

Service Integration and Management: SIAM eBonding with Kinetic Data Solutions

This document outlines how service providers can develop and execute an effective SIAM strategy by leveraging Kinetic Data solutions to effectively eBond with partners and customers.

SIAM (service integration and management) is a business-oriented approach to delivering customer-facing service wherein fulfillment is coordinated through multiple suppliers. The approach can be thought of as an effective method to extend ITIL, or other service management practices, across complex multivendor environments with a focus on consistent customer service delivery.

To execute an effective SIAM strategy, service providers must leverage automation where possible, to enable scalable service delivery in a continuous-improvement environment. Key to success in deploying a proper SIAM approach is ensuring the organization utilizes an overarching framework combining people, processes and technology, resulting in scalable efficiencies across complex fulfillment towers.

The Service Provider Challenge and eBonding

Today, very few (if any) organizations have a single, centralized system of record-managing processes end-to-end across the enterprise. Often, outside vendors and business partners participate in the service delivery process, which entails interaction with additional systems. In order to keep data and processes synchronized across these boundaries, service providers need to integrate ticket or other data across multiple ontologies. A common example would be the synchronization of incident tickets between vendor and client IT service management (ITSM) systems.

In the service provider landscape, automation is essential to ensuring seamless end-to-end delivery of services to customers. In these environments, federated delivery models, decentralized governance, process distribution and organizational boundaries add to service complexity, making true end-to-end automation challenging. It's common in this customer-focused world, for an order to be fulfilled, that multiple vendors are involved in the delivery of key business-support processes. Often, human beings are required to manually enter data into disparate systems, while trying to manage varying service level agreements (SLA's) without a centralized approach.

To ensure the required service levels are met, effective process bonding across towers is required; eBonding is the practice of integrating processes among enterprises ("bonding" them) to provide a centralized, automated and scalable delivery approach.

Service Providers' Unique Challenge

Outsourcers, managed service providers, telecoms, ISPs, cloud hosting organizations and other shared service entities need scalable solutions that can support the ever-changing demands of their customers.

Kinetic Data has focused on building software designed for the service provider delivery model. What does this mean? We understand that for service providers, service delivery is their business. This business model requires forward-thinking flexibility and proper tool selection in order to achieve required efficiencies at scale.

To ensure the level of data accuracy required to effectively automate processes, data must be translated, converted and synchronized across delivery towers. In the modern enterprise, where there often are many vendor towers involved in the end-to-end delivery of service, a scalable strategy must be employed, accommodating more than just a one-to-one system relationship.

For service providers, the elimination of manual process steps—including duplicate data entry and human-reliant tasks that can be automated—ensures delivery efficiency. This is what eBonding, or “Enterprise Bonding” is all about.

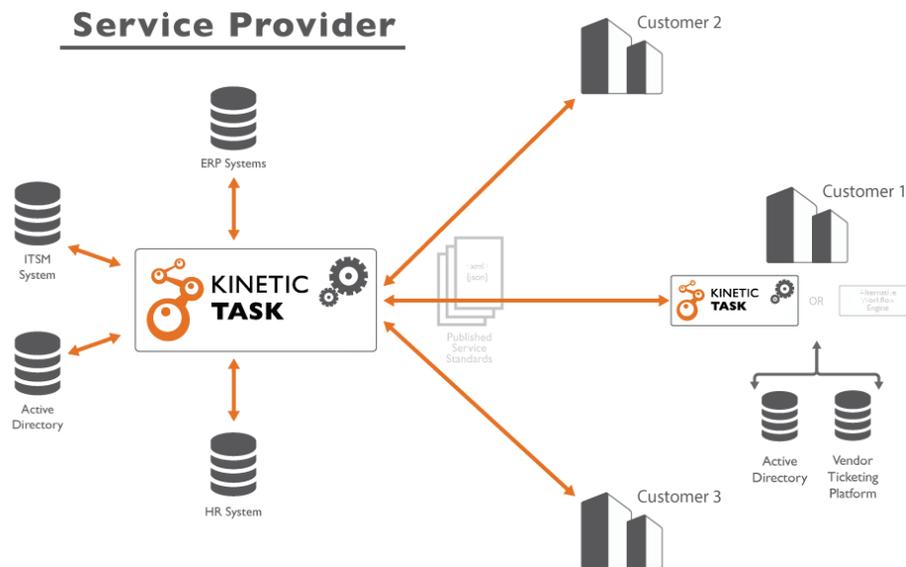
The Solution: Kinetic Task

The Kinetic Task Engine (or Kinetic Task) can be used as an effective eBonding solution. The engine can act as a service integration hub-enabling automation of the ticket-translation process across back-end systems in a scalable, manageable, low-risk and cost-effective way. The open architecture of the system is ideal for service providers looking to eliminate point-to-point integration and manual processes in a scalable model.

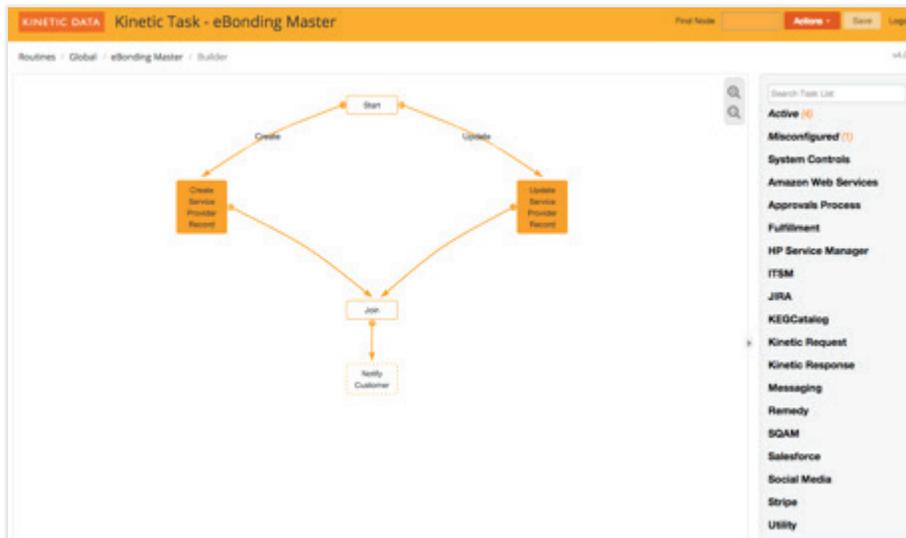
The engine features an open architecture and is designed to be extended to any system that can communicate via standard methodologies (APIs, Webservices, RESTful, SOAP, command line calls, direct database connections, etc). This allows service providers to have a single point of entry for service delivery, enabling better visibility and easier management of complex service models.

For additional information on Kinetic Task,
please check out:
<http://kineticdata.com/products/task/>

Kinetic Task in the SIAM Model

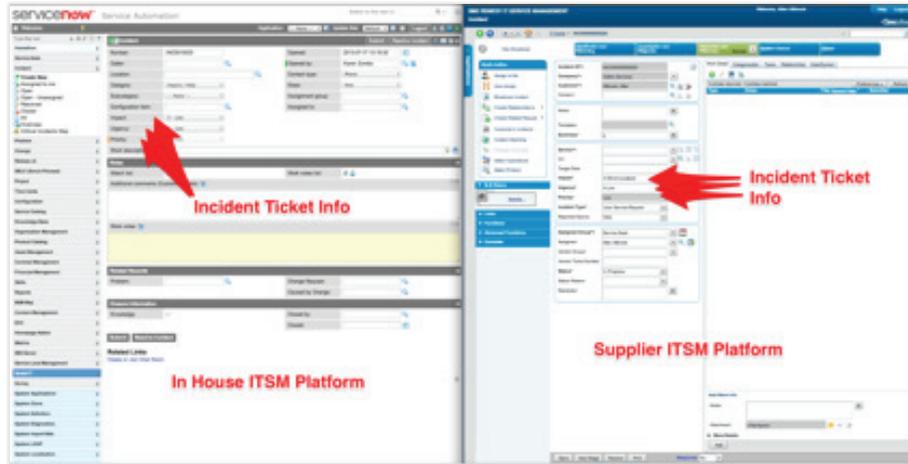


In using Kinetic Task for eBonding, key service management processes such as Incident, Change and Problem Management can be more effectively managed. This is achieved by employing not only a robust and scalable integration strategy between ITSM systems, but also by applying business rules to improve service quality and routing accuracy across providers.



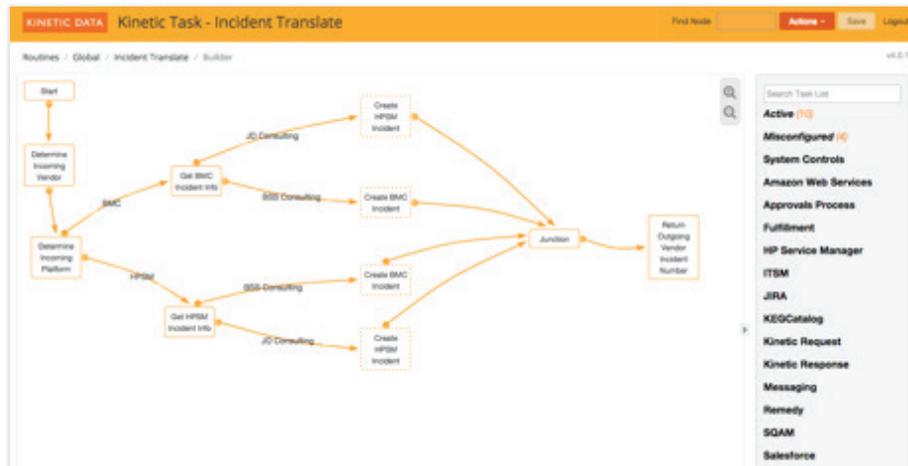
Kinetic Task Drag+Drop Editor

An example would be integrating an in-house Incident Management function stored in a cloud-based system such as ServiceNow with a supplier system like BMC's Remedy ITSM platform. Based on specific attributes and business rules, the automated passing of tickets back and forth is maintained in a scalable and manageable way.



Correlated values between a ServiceNow Incident System and a BMC Remedy Incident System

The Kinetic Task Engine features the use of routines. Routines allow large, complex processes to be broken down into smaller, manageable components that can be shared among processes and used as functions within the more complex parent process. This design allows for the granular flexibility required in the complex service provider business model.



The Kinetic Task Builder translates and converts incoming ticket information from an external service management platform. Depending on what is received, the incoming data is routed appropriately to either an HP Service Manager or BMC Remedy Incident system. Once the new ticket is created, the new Incident ID is passed back to the source system, establishing the "eBond."

The Benefits of Using Kinetic Task for eBonding

Using Kinetic Task as an eBonding solution provides a number of key benefits: service delivery will be streamlined, costs will be lowered and customers will enjoy an improved service experience.

More information about the Kinetic Task Engine can be found on community.kineticdata.com.