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This ServiceNow case study is based on an interview with Edward Boon, IT service delivery manager for Biffa.

Driving Service Delivery Through Better Data

Technology is important for doing business at Biffa. As one of the U.K.’s leading nationwide integrated waste management businesses, the ability to effectively manage data, run accurate reports and provide quality services to employees is critical to success. Biffa’s implementation of ServiceNow, aided by Focus Group Europe, has helped IT automate processes and increase efficiency for both IT staff and end-users.

Focus Group Europe is the United Kingdom’s only dedicated ServiceNow partner. Having successfully executed IT Service Management solutions around the world for over a decade, Focus Group Europe’s professional services team has the knowledge and experience necessary to help businesses continue to expand their usage of ServiceNow.

Selling Self-Service

After years developing their previous IT Service Management (ITSM) system, the IT staff at Biffa wanted to provide a better self-service experience for employees. In-house developers had built an application to help request management, but the form was complex and for those not familiar with the process, it was quite a challenging task.

Biffa implemented the ServiceNow Service Catalog & Request Management Application to streamline the ordering process for both customers and internal IT. Now, with just a few clicks, customers identify the equipment and quantity they need, add a sentence or two of justification and place the order. “We really value the amazon.com-type look and feel of ServiceNow because it relieves the end-user of all the hard work and streamlines the ordering process,” says Edward Boon, IT service delivery manager for Biffa.

For internal IT, orders come through faster and with consistent information. ServiceNow automatically generates a detailed email notification that alerts the service provisioning coordinator of the order. Plus, the application still enables bulk orders as needed, saving both time and money.

Delivering Better Data

Biffa also wanted the ability to dive deeper into data. IT needed a way to run accurate reports in a timely manner and extract meaningful metrics from them. “We couldn’t get much in the way of reporting out of the old system,” says Boon. “And what data we could get out, we didn’t really trust. I could only publish high-level information about our service desk and support functions.”

The ServiceNow Problem Management Application provides the ability to track errors and drill down for root cause analysis. As a result, IT can more quickly respond to incidents and clearly prove its value to other departments across the organization.
The Enterprise IT Cloud
A SaaS solution was a good fit for Biffa’s lean IT department, which lacked adequate resources to install client ITSM software or manage additional hardware. Says Boon, “The difference between ServiceNow and the other products was that most or all of the others were based on client-server technology with SaaS sort of shoehorned in afterwards. ServiceNow was built from the ground up on SaaS, so I had a lot of confidence in it and the functionality just screamed to me that it was trying to align itself with the business.”

Looking Ahead
As a result of Biffa’s implementation of ServiceNow, customers have seen immediate improvements in fault handling, response times and priority ranking. The next phase will automate vendor management, change management, on/off-boarding and office site moves.

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