



“Our goal is to provide a seamless and consistent experience across all of our support teams in order to maximize the overall level of service to the business”

This ServiceNow® case study is based on an interview with Garry Meikle, Director of Technology & Know How at Minter Ellison.

MinterEllison | L A W Y E E R S

Headquarters

Sydney, Australia

Business

Law Firms

Products

Service Catalog, CreateNow, Social IT, Incident Management, CMDB, Change Management, Request Management, Service Level Management

Highlight

Introduced a self-service portal to improve visibility and reduce email and manual-based communications

Challenges

- Email-based approach limited employee productivity
- Lacked the ability to prioritize, assign, track, and report issues effectively
- Multiple systems created siloed data and poor visibility

Results

- Employees can initiate their requests through a “consumerized” self-service interface
- Managers have visibility in to resource usage and can identify request themes for improved service
- Service request–service fulfillment model can be applied across the firm in areas such as IT, HR, and Facilities
- Knowledge management enables requestors to meet their own needs without having to make a request
- Asset Management application automates the tracking and managing of IT inventory

Rethinking Work Processes at a Leading International Corporate Law Firm

Minter Ellison IT Leads Strategy for Evolving Request-Fulfillment of Services

Minter Ellison is one of the largest Australia-based international corporate law firms, with offices across 15 cities in five countries. As a premiere law firm, its primary asset is its people. Even the company’s hiring charter places its people at the core: “At Minter Ellison, our people are our brand. Every day, every person in our firm plays a vital role in helping clients to close deals, find solutions, resolve disputes, grasp opportunities and create value.”

To effectively manage and optimize the firm’s human capital, IT leaders at Minter Ellison realized that the old style of work based on email and manual-based communications limits employee productivity. Change, they realized, would come from first rethinking the service request–service fulfillment model that is central to the way most functions across the firm operate, including but not limited to IT.

Examples of the Request-Fulfillment Model

- “I need something new”
- “I need to get something done”
- “I need help”
- “I need something changed”
- “There is a problem with...”

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The Strategy

1. Introduce a system for initiating requests that would include routing, prioritizing, assigning, tracking, resolving and reporting. Later add automation for the approval process.
2. Add self-service so that employees can directly make requests into a system.
3. Add knowledge management to increase the effectiveness for those fulfilling a request, and, ultimately, to enable a requester to meet their own needs without having to make a request.

Across the Company

Multiple departments within the firm were all independently starting to consider some kind of “job logging and tasking” system to help manage its own workload. IT, Finance, HR, Facilities and the Word Processing groups were all interested in solutions.

Tim Andrews, Technology Services Manager, realized that the needs of the various departments could be met by the same system, and that having multiple systems would create problems. “We didn’t want satellite systems running in various groups. We wanted one system where we can all talk to one another.”

Never About Just Ticketing

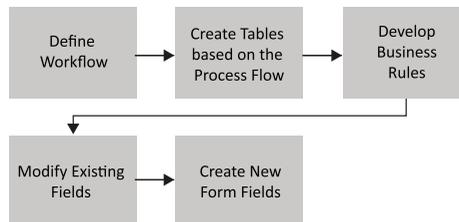
At the time, IT was in the process of seeking a replacement for an aging ticketing tool. The vision was always to mature capabilities beyond ticketing and outside of IT. Functional capabilities across service management were critical as was reporting. Tim and team were very focused on selecting an alternative that could easily manage request-fulfillment across any business function. And a key element was the ability to offer a “consumerized” self-service interface, so that end users could initiate their own requests.

Introducing A New Way to Interact with the Support Teams

Minter Ellison selected ServiceNow after seeing its strengths as a platform for managing work across the enterprise. Often, companies will start with ServiceNow and focus their initial efforts on IT workload. In this typical scenario, once other departments see the dramatic change brought to IT, they ask for it to apply their own needs.

At Minter Ellison, the IT team took a different approach and started applying ServiceNow to the Finance department to manage requests.

Using standard ServiceNow applications for service automation, including Incident Management, Problem Management and Change Management, the IT team began to configure them based on the needs of the business.



In addition to support staff keying requests into the system, requests could come from users and go straight into the new system. The ServiceNow system can also send out email directly without the need to cut and paste from a screen.

Gaining Understanding Through Visibility

The new approach to managing work immediately began improving efficiency. One of the most significant benefits, however, came from a deeper understanding of the way businesses function and perform key tasks. “The really big factor for us,” according to Andrews, “was just to increase visibility. Now, managers can look at their dashboards and instantly see what is going on with their team, where things have been escalated or if there is a theme to the issues going on within a particular category.”

When applied to the Word Processing group, they will be able to track each job, know how much time was spent

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to complete it and understand their overall resource usage. “It gives you visibility into what is actually going on over the entire distributed group,” Tim Andrews said.

Introducing A Consumerized Employee Service Experience

The Minter Ellison team gained foundational skills and experience through their active participation in the initial implementation performed by ServiceNow’s Professional Services group. Based on the structured knowledge transfer process, Tim Andrews and his colleagues are currently finalizing a new self-service portal leveraging the ServiceNow Service Catalog. The portal will be introduced to employees as an alternative to relying on email, calls or in-person visits to initiate requests for service.

Minter Ellison will also use ServiceNow for knowledge management to capture information about an incident or a problem and the resulting resolution. They will apply an editing and review process for knowledge articles to keep the information clear, crisp and relevant, so that it can be easily accessed to help practitioners provide better service and even help requesters solve their own issues.

In addition, Minter Ellison will introduce the ServiceNow Asset Management application to automate the way the

company inventories, tracks and manages its IT assets. According to Christine Scott, Help Desk Supervisor, “The end goal is to move as much into ServiceNow as possible. Right now, for instance, we use a separate system to manage a lot of our assets, such as laptops and iPhones. We could do all of that through ServiceNow.”

Introducing a new systematic approach to service management across the entire enterprise was critical to changing the way work gets done firm-wide. “The way we did it was good—not taking a approach and only applying this change to IT alone,” said Christine Scott. “Getting stakeholders from other departments and demonstrating it to them was really helpful. It takes the blinkers off and gives the company a wider understanding of what we can offer.”



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