

ICT WebShop – Experience-now!



Executive Overview 1.1

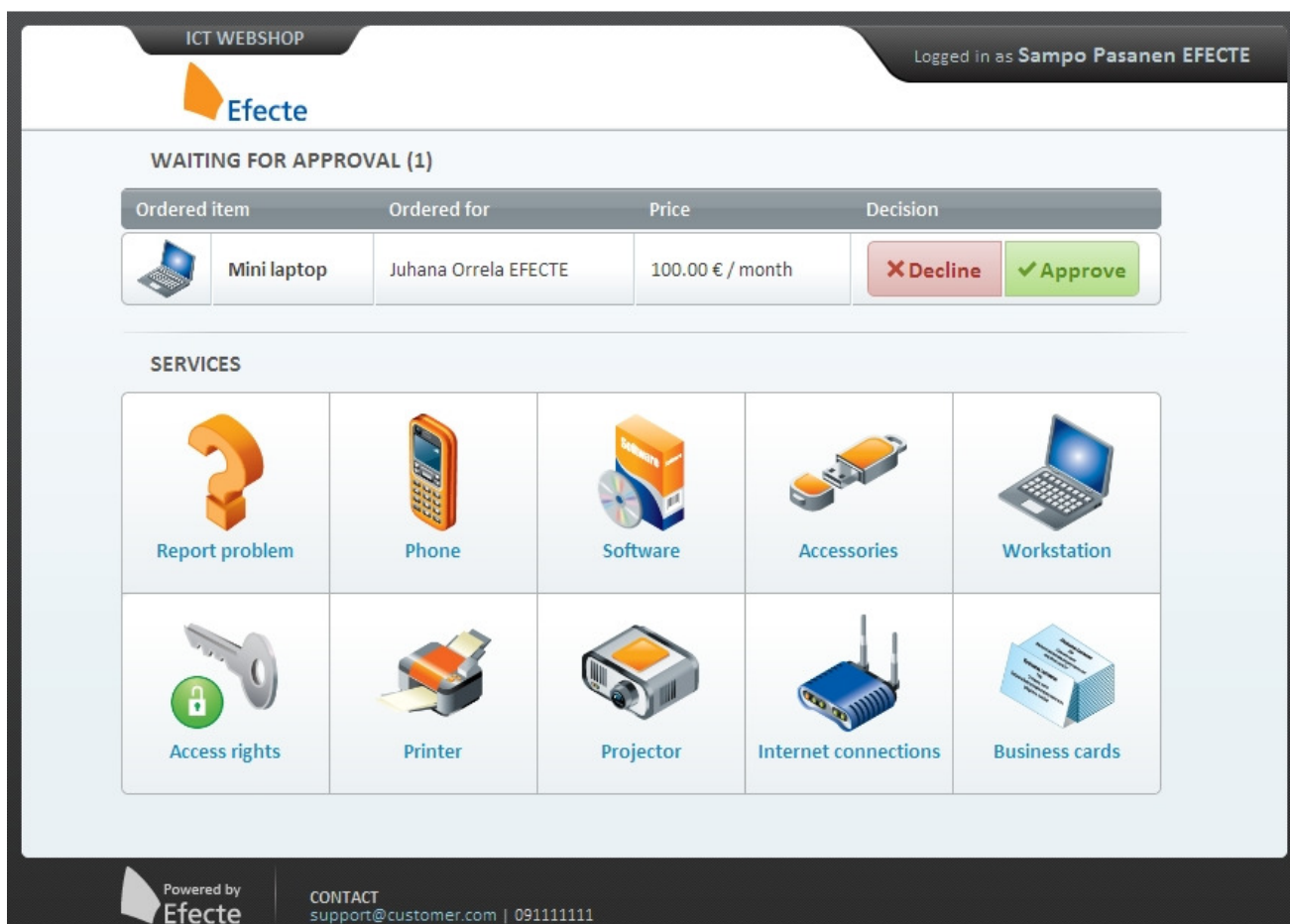
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1 Why is ICT WebShop so valuable for the whole organization?











- **Productivity increases** in the whole organization
- **Internal customer satisfaction is improved**
- **Transparency improvements** in ICT and other shared services

ICT WebShop gathers all ICT services into one, easy-to-use view. See below.



Ordered item	Ordered for	Price	Decision
 Mini laptop	Juhana Orrrela EFECTE	100.00 € / month	<input type="button" value="Decline"/> <input type="button" value="Approve"/>

SERVICES

 Report problem	 Phone	 Software	 Accessories	 Workstation
 Access rights	 Printer	 Projector	 Internet connections	 Business cards

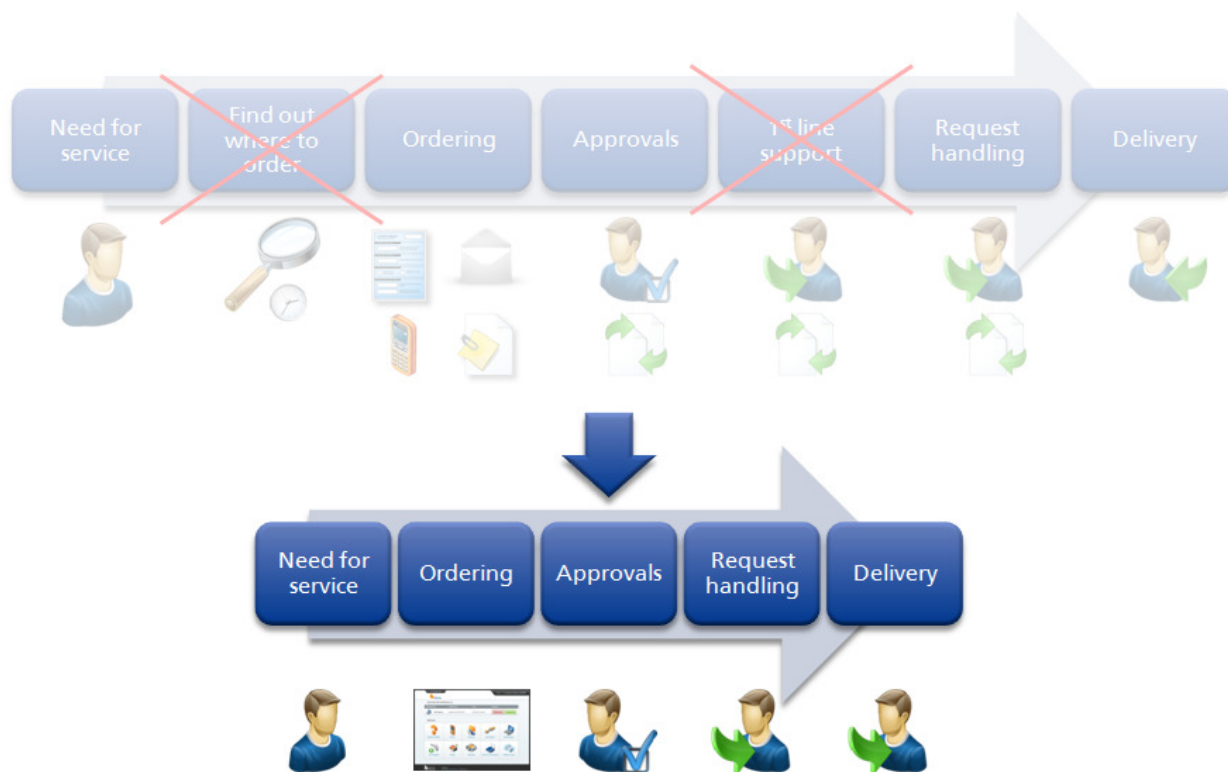
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Picture 1: Main view in ICT WebShop

1.1 Productivity improvements

- **Up to 80% reduced time spent in ordering.** End users know where to order, how to order and what information to provide for a smooth delivery. No constant email ping-pong required between end user and service delivery organization.
- **Up to 50% reduced total time from realization of a need to a completed delivery.** The whole process is significantly faster since all unnecessary steps are

eliminated for both end users and people handling the requests and delivering the services. This could just help your most important business projects to be on time.



Picture 2: End-to-end process optimization

Examples on situations where productivity is increased:

- **New employee starts.** If the new employee doesn't have everything in place when she starts, how costly is that? How much time is spent in ordering all necessary services for her?
- **Business projects need ICT services.** If getting a virtual server for the project takes one month before it has all that it needs, how costly is that?
- **Ordering access rights.** If ordering access rights takes over 30 minutes per order, and there are large amounts of orders all the time, what is the cost of that?
- **Ordering any services.** If you take all the services that all employees order per year, how much time is wasted in overly complex processes and miscommunication?

1.2 Increased internal customer satisfaction

Customer satisfaction is a result from experiences in interaction with the service provider. Satisfaction towards a service is based on customer's impression on **how** it is provided. When the interface towards ICT and other shared services is email, complex forms, spreadsheets etc, the experience is far from excellent.

ICT WebShop – Experience-now!

As our slogan for ICT WebShop states, the experience is at the heart of this product. By making it easy, visual and simple to order services, ICT WebShop brings up spontaneous, emotional bursts from end users: "Can it really be this easy?", "Wow! That was easy!", "This notification is excellent.", "It used to take a day to order access rights with the previous system".

By providing a positive, visually appealing, easy-to-use online service store for your customers, this results in happy end users.

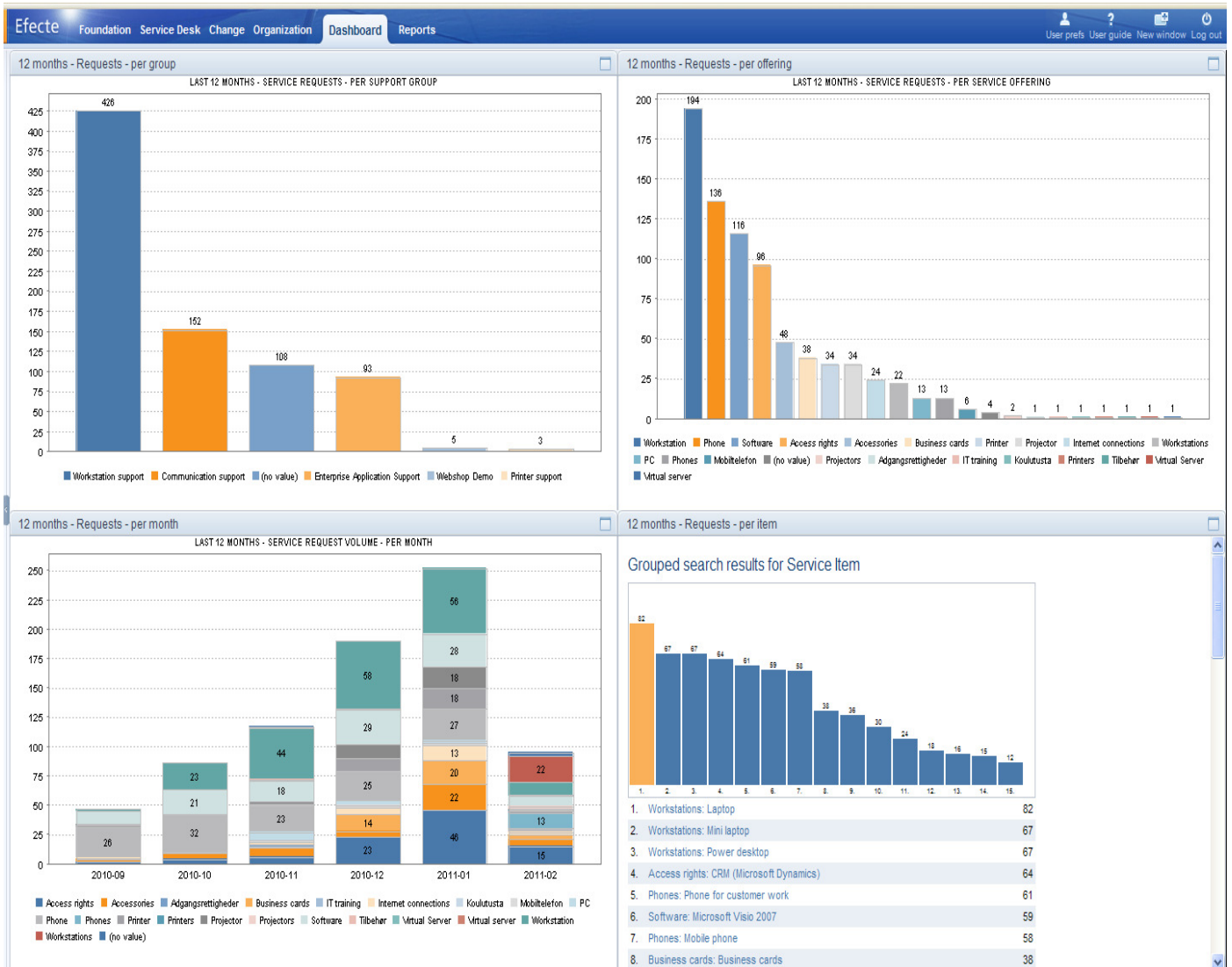
1.3 Increased transparency in ICT and other shared services

The last of the three main findings in our market research was the need for increased transparency towards ICT services.

- What can I order and where?
- What do I get with the 6% of the yearly budget spent in ICT services?
- What are the people doing there?
- Are our suppliers delivering as expected?

By providing end-users one place for ordering all services it is finally clear what is actually available.

By being able to report the amounts of requests handled by support groups and suppliers, the most common types of orders and SLA:s of each support group and supplier you get a good picture of what is actually going on.



Picture 3: Reports on service request volumes per service, support group etc.

2 Value for End Users

End users expect ICT related services to be easily available. If all ICT services are aggregated into one service that is easy to find and use, it provides end users a tremendous improvement in their perception of ICT. It will also increase employee productivity by reducing time spent on service orders and by shortened service delivery times.

Most solutions today have not included end user perspective in the design, which has lead to unsatisfied end users and resistance towards using them. With ICT WebShop, the response from end users has been extremely positive.

Live comments from end users:

“Can it be this easy?”

“I spent a whole day ordering an access right with our previous system.”

“This is so much easier than our previous system.”

“It’s great that I can order the mail list changes as well.”

“Excellent! There are pictures here.”

“These email notifications are great!”

End users understand what is available and where

Instead of faceless IT – which you approach by email of clumsy intranet pages – end users find ICT services easily, and for the first time truly understand what is available.

End users get the service they need faster than before

The whole process from need to fulfillment is improved.

End users spend less time in searching for a place to request services

One visual, easy to use tool for finding ALL ICT services saves time tremendously.

End users spend less time ordering ICT services

The product guides the user to order. No more filling of complex Word templates, Excel spreadsheets or online forms. No generic emailing, or calling by phone. One straightforward way to order is efficient, and reliable.

No constant email ping-pong between ICT and end user

End user provides all the information in the request, so no follow-up is required by ICT operations.

Superiors’ time spent in approving the requests is reduced

All approval requests are sent to superior’s email. Approval or rejection is extremely easy.

3 Value for ICT operations

The value for the ICT operations comes from increased end user satisfaction, improved productivity and better control over delivery processes and related suppliers.

End user satisfaction towards ICT services is improved

End user satisfaction is increased by providing all services in one, easy to use tool. By increasing end user satisfaction towards ICT services, goodwill is increased in the organization.

End user perception of ICT is improved

ICT portals are seen as the face of ICT by end users. If you are asked “What does Amazon as a company look like?”, you think about the Amazon online store. It’s the same effect that people get with ICT WebShop: that’s what ICT department looks like: visually appealing and easy to use.

ICT productivity is improved

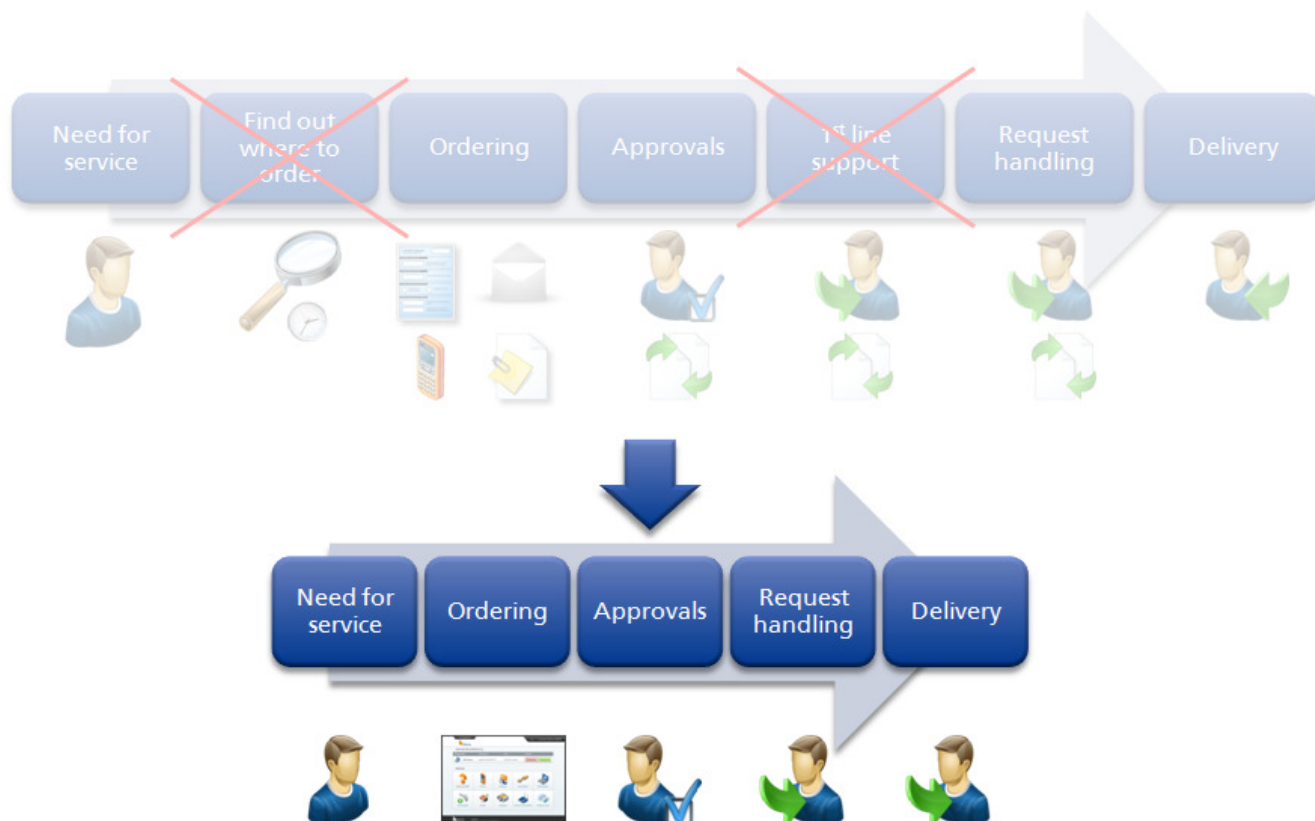
- **Number of contacts per request reduced to 1**
All the necessary information for handling and delivery is already available. End users and ICT operations no more need to send emails back and forth to clarify requests.
- **1st line support completely bypassed.**
Incidents and requests that are not handled in 1st line can be directed automatically to 2nd line support without 1st line interfering at all. This eliminates unnecessary work.
- **Less time spent in request handling**
All the necessary information for handling and delivery is already available.
- **Less time spent in task selection**
Task workflows are defined to guide employees in their work.
- **No delays caused by waiting for end user’s input**
All the necessary information for handling and delivery is already available.

Capability to develop operations based on data

By monitoring request volumes and SLAs per service, per support group and/or per supplier, a better view on performance is achieved. By having access to the data, ICT operations have better capabilities to improve and to present changes in performance to their stakeholders.

4 Improved end-to-end processes

ICT WebShop eliminates unnecessary process phases and significantly improves mandatory ones. This results in shortened end-to-end processes.



Picture 4: Improved end-to-end process. ICT WebShops eliminates unnecessary process steps and shortens the mandatory steps.

End users don't need to look for a place to order

In most organizations ICT service ordering information is spread around intranet, document systems etc. By having one place to order that is easily available, end users no more spend time in searching, asking colleagues etc.

Ordering is faster

When ordering services, end users are guided through the ordering process and they can provide all the information that is needed for the request. IT won't contact them a number of times for their requests.

Electronic approvals are quick

Approver gets an email regarding required approval automatically. Approver can do the approval easily by following a link in the email. All necessary information is presented to the approver.

1st line support bypassed

1st line support doesn't typically handle all requests. These requests can be directed automatically to appropriate support queues for handling them. Same applies to

types of incidents that are always handled by a certain support group or service provider.

Request handling is more efficient

Request handling is more efficient as all the necessary information is automatically available, and tasks for handling the request are defined. Every additional email adds a long time to the whole process, as the email needs to be written and there's always a delay (sometimes even days) before the email is read by the other party. With ICT WebShop, all the necessary information is always available, so emailing is completely unnecessary.

Fewer returned deliveries

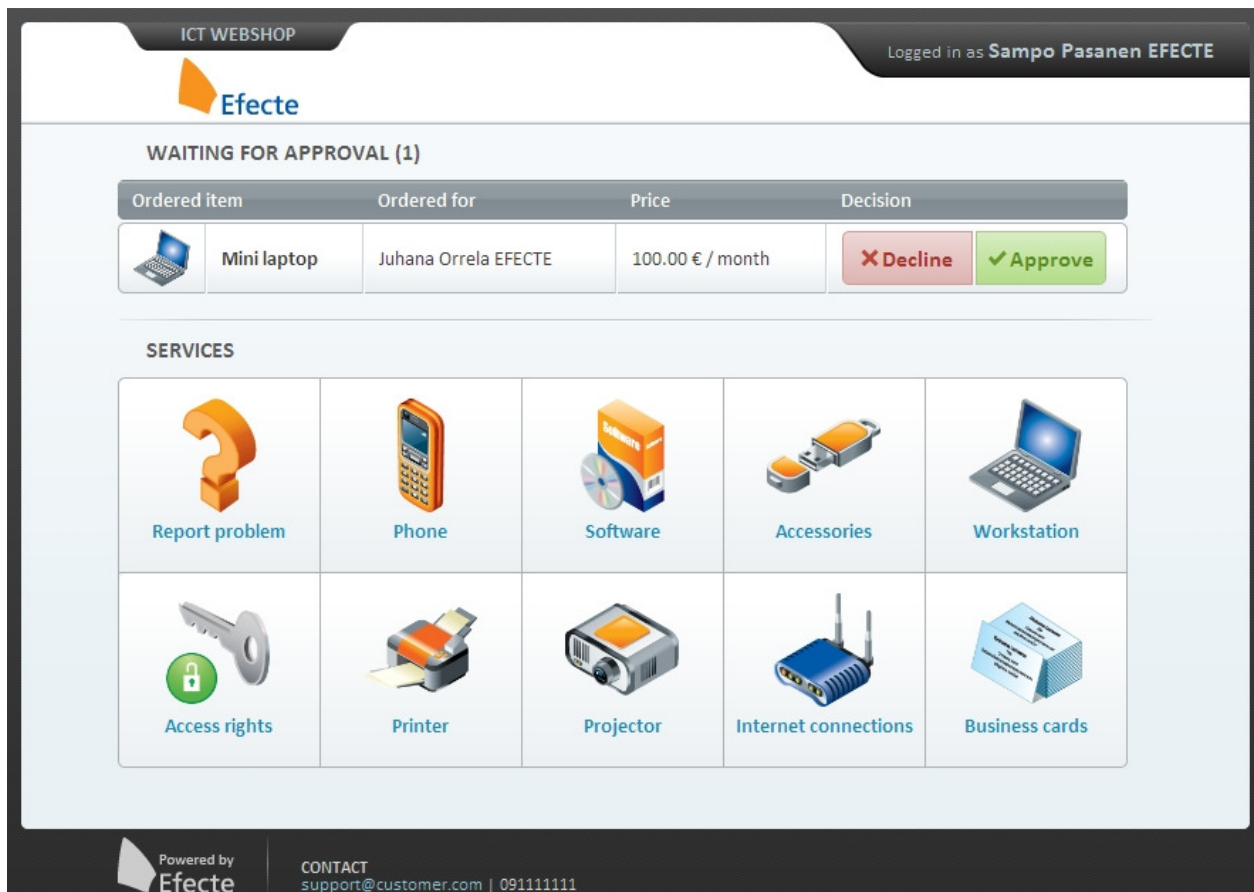
When end users are provided clear options and they are guided through ordering, there are fewer mistaken orders and delivered services are not returned as often.

5 Differentiation

ICT WebShop differs from all other solutions in the market in following ways:

- 1) Ease of use is superior compared to anything in the market
- 2) Ease of ICT services administration is superior compared to anything in the market
- 3) Extremely simple pricing model
- 4) Rapid delivery









6 Selection of screenshots



The screenshot displays the main interface of the Efecte ICT WEBSHOP. At the top, it shows the user is logged in as Sampo Pasanen EFECTE. The main content area is titled 'WAITING FOR APPROVAL (1)' and contains a table with one row of pending items. Below this is a 'SERVICES' section with a grid of ten icons representing different service categories.

Ordered item	Ordered for	Price	Decision
 Mini laptop	Juhana Orrela EFECTE	100.00 € / month	<input type="button" value="X Decline"/> <input type="button" value="✓ Approve"/>

SERVICES

 Report problem	 Phone	 Software	 Accessories	 Workstation
 Access rights	 Printer	 Projector	 Internet connections	 Business cards


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Picture 5: Main view


Phone



Mobile phone



Phone for customer work



R&D iPhone

Phone for customer work 500.00 €

Users

Employees working face-to-face with customers.

- Sales
- Services
- Marketing
- Management



Model: [Nokia N8](#)

Each order is approved by phone service owner after normal supervisor approvals.

Reason *

[Continue to confirmation](#)

Picture 6: ordering a phone


Delivery and confirmation

Order for:

Delivery address: Deliver to my default address
 Deliver to:

Cost center:


ORDER SUMMARY

	Ordered item	Estimated delivery time	Price
	Laptop	2 weeks	100.00 € / month

[Back to item selection](#) [Place order](#)

Picture 7: confirming delivery information


WAITING FOR APPROVAL (1)

Ordered item	Ordered for	Price	Decision
 Mini laptop	Juhana Orrela EFECTE	100.00 € / month	X Decline ✓ Approve


SERVICES

 [Report probl](#)

Ordered item	Mini laptop
Ordered for	Juhana Orrela EFECTE
Cost center	Sales
Price	100.00 € / month
Reason	My old laptop was stolen in hotel



Accessories



Workstation

Picture 8: approving requests

Onboard new employee

Workstations Software Accessories Access rights Confirm order


Adobe Creative Suite 5

Used for
Graphic design, video editing, and web development

Users
Marketing

The collection consists of following Adobe applications:

- Photoshop
- Acrobat
- InDesign
- Illustrator



Ordered items

Microsoft Visio
59€ + 129€ / month
HoverView ✕
91€ / month
Adobe Creative Suite 5
2570€

[Add more](#)

[Back to Workstations](#) [Continue to Accessories](#)

Picture 9: Illustration of New Employee Onboarding process