



Time Warner enhances visibility and service quality

ServiceNow Event Management reduces 120,000 events to less than 1000 incidents

Time Warner is a global media and entertainment leader with businesses that span television networks, film, and TV entertainment. The company is known for wellknown brands such as Home Box Office, Turner Broadcasting System, and Warner Bros. Entertainment. Time Warner has more than 25,000 employees around the world and generates more than \$28 billion in annual revenues.

Like many large enterprises, Time Warner had multiple IT organizations. Each of its three main operating divisions had separate IT infrastructure, leading to duplication, lack of standardization, and increased costs. To address this issue, Time Warner set up an Enterprise Infrastructure Services (EIS) group, consolidating data centers, IT service management (ITSM), and IT operations management (ITOM) under a single umbrella.

Laying the foundation with ServiceNow ITSM

To drive consistent enterprise-wide IT processes, Time Warner decided to standardize their ITSM platform. While they already had multiple legacy ITSM tools from other vendors, they chose to replace them with ServiceNow—deploying a comprehensive ITSM solution that includes incident, problem, change, asset, configuration, release and knowledge management.

According to Olga Krasovski, Time Warner’s Director of Service Management, “We chose ServiceNow® ITSM because of its industry-leading capabilities. It’s user-friendly, and it gives us best practices and standards out of the box.”

Multiple monitoring tools and manual processes

Once they successfully went live with ServiceNow ITSM, Time Warner turned their attention to event management. At the time, Time Warner’s EIS organization was struggling with multiple, disconnected monitoring tools that sent overwhelming numbers of emails to a shared mailbox. Their service desk team had to review these emails, wading through huge amounts of noise to identify real issues.

Once they identified an issue, they created incidents manually. Because of this manual approach, they had no consistent way to prioritize incidents, and incidents were often assigned to the wrong person.

Time Warner

Headquarters

New York City, NY

Industry

Media and Entertainment

Employees

25,000

Highlights

Large-enterprise moved from multiple, disconnected monitoring tools and manual processes to an automated approach that provides seamless integration between event management and the CMDB, as well as with ServiceNow’s ITSM processes.

ServiceNow Event Management seamlessly extends ITSM

Despite one of their divisions having a legacy event management tool, Time Warner's EIS chose ServiceNow. Why? Because Time Warner saw the power of ServiceNow's unified platform. Olga says that, "With ServiceNow, we get seamless integration between event management and the CMDB, as well as with ServiceNow's ITSM processes. That's critical for our operations teams—with any other event management vendor, we would have to build all of those integrations from scratch."

Live in just two months

Time Warner went live with ServiceNow® Event Management in just eight weeks—an impressive accomplishment for the EIS project team. During this time, ServiceNow was integrated with multiple event sources, including monitoring tools from SolarWinds, Microsoft, VMware, HP, Hitachi, and others. According to Olga, "Collaboration and communication are key. By working closely with our monitoring teams, support teams, and other stakeholders, we were able to continually refine our approach—and we're continuing to enhance the solution now that we've gone live."

Intelligent automation increases service availability

Now, Time Warner has a consistent, automated way of managing the health of their business services and IT infrastructure. Rather than service desk staff having to review thousands of emails, ServiceNow automatically correlates incoming events—reducing more than 120,000 events to less than 1,000 incidents a week. ServiceNow also prioritizes incidents and intelligently assigns them to the right person or group—eliminating finger-pointing and back and forth between different teams. Olga says that, "With ServiceNow, we're much more proactive. Because of this, we've actually reduced the number of high-impact incidents, and we're resolving them more quickly."

A complete ITOM solution

Buoyed by this success, Time Warner is expanding ServiceNow into a full ITOM solution. They have already started to implement Discovery, and they plan on rolling out Service Mapping in the near future—creating a service-centric operations model underpinned by a fully service-aware CMDB. Orchestration and Cloud Management are also on the horizon, which will allow Time Warner to further automate and accelerate their IT operations.

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— Olga Krasovski, Director of Service Management at Time Warner

