O'Neill

O'Neill supports its worldwide staff using Clientele ITSM

Joint Service International (JSI) is the European licencee of the O'Neill fashion brand. Its European headquarters in Warmond has to deal with a great variety of parties: distributors, suppliers, buyers, and, since recently, its chain of O'Neill stores in the Netherlands, Belgium and Germany. To manage all these different activities, O'Neill has set up a relatively large IT department consisting of 25 staff members whose daily activities include application and systems management. Its service desk plays a pivotal role within the organisation.

Incident reports via email

Since 2004, O'Neill's IT service desk has been using the Clientele software by Mproof to its full satisfaction. In a space of three years, however, the organisation had undergone so many changes that it had to re-evaluate its incident management process. "As a result of the growth of our organisation, it was becoming increasingly difficult for us to get a proper overview of all internal parties," comments Peter Maljaars, Service Desk Manager at Joint Services International. "The application we were using at the time was unable to reflect the stratification of our organisation adequately."

Besides the growth of its internal organisation, the company was faced with drastic changes in the modes of incident communication. Rather than reporting incidents via the phone, an increasing number of users reported problems to the service desk via email. This resulted in the need to integrate Outlook into the incident registration system. O'Neill also required better reporting features, among other things to have access to improved activity schedules. Maljaars: "It was clear from the start that our evaluation would include Clientele ITSM, the new version of Clientele. The integration with Outlook, email facilities and exhaustive reporting features offered by Clientele ITSM proved instrumental in our decision to reselect Mproof software."

Implementation

When the IT department started with the implementation of Clientele ITSM during the spring of 2006, it found that, until then, the call registration at O'Neill had not always been completely flawless. For instance, they discovered that many IT assets had not been assigned a unique code, and that, in some cases, the same code had been used for a laptop and printer. "Fortunately we found out about this in time, so we were able to modify the codes," Maljaars explains. "Despite this problem, thanks to solid legwork and the assistance of Mproof, we were able to implement Clientele ITSM in the space of a day."

Since the implementation of Clientele ITSM, the IT department has registered all incidents and calls. In the internal organisation, incident management goes beyond the IT department: the facility department and the in-house carpenter also use Clientele ITSM to register incidents. In the course of 2007, all subsidiaries, including the board stores and O'Neill's branches in France, Belgium and Germany, will start using the software as well. "The next step is to integrate our 34 distributors into the process. But that's a different project," comments Maljaars. "That said, once they start using Clientele ITSM, we will have a perfect overview of our organisation."

Currently, call registration is the only ITIL process that has been implemented by O'Neill. However, the implementation of other

ITIL processes has been scheduled for 2007. For Maljaars, this aspect is of crucial importance, since the European headquarters houses many clothes designers who design new fashion items for O'Neill's entire European operation. These designers have to be provided with optimal support.

An increase in the monthly number of calls

Maljaar's service desk currently provides approximately two hundred users with support, including a considerable number of designers who use a Mac. Some time after the implementation of Clientele ITSM, approximately five hundred calls were registered every month, a substantially higher number of calls than during the previous period. "This doesn't really come as a surprise. We now have a much better structured and exhaustive incident-registration process in place, which, in addition, has been partly automated," Maljaars explains. "At the moment, we are seeing a reduction in the number of calls to approximately two or three hundred calls a month. This is due, in part, to the fact that we have been able to solve structural problems and due, in part, to our ability to detect trends in incidents through the registration of failures and calls. We started working from there."

Mobile employees

Although O'Neill's designers carry out their activities at its European headquarters in Warmond, the actual clothes are manufactured in Asia. O'Neill currently does not have any offices with fulltime employees in this region. However, every two months, company representatives travel to Asia with a mobile office to carry out quality assurance procedures. For the IT department, this means that a total of ninety laptops are in circulation. From these laptops, production data on new clothing items are sent to Warmond for processing. Consequently, the head office can be presented with a clear overview of the quality of the clothing in the factories, enabling it to keep track of when the clothing is expected to arrive at its distribution centre in Antwerp. Clientele ITSM also allows O'Neill's IT department to troubleshoot the problems of these remote workers.

A broad selection of reporting features

Maljaars is highly pleased with Clientele ITSM: "It is simply a great suite that provides us with a broad variety of reporting features. Its structure offers our application group a high degree of transparency, and the system even lets us print financial overviews," Maljaars concludes. "Clientele ITSM is suitable for every service-providing organisation that requires extensive features. And all of this is very reasonably priced as well."

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