PRAECIPIO

ATLASSIAN Platinum Solution Partner

EBOOK

Blueprint for Success with ESM

Your Missing Link To Enterprise Service Management Explained

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Click the arrow for a comprehensive list of references used throughout this document. Dive deeper into the tools and insights that will empower you to master your data and drive strategic decisions.

Enterprise Service Management Explained

In today's fast-paced business world, speed is *everything*.

Disjointed tools and siloed teams slow you down—*Enterprise Service Management (ESM)* solves that by uniting every team on one platform, from IT to HR to finance. This streamlined approach not only accelerates time-to-market by enhancing cross-team communication, but it also ensures that information stays accurate and up-to-date. Customers won't wait, and neither should you.

By extending the principles of *IT Service Management (ITSM) beyond IT, ESM* creates a unified environment where every team—whether HR, finance, or legal—can collaborate seamlessly. This enterprise service management strategy not only optimizes internal processes but also improves service delivery and drives digital transformation through automation and data-driven decision-making. The result is consistent, high-quality service experiences that drive business success both within your organization and externally.

Seamless service experiences are an essential part of any customer-centric business strategy, but they're just as important for your internal teams and stakeholders. According to Atlassian, "ESM helps define and clarify internal services, creating a holistic approach to processes and workflows that benefit all employees." *68% of organizations* have already implemented enterprise service management, and the *$10.5 billion market* for ITSM tools continues to grow. *Nearly one-third of consumers* say they'll leave a brand after just one negative experience—and that scrutiny applies to internal service experiences as well. Don't let bad processes put your employee retention at risk.

The Evolution from ITSM to ESM

What Exactly is Enterprise Service Management?

The extension of IT Service Management (ITSM) principles to enable better service delivery for business teams like Human Resources (HR), legal, facilities, marketing, and finance. Atlassian

Simply put, ESM extends ITSM principles to enable better service delivery across all business teams—HR, legal, facilities, marketing, and finance included. ESM isn't a new concept, but its importance has surged as businesses adapt to remote and hybrid work environments. The days of isolated ITSM are over—ESM is the future, bringing IT's efficiency to the entire enterprise.

Companies like HunterDouglas, Anytime Fitness, and Nvidia have already implemented enterprise service management strategies to enhance service delivery and operational efficiency. Specific outcomes from adopting ESM tools include improvements in incident reporting, satisfaction levels, and resource optimization.

ESM connects business teams, developers, and IT operations without sacrificing visibility or ease of use. It creates "a universal system of connected work" Forrester, breaking down the silos that separate teams and creating a cohesive workflow that enhances visibility and accelerates decision-making.

Related Reading: *Service Management is More Than an IT Service Desk*

CASE IN POINT

QAD

Our client saw real gains in operations after we sharpened their end-to-end visibility.

QAD, a global enterprise software company, faced significant challenges with fragmented tools and siloed teams. Each department operated in its own bubble, making collaboration difficult and leading to inefficiencies. QAD consolidated their tools with Jira Service Management, streamlining processes and dramatically improving enterprise-wide communication and collaboration. The result was a more agile organization ready to meet customer demands with speed and precision.

QAD Leverages Atlassian's Solution for Superior Service



WHAT IS ESM?

ITIL's Role in Expanding ESM

The *ITIL framework* has been a cornerstone of ITSM transformation since 1989. With guidance for up to 34 management practice areas, ITIL has always focused on aligning IT services with business needs. In 2019, Axelos released ITIL 4 to meet the demands of modern businesses, emphasizing teamwork, communication, and user-friendly ITSM systems that consider the people behind the processes.

ITIL 4 introduces the Service Value System (SVS), a comprehensive framework that structures how various components and activities collaborate to generate value within an organization.

ESM aligns perfectly with ITIL's evolution. ITIL 4's focus on collaboration and communication makes it a natural fit with ESM, helping organizations adopt a more *integrated service management* approach. Even ITSM governing bodies recognize the power of a more holistic strategy—ESM isn't just a trend; it's the future of seamless operations. When employees have a unified experience and the right tools, they can better collaborate across departments, breaking down the silos that often hinder efficiency.

Related Reading: *ITSM and ITIL: Not So Different After All*

START STRONG

Unifying Service Management for a Better Employee Experience

While much of the focus in service management is on improving customer experience, we can't overlook the importance of employee experience. Happy, engaged employees are the backbone of any successful organization, and their satisfaction directly impacts the quality of service they provide. Integrating service management capabilities streamlines service delivery processes across various organizational departments, enhancing collaboration among teams and leading to improved operational efficiency and standardized service quality.

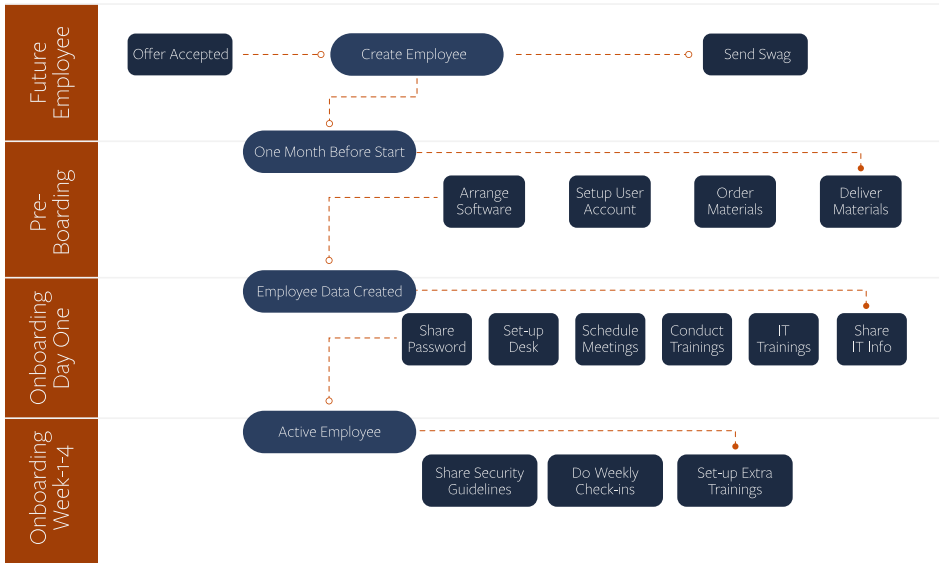
This is where enterprise visibility comes into play. Give your teams unprecedented insight into operations across the entire organization, allowing them to make informed decisions, anticipate challenges, and contribute more effectively to overall business strategy.

In today's business environment, the employee experience is just as important as the customer experience. Gallup's 2024 State of the Global Workplace Report estimates low employee engagement costs nearly 9% of the global GDP, equivalent to US $8.9 trillion. Enterprise Service Management addresses these challenges head-on by providing a unified platform where all teams can collaborate, share knowledge, and work towards common goals. This isn't just about making life easier for IT — every department benefits when information flows freely across the organization.

Providing great service experiences starts on the inside – happy employees mean happy customers.

The Power of Visibility: Unlocking Your Big Dashboard Energy

IT Onboarding Flowchart



Employee Onboarding Example:

Employee onboarding is a prime example of where ESM can improve cross-functional workflows. A self-service portal empowers employees to independently resolve issues, access relevant information, and manage various IT and non-IT services effectively. Just over half of employees feel satisfied with their onboarding experience (52%), while almost a third describe it as confusing (32%). This confusion often arises because onboarding requires collaboration across multiple departments—HR, IT, payroll, and more. ESM streamlines this process, reducing confusion and improving satisfaction. When your employees start strong, so does your business.

Collaboration is Key to Break Down Silos

Data silos are one of the most significant barriers to effective collaboration. When teams operate in isolation, with each using different tools and processes, maintaining a consistent business strategy becomes nearly impossible. Miscommunication, duplicated efforts, and delays become the norm rather than the exception.

An integrated service management platform helps streamline service delivery processes by enabling collaboration between various departments, such as operations, development, and business teams. These platforms break down silos, allowing organizations to enhance efficiency and improve service quality across the enterprise.

Enterprise visibility isn't just about seeing everything; it's about understanding it. It's the difference between reacting to issues as they arise and proactively managing your operations to avoid them in the first place. ESM connects the dots across your organization, ensuring that every team, from IT to HR to marketing, has the context they need to work efficiently and effectively.

Related Reading: *Transcending Teams with Atlassian's Cross-Product Automation*

Data silos continue to present challenges for 90% of organizations. Mulesoft

90%

CASE IN POINT

West Ada SCHOOL DISTRICT

We used Atlassian to boost visibility & improve outcomes.

The West Ada School District faced significant challenges in managing their assets across a sprawling educational network. By leveraging Atlassian's tools, they adopted a data-driven approach to asset management that provided them with the visibility they needed to optimize resources. This transformed their entire operation, benefiting every department and improving decision-making across the board.

West Ada School District Takes Data-Driven Approach

CASE IN POINT

ACI UNIVERSAL PAYMENTS℠

ACI Worldwide Saves $4MM

ACI Worldwide, a global provider of real-time payment solutions, exemplifies the financial benefits of a consolidated service management platform. By moving to Jira Service Management, they eliminated costly redundancies, simplified their IT infrastructure, and ultimately saved $4 million. This case study highlights the tangible ROI that ESM can deliver, proving that strategic investments in the right tools can lead to substantial financial gains.

ACI Worldwide Saves $4 Million with JSM

KEEP EVERYONE ON THE SAME PAGE

Maximizing ROI & Driving Orgs Agility

A unified service management platform doesn't just improve collaboration—it also maximizes your organizations ROI.

Organizations waste substantial resources on redundant tools, complex procurement processes, and fragmented training programs. Legacy ITSM software can be costly, with research showing that the average organization wastes up to 42% of development time on technical debt.

By consolidating onto a single platform like Jira Service Management, you can streamline operations, reduce overhead, and focus your resources where they'll make the most impact. Enterprise Service Management software plays a crucial role in this process by centralizing the receipt, processing, and resolution of service requests across various business functions. JSM empowers employees to take control when incidents do happen, optimizing the incident management life-cycle and keeping everyone on the same page with a single source of truth.

EVOLUTION OF ESM

Creating a Connected Enterprise

Related Reading

Check out our break down of *5 Things to Look For in an Enterprise Service Management Tool*, helping you transform operations and make the most of your tech.

While the technology behind Enterprise Service Management is crucial, it's only part of the equation. At its core, ESM is a people change initiative, not just a technology one. To truly succeed with ESM, organizations must adopt a service-based mindset that prioritizes collaboration, visibility, and agility across all business functions. This shift is about empowering every team to operate with the same efficiency and transparency that IT has long championed.

Extending service management outside of IT typically involves "managing service demand and supply through a common platform, portal, and service catalog; and speeding up innovation and workflow automation through PaaS/low-code development" Forrester. Enterprise service management systems play a crucial role in formalizing service management processes across various departments. These systems enhance organizational efficiency by centralizing and standardizing service delivery, improving user experiences, and integrating advanced features like AI and predictive analytics to adapt to differing organizational needs. Historically, it's been difficult for teams to consolidate because one platform wasn't capable of doing what multiple systems could do.

Thankfully, that's no longer the case. With the addition of Jira Service Management to manage and track support requests, teams can confidently come together on a single platform, developing consistent processes that ensure problems are resolved quickly, no matter where they arise.

Simplify the Software Landscape

A connected enterprise drives efficiency and collaboration across the board.

From streamlining task hand-offs to improving employee experience, there are several benefits of replacing multiple systems with one unified platform that supports multiple business functions. Enterprise Service Management (ESM) practices enhance service integration across different departments at companies like Crocs, addressing the need for collaboration and the sharing of services to improve overall business processes.

ATLASSIAN Confluence

Atlassian Confluence is a great way to provide employees with a knowledge hub for strategy, design, templates, and best practices.

01 Ease of Use

A consumer-grade experience that meets the needs of every department.

02 Scalability and Access Controls

Ensuring compliance while protecting sensitive data with domain separation and specific processes to protect sensitive data.

03 Digital Workflows & Configuration Management

Automated routing, queue management, and service level targets guarantee efficient workflows. JSM's configuration management capabilities give development teams complete visibility into projects and assets so they can assess risks, resolve problems, and quickly address discrepancies.

Related Reading: *Atlassian's Jira Service Management Tool*

04 Cross-Functional Enablement

Knowledge sharing, self-help solutions, and data-driven decision-making to empower teams to work smarter. JSM's drag-and-drop functionalities allow various stakeholders to rapidly develop solutions fit for their needs.

FEATURED RESOURCE

Build a Service Management Platform Everyone Loves

Implementing a customer-centric service management tool can create cost-savings, improve productivity, and generate customer and employee satisfaction. That's why Jira Service Management has continued to grow in popularity over the past several years.

- ✓ Learn how customers can identify business requirements, evaluate ITSM tools, and select a solution that employees and customers love.
- ✓ Discover how JSM's native asset management solution simplifies asset management
- ✓ See how JSM can meet ITIL 4.0 standards
- ✓ Learn firsthand what JSM features our customer deployed to customize their Service Desk and streamline their IT process.

Watch The Webinar On-Demand



EFFORTLESS EFFICIENCY

The Future is Automated

Automation is key to a successful Enterprise Service Management transformation.

It eliminates manual, repetitive tasks, allowing teams to focus on work that moves business strategy forward and contributes to improved business outcomes. By leveraging automation, organizations can improve service delivery across various non-IT business functions.

Jira Service Management's no-code automation engine empowers teams across the organization to automate processes and scale their service management practices in a standardized platform. Automatic reporting also encourages data-driven decision-making for both admins and leadership teams.

FEATURED RESOURCE

ATLASSIAN
Jira Service Management

Streamline Your Marketing Requests with JSM.

Stop marketing fire drills with Jira Service Management. Centralize requests, automate tasks, and streamline your workflow. Praecipio uses JSM to keep everything on track—no more juggling emails or losing requests.

Ready to simplify your team's workload? Let us help you set up your perfect service management platform.

Streamline Your Marketing Requests with JSM

FORRESTER®

JSM Named a Leader for Enterprise Service Management

Forrester Wave: ESM, Q4 2023

Enterprise Service Management (ESM) is transforming how businesses like VMWare and Netskope operate, driving better collaboration and outcomes. The Forrester Wave™ report offers key insights for business leaders on choosing the right ESM platform. Atlassian stands out as a Leader, especially in strategy, where it surpasses competitors like ServiceNow and Ivanti.

Key Evaluation Criteria:

- Supports collaborative workflows across the enterprise
- Integrates with other technologies for seamless information flow
- Leverages AI, ML, and generative AI to accelerate knowledge work

Atlassian's vision focuses on an integrated suite of tools that connects development, IT, and business teams, enhancing collaboration and workflow efficiency. Their innovative approach, shaped by customer feedback and partner ecosystems, includes investments in automation, unified help, and comprehensive life-cycle visibility, making their Jira Service Management tool a top choice in the ESM space. Additionally, Atlassian's platform helps standardize service delivery, ensuring consistency across various business functions. This standardization allows different teams to customize their interfaces while maintaining standardized processes, improving user experience and service performance.

Bridging the Digital Divide

According to Gartner, organizations that empower all business teams with technology are *2.6 times more likely* to accelerate their business transformation.

Implementing effective enterprise service management strategies is crucial in this context, as they play a significant role in improving customer-centric approaches and breaking down organizational silos. Low-code/no-code tools are essential across the organization to accomplish this.

With templates for every use case, Jira Service Management provides a platform for teams to easily spin up service desks as needed and streamline workflows with a drag-and-drop editor. JSM also has a low-code/no-code form builder, enabling users to create dynamic forms tailored to meet each team's unique requirements.

The Atlassian Marketplace offers over 1,000 trusted applications and integrations, ensuring Jira Service Management can be customized to fit any use case and integrate into any existing ecosystem. Teams already working in tools developed for HR, facilities, marketing, and finance can leverage integrations so their work is carried across platforms and tracked seamlessly within JSM.



5 Examples of Poorly Managed ESM and How to Fix It

TURN POTENTIAL INTO PERFORMANCE

Empower Your Teams with Atlassian

The future of business lies in the seamless integration of service management across the entire enterprise.

Atlassian's Jira Service Management provides the tools and visibility needed to break down silos, enhance collaboration, and drive meaningful business outcomes. Technology alone isn't enough, though—ESM is about fostering a culture that values transparency, agility, and continuous improvement.

Praecipio is here to help you implement ESM strategies that empower your teams and ensure that every department operates at its full potential. By applying service management principles, we optimize business functions across various organizational departments, expanding traditional ITSM practices to encompass non-IT areas. Choosing the right tool is crucial, but seamless implementation and integration with your current software and systems are just as important. With our expertise, we'll customize Jira Service Management to meet your unique business needs, creating a truly connected enterprise that's ready to take on any challenge.

Explore Our Tailored ESM Solutions

PRAECIPIO

Modernize How You Work.

Praecipio is in the business of getting the right things done. We utilize the Atlassian platform, AI, DevOps, and Agile methodologies to build truly connected enterprises. We don't just deploy tools; we integrate them seamlessly, aligning your strategic vision and the teams executing on it. With us, it's about delivering proven results, designing resilient processes, and building you an actionable path forward.

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Contact Us Today

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A ATLASSIAN AGILE AT SCALE Specialized

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