how can I improve performance of my customer service level agreements while reducing cost?
By automating service level management with CA Business Service Insight, your company can reduce costs associated with service level management while simultaneously driving customer satisfaction and reducing customer churn.
Ca Business Service Insight for Service Level Management

Executive Summary

Challenge
Most service providers take a manual, reactive approach to managing and reporting against service level commitments. This approach is costly, highly error prone and leads to a culture of conflict between the service provider and their customers. The service provider invariably wastes huge amounts of time on customized measurements, over performs on the wrong things, misses performance obligations, and is exposed to customer dissatisfaction and high customer churn.

Opportunity
The service level management capabilities of CA Business Service Insight build on a legacy of contractual service level management and enable a service provider to move beyond simple monitoring of transactional performance, infrastructure elements and individual incidents, so that it can understand the impact of operational performance on contractual obligations. This means a service provider can improve performance by creating accountability to contractual obligations, create a collaborative environment for monitoring and reporting service performance, fully automate the performance reporting requirements of a service provider’s contracts and improve the ability to manage issues proactively.

Benefits
CA Business Service Insight enables a service provider to reduce customer churn, improve customer close rates, reduce penalties, reduce over provisioning, and improve service level management productivity.
Section 1: Challenge
Providing delivery assurance for your contracts

The core of a service provider’s business is managed via contractual obligation. Customers demand service contracts that include performance parameters, access to raw data, and regular performance reporting. The service provider needs to be able to actively manage these relationships, improve the cost, quality and performance around these contractual obligations, and to define and manage the performance of the underlying services.

Ironically, while these obligations are the core of the service provider’s business, most address these challenges by manually managing the reporting process. The service delivery manager authors the contract from scratch, uses operational monitoring tools to assemble performance information, manually aggregates and correlates this data, and then assembles a report.

Because of the manual nature of this approach, the reporting occurs reactively, is highly error prone, and leads to a culture of conflict with the service provider’s customers. As a result the service provider wastes huge amounts of time on customized measurements, over performs on the wrong things and misses obligations, and is exposed to customer dissatisfaction and high customer churn.

Section 2: Opportunity
Leveraging CA Business Service Insight to manage customer service level agreements

...what if you could:

- Standardize and automate the service level management & reporting process
  ...but still maintain the existing operational infrastructure

- Identify correctable violations before they affect penalties
  ...and provide guidance about which things are less important

- Maintain a higher level of customer satisfaction with delivery assurance
  ...and simultaneously improve management & reporting costs

**With CA Business Service Insight**, an innovative software solution from CA Technologies for managing IT service performance, that is what you are able to do. Your company is better able to articulate the value of IT in business terms, understand service performance from the top down, integrate service and service level performance management and leverage service ratings and comparisons. CA Business Service Insight enables you to determine what services are being utilized, how they’re performing against customer commitments, and compare them with both internal and external alternatives. This means your company can reduce the risk of unknown services, improve performance of services and contractual service level agreements, and identify the service options that will further improve your business.
The service level management capabilities of CA Business Service Insight build on a legacy of contractual service level management and enable your company to move beyond simple monitoring of transactional performance, infrastructure elements and individual incidents, so that you can understand the impact of operational performance on contractual obligations. This means a service provider can:

- Improve performance by creating accountability to contractual obligations
- Create a collaborative environment for monitoring and reporting service performance
- Fully automate the performance reporting requirements of a service provider’s contracts
- Improve the ability to manage issues proactively

As the next release of the CA Oblicore Guarantee product line, CA Business Service Insight builds upon the solution’s leading service level management capabilities and enables companies to establish contractual standards, rapidly author service level agreements, operational level agreements, and underpinning contracts, monitor the performance of these contracts, report on this performance, and evolve the service and contract as needed.
Section 3: Benefits

Automating service level management with CA Business Service Insight

CA Business Service Insight enables service providers to offer delivery assurance to their customers. This contractual governance improves performance transparency, thus driving customer confidence. As a result, your company can improve customer close rates and reduce customer churn.

In addition, by proactively managing the performance of these obligations, you are able to identify potential performance breaches and correct them prior to the end of the reporting period. This can help reduce the amount of penalties owed to customers and your company may even realize service credits. By focusing your finite resources where they will have the most effect on business objectives, you can also avoid over provisioning against non-core issues. Finally, by automating the authoring, monitoring and reporting of service level agreements, your company can improve productivity surrounding the service level management and reporting process.

Service level management with CA Business Service Insight enables a service provider to:

- Reduce customer churn
- Improve customer close rates
- Reduce penalties
- Reduce over provisioning
- Improve service level management productivity

Section 4

The CA Technologies advantage

CA Business Service Insight is an innovative software solution for managing IT service performance. The solution empowers companies to better articulate the value of IT in business terms including understanding service performance from the top down, integrating service and service level performance management and leveraging service ratings and comparisons.

While other technology companies offer point solutions that manage cost and performance issues of the individual infrastructure elements of traditional IT services, CA Technologies enables companies to determine what services are being utilized and how they’re performing against service level agreements, and compare them with both internal and external alternatives. This means a company can reduce the risk of unknown services, improve performance of services and service level agreements, and identify the service options that will further optimize your business.
The solution also builds on its service level management domain expertise to manage performance obligations in service level agreements, operational level agreements and underpinning contracts.

Designed for enterprises and service providers, CA Business Service Insight helps enable companies to reduce cost and increase performance of their overall service infrastructure by providing the first solution that manages the IT supply chain and service obligations.

Section 5
Next steps

To learn more about CA Business Service Insight and how you can benefit from the complete solution and rapid time-to-value, please contact your Sales Representative or visit us at ca.com/businessserviceinsight for more information.

To learn more, and see how the solutions and software from CA Technologies enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.
CA Technologies is an IT management software and solutions company with expertise across all IT environments—from mainframe and distributed, to virtual and cloud. CA Technologies manages and secures IT environments and enables customers to deliver more flexible IT services. CA Technologies innovative products and services provide the insight and control essential for IT organizations to power business agility. The majority of the Global Fortune 500 rely on CA Technologies to manage their evolving IT ecosystems. For additional information, visit CA Technologies at ca.com.