



“We’ve been impressed with how easily ServiceNow integrated into our AWS environment. We now have complete visibility and control of the cloud-based services we offer our customers – allowing us to enhance service quality while managing profitability”

— Tameem Hourani, PTC’s Sr. Director - Cloud Services NOC



Headquarters

Needham, MA, USA

Geographies

Global

Employees

6,000

Business

Computer Software

Challenges

As a trusted service provider, PTC needs to ensure their cloud-based software services are highly available and responsive to customers, while controlling the cost of service delivery. A mix of disconnected tools and manual processes were hindering their visibility and control.

Results

- Reduced incident resolution times from hours to minutes
- Enhanced service quality while managing profitability
- Complete cost visibility and control of cloud-based services offered
- Automatic allocation of costs to individual customers and product segments

PTC Transforms Management of SaaS Services

ServiceNow Delivers Customer-Centric Visibility across PTC’s Amazon Cloud Environment

PTC is a global technology provider that helps companies transform how they create, operate, and service products. Since 1985, the company has been at the forefront of software technology, primarily in the areas of computer-aided design (CAD), product lifecycle management (PLM), service lifecycle management (SLM), augmented reality (AR), and the Internet of Things (IoT). Today, PTC provides innovative software and services solutions to more than 26,000 businesses worldwide, generating annual revenues in excess of \$1.1 billion.

Disconnected Tools and Manual Processes

PTC has aggressively adopted SaaS, hosting and managing their software solutions in the cloud. They have an extensive Amazon Web Services (AWS) cloud infrastructure, supporting high-volume offerings from four major lines of business. As a trusted service provider, they need to make sure that the cloud-based software services they deliver to their customers are highly available and responsive, while controlling the cost of service delivery.

PTC was using a mix of disconnected tools and manual processes to manage these cloud-based services. For example, change requests came in from multiple sources and were tracked using a combination of SharePoint and spreadsheets. According to Tameem Hourani, Senior Director – Cloud Service NOC, “The approach didn’t scale. We got change requests through our helpdesk and our CRM system, as well as from our business development managers and salespeople. We had dozens of changes every week, but we only managed to track about five percent of these. We had no visibility of the rest—and we didn’t know how they affected our customers’ environments.”

ServiceNow Delivers Customer-Centric Visibility and Control

PTC chose ServiceNow to give them the visibility and control that they needed. Now, ServiceNow automatically discovers all of PTC’s AWS cloud resources, creating an accurate, up-to-date record in the ServiceNow CMDB. Every AWS resource is automatically tagged with customer information, as well as details of the specific software service it supports. ServiceNow also provides comprehensive change management, ensuring that changes are tracked, evaluated, and approved. Hourani says, “Now, we’re tracking all 120 changes every week – instead of just six. And, we can see how broader changes will impact our customers. For any customer, we can instantly pull up a full change history—as well as a list of upcoming changes.”

“We now typically resolve incidents within a few minutes, instead of four to six hours. And, ServiceNow gives us a complete real-time view of our customers’ environments, including both incidents and changes.”

— Tameem Hourani,
PTC’s Sr. Director -
Cloud Services NOC

This visibility isn’t limited to planned changes. PTC has deployed a monitoring system with automated remediation capabilities, making their customers’ cloud environments self-healing. ServiceNow automatically raises and clears incidents based on inputs from the monitoring system, and also discovers and tracks the changes that the monitoring system makes.

“We now typically resolve incidents within a few minutes, instead of four to six hours. And, ServiceNow gives us a complete real-time view of our customers’ environments, including both incidents and changes,” said Hourani.

Cost Visibility by Customer and Product Segment

PTC is also using ServiceNow to measure and manage cloud costs. ServiceNow collects billing information from AWS, and automatically allocates these costs to individual customers and product segments. “This cost visibility is critical. It’s not just about understanding individual customers. We can compare actual cloud costs across the different services we offer, so we know where we need to focus to drive increased margins,” according to Hourani.

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