

Media Pack 2018

“



SDI Media plays a truly valuable role in our marketing activities.

Jennifer Carr, Cherwell Software

”

Why SDI?

For 30 years the Service Desk Institute (SDI) has nurtured, guided and inspired the Service Desk and IT Support community; a community that is continuously looking to improve service to customers and drive efficiency within their businesses. SDI helps you to engage with these people through a variety of channels.

Passionate about providing best practice guidance, education and leadership to the Service Desk industry, SDI acts as a well-respected, trusted and independent advisor to this close-knit sector. As a result the partners who work with us through our numerous communication channels and touch points benefit immensely from this reputation.

SDI is in a unique position to provide recommendations on the current themes and topics that are driving the industry forward. Working closely with many key industry suppliers

also means that we know what makes a highly effective marketing campaign, helping you to get the most from our up-to-date and responsive audience.

We can offer you a wide choice of media options, tailored packages and promotional items which stretches across time zones and borders, enabling you to reach your target audience globally or locally. We don't give you a menu and leave you to it, we support your success by sharing our expertise and advice to help you grow your profile, generate sales leads and show a tangible return on your investment.

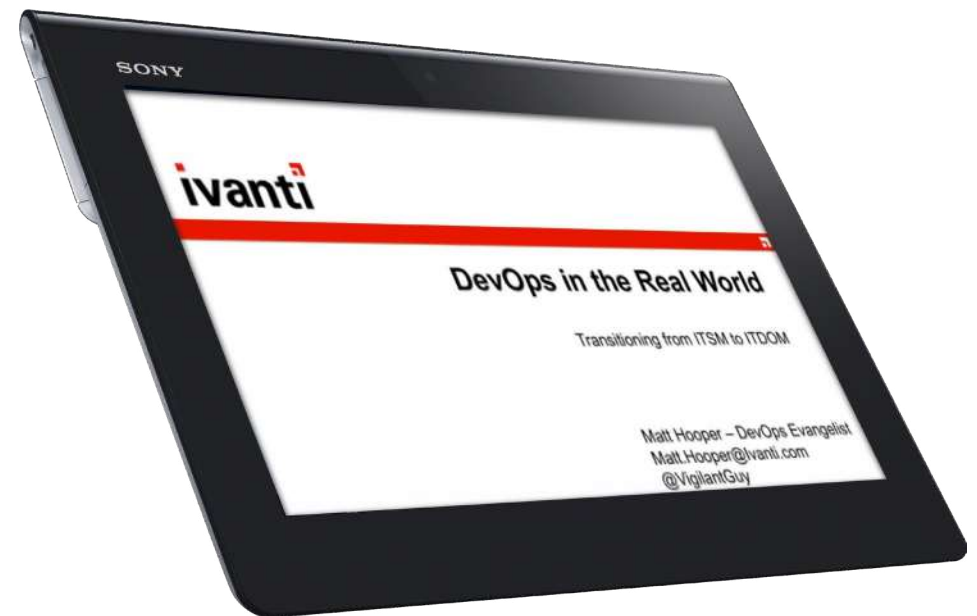
Webinars

SDI's popular and well-attended webinar programme focuses on sharing best practice and shining a light on the latest trends affecting the Service Desk industry. Sponsor a webinar that fits with an area or theme you are focusing on or to increase your profile and generate leads.

Each sponsorship costs £1400 including webinar marketing and management, all registration data, branding of the webinar and a copy of the recording for the sponsor's own use.



CGI Webinar 2017



SDI Webinar 2017



Shine17 is
sponsored by
Happy Signals
Employee
Experience
made easy
and actionable



The world's only online Service Desk and Support conference brings together speakers from each continent. Shine produces over 20 hours of content, freely available to the Service Desk community from a variety of speakers including industry analysts and Service Desk professionals on the frontline. Sponsoring Shine is a great way to boost your worldwide profile through a unique event that brings together blue sky thinking and current trends affecting the industry. This is a perpetual event with content available online long after the live event has finished.

Sponsors will have their brand on all the conference sessions and the opportunity to email the delegates after the live event. You can also take up the option of being the only software supplier to have the speaking slot during the event. Shine 17 attracted over 600 registrations.

Prices from £7,000

“What I love about SDI Shine is that wherever you are in the world you can view all, a few, or just one session completely free of charge. It doesn't matter if something comes up and you can't join live – they're all recorded so you can watch at a time that's better for you.”

Previous Speaker Sessions Have Included:

Karen Ferris: Bringing Agility To Service Management – Rapid Results, Right Results (6am)

Mark Smalley: How To 'Sell' The Value Of ITSM To Business Executives (8am)

Pasi Nikkanen: Make Employee Experience The Most Meaningful Service Desk Metric (9am)

Suresh GP: Can ITSM Deliver Business Value Without BRM? (10am)

Stuart Beale: Self-Solve – The Reality. How Do I Get My Customers To Solve Their Own ICT Issues And Requests? (11am)

Rui Soares: Risk: It Is Not A Game (12pm)

Pascal Marchand: Feel The Global Support Vibe! (2pm)

Sami Kallio: How 110,000 Employees Feel About Service Management (3pm)

Dr. Mauricio Corona: Logrando Una Gran Experiencia Del Cliente A Través De Un Service Desk Espectacular

Translation: Achieving A Great Customer Experience Through A Brilliant Service Desk

[Mauricio Will Be Presenting In Latin American Spanish] (4pm)

Julie Mohr: Living In The Disruption Economy: Why Our Customers Are Screaming For Change And We're Still Not Listening (5pm)

Javier Lopez Casarin: Innovation: Concept, Challenges And Effects In México (6pm)

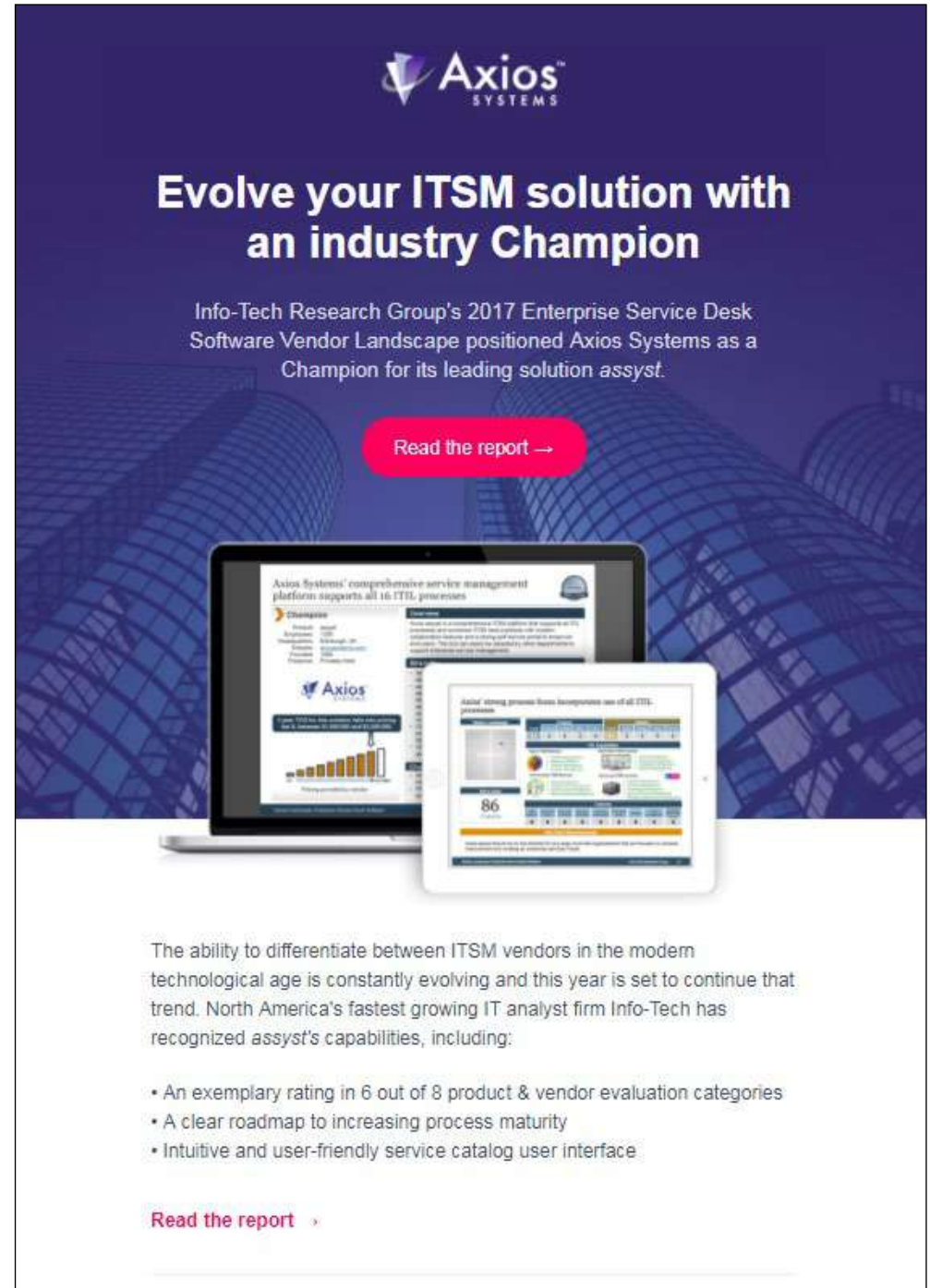
Eric Figgins: Successful Chat Implementation (7pm)

Solus Emails

The most effective of SDI's online media offerings, solus emails enable the sponsor to deliver a bespoke fully branded message direct to the inbox of 12,000 contacts. This is the ideal way to maximise your marketing campaign, with the most regularly updated database for a niche sector which is normally hard to reach. Your email will reach the main decision makers and influencers who make the buying decisions within the Service Desk. Popular campaigns are ones which feature guides or whitepapers, but previous sponsors have also found the emails useful for advertising events and webinars. After the email, SDI will continue to support you by supplying statistics on opens and clicks for all campaigns.

Price

- UK Solus Email, 12,000 **£2,800**
- UK Solus Email, 6,000 **£1,800**
- US Solus Email, 5,000 **\$800**



Axios SYSTEMS

Evolve your ITSM solution with an industry Champion

Info-Tech Research Group's 2017 Enterprise Service Desk Software Vendor Landscape positioned Axios Systems as a Champion for its leading solution assyst.

[Read the report →](#)

The advertisement features a laptop and a tablet displaying various ITSM reports and dashboards. The laptop screen shows a 'Change' report with a bar chart and the Axios logo. The tablet screen shows a 'Service Desk' report with a score of 86 and a bar chart. The background is a dark blue grid pattern.

The ability to differentiate between ITSM vendors in the modern technological age is constantly evolving and this year is set to continue that trend. North America's fastest growing IT analyst firm Info-Tech has recognized assyst's capabilities, including:

- An exemplary rating in 6 out of 8 product & vendor evaluation categories
- A clear roadmap to increasing process maturity
- Intuitive and user-friendly service catalog user interface

[Read the report >](#)

[Quote](#)[Demo Now](#)

Achieve ITSM Success

Discover 5 Habits of Highly Effective Service Management Leaders

Today's service management leaders are more challenged than ever before. Digital transformation. Cloud services. Supplier management. Outside IT. Millennial crowd expectations. Cost containment. Bespoke services. The list goes on and on. Where does a service management leader start, and how does this person know which projects to spend the bulk of their efforts on, i.e., those that will truly make the most positive impact to the business.

[Get the eBook](#)

Download this eBook which is geared towards service management leaders who want to stay one step ahead of the business' needs and don't want to settle for IT as usual.

If you have questions, simply respond to this email. To schedule a personalized demo of Cherwell Service Management, [please contact us](#).



Cheers,
Cole Ericson
Cherwell Software
[Schedule a Demo](#) or [Get Pricing](#)



See everything differently

Your service management situation is unique, fast paced and ever evolving.

If you're struggling to meet today's service needs because you're stuck on an out-of-date ITSM solution, perhaps it's time to rethink your ITSM.

Discover the game changing innovations now available to overcome today's ITSM challenges and why Ollie O'Donoghue, Industry Analyst at the Service Desk Institute says "Hornbill has cleverly turned traditional ITSM functionality on its head".

[Download the Smart Guide](#)

If you're suffering any of these pains, this guide is for you:

- I'm stuck on an out-of-date version
- I struggle to justify the effort or expense to upgrade
- I can't take advantage of new functionality
- I can't meet the heightened expectations of users

[Download now](#)

E-News

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NEWSLETTER

June 2017

Hello Scarlett,

Welcome to the SDI newsletter, our monthly bulletin designed to keep you up to date with our latest blogs, industry news, and opportunities to engage with us and with the global IT service community.

Have You Tried The New SDI Website Yet?

At the start of the month SDI launched a brand new website with a fresh look and some key updates designed to make your browsing and reading experience easier. Take a look and if you think feedback, good or bad, we want to hear! [VISIT THE WEBSITE](#)

6 Ways Technology is Changing IT Support Forever

Employees, lulled by their consumer experiences, increasingly expect more from their service desk. Service desks are struggling in the short-term to give employees the same level of service as they expect from their retail experiences. It's not just about the service desk, it's about the customer experience. [READ THE ARTICLE](#)

How To Win A Free SDI Membership

We're giving away a one year SDI Professional Membership to the first 10 people who sign up to our new SDI newsletter. To be eligible, you must be a Service Desk Manager or have a direct line to the Service Desk. [ENTER NOW](#)

Split Vote For Switching Off Email

After seeing some very interesting stats on SDI's Twitter page about employees switching off email on their mobile phones, we decided to ask our readers if they would switch off email on their mobile phones. [READ THE ARTICLE](#)

The Online Exhibition That Brings ITSM Tool Demos To Your Desktop

Can you attend with interesting software solutions to solve a business problem, but struggle to find the time to attend meetings or travel to exhibitions? Our free online exhibition brings the demos to your desktop. [READ THE ARTICLE](#)

Canterbury Christ Church University Achieves 88% Customer Satisfaction

The IT service desk at Canterbury Christ Church University achieved a 88% Customer Satisfaction score, a result of the changes they implemented. [READ THE ARTICLE](#)

SOFTWARE SHOWCASE

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NEWSLETTER

August 2017

Hello Sachin-Raj,

Welcome to the SDI newsletter, our monthly bulletin designed to keep you up to date with our latest blogs, industry news, and opportunities to connect with the worldwide service desk community.

Service Desk Profile: University Of Huddersfield

The service desk team at University Of Huddersfield reveal their achievements, challenges and memorable moments in their service desk of the month profile. [TAKE A LOOK](#) if you'd like your service desk team to feature on our blog email us at hello@sd-i.com

Analyst 2.0: ITSM Insights From SDI And Clearvision

Download this exclusive report to discover what Service Desk Managers really think of the role of the service desk in modern business, now and in the future. [GET YOUR FREE COPY](#)

Take The Service Desk Benchmarking Survey For 50% Off Online Training

SDI is updating the popular Service Desk Benchmarking Report, uncovering common challenges, priorities and trends in the industry. The next three people to complete the survey will receive 50% off our virtual Service Desk Manager training course, an exclusive offer worth over £500! [TAKE THE SURVEY NOW](#)

Predictive Analytics: Staying Three Steps Ahead

How Frenchell explores how the 'data boom' of the digital age has opened doors across industries to mean that 'decisions which were previously made on hunches can now be made through the analysis of patterns, trends and characteristics.' [READ THE ARTICLE](#)

ITSM Tool Selection: 3 Free Resources

Looking for a new tool for your service desk? Try these free resources designed to help you find the one!

1. SDI's Online Tool Selection offers on-demand demo videos
2. Meet some popular suppliers at this free event on 11 October
3. The IT Service Buyer's Guide gives you product overviews

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NEWSLETTER

May 2017

Hello Scarlett,

Welcome to the SDI newsletter, our monthly bulletin designed to keep you up to date with blogs, videos, news and opportunities to engage with us and with the global IT service community.

How Healthy Is Your Service Desk?

You want to keep your service desk performing well but something isn't quite right and you're not sure what it is. Let us diagnose the issues and help you plan remedial action, with a thorough service desk check-up carried out by an experienced SDI service desk specialist. [FIND OUT MORE](#)

SaaS vs On Premise ITSM

This new report outlines the realities and preconceptions, benefits and challenges of SaaS and on-premise ITSM implementations. Read the findings of this survey from SDI, which also explores funding, procurement, security measures and the impact of ITSM on the business. Sponsored by Sunrise Software, an IBM Business Partner. [GET YOUR COPY](#)

BECOME A GLOBAL ASSET
25 MAY 2017

Join this webinar today at 2.30pm to discover how you can attain transferable skills to become a global

A great opportunity to share whitepapers, guides, webinars and events to the SDI community via our monthly e-news. It's the perfect way to generate leads or increase your profile by including your content seamlessly alongside SDI's own articles. Sponsors get the best results from promoting free whitepapers or guides which the SDI community are happy to share their details for. The email is sent to SDI's main database of around 17,000 contacts. After the email, SDI will supply statistics on opens and clicks on your part of the email.

Price

- UK E-news Sponsorship **£1,200**
- US E-news Sponsorship **\$800**
- LATAM E-news Sponsorship **\$600**

Be Brilliant!

The service desk bulletin



Hi %%first_name%%,

In this month's 'Be Brilliant' bulletin we have a research report, new service desk of the month, a big data blog and last remaining places for a fantastic upcoming event.



Why time is such a big issue for today's service desk professionals

[This report](#) was created from responses to an online survey sent out to over 10,000 senior ITSM professionals. From their candid responses a rich picture of the service desk industry has emerged, with some telling insights into how and why time is such a big issue for today's service desk professionals.



Experience Events



A mix of case studies, networking and exhibition, these mini conferences bring together keen delegates from a mix of backgrounds. Being part of the membership benefit package these events attract the most proactive Service Desks in the industry looking to gain insight into how to improve customer service, keep up to date with best practice and see the latest products from software suppliers.

There are usually 3 exhibitors, each receiving the following package:

- 15 minute speaker slot
- 3 metre wide stand
- Logo on website
- 2 staff passes
- Delegate list (name, job title, company)

Price **£2,500**



Software Showcase

Software showcases are a one of a kind event, designed by the Service Desk Institute to let organisations searching for new software see 9 product demonstrations in one day, as well as the opportunity to network with those software vendors. Attended by 60 plus delegates it's a great way to meet software buyers from a variety of organisations at different stages of their journey searching for a new product.

Each sponsor receives the following package:

- 30 minute speaker slot
- 3 metre wide stand
- Logo on website
- 2 staff passes
- Delegate list (name, job title, company only)

Price **£2,800**



MARVAL[®]

ITSM Software, Consultancy & Education

Looking for Service
Management software?
Then look no further



12-14
—
03
—
18

SD 18

The conference for service desk leaders.

Birmingham
Hilton
Metropole

Each year the Service Desk Institute hosts the fastest growing Service Desk and IT Support Conference in Europe. Attended by over 750 delegates and 40 exhibitors, the annual event brings a mixture of world class thought leadership and guidance from the frontline, making it a unique and popular occasion for the community. It's a brilliant opportunity to generate leads, to network with a variety of delegates ranging from Managers to Directors from a mixture of industries and to increase your brand profile. All exhibitors have the same size stand, meaning you are always visible while keeping a friendly open environment. SDI also enables you to include accommodation and tickets to the IT Service and Support Awards evening in your conference pass, giving you more time to socialise with your potential customers.

More details for the event can be found here <http://www.sdiconference.co.uk>

Conference Packages Available

Exhibition options

- Accommodation for 2 nights, 2 tickets to awards dinner pre -conference networking, logo and listing in the conference app **£5,250**
- Badge Scanners **£500**

Additional Options

- Logo package – exhibitor logo on main stage, logo on all emails, featured logo on website **£1,000**
- Hotel key-card sponsorship – full design branding of conference guests' hotel key cards. **£2,500**
- Lanyard sponsorship – branding on all delegate lanyards **£1,800**
- Coffee mug sponsorship – branding on all coffee and tea mugs distributed **£2,000**
- Conference App – promotional options direct to a delegates hand **£POA**
- Bag Sponsorship **£2,500**
- Breakout stream sponsorship **£POA**

Call 01689 889 100 if you have any questions or would like more information about this event or the Service Desk Institute.



Delegates



2018
850+
(Target)



2017
696



2016
574



2015
517

Branding Examples







SIDI Service Desk Institute

bmcsoftware

HORNBILL

IT Service & Support Awards

The SDI awards attract over 700 guests for a glittering night celebrating the best and brightest from the Service Desk and Support industry. This amazing night is the highlight of the SDI conference week and gives the industry the opportunity to showcase excellence, inspire innovation and celebrate achievement.



In its 21st year, the 2018 event takes place at the Hilton Metropole in Birmingham with the following awards presented and of course available to sponsor:

- Large Service Desk of the Year
- Medium Service Desk of the Year
- Small Service Desk of the Year
- Inspirational Leader of the Year
- Service Desk Analyst of the Year
- Service Desk Manager of the Year
- Small Enterprise Managed Service Desk of the Year
- Medium to Large Enterprise Managed Service Desk of the Year

Hundreds of organisations enter the awards with previous winners including:

- TNT
- Virgin Media
- Aviva
- Sky Plc
- University of Oxford

Headline sponsorship is £12,000 with individual awards priced at £2,500. It's a unique way to increase your profile within the industry, allowing you to be seen as supporting the best Service Desks from around the world.

More information can be found here
servicedeskintstitute.com/events/it-service-excellence-awards/



International Events

SDI works with over 50 organisations across the globe to deliver events, training and the benefits of associating and working with SDI. With Service Desks maturing at a rapid rate and new technology removing borders, SDI is in a position to provide access to these emerging markets. We have supported a number of vendors entering new regions including new events in Mexico City, Copenhagen and Kuala Lumpur. Whether you are looking to enter a new market or you would like to support an SDI regional event we would be happy to talk through options to find the right event for you.



SDI Mexico 2016



SDI Mexico 2016

Bespoke Events



Digital Transformation 2017

With a professional in-house events and marketing team, SDI can work with you on joint promotional events in the UK and worldwide, including 'live' physical events and webinars. We can work with you to create valuable content for the industry and help you to be seen to be giving support to the Service Desk community. Our support can range from providing speakers, giving advice on content and agendas, all the way through to advertising the event via the SDI database. Please get in touch if you would like more information on how we can help.

Price on application

Sector Breakdown

Education & Universities

22%

Pharmaceutical &
Healthcare

3%

Housing &
Construction

4%

Charities

5%

Retail

6%

Media, Entertainment & Communications

7%

Technology & IT Services

21%

Legal/Financial

18%

Public Sector

14%

Intelligence

SDI's unique position within the market place allows vendors to gain an overview of the Service Management Industry via the Intelligence analytics service. The regular reports are aimed at giving you a better understanding of the industry and supporting your decision making processes. Each 40 page report gives in depth analysis and commentary, backed up by industry research from a variety of sources to shine a light on the Service Management sector.



INTELLIGENCE REPORT:

Realising ROI From Self-service Technologies



[intelligence]

This report analyses
a series of factors that
have a direct impact on
the success of self-service
implementation

This report is the first of its kind to take a unique and in-depth look at the return on investment (ROI) that service desks are currently achieving from self-service technologies.

The industry specific statistics and trends presented in this detailed report are gathered from a variety of primary data sources exclusive to SDI and bring a new level of insight that service desks have never seen before.

Our aim is to help readers increase their knowledge about the realities of self-service technologies and to use these findings to anticipate challenges and make more informed decisions about tools and technologies that ultimately deliver increased business value.



43%

of the organisations that achieved over 100% ROI met all of the motivations they set out to achieve with their self-service portal.

Without a doubt, the most successful organisations are those with a self-service solution designed with the customer at the heart of the service.

"To move to higher levels of ROI organisations must encourage adoption of a self-service and maintain adoption with an offering that meets users' needs."



92%

of the organisations that achieved between 50% & 70% of ROI from their portal were motivated by the opportunities to reduce cost.



67%

of the organisations that have realised the full potential of their self-service tool say their end-users prefer to use the portal over other channels.

"Organisations that seek to achieve motivations supplemented by the reduction of cost tend to realise greater value."

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Survey Based Research

One of SDI's specialisms is relevant content creation. You have the ability to make use of this via the SDI research team who can help you create valuable research reports, based on surveys, to support your PR marketing campaigns. The SDI research team can work with you to look at current industry trends which are affecting professionals making decisions for their organisations and their customers. We can develop a survey, from which the results can be turned into a designed report that you can use to increase your profile, generate discussion and gather data when promoted via our other media channels. You will also have the option to re-produce the report 1-2 years later to trend against the previous report, producing even more valuable insight for the industry.

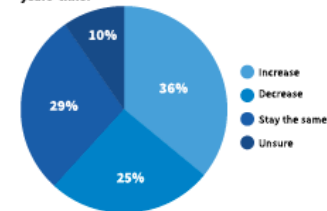
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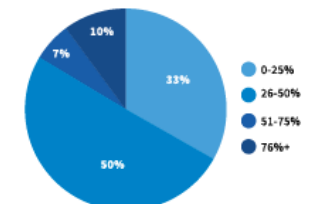
Headcount

"I used to be worried that self-service would make people redundant but I now see it as an additional route into service desk" - Julie Wells, NPL Management Ltd

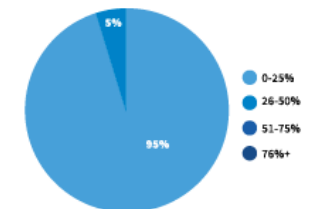
Do you think service desk headcount will increase*, decrease**, or stay the same in 3 to 5 years' time?



*How much do you think the service desk headcount will increase by in 3 to 5 years' time?



**How much do you think the service desk headcount will decrease by in 3 to 5 years' time?



White Papers/Mini Guides/Video Guides

Automation Strategies and Common Pitfalls

The author of this report is SDI's Industry Analyst Scarlett Bayes. Scarlett is dedicated to providing insightful and practical research to the service desk industry. Scarlett's work with a wide range of service teams around the world provides her with ITSM expertise across a variety of business sectors.

While every care has been taken to ensure the accuracy of this report, the results, estimates and opinions stated are based on sources which, while we believe them to be reliable, are not guaranteed. No liability can be accepted by SDI, its Directors or Employees for any loss to any person acting or failing to act as a result of anything contained in or omitted from this report, or conclusions stated.

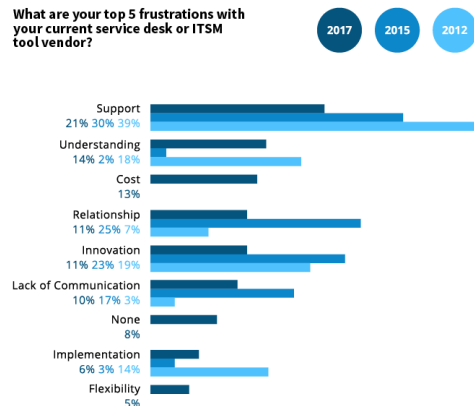


Steps to success

with an external vendor to implement automation can have a significant impact on the service desk, but the challenge ensuring that impact is a positive one.

Many service desk professionals run into problems when working with vendors, and find that the relationship is fraught with frustrations. In 2017, 14% of service desk professionals identified that one of the main frustrations with their tool vendor stemmed from a lack of understanding of the business. Therefore, to avoid this frustration and the potential problems this can present, it is essential to work closely with a vendor to ensure that all service desk and business needs are met. Assuming that it would be essential to develop and maintain the tool or capability over time, it is also important to consider whether it would be necessary to employ or train staff to develop this internally, or whether a future relationship with the vendor will need to be maintained.

What are your top 5 frustrations with your current service desk or ITSM tool vendor?



6
Automation Considerations

To back up online media campaigns, these guides written by SDI's research team are a popular way to provide quick content to support your content marketing strategy. Generally used as part of a wider campaign, alongside an e-news or solus email this will help you generate leads and be seen as supporting independent guidance within the industry. SDI will look after the whole process from inception to authoring then designing the final report, freeing up your experts to spend time talking to your customers.

Prices:

- 8 Page Mini Guide **£2,500**
- 3 x Mini Guide Videos **£6,000**



Case Study

City and County of Swansea

Remedy replaced and assyst implemented the Council in only 106 days

Consolidation of Service Management processes

The City and County of Swansea have been using assyst IT Service Management (ITSM) platform from Axios Systems to manage their IT service for schools, since June 2004. All other corporate departments were previously covered by an outsourced contract which had been in place since 2006, and as such primarily used Remedy provided by Capgemini. That with transition to a new Service Desk required by the end of October 2015.

"Having reviewed assyst across the absolute confidence deadline were met."

Jo H

The original suggestion was that the Council simply upgrade the existing assyst system and expand the license base, however, it quickly became apparent that it wasn't as simple as that and a larger project was required. Whilst the corporate team accepted a lot of the tried-and-tested functionality that the schools were using, internal processes were different between schools and the other departments; an issue which needed to be addressed.

Additionally, there was a requirement to provide self-service facilities that incorporated Service Catalog and assyst Reset. The biggest challenge was to have the design, build, testing and training all accomplished by 1st October to run in parallel with the Capgemini service for the first month. This meant that much of the activity had to happen over what are typical summer holiday months.

Working together: Axios Consultancy and CCS achieve

Scoping to go-live in only 106 days

Swansea effectively had the task of bringing two Service Desks into one in 106 days. The project involved a complete reimplementation to the latest version of the software and moved the Council from Windows to Web. It was essential that the school and corporate data were kept separate, and Change Management needed to be implemented for

Consolidation of Service Desks and internal processes

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"Having reviewed a number of options, we decided to roll out assyst across the Council. J. J. Axios Systems' reputation and absolute confidence of their implementation to the required deadline were drivers for the decision."

Jo Harkley, Information and Strategy Manager, City & County of Swansea

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City and County of Swansea

Dinas a Sir Abertawe



corporate in a way which was different from how the schools were using it. The key stages of the project were as follows:

June 2015 – Initiation and Scoping: An initiation day took place on 17th June when the project was re-scoped based on the requirements outlined above. Once the scoping was signed off and the project plan was in place, CCS had confidence that they would have the system delivered on time, in the way they wanted it to be delivered.

From the outset, there was a good team effort from both sides – Axios knew they had to share some responsibilities across the build activities to fit into the timeframe, and CCS allocated a dedicated Project Manager which proved a great benefit to the success of the project. The Project Manager didn't get involved in the build, but rather was a conduit to keep the project on track and manage expectations. She was able to manage the critical path to ensure everything was done on time and get the right team involved at every stage to own their tasks and bring the right information to the table. This allowed the Axios consultants to focus their effort on the product, not project coordination.

July 2015 – Workshops and Design: The first piece of work after the scoping was signed off was to run the workshops to fully define CCS's requirements. Work then focused on analysis and design, which went on through the remainder of July when design was signed off and ready for build.

August 2015 – Training and Project Build: Training took place in early August, which brought the CCS administration team up to speed with the new product.

The Council assigned a dedicated team to which Axios consultants could pass tasks. This enabled a true skills and knowledge transfer ensuring that the CCS team understood and could manage the system post go-live. On 24th August, the build began, and was run as a joint project between the Axios consultants and CCS admins through August and September.

September 2015 – Train the Trainer and transition from development to live: Train the Trainer sessions were run with dedicated CCS trainers, who then took Axios's methods and documentation and developed their own training courses to deliver to all CCS staff.

15



Hornbill Service Manager

Collaborative ITSM

Hornbill Service Manager simplifies modern ITSM with a fresh approach that blends ITSM best-practice with innovative collaborative technologies to enable optimised IT service delivery.



Key Benefits

- **Free implementation:** 30 day assisted switch-on
- **Priced for life:** No price increases guaranteed
- **Trained for life:** No training costs
- **No fixed term contract:** We don't lock you in
- **No more upgrades:** Always up-to-date
- **100% Codeless Customization**
- **Customizations keep working** so you do too

Key Features

- Innovative approach to Incident, Problem, and Change Management including user Self-Service
- Improved access to information enables collective action and faster resolution
- Full featured mobile app
- Simple intuitive user interface
- Powerful Business Process Automation and Task Orchestration
- Automated and self-maintaining data synchronisation and single sign-on functionality
- Out-of-the-box metrics, reporting and dashboards functionality
- Continuous deployment provides instant, ongoing software updates providing you with the latest functionality with no disruption to service

See it in Action:

www.hornbill.com/service-manager/see-more



Quick Specification

Type of System
Operating System required
Language Support

Company Details

Hornbill Service Management Limited
Apollo, Odyssey Business Park, West End Road,
Ruislip, HA4 6QD
www.hornbill.com
Email: hello@hornbill.com
Phone: +44(0)20 8582 8282

Collaborative IT Service Management Solution
IE10+; all other browsers
Available in any language

£42.50 per user per month. Volume discounts apply.

7



THE IT SERVICE BUYERS GUIDE

The specialist guide
to service desk software and tools
Edition 10



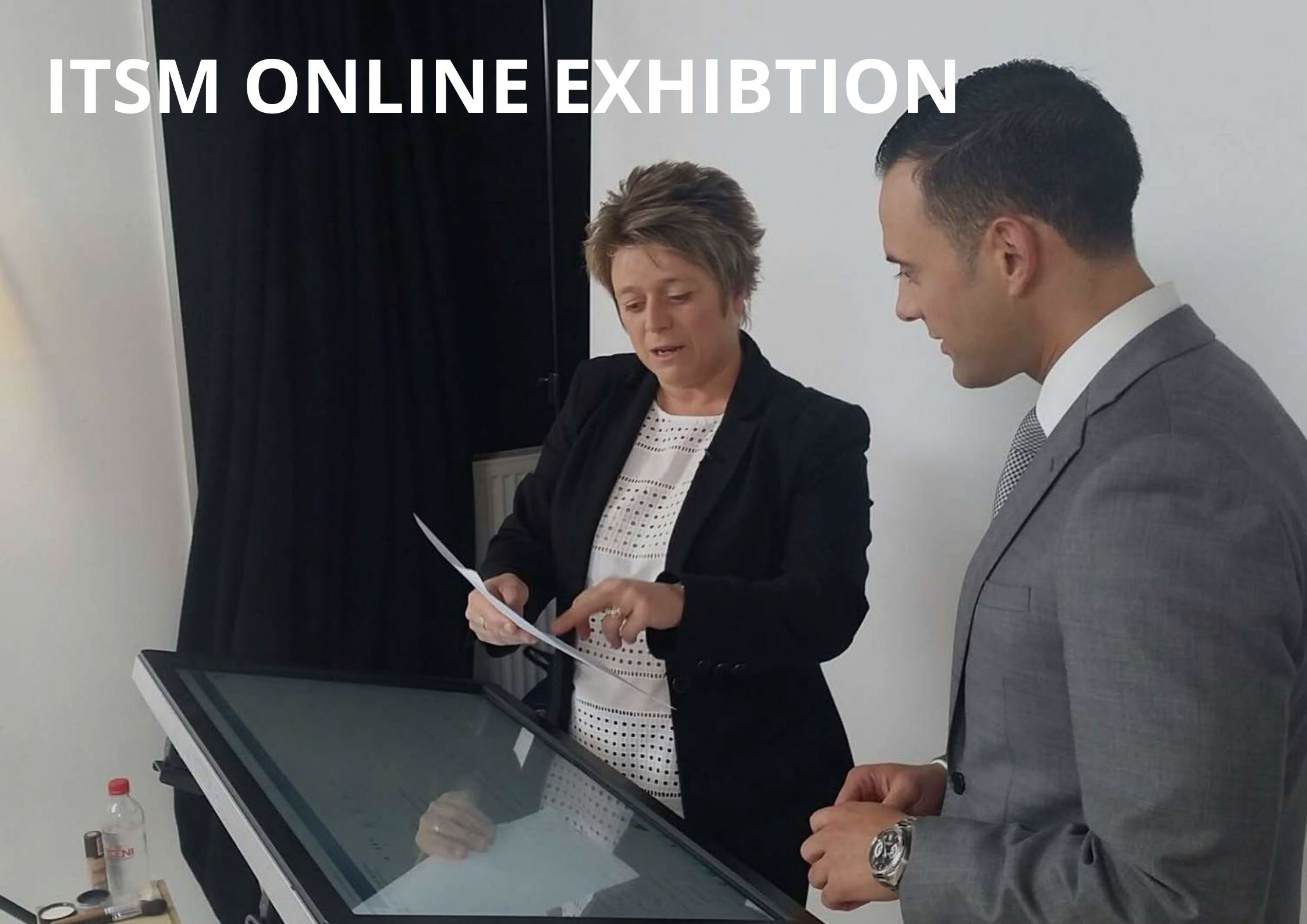
A perfect opportunity to showcase your product and customer case studies is through the SDI product guide. The Buyers guide is used internationally by Service Desks starting the search for their new Service Desk product, or those looking at innovations within the industry, software providers can also take the opportunity to talk about their customers through the option of additional pages for case studies.

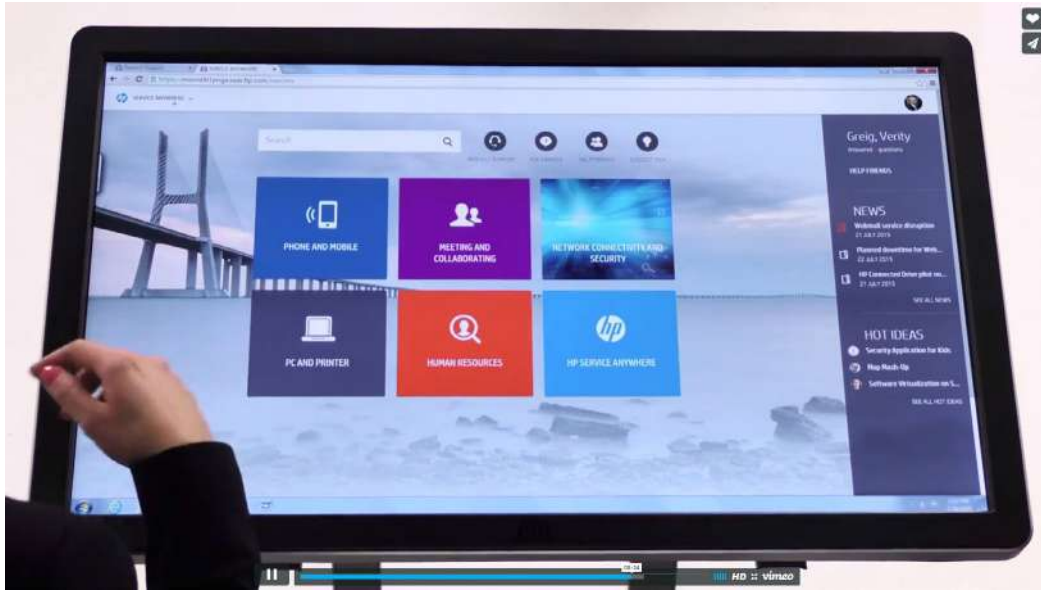
In the guide there are also articles around tool selection and a quick look comparison of software providers side by side.

Price

- Per Product Page **£700**
- Per Case Study Page **£600**

ITSM ONLINE EXHIBTION





LANDESK 2015

The online Service Management exhibition is an innovative new way to demonstrate your product while also showing the personality of the company to viewers who tend to be potential buyer's. Each 10 minute video uses touch screen technology to showcase a product demonstration showing the key features and how your software can support the Service Desk and their customers. SDI will manage all the filming and provide a host to support you throughout the process. We will also work with you to develop a specific set of questions to best show your offering. The final video will be added to the www.servicedeskdemos.com website, from which you will receive all opt-in data. You will also get a copy of the final video for your own promotional activity. The online exhibition works well either promoting new innovation or to show your current tool in action.



CRMWorks 2015

Price **£5,250** (for a 12 month listing)

SDI Standards Compliance

SDI runs over 50 audits per year on Service Desks around the world, and a big part of the audit process is the focus on metrics and how they are used within an organisation. Software providers can help Service Desks with this process by making ready the metrics reports that are compliant with the SDI Service Desk Standard.

SDI's Service Desk reporting compliance audit proves that a software vendor's IT Service Desk tool complies with the requirements of SDI's Service Desk Certification model. In order to achieve compliance, vendors must demonstrate how their tool reports on SDI's prescribed performance measures. The tool must comply in the the following ways:

- Quick and efficient display of the performance results data
- Data is presented in a clear and concise way

The data must be displayed graphically and comply with the following:

- Graph has an actual line
- Graph has a target line
- Graph has a trend line
- Data is trended over a rolling 12 month period

The compliance is checked via a remote audit and, upon completion a vendor will be able to use the compliance logo along with your brand being registered and promoted via the SDI website.



SDC Compliant Dashboard



Performance Results
Standards Report
Compliant

SDC Compliant Logo



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