For world-class customer service and peak productivity

IT and the dynamic value challenge

As a senior-level technology executive or CIO, you're part of a team of business executives faced with tough challenges. You are attempting to meet strategic goals, drive shareholder value and run the business with maximum efficiency and economy while coping with a highly competitive global marketplace, growing organizational complexity and an increasingly difficult regulatory environment.

Aligning budgets with benefits

In addition, your company's top executives are required to sign off and certify detailed aspects of internal corporate controls and processes which, in the past, would have been handled at lower levels in the organization. As a result, management depends on access to accurate, timely information wherever that information is located within the organization. This requirement demands that your IT organization be closely aligned with the business and its goals, strategies and processes—possibly your toughest challenge ever.

Recent industry research confirms the problem. IT departments are commonly viewed as cost centers—expensive to maintain, change and upgrade. Clearly, IT can no longer afford to exist within the enterprise as an isolated silo. Changes must be made to align IT productivity and costs with the rest of the enterprise.

Meeting higher demands

You are also being asked to leverage the latest IT technology to provide your company with a competitive advantage in an increasingly dynamic marketplace. At the same time, you have to show measurable business results in terms of return on investment (ROI), lower total cost of ownership (TCO) and increased service levels to the entire organization. And these mandates have to be carried out despite significant budget constraints, substantial investments in legacy IT infrastructure and a lack of visibility into all of the company's IT resources.

You may also be dealing with additional challenges common to many of today's enterprises. For example, customers and employees are demanding higher levels of service from the IT infrastructure as well as your staff. Company service desks and CRM systems are operating at less-than-optimal efficiency. Technical productivity is down. Applications are tedious to implement, costly to maintain and difficult to integrate into heterogeneous IT landscapes. At the same time, top management, employees, customers and other members of the company's value chain are increasing their demand for consolidated service solutions.

Delivering actionable intelligence

Often compounding these challenges is a shortage of strategic influence. According to Gartner research, surveys show that top executives have mixed feelings about IT, and many undervalue its role in helping create a competitive advantage.* To exert greater authority, you must be armed with compelling business intelligence that demonstrates the full value of your department to the overall business.

FrontRange IT Service Management

One of most effective steps you can take to turn these challenges into advantages is to implement a set of service management solutions that incorporates the latest in IT best practices. This includes ITIL and BS 15000, the world's first standards for IT service management. (See What is ITIL? on the next page.)

FrontRange IT Service Management is the leading solution based on ITIL and other IT best practices built specifically for small to midsized and geographically distributed enterprises. It is a member of the integrated FrontRange Solutions family that also includes:

- FrontRange Infrastructure Management
- FrontRange Contact Center
- FrontRange Sales, Marketing & Relationship Management
- FrontRange Customer Service

All these solutions share a common architectural platform and are fully integrated, allowing modules to plug and play across disciplines and share technical capabilities.

FrontRange
S O L U T I O N S

This common platform approach reduces the complexity of the IT infrastructure, lowers TCO, streamlines the foundation of the business and ensures that your company has the agility it needs to remain competitive in today's marketplace.

The remote capabilities of FrontRange IT Service Management give your company anywhere access so it can provide the highest levels of personalized customer service and increased technical productivity.
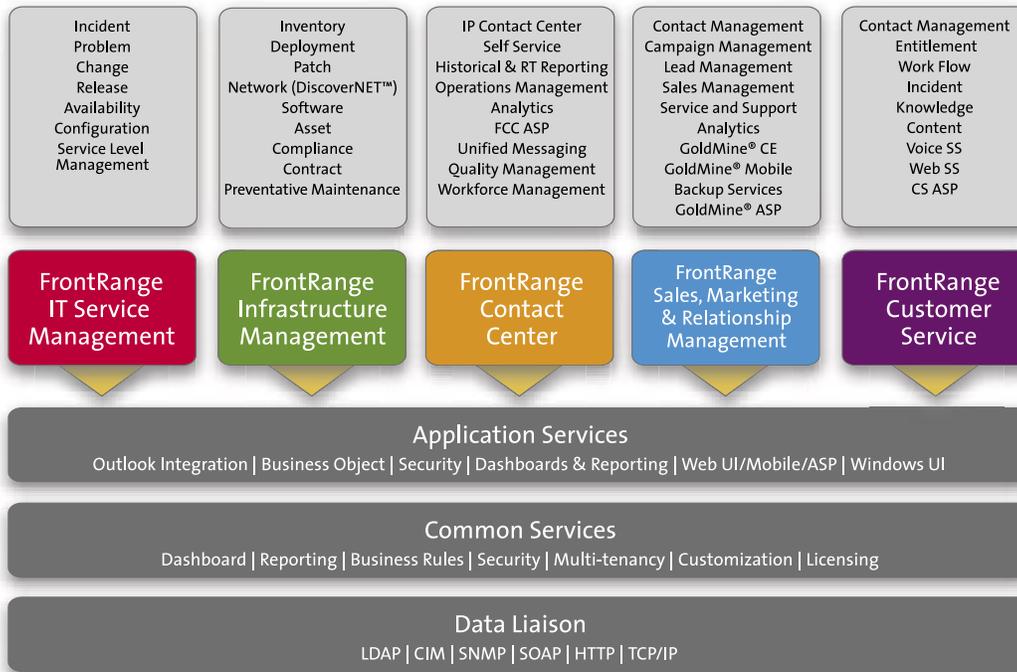
Role-based implementation

The flexibility of FrontRange IT Service Management allows administrators and users to customize the software based on the user's role in the organization. For example, you can create customized dashboards and reports and implement role-based policies for security, business rules and reporting. No matter what the user's role is—change manager, service manager, technician, etc.—you can select and tailor the functions encapsulated in the business objects to best meet that user's needs.

Phased implementation

FrontRange IT Service Management is highly cost effective and modular; no big bang implementation is required. You deploy the modules you need at your own pace—a phased implementation that allows you to "get your feet wet without drowning." You control the entire process.

With its ease of use, scalability and extensive capabilities, FrontRange IT Service Management is the leading IT service management solution for enterprises both large and small. It helps your IT organization be more efficient, reduce expenditures and manage its assets better. In addition, you will improve support quality and service levels with a resulting boost in customer satisfaction and loyalty. FrontRange IT Service Management supports ITIL process activities, offers out-of-the-box functionality and provides lower TCO.

Incident Problem Change Release Availability Configuration Service Level Management	Inventory Deployment Patch Network (DiscoverNET™) Software Asset Compliance Contract Preventative Maintenance	IP Contact Center Self Service Historical & RT Reporting Operations Management Analytics FCC ASP Unified Messaging Quality Management Workforce Management	Contact Management Campaign Management Lead Management Sales Management Service and Support Analytics GoldMine® CE GoldMine® Mobile Backup Services GoldMine® ASP	Contact Management Entitlement Work Flow Incident Knowledge Content Voice SS Web SS CS ASP
FrontRange IT Service Management	**FrontRange Infrastructure Management**	**FrontRange Contact Center**	**FrontRange Sales, Marketing & Relationship Management**	**FrontRange Customer Service**

Application Services
Outlook Integration | Business Object | Security | Dashboards & Reporting | Web UI/Mobile/ASP | Windows UI

Common Services
Dashboard | Reporting | Business Rules | Security | Multi-tenancy | Customization | Licensing

Data Liaison
LDAP | CIM | SNMP | SOAP | HTTP | TCP/IP

What is ITIL?

Information Technology Infrastructure Library (ITIL), developed by the British government in the late 1980s, has become the leading international standard in IT service management processes being adopted in thousands of organizations throughout the world.

ITIL provides an open and extensible best practices framework that helps organizations align IT with business practices. Extremely popular in the U.K., Europe and Canada, ITIL is now gaining widespread recognition in the United States. FrontRange IT Service Management is based on all seven ITIL best practices:

- Incident Management
- Problem Management
- Change Management
- Release Management
- Availability Management
- Configuration Management
- Service Level Management

Key capabilities

FrontRange IT Service Management key modular capabilities include:

- Incident Management
- Problem Management
- Change Management
- Release Management
- Availability Management
- Configuration Management
- Service Level Management
- Self Service Management
- Knowledge Management

Incident Management

This process restores normal service operations as quickly as possible and minimizes any adverse impacts on business operations. Included are best practices that easily categorize incidents and integrated knowledge management capabilities. Functions include: automation and workflow capabilities, assignment management and real-time dashboard reports.

Benefits:

- Reduced impact of incidents on the line of business
- Increased customer and user satisfaction
- Improved ability to identify IT infrastructure problem areas
- Better staff utilization

Problem Management

This process uncovers the root cause of errors in the IT infrastructure in order to minimize their adverse impact. It then allows you to initiate actions to improve or correct the situation. You can easily relate problems to incidents and changes, and quickly associate problems with their resolution.

Benefits:

- Improved IT service quality
- Improved customer and analyst satisfaction
- Reduced number of incidents over time
- Lower number of repeat incidents
- Quicker resolution
- Improved ability to share knowledge within the organization

Change Management

Change Management ensures that standardized methods and procedures are used for efficient and prompt handling of all changes. This minimizes the impact of change-related incidents on IT services and improves the day-to-day operation of your organization. Included are complete change life-cycle management capabilities.

Benefits:

- Better management of work flow associated with changes, including planning, approval and implementation
- Reduced impact of changes on business operations
- Reduced change-related incidents
- Increased visibility of pending and in-progress changes for the service desk
- Reduction in the number of changes that must be backed out
- Improved reporting of change effectiveness
- Overall cost reductions

Release Management

With this process you are able to plan and oversee the successful rollout of software and hardware to systems users. You can also design and implement efficient procedures to distribute and implement changes to the system, and effectively communicate and manage customer expectations during release planning and rollout.

Benefits:

- Better overall release management
- Reduced implementation time
- Increased cost savings
- Increased release visibility and customer awareness
- Improved quality of hardware and software rollouts
- Better use of IT resources

Availability Management

Availability Management allows you to measure the availability of a component or service to perform its specific function over time. Real-time dashboard reporting gives you accurate representation of components and services. Availability reports provide information on configuration and services availability. Incident reports provide feedback on mean time between

failures (MTBF) and mean time to repair (MTTR). This process is tightly integrated with Service Level Management.

Benefits:

- Increased reliability of services and configuration items (CIs)
- Better understanding of the relationship between availability and SLAs
- Better monitoring and reporting that shortens the average time a CI is unavailable
- Reduced amount of time a configuration is unavailable due to repair

Configuration Management

This is the process of identifying configuration items in a system, recording and reporting the status of CIs and requests for change, and verifying the completeness and correctness of CIs. FrontRange IT Service Management delivers best practices that provide dynamic object models that allow you to easily relate assets to owners and view their relationships. You are also able to view the real-time status of assets and their relationship to incidents, problems and changes. Included is a configuration management database (CMDB) that provides a single repository for all CIs. Automated approval and assignment processes result in efficient change management.

Benefits:

- Single repository for all IT assets
- Foundation for Incident, Problem and Change Management
- Ability to associate and report on CIs and their relationship to incidents, problems and changes
- Ability to group services and their supporting CIs
- Ability to view actual CI status at any time

Service Level Management

This process allows you to maintain and improve IT service quality through an ongoing cycle of agreement, monitoring and reporting on IT service achievements, and take action to eradicate poor service. You have the ability to define and manage service catalogs, service level and operational level agreements, and underlying contracts.

Benefits:

- Increased customer satisfaction due to better alignment of services with the business and the setting of realistic expectations up front
- Better management of escalations
- Better communication between IT and third-party service providers
- Overall cost savings

Self Service and Knowledge Management

Too often, service desks are plagued by the lack of a centralized, accessible knowledge base, resulting in escalated calls and costs. With Knowledge Management, your technicians and end users find the information they need, exactly when they need it, regardless of format or structure. A next step in further reducing costs and improving support is to offer Web-based Self Service—available 24 hours a day, seven days a week—that enables users to proactively address their own issues.

FrontRange IT Service Management: the integrated, extensible solution

With FrontRange IT Service Management, you are able to incorporate IT best practices into your organization to provide better, personalized customer and user services and increased productivity while lowering your total cost of ownership.

Because FrontRange IT Service Management shares a common architectural platform with the full suite of FrontRange business solutions, you have access to a range of capabilities that is unmatched in the industry. FrontRange Solutions—a leading provider of service management and CRM applications with more than 7,500 customers and 125,000 implementations over the past 12 years—is your source for integrated applications that allow you to drive customer loyalty, increase productivity and sales effectiveness, and build exceptional relationships across your entire value chain.

Call 800.776.7889 to speak to your FrontRange representative today, and discover the benefits of IT Service Management.