approach in the initiative, assyst consultants introduced five Azimut key suppliers to the Financial Advisors' support process in less than five months. Blueprints were then used to guide both companies with the implementation of assyst, going live in November for the FASD and the following month for the IT Service Desk.

The product initially seemed too big for our small organization but, due to its flexibility and scalability, assyst was able to accompany the evolution of our business from 10 to 37 billion euros in four years.

Caludio Bonetti
Chief Information Officer of Azimut

The Future

Following the successful rollout of assyst and its associated benefits, Azimut now intends to develop their reporting by incorporating a dashboard for end users. The Group also aims to implement a 7-day-perweek access portal via assyst to provide greater flexibility in the service delivery process.

The approach to continuous supplier onboarding has enabled Azimut to transform its support organization from one that simply records issues to a system of engagement where all issues are efficiently resolved. Further plans include expansion of the solution to encompass a system of insight thanks to effective road-mapping and the use of a complete Knowledge Base, which is key to delivering these future initiatives.

Summary

- Through the phased implementation and evolution of assyst, Azimut has achieved significant gains in the operation of their Service Desks and, in particular, the Financial Advisors Service Desk. The project has yielded a number of benefits including shorter incident resolution times, improved quality of service and an increased engagement of suppliers providing expert knowledge.
- assyst enabled Azimut to exploit shared processes with multiple suppliers, a common language and a centralized information repository to achieve true end-to-end incident resolution in a single ESM solution.
- The substantial transformation has heralded the beginning of a paradigm shift for Azimut. A far cry from the telephony-based custom tool in use prior to the implementation of assyst, the company has been able to continually develop innovative products such as private insurance packages.
- The seamless transition to assyst also guaranteed business continuity for Azimut's end users. By adopting a SIAM model that suited them, Azimut were also able to integrate all suppliers to provide a transparent service delivery process.

Find out more

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

