

assyst Boosts Productivity for Leading Middle East Newspaper



The Challenge

The Gulf News IT department utilized manual and primitive processes which resulted in delays in response time and a poor perception across the business. Without the support of a powerful ITSM solution, IT staff had to implement performance and change management through manual spreadsheets and word processing programs.

Beyond optimizing their processes, Gulf News had to ensure that their IT department added real value to the business. Supporting over 1,000 business users and with over 2,000 assets to manage, the department was responsible for ensuring the organization ran efficiently.

The Solution

The focus was automating the processes, but more importantly measuring and tracking KPIs more effectively. With this in mind, Gulf News selected assyst because of our sole focus on ITSM and the rapid implementation of assyst. Gulf News was able to avoid disruption to the business and had assyst in place and fully operational within two months.

assyst provided a complete solution to their challenges, offering a number of features to reduce costs and increase productivity.

- Event search - reduces the amount of time service desk personnel spends looking for information through the assyst contact user gateway.
- Service catalog - business users can view and request assets and services available to them, to help them do their job better
- Service desk management - ensures every newspaper is delivered on time and to the highest quality by prioritizing calls from certain business users such as Citrix, Microsoft Exchange, SAP and ATEX, the company's editorial partners.

About Gulf News

Since 1978, Gulf News has grown to be the most successful newspaper in the Middle East and is the leading English language newspaper of the region. With the highest average audited circulation in the UAE, Gulf News delivers over 108,000 copies per day.

Acquired in 1984 by Al Nisr Publishing LLC, the newspaper was then re-launched as a broadsheet. They have received numerous awards, including the Asia-Pacific Award for Best Newspaper Production and numerous design awards from the Prestigious Society for News Design. An independent survey of Arab media published by the Dubai Press Club, rated Gulf News as "the most read newspaper" of the UAE, ahead of all other English and Arabic newspapers.

With all of these components in place, Gulf News was able to establish comprehensive Service Level Agreements (SLAs) to help control, manage and demonstrate performance to the business, adding tangible benefits through IT.

Prior to implementing the ITSM solution, we were a typical firefighting department. assyst combined with the ITIL training allows for setting measurable KPIs that enable us to focus on providing excellent customer service.

Edward Capaldi
Head of IT, Gulf News

The Results

With increased automation and visibility of IT services, Gulf News was able to reduce the number of incidents by 43% per week and provide support for 20% more business users without increasing the number of support staff. Head of IT for Gulf News, Edward Capaldi, estimates that if they had not implemented assyst, the company would have needed to increase headcount in IT by around 10% to manage the growing volume of business users.

Before the implementation of assyst, Gulf News was breaching almost 50% of their SLAs. Aside from customer service complications, this can lead to potentially costly proceedings. Six months after go-live they reported over 79% of incidents and requests closed within the SLA timeframes.

Previously unable to identify causes and assign them to problems, assyst has enabled Gulf News to report 93% of problem tickets with now identified 'known causes'. This speeds up resolve rates and frees up support staff.

The shake-up of their problem management processes has also seen a massive decrease in the rate of problem recurrence. Prior to the assyst problem management improvements, Gulf News had only 30% of problems successfully closed without the problem recurring; 6 months on, they have seen a 50% increase to 89%.

Summary

- 43% reduction in number of incidents per week in 6 months.
- 29% more incidents/requests now closed within SLA timeframes in 6 months.
- 89% of problems successfully closed without the problem recurring - a 50% increase in 6 months.
- 20% increase in the number of business users being supported with no increase in IT support over 12 months.
- 93% of problem tickets have 'known causes' identified within 6 months.

Find out more

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

