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Customer

Tricentis

Highlights

Software testing specialist ensures customer service management success

Headquarters

Vienna, Austria and Los Altos, California

Geographies

Global

Employees

350

Business

Software testing tools for continuous testing

Challenges

- No formal ITSM tooling or structure in place to track customer incidents
- Limited open source tooling to handle service management
- Little or no upgrade path with previous software
- No cross-functional integration of existing software base, so no global search function was possible
- No unified view of the user base to deliver a comprehensive customer experience

Software Testing Specialist Tricentis Achieves Total Systems Integration with ServiceNow

Tricentis is a market-leading firm specialising in software testing tools for software testers. The company has a specific focus on DevOps-driven Continuous Testing (CT) environments for applications and web services that are inherently “always on” on the web, across mobile, and within the Internet of Things (IoT).

With ten office locations spread across the North American, APAC, and EMEA regions, Tricentis helps Global 2000 companies adopt DevOps and gain success by achieving test automation rates of over 90%. Its integrated software testing solution, Tricentis Tosca, accelerates software testing to keep pace with Agile and DevOps. Unlike legacy test platforms, Tricentis Tosca is architected to enable sustainable test automation for today’s fast-paced development processes.

Tricentis customers span all industry verticals. The firm describes its user base as any company that develops or uses software of any kind for its business processes. Tricentis highlights its USP as Quality Assurance (QA), based upon the fact that it delivers:

- 10x more effectiveness than conventional testing suites
- 90%+ increase in test automation rates
- 95%+ business risk coverage
- 90%+ faster testing execution time

Hunting for a consistent user platform

Prior to using ServiceNow, Tricentis did not use any formally defined ITSM management solutions. The company was using multiple systems based on different technologies to track customer incidents, provide a level of Customer Relationship Management (CRM) capability, and host its website. The main challenge was the lack of a consistent user platform for all these systems and the inability to provide globally searchable content that would fit seamlessly together.

“The technical integration effort between our old systems involved considerable complexity and expense, because most system elements used interfaces that didn’t fit or dovetail with the others. It was really challenging to track and manage customer feedback and inputs in order to use the whole system effectively. This in turn hampered our ability to enhance our commercial and technical market propositions accordingly,” said Alexander Kleeman, manager of operations, Tricentis.

Solutions

- Incident management module
- Asset management module (for hardware and software)
- Orchestration module
- Knowledge base module
- Workflow automation (deployed at a higher level across all other modules)

Results

- Client satisfaction has increased from 83% to 97% (2013 to 2016)
- Self-service rate metric has increased from 43% to 88% (2013 to 2016)
- Net Promoter Score has risen from 32 points to 42 points (2013 to 2016)
- Use of company-wide support functions has grown by 35% (2013 to 2016)
- Customer recommendations at 83%
- Support contract renewal rate of 98%

Juggling a disconnected set of technologies, some open source, Tricentis operated as best it could using a ticketing system to serve external customers that offered some functionalities, but little ability to integrate and onward-manage the data it stored. The challenging situation was compounded further as the company's customer support team leaders required many reports for their day-to-day operations. Senior management also relied heavily on KPI reports because the total operation was spanning such an extensive connected data set.

The firm had reached a point where it had 1,000 customer support tickets per month. At this stage, there was a realisation that the team was on the edge of a precipice—one where they would need to move to an enterprise-level solution. As this coincided with new sales channels opening up in North America, the realisation was both clarified and reinforced.

To replace this set of multiple tools, Tricentis created an RFP and sent it out to market. ServiceNow was quickly brought onto the tender shortlist by the firm's CEO. With ServiceNow part of its evaluation process, Tricentis realised quickly that an even broader migration was possible than it had first envisaged or hoped for—one that also encompassed ITSM, content management, and end-user customer support.

A cohesive environment

"ServiceNow offered us a cohesive environment that provided a powerful standard feature set as well as the possibility to add all the functionality we would need. In our RFP process, ServiceNow outclassed all other competitors in terms of incident management capabilities, customer communication channels, community and content management, knowledge management, customisation and integrations, reporting, and the overall cloud solution," said Kleeman.

Thanks to ServiceNow's cloud-based delivery, Tricentis could focus on actual business needs at the point of implementation rather than involve any kind of new CapEx-heavy IT infrastructure investment.

ServiceNow worked with Tricentis to create a POC (proof of concept) workshop before longer-term implementation was carried out in partnership with WSP Consulting. ServiceNow was ultimately implemented based on a complex and multi-layered strategic plan. The executive team specified that they wanted to see the new service management platform implemented and live within two months. Work started in December and systems were live by January, starting with an incident management module for external customer support.

Ease of deployment

After the incident management module was implemented, the firm proceeded with the reporting elements inside ServiceNow. It also brought in the Content Management System (CMS) element of ServiceNow and just two developers were needed to work on this element of the implementation.

"Our use case was to upgrade our externally facing customer support website and increase the level of service delivered to our customers through our own support organisation. Introducing ServiceNow as an internal IT solution with a wider IT implementation was a task we started when the first project phase was concluded. Now we have a support website for our customers that includes user documentation, a discussion forum, and an incident management option. Also through ServiceNow, we have internal IT incident management and we are developing IT asset management to use for our external customers," said Kleeman.

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Tricentis integrated its hosted-cloud solution into ServiceNow, which holds the entire customer user base, enabling the firm to monitor all aspects of its cloud operation from core services, to data loads, spikes, and cloud service maintenance itself. In 2015, Tricentis took the ITSM solution that it had applied to its external customers and applied those same functions to benefit its own employees. In the new support portal that it created, the firm now has a global searchable repository for all users to be able to search all data.

Core competency opened up

At this stage of project maturity, Tricentis’ KPI reporting has improved significantly. Because the firm is a comparatively small company, it can be agile and does not need to manage its own underlying IT infrastructure. The result is that Tricentis can administer and manage content far more competently and work closer to its own core competency as a software testing specialist.

Tricentis also created a knowledge base for internal workers to share information about internal working practices and information about customers. The company plans a level of gamification here so that everyone gets more points based on the amount of intellectual property (IP) they are sharing inside the system.

“Most of the challenge here was the fact that we had to reorganise our own business processes to be able to map them to ServiceNow. The expectations were different from department to department. Also, we used ServiceNow in ways that are not so typical. For example, using the ServiceNow CMS system as a public-facing webpage manager to create our website. We have custom modified our own implementation of ServiceNow to be able to do this and won awards based on the support that this portal has delivered,” said Kleeman.

Tricentis ServiceNow Roadmap

- **2014** - Incident management, global search, downloads, and reporting. Support portal, knowledge base, and help forum plus chat. Also, cloud license server and Tosca-as-a-Service
- **2015** - Support portal with Mobile Device Support and Design Upgrade Webshop Learning Management, Jira Integration plus license management, cloud license administration and IT self-service (internal), Tosca Context Sensitive Search, Tosca Trial Workflow
- **2016** - Process upgrades for customer registration and license management. Leading onwards to community management features for gamification, orchestration, and performance analytics
- **2017** – ITSM, orchestration, CMS to service portal switch

Tricentis is working on expanding its ITSM capabilities as acceptance of ServiceNow has grown across the organisation and more departments are setting up their systems to coexist with ServiceNow. Consequently, it is expected that more areas of the Tricentis business will access and use ServiceNow in the future.