



“PMG is a game changer for providing basic IT services for the mass market. It’s all about providing great value.”

— DUANE GUENARD,
PROGRAM MANAGER FOR
SERVICE MANAGEMENT
AT ADI

CASE STUDY

Analog Devices Optimizes Global Service Fulfillment While Improving the User Experience

In conjunction with their initiative to optimize service delivery, the IS team at Analog Devices, Inc. wanted to automate the processes for provisioning basic IT services for over 9,000 employees and contractors in 26 countries. They selected PMG SCS as the platform for their global service catalog in 2012. Now ADI has defined and streamlined their service request and delivery processes, saving time and providing a greatly improved user experience.

CHALLENGE: SIMPLIFYING SERVICE REQUEST AND DELIVERY

Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices (NASDAQ: ADI) serves over 60,000 customers who make virtually all types of electronic equipment. ADI’s customers use their high-performance analog, mixed-signal, and digital signal processing integrated circuits to create safer automobiles, faster networks, greener energy, better healthcare, and smarter buildings and machines.

ADI’s Information Services (IS) team had done a great job implementing major enterprise applications like SAP and supporting over 9,000 employees in 26 countries. But, as in most organizations, daily support for basic IT services like ordering software consumed a large majority of resources. With the budget cuts that occurred during the recession, IS needed to “Shrink the Footprint” and more efficiently deliver basic operating tasks.

In 2012, as part of their “Shifting the Balance” initiative to increase focus on value added services, IS decided they should streamline the procedures for ordering items such as a new laptop or software upgrades. The current process was loosely defined – lots of emails were traded, ownership wasn’t clear, delays were encountered waiting



COMPANY

Analog Devices, Inc.

INDUSTRY

Technology Manufacturing

LOCATION

Norwood, Massachusetts

WEB SITE

www.analog.com

DIVISION

IT Service Delivery

on approvals, and employees couldn't track the status of requests. Their CIO directed the IS team to find a way to better focus on their customer, remove the frustration, and streamline service request fulfillment.

SOLUTION: AUTOMATING PROVISIONING ALLOWS FOCUS ON VALUE-ADDED ACTIVITIES

ADI searched for an actionable service catalog that could handle service requests and be the foundation for its service management initiatives. PMG was selected because it combines ease of use with a powerful advanced workflow engine and includes a vast library of connectors to other software applications. "We needed a self-service solution that would improve the user experience and automate delivery as much as possible—and PMG fit the bill," stated Peter Forte, CIO at ADI.

Initially the company started with about a dozen services and spent "white board time" documenting and improving those processes, as well as getting buy in from employees around the globe. "We had the directive not to just automate what we do today, but to improve on it as well," stated Doug Vogel, Communications Program Manager at ADI.

In December 2012, ADI launched the Service Catalog on a global basis. Leveraging PMG's extensive library of connectors, the ADI Service Catalog integrates directly with Active Directory, Numara Footprints, SAP, and even Microsoft SCCM for automated software provisioning.

Today ADI's service offerings include over 180 products and services, ranging from ordering, updating and moving computers and phones to granting network and application access. Using PMG's graphical workflow engine, ADI has the flexibility to modify existing services or add new services as needed. "We wanted to automate and standardize the processes, but we didn't want to over bake the service catalog and make it too complex to maintain," added Duane Guenard, Program Manager for Service Management at ADI.

ABOUT ADI

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic equipment. A member of the S&P 500 Index, Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world.

PMG.net and PMG Service Catalog Suite are registered trademarks or trademarks of PMG.net. All other trademarks, brand names, or product names listed above belong to their respective holders.

ADI'S SERVICE CATALOG

Accessed by more than 9,000 users around the world, ADI's Service Catalog includes capabilities for:

- Service Request Management
 - Provide application access
 - Get and provision PCs and accessories and software requests
 - Get and provision mobile phones
- Automated Software Push via Integration with SCCM
- Automated Hardware Fulfillment by Dell via SAP Integration (Future)
- Employee and Contractor Onboarding and Offboarding (Future)

ABOUT PMG

PMG is the market leader for enterprise service catalog software. PMG's service catalog combines its iRequest, iDeliver, and iCollaborate software solutions into a feature-packed powerhouse. The PMG Service Catalog unites the best features from e-Commerce, Business Process Management (BPM), and content management systems (CMS) into one tightly integrated solution. For more information, visit www.pmg.net.