ICCM Solutions

Why invest in ICCM and e-Service Desk?
Information for assessment and consideration

ICCM

Date: Thursday, December 10, 2009

Table of Contents

Date: Thursday, December 10, 2009

Management Summary

ICCM Solutions is a company specializing in the design, build and delivery of truly world class Service Management solutions based on ITIL best practices. Our solutions are built leveraging Business Process Management (BPM) technology with the objective of enabling not only significant IT process improvement but to facilitate process efficiency throughout an organization.

During procurement processes, ICCM has found it beneficial for potential customers to understand ICCM as a company, our principles and ethics, and future growth strategy. This document is intended to give a high level overview of ICCM solutions as a company and to enable understanding of our company's history, growth, ethics, and future objectives.

Should more in depth company information be required please contact your ICCM representative or alternatively email info@iccmco.com

ICCM – Company History

ICCM Solutions is not a 'new' company. For many years, ICCM resold and implemented other ITSM software solutions. Through experience and managing customer expectations, it was realized that these ITSM solutions were not actually achieving their goals and objectives. Customer satisfaction of these solutions was lacking for various reasons including poor product support, costs of consultancy and upgrades, and lack of flexibility and business alignment due to the technology platforms that these solutions were built upon.

The emergence of the ITIL framework as an approach to best practice within the Service Management industry and Business Process Management technologies, (both being process centric), led ICCM to review whether a Service Management toolset could be built upon such technology.

ICCM looked at the BPM market place and founded a partnership with a US based company called Metastorm. Metastorm is a Gartner Group and Forrester Research recognized world class leader in the BPM industry. This partnership and synergy between BPM and ITIL was realized in 1998 with the release of e-Service Desk v.1.0; an IT Service Management Toolset built upon a Business Process Management Technology Platform.

It became apparent very quickly that not only was e-Service Desk feature/function rich, but the underpinning process oriented approach provided unrivalled flexibility and agility, with customers achieving rapid deployment times simply not capable with other established ITSM toolsets. This capability also reduced project management, consultancy and customization costs as well as reducing ongoing and total cost of ownership of the e-Service Desk suite.

Due to this, ICCM Solutions has seen growth year over year since 1998 and even during the recent global economic recession has continued to be successful, entering into partnerships with customers such as Tesco, European Court of Human Rights, UK Passport office, Fujitsu to name a few.

This growth has been completely organic with no acquisitions resulting in ICCM initially becoming a recognized authority in the European marketplace. Over the last 5 years further investment in our partner network has insured that knowledge and support is available in the United States and Australasia resulting in ICCM solutions becoming a global supplier of ITSM solutions.

Our specialist ITSM partner network is also supported by a global Metastorm presence with 24x7 support available to all ICCM customers (depending on support contract). With customers being able to call on both ICCM and Metastorm support, as well as through an extensive list of regional partners, e-Service Desk has one of the most robust support models in the marketplace.

Date: Thursday, December 10, 2009

Why Our Customers Choose ICCM

One of the most compelling reasons that organizations choose to partner with ICCM is the agility and flexibility of the e-Service Desk solution. The architecture leveraged within e-Service Desk allows ICCM to take a radically different approach to the design, build and deployment of ITSM solutions to all others within our marketplace.

Traditional point solutions that people are most familiar with are developed in a rather awkward and dated fashion with a 'feature function' approach that often overlooks the complexity of the underlying process flows, interactions and business rules.

Most ITIL consultants and even ITSM vendors agree that defining your ITSM processes and aligning them to business need is one of the most important steps in adopting the ITIL framework, however once these processes have been defined, many find difficulty in how to realize this through an ITSM toolset!

What makes ICCM e-Service Desk truly different, and the most innovative ITSM solution available today, is by utilizing Metastorm BPM as a business technology and building ITIL aligned processes from the ground up, allows instant process and business integration from within the ITSM toolset.

This ensures that all components are working in an integrated and coherent fashion, with a clear understanding of process touch points and the information that is being passed between the various aspects of the solution. The enabling factor that has allowed ICCM to adopt this pioneering approach within ITSM is the architecture that the solution is built upon; Metastorm BPM.

The comprehensive Metastorm BPM suite of EA, BPA and BPM solutions allows organizations to drive business and process efficiency throughout all aspects of the organization. Through business strategy at the very highest level to executing complex and detailed processes at ground level. The bottom line of this is rapid deployment times with average elapsed time from installation to go live typically taking 23 days[1] to deploy Incident Management, Request Fulfillment and Change Management with underpinning SLA Management and escalations and reporting.

ICCM customers also like the simplicity of the license model, ensuring that there are no 'nasty surprises' when a level of ITSM maturity requires use of additional processes or modules meaning that the TCO is clearly understood from the beginning.

The simplicity of upgrades to e-Service Desk due to the underpinning architecture also ensures ICCM customers do not have to upgrade an entire product suite to gain additional functionality. To put it simply, once you have "your" processes defined in e-Service Desk, they are exactly that – your processes.

The underpinning architecture allows you to upgrade the process engine and gain benefit without the need to upgrade your process maps.

Fortunately, all of this flexibility enables ICCM to deliver a complete solution right "out of the box", that many customers are able to leverage without any modification and simple integration. The "out of the box" configuration of ICCM e-Service Desk, in addition to achieving Pink Elephant's PinkVerify™ Service Support "Enhanced", is one of only 5 ITSM vendors globally to have achieved the OGC Gold Level of Process Compliance[2].

---

[1] Elapsed time is the number of physical days between installation and go live. Average SME customers take approx 10 days professional services and training

[2] Correct as of December 2009

The ICCM / Metastorm Relationship

ICCM and Metastorm have an OEM relationship that has now been established from over 10 years. This relationship has brought and continues to bring huge benefits to any customer of ICCM. Not only do ICCM customers enjoy joining the global ICCM e-Service Desk community (with online forums, user groups and customer events) but ICCM customers, by default due to this partnership, can also join the huge global Metastorm user community. With over 1200 customers across 109 countries customers are always able to meet with each other and also start to expand on their investment by realizing the underpinning BPM technology for other business processes.

The ICCM and Metastorm relationship also ensures a far more robust support capability and reduced risk as a consequence. By the very nature of the support contracts, in the very, very unlikely event that ICCM Solutions were to cease operations, our customers would still be supported under their Metastorm contracts.

The number of Metastorm developers available through their partner network also ensures that skilled developers are easily accessible should you choose to look for additional professional resource beyond ICCM. (For example there are over 60 partner organizations in the US alone)

ICCM have also been recognized by Metastorm themselves as a significant partner, winning their Partner Innovation of the Year award for two years running in 2007 and 2008.

We understand that some of our competitors within the ITSM marketplace like to portray this relationship as a project risk, but in reality the opposite is true. The very fact that e-Service Desk is underpinned by such a widely understood and open architecture negates any risk of sole reliance upon ICCM, or requiring engaging specialist consultants who understand a specific ITSM product. This also significantly reduces any ongoing cost of ownership and is demonstrated with ICCM still enjoying partnerships with customers using e-Service Desk since v1.0.

ICCM Strategy and Growth Objectives

ICCM is looking for another successful period of growth in 2010 (currently predicted at 14% in UK/Europe market). However one of our core strategic objectives in 2010 is to significantly increase our presence and customer base in the United States. The Metastorm and Partner relationships we have in the US are also significant as we are able to offer significant support capability that many UK based companies are not, as well as having our own US based company offices in Cincinnati, Ohio.

We are looking to displace many of the traditional point solutions that are prevalent in the US as well as dramatically increase the market share over the next 5 – 10 years. ICCM US is funded by ICCM UK to ensure a settled and secure path to success in the US market as well as having the unequivocal backing and support from Metastorm as well established and successful US organization in their own right. The appetite and commitment to grow the ICCM product in the US market can be seen clearly through the types of organization that look to embrace and partner with ICCM, with one of the world's largest US based software company becoming ICCM's first US client.

Date: Thursday, December 10, 2009