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HYPE DC

Service Management Solution Gives Hype DC the Ability to Quickly Scale IT Department

CASE STUDY

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Industry

Retail

Business Size

SMB

Location

Sydney, Australia

Customer Since

2015

Replaced

Outsourced IT and loose in-house technologies

Use Case

IT Asset and Service Management

Favorite Feature

Reporting

Background

Since 1998, Hype DC has set the standard for retail footwear in Australia by successfully maintaining the careful curation of products, delivering unique shop-fits, and showcasing engaging visual merchandise. With over 63 stores and growing, Hype DC has set the standard for immersive customer experiences that remain unmatched by competitors.

Challenges

With approximately 45 employees in the head office, the Hype DC staff is distributed throughout Australia. Until recently, IT was outsourced and truly lacked systems and process beneficial to the internal teams, other than pay, point of sale, and the tracking of loose technologies. Tasked with bringing IT into the internal business structure, Adam Radcliffe, IT Manager at Hype DC, knew that a centralized workflow would be critical to the success of the future IT team and need to remove the disorganized incident and service lifecycle management that they were currently in motion.

"It was very reactive," said Radcliffe. "Phone calls would come in, people would stop by, and emails would fly around. There was no real prioritization of issues or analysis done on impacts to the business."

Radcliffe knew that as he built an IT team, it was imperative to have a tool capable of capturing incidents and putting them into a workflow. As the business scaled, priority and urgency of incidents and requests was growing and a transparent and centralized process for allocating that work would be the best way to showcase the power of the new IT team.

Solution

"ServiceNow Express was a potential candidate, but from a cost perspective of a small team, it did not work out," said Radcliffe. The search continued with various Jira offerings that ultimately did not provide the asset tracking or capability to pull the information that Hype DC required. Before frustration set in, Radcliffe came upon Samanage based on a colleague's recommendation and was immediately impressed with the simple and clean user interface.

"I wanted something cost effective and simple, where all users could get in easily, navigate to what they were looking for, do what they needed to get done in the tool, and get back out and continue doing their job. We have a very small team and writing complex codes in order to do basic functions is not a skill I want my team spending time on."

 **Adam Radcliffe**
IT Manager

The API integration was another important capability for Radcliffe and the ability for other applications and tools to be integrated with it.

"It's important to me to know that the development team behind the product are looking at the accessibility and interaction with other systems, knowing they can't do it all, but knowing they can publish their APIs," said Radcliffe.

Benefits

One of the immediate benefits for Hype DC was the increased trackability of incidents and requests. With Samanage, Radcliffe and his growing team now have visibility into what is happening on the service desk side, especially as a small portion of it continues to have third party involvement. "Samanage has given us the visibility of everything that's coming through IT, as well as what we are managing," said Radcliffe.

Hype DC also has a more robust level of reporting with a clear picture of what they do, where they are, and what they have to do to push forward toward strategic business goals. Samanage has given them deep insight into historical, as well as real-time, performance that Hype DC did not have in the past.

"Samanage has given us exceptional visibility," said Radcliffe. "We are able to pull reports to present to new management on different areas, such as what our volume is and what the splits are in terms of categorization."

Radcliffe is looking forward to the future with Samanage's IT Asset and Service Management products. "We are thrilled to have a solution that gives us the opportunity to scale and develop into other traditional ITIL directions, like change and problem management, with Samanage," said Radcliffe.



We'd love our next success story to be the one we write together with you. Let us know how we can help at 888-250-8971.

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