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DANONE

DANONE Reduces Rollout Time for BMC Service Desk Express by 66 Percent with BMC Alignability for Service Desk Express

Geography
Northern Eastern and Central Europe

Industry
Consumer Products

Business Need
DANONE needed to harmonize diverse IT processes (some of which were still managed in spreadsheets), and roll them out across the entire Northern Eastern and Central Europe DANONE business region — supporting 110 sites and up to 8,000 internal customers.

Solution
The company deployed BMC Service Desk Express Suite to support IT Infrastructure Library® (ITIL®) best-practice methodologies and enable the company to deliver increased service desk performance, manageability, and organizational alignment.

Results
> Aligned processes, technology, and 150 users to improve operational efficiency across 110 sites, seven time zones, and 17 languages

> Accelerated the deployment of BMC Service Desk Express Suite by 66 percent — while reducing risk and ensuring alignment using ITIL processes

> Increased the accountability and visibility of IT service and support

> Enable cross country collaboration and virtualization of service delivery

> Implemented real, actionable, and proven ITIL-based processes quickly and easily

DANONE is responsible for the healthy consumer goods brands we consume almost everyday, including Evian, Volvic, Actimel, and Danone. The company was challenged in it's Northern Eastern and Central Europe business region by a decentralized IT service support strategy across 110 sites, seven time zones, 17 languages, and 8,000 users. To solve this challenge, DANONE chose BMC Service Desk Express Suite to help it gain control of its IT processes through automation, integration, and IT Infrastructure Library® (ITIL®) best practices. The company also turned to BMC Alignability for Service Desk Express to help it launch the BMC Service Desk Express Suite in only six months — 66 percent faster than using conventional deployment methods.

LEADING POSITIONS IN FOOD

Groupe DANONE is one of the most successful healthy food companies in the world. The company operates 200 plants, employs 88,000 people, and has a presence in more than 120 countries across all five continents. In 2006, Groupe DANONE recorded sales of €14 billion. The company also recently acquired Numico, reinforcing its leading positions in food in four business lines: fresh dairy products (number one worldwide), beverages (number two in the packaged water market), baby food (number two worldwide), and clinical nutrition.

DANONE has traditionally operated a relatively decentralized technology support strategy, with most of the countries where DANONE has a footprint typically managing their own IT processes. The result of this siloed approach to IT was that the support environment became increasingly difficult to manage. Spread across different countries, the support teams relied on a variety of tools — in some cases, even spreadsheets — to manage end users' technology.

Michael Kollig is the IS director in Europe for the North, Central, and Eastern Europe regions, which span an area horizontally from Ireland to Russia and vertically from Finland to Turkey (but excludes France, Spain, Italy and Portugal). As a €3.5 billion region, comprising 21 countries and 30 operational units, it's imperative for Kollig and his team to ensure IT support operates as efficiently and effectively as possible. "We had as many as 17 IT organizations across the business," he explains. "IT was organized by country business unit resulting sometimes in multiple IT teams in one country." Our aim was to harmonize those IT processes and roll them out across the entire region — supporting 110 sites and up to 8,000 internal customers."

ALIGN PEOPLE, PROCESSES, AND TECHNOLOGY

It didn't stop there. Among a raft of objectives, DANONE was looking to align its people, processes, and technology to improve operational efficiency across the 110 sites, seven time zones, and 17 languages. The company also wanted to increase the accountability and visibility of IT service and support, and automate the help desk process to reduce costs and incident call volume. The resultant goal was a project named CLIO, the "Common Language for IT Organizations."

Key Products Used
> BMC Service Desk Express Suite
> BMC Alignability for Service Desk Express

As part of the CLIO project, the company chose BMC Service Desk Express Suite to help it meet its goals. This fully integrated service desk solution supports ITIL best practices and enables DANONE to deliver increased service desk performance, manageability, and organizational alignment. "Coming with the pedigree of a company like BMC Software, we knew that BMC Service Desk Express Suite would be excellent. It offers all the functionality DANONE needs in its dynamic, multi-language and multi-region environment. Analysts and other third parties rate the solution very highly, and our studies of some of the very large-scale deployments at other customers gave us the certainty the solution would adapt to or growing requirements."

With the decision made on the service desk software solution, attention turned to deployment. DANONE had been successfully rolling out it's global SAP ERP solution for a while, and there was an urgent need for the service desk solution to be in place quickly to provide ITIL-based, best-practice process support for this environment. DANONE's implementation partner, InfraVision, suggested that the company consider the BMC Alignability for Service Desk Express solution. The BMC solution provides a notably different approach than the time-consuming standard of describing every single process in every single detail. It includes practical, detailed instructions on how to deliver and support services. What's more, by ensuring these processes were supported by BMC Service Desk Express Suite, BMC Alignability for Service Desk Express helps bridge the gap between ITIL theory and the supporting service management application.

REAL, ACTIONABLE, AND PROVEN ITIL-BASED PROCESSES

"There was a real 'wow' factor among my colleagues when we first saw the BMC Alignability for Service Desk Express solution," says Kollig. "You get real, actionable, and proven ITIL-based processes that you can implement quickly. To an extent it's also the 'politically correct' way to deploy an IT service support solution. Some of our teams were rightly proud of the way they had historically executed service support, and were cautious about change. This model provided one set of standard, field-proven IT service support processes to follow and this helped remove any uncertainty."

Most importantly, BMC Alignability for Service Desk Express helped DANONE accelerate its deployment of BMC Service Desk Express Suite — while also reducing risk and ensuring alignment using ITIL processes. The model used the six processes of ITIL Service Support to quickly establish a productive and effective foundation, followed by field-proven processes supported by the fully-configured service support application. "Using the BMC Alignability for Service Desk Express solution, DANONE was able to deploy BMC Service Desk Express Suite in only six months to six countries. Without it, we would have spent up to one year developing the IT service support concept and a further eight months rolling it out. The bottom line is DANONE reduced the deployment time from 18 months to six months — a 66 percent time saving — and, at the same time, mitigated against risk."

Part of the reason for this fast rollout was the fact that the training process was so easy. With BMC Alignability for Service Desk Express, users consult the model when they needed to look up specific instructions — a far cry from having to wade through weighty process documentation. Moreover, the instructions include detailed guidelines for using BMC Service Desk Express Suite. "We calculated that the time required for training was reduced by 50 percent using the BMC Alignability for Service Desk Express solution. Prior to 'go-live', we launched an alignability process model for pre-study; and after go-live, we provided detailed instructions to users of the alignability process model, such as screenshots and other simplified instructions," says Kollig. "When the training started and everybody saw that the system worked, we took away any possible opposition that you can expect when changes are carried through."

REDUCING THE COST OF MANAGING THE COMPANY'S I.T. SYSTEMS

Live for six months, BMC Service Desk Express Suite is already supporting incident management and configuration management, with problem, release, and change management due to go live soon. By automating and integrating these service and system management processes, DANONE is expecting to reduce the overall cost of managing and supporting the company's IT systems (although the deployment is not yet sufficiently mature to determine exactly how much).

The BMC solution is also playing a vital role in optimizing the company's resource allocation. Kollig explains why. "In the past, one of our minor help desks (supporting a relatively small region) would have struggled to provide support for our new SAP environment. Now, with the harmonization of IT processes, those small units receive the same degree of responsive, detailed, and proactive support as our larger ones.

Moreover, this approach has stifled the need for additional investment in the smaller business units. There's no doubt that with the support requirements linked to our global SAP system now in place, we would have had to invest more resources in the small regions to support it."

Service quality has risen, too. DANONE is now able to proactively manage and address business impact and IT infrastructure events, prevent future incidents and problems with root cause analysis, and reduce downtime with an automated change management process. Kollig continues, "We can intelligently interrogate the system to explore the changes we need to make to optimize the service desk environment. We can also undertake detailed performance monitoring, identify where IT issues are arising, and proactively tackle them. Plus, we can provide detailed analysis to the business units, so they can see where their service desk costs are coming from, as well as the nature of those enquiries."

The BMC Alignability for Service Desk Express solution promised DANONE an accelerated rollout of BMC Service Desk Express Suite in Danone's Northern Eastern and Central Europe region It achieved this in a fraction of the time of conventional deployment methods, allowing DANONE to capitalize on automated, ITIL-based, best-practice IT service support more quickly

About DANONE

Groupe DANONE is a Fortune 500 company and one of the most successful healthy food companies in the world. Its mission is to bring health through tasty, nutritious, and affordable food and beverage products to as many people as possible — throughout their lifetimes. Groupe DANONE, with 200 plants and 88,000 employees, has a presence in all five continents and more than 120 countries. In 2006, Groupe DANONE recorded 14 billion euros sales. In 2007, Groupe DANONE acquired Numico, and reinforces its leading positions in healthy food in four business lines: fresh dairy products (number one worldwide), beverages (number two in the packaged water market), baby food (number two worldwide), and clinical nutrition.

About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best-practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the midsized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of $1.58 billion. Activate your business with the power of IT. www.bmc.com.

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