

SERENA UNIFIES SERVICE DESK FOR FINANCIAL SERVICES APPLICATION PROVIDER LIST GROUP

- Provides visibility into incidents and responses to customer requirements
- Tracks and reports on customer queries
- Allows customisation of customer support workflows
- Supports explosive growth of company with processes and service desk

“Working in the finance and trading sector, our customers require fast and efficient responses to issues that come through. The Serena solution provides us with the framework to meet these demands.”

Flavio Mazzarotto
(Head of Operations) List Group

COMPANY PROFILE

List Group has been designing and developing innovative software solutions for the financial world for more than 25 years. The company offers development expertise and solutions for Electronic Markets and real-time Settlement Systems, Professional Trading Systems as well as covering Governance, Risk and Compliance for its customers.

Founded in 1985, List has grown rapidly in the last three years with revenue increasing three-fold. Its client base of more than 130 exchanges, banks and brokerage firms is now spread across 15 countries and the company has a presence in Europe, the US, the Middle East and Asia.

THE CHALLENGES

List's solutions are used by a wide range of financial organisations, from small investment houses that are focused on specific markets through to large trading floors with hundreds of staff. With a growing customer base and a wider variety of markets being tracked, more efficient processes had to be put in place around support.

Flavio Mazzarotto joined List in order to develop the company's support strategy. His experience in establishing and running service desk operations would be essential in ensuring that List's growth could continue, and that customers would continue to receive optimum service.

“When I joined List, building a unified service desk that could manage interaction with our customers was an important project. The size of the companies that we were working with, and the market that we are in, meant that getting this right was key to maintaining the standards that we had already set ourselves,” commented Mr. Mazzarotto. “At the same time, any implementation would have to be in place quickly, and deliver results back to List and to our customers fast.”

The challenges that List faced as an organisation were as follows:

- To ensure that processes could grow with the organisation – resolving customer support issues quickly is an important service for any software development firm, especially one with customers that are managing mission critical data and transactions
- To report and track incidents that came through to the service desk from customers, as well as having escalation procedures that could be customised according to a customer's preference
- To implement the unified service desk quickly and efficiently, so that this did not stand in the way of acquiring and supporting more customers

Mr. Mazzarotto had previously implemented and used service desk technologies as part of his role at other software vendors, but he had found

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As an organisation, we have customers ranging from five traders covering one or two markets all the way up to 200 traders managing deals across 70 exchanges. The application we provide is mission critical to their performance. With Serena, we have been able to unify our service desk so that we can deliver a high degree of customer satisfaction.

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those solutions to be highly inflexible and had required a team of consultants to implement and manage them. He therefore had to consider alternative approaches. Discussing the company's requirements with his colleagues, Mr. Mazzarotto chose the Serena solution as the foundation for List's new unified service desk.

SERENA DELIVERS A UNIFIED SERVICE DESK

Mr. Mazzarotto's team began implementing the Serena solution and had the installation complete in three months. The first project for the service desk team was to converge all the service desk calls and incidents into one system, and apply best practice workflows around this data. "I was impressed at the speed with which we were able to have the Serena solution installed and running, and how we were able to achieve this with fewer staff than we expected to use," commented Mr. Mazzarotto. "SBM links all of our data sources, and then applies the workflow that we require in order to meet the needs of the customer involved."

Each customer might have a slightly different way in which they want their service desk calls handled. By using the Serena solution, List can easily configure the incident management processes to handle escalations based on the specific needs of each customer. This flexibility to adapt to the way a customer wants its calls tackled provides List with a definite advantage over standard service desk approaches.

List also benefits from a strong reporting and tracking engine that is built in to the Serena process management solution. This presents the team with detailed information on how they have responded to requests and alerts from customers. With a team of 25 people responding to incidents as they arise, having all this information is crucial to both their individual roles as well as the overall performance of the team.

"As our services are provided via an on demand platform, the most important data for us to track at the service desk level is the time to categorise incidents, and the time to fix the problem. The Serena solution lets us rapidly notify staff and escalate issues if this is required," commented Mr. Mazzarotto. "Our service level agreements with customers are based on these metrics, so this is critical data for us to have."

Alongside managing the service desk, the Serena process management solution is also used to track what versions of its products customers are using, the evolution of List's products in response to customer requests and how these are fed into List's product management team.

As a company in the financial services and trading markets, demonstrating compliance with mandates is also a big requirement for List and its customers. A major auditing firm that had been called in to audit one of List's biggest customers' systems and workflows was so impressed by the level of granularity that the Serena solution delivered that the auditors had List's client share best practices with them.

"This client works across more than 70 exchanges and the solution is provided to more than 150 traders. They had to demonstrate that their approach was fully compliant with financial regulations. As they were going through the audit, they were able to show the auditors the value of the approach that they had taken based on the Serena solution, and in the end they were able to share some best practices with the auditors, rather than the other way around," commented Mr. Mazzarotto.

"The implementation of the Serena solution has already delivered significant value to List as part of the company's overall growth. The feedback from within the company has been good as well, as it helps the incident management team be more

effective in dealing with problems quickly and efficiently. Automation of tasks such as proactively gathering information like customer details makes it easier for them to respond," said Mr. Mazzarotto. "This implementation has also been one of the easiest to manage since it started. In total, I spend only a couple of days per year managing the software."

THE FUTURE

List's implementation of the Serena solution is being expanded to integrate with Microsoft SharePoint Services 3.0, in order to provide improved collaboration for users and customers. This will provide up-to-date information on the customer support situation, covering everything from open tickets and status reports through to the quality of support.

Overall, List benefits from an integrated approach to managing its relationships with its customers around incidents and feature requests. With the Serena solution, List can respond efficiently and quickly to the needs of its customers, based on who they are, what they require and the severity of the problem.

ABOUT SERENA

Serena Software allows enterprises to deliver applications with confidence. Serena's Application Lifecycle Management and BPM solutions are used by over 15,000 customers, including 96 of the Fortune 100. Headquartered in Silicon Valley, Serena serves these enterprises from 29 offices in 14 countries. For more information on Serena, visit Serena.com.

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