valuemation

usu
The Knowledge Business Company

CASE STUDY

ZDF

>> AT A GLANCE

Organization:
Zweites Deutsches Fernsehen (second channel of German public television system
Business Sector:
Public
Employees:
approx. 3,600
Largest-ever viewership:
approx. 30 million viewers on July 4, 2006 during the World Cup soccer match between Germany and Italy
USU Products in Use:
Valuemation Asset/CMDB Manager, Incident Manager, Procurement Manager
Web Site:
www.zdf.de

As a public, non-profit broadcaster based in Germany and one of the largest in Europe, ZDF offers a complete range of informative, educational, cultural and entertainment programming. Since 2006, ZDF has relied on the experts at USU and its Valuemation product line to implement an optimized IT management system in compliance with the industry standard ITIL.

ZDF NOW WITH A FULL SERVICE PROGRAM

ZDF Pushes Forward with IT Services

> THE CHALLENGES

- Establish an overall system of IT management
- Simplify existing service processes, standardize them and have them conform to ITIL standard
- Introduce an IT Configuration Management system as the primary, centralized source for information on all IT assets
- Implement a centralized user service application for various service units

> PROJECT MILESTONES

- After placing the project for "Software Support in End-Device Management" out to bid and accepting the offer from USU, implementation of the project in several phases
- Creation of a Configuration Management Database followed by gradual inclusion of a series of different end-device databases
- IT-supported implementation of ITIL-compliant service support and delivery processes through the use of a centralized application

> WHY USU WAS SELECTED

- The functional scope of the ITIL-compliant Valuemation product line met all the requirements at ZDF
- Interface-free linkage of individual IT modules
- Good business references
- Extremely easy integration and a standardized database for all IT management solutions
- Technical and specialized competencies of USU staff plus their great flexibility

> BENEFITS

- Transparency for all 11,000 IT configurations with their diverse ranges of components
- Standardized processes facilitate adherence to SLAs and help to increase service quality
- Increases in productivity & positive cost effects
- Standardized database results in significant improvements in data quality
- A modular, integrated comprehensive solution that safeguards the investment

The Little Mainz Men – ZDF's well-known mascots

The history of the ZDF logo

"We've already made great strides on our path to a system of optimized IT management.. The linkage of technical data with business data in one comprehensive, integrated database is what's behind all this progress. This has brought us many benefits, not the least of which have been those for our service team with its annual load of some 50,000 tickets. Our first-call resolutions have increased and the times needed to close out tickets have been decreasing."
Jürgen Lange, Service & Support Manager, ZDF

› Evaluating the Initial Situation and Setting Objectives

At ZDF, the need to satisfy higher customer expectations along with their own internal desire for a clearly organized system and well-defined, documented processes led the IT department to fundamentally rethink its approach and restructure its operations. Based on the ITIL industry standard, the IT managers planned ways to standardize and streamline processes as well as to ensure the provision of high-quality IT services. The decided to replace the diverse arrangement of previous solutions with a Configuration Management Database (CMDB) that would serve as a standardized and central source of information for all technical data pertaining to the entire scope of IT systems and components at ZDF. This initial solution would serve as foundation for carrying out additional subprojects such as the implementation of Service Desk Management, Change Management and License Management.

› Implementation and Project Activities

The overall solution was not intended to be implemented using a "big-bang" approach; instead, the project team decided to phase it all in step-by-step over time. The lessons learned from this project would then be applied to achieving the next milestones. After the implementation of the Asset/CMDB Manager and the associated data migration as well as successful completion of system testing, the new CMDB went live at the end of 2006. Following this, additional sources of data were integrated into the system. Currently, the system covers 11,000 configurations along with their individual components. In the second phase of the project, the goal was to integrate a new standardized user-service application and to replace the dedicated legacy systems for inventory management and help desk services by having these functions covered by different teams within the service area. All calls, tickets, incidents and problems were to be centrally managed, tracked and closed out using the Valuemation Incident/Problem Manager. After the implementation, prototyping and different kinds of testing were completed, the solution was approved and released for the first-level service desk in the summer of 2007. Based on the experiences acquired during this phase, the system was further refined for use by other service teams.

› Positive Effects

ZDF has now decisively moved away from an individually arranged "mishmash" of service topologies over to a standardized IT service infrastructure that covers the whole enterprise, and in doing so, it has achieved the goal proclaimed at the outset. The associated positive effects are numerous and diverse: The new transparency over the complete IT end-unit topology as well over the interrelationships among systems, individual components, service levels, etc. is now accelerating the efficient management of IT processes. The comprehensive solution permits formal definition of and adherence to service levels, thus allowing a consistently high level of service quality.

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