

“ PS'SOFT IT  
ASSET & SERVICE  
MANAGEMENT SUITE:  
A SOLUTION CAPABLE  
OF INTEGRATING ALL  
SERVICE MANAGEMENT  
COMPONENTS ”

FLORENCE COLINEAU, PROJECT MANAGER  
ITIL® SECTION

- > How to implement a true "service management information system"?
- > How to standardize, rationalize and pool technical platforms?



**BUSINESS SECTOR**  
Pharmaceuticals

# CEGEDIM ADOPTS PS'SOFT IT ASSET & SERVICE MANAGEMENT SUITE TO APPLY ITIL® BEST PRACTICES TO IT SERVICES

To become a true internal and external service provider, the IT department at Cegedim, the world's leading CRM provider for the healthcare sector, has implemented a genuine "service management information system" that integrates best ITIL® practices. Through PS'Soft's solution, it has federated its service desk around a unique portal and created a CMDB to manage all services and all their hardware and software IT asset components.

Today, Cegedim is a world leader in Health Care Customer Relationship Management. It supports the world's largest pharmaceutical companies in their CRM projects and measures the effectiveness of their marketing-sales actions. Cegedim was founded in 1969 and acquired the North American specialist Dendrite in 2007, thereby becoming the only European company of global size in this market.

Cegedim's Information Systems Department fulfills critical functions for the entire group. Internally, it develops and hosts all internal information systems and manages the IT department. Externally, it develops, hosts and operates CRM solutions for customers of all the group's subsidiaries, amounting to almost 200,000 users throughout the world.

## A QUALITY APPROACH THAT SHAPES ALL IT SERVICES

At the beginning of 2005, the IT Department started an ambitious project to improve service quality. The project, entitled "IT services", aims to transform the IT Department's role of simple resource provider into the role of a real service provider – including commitments and service invoicing, based on ITIL® best practices.

The four key objectives of overhauling the IT services were defined simply: bring Cegedim's services into line with the business-oriented requirements of subsidiaries and their customers, improve ISD quality of service, reduce costs and optimize IT service operations.

To begin, Cegedim's IT Department worked towards standardizing, rationalizing and pooling technical assets. At the beginning of 2006, it set out to identify and select

the solution to build IT services based on these rationalized IT assets. Florence Colineau, Project Manager in charge of project implementation for the Operations/ITIL® group, explains: *"More than simply setting up new processes, users and ISD asked us to implement an overall global solution. Not simply for one type of application or a category of users, but a solution capable of integrating all service management components that allows our subsidiaries to manage the end user, their customer, with the same solution from end to end"*. The specifications prepared by Cegedim reflect this cross-functional requirement, while identifying a working scope based on defining and deploying ITIL® resources:

- Incident management – Restore the service as quickly as possible and minimize impact on the customer
- Problem management – Find and solve the cause of incidents
- Configuration management – Have a precise picture of the IT assets
- Change management – Avoid incidents related to change
- Service level management – Guarantee the service quality/cost balance

Cegedim consulted ten market players and after a selection process that included prototypes based on ISD-elaborated scenarios. In June 2006, it selected PS'Soft IT Asset & Service Management Suite. *"Our assessment criteria naturally included functional coverage"*, explains Florence Colineau, *"as well as being a solution that is easy to grasp and simple to implement, and supported by responsive teams"*.

### CEGEDIM SUMMARY

- Founded in 1969
- Based in Boulogne-Billancourt, France
- Present in 80 countries across 5 continents
- 7500 employees throughout the world, including 3000 in France
- Acquired Dendrite in May 2007
- Total revenues in 2006, Dendrite included: 877 million euros
- Listed on Euronext Paris Eurolist since 1995

### CEGEDIM'S IT DEPARTMENT

- Data hosting and processing: over 100 terabytes
- Server hosting and processing: over 3000 servers
- 200,000 users processed via Cegedim's global network
- 1000 employees throughout the world, including 300 in Europe for service management (incidents, processes, changes, etc.)

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## INTEGRATION OF ALL TOOLS IN THE WORKFORCE-SHARED OSIRIS PORTAL

PS'Soft's solution deployment began in September 2006, on a process-by-process basis, starting with incident management and then configuration and process management.

*"From our point of view, Cegedim represented a very exciting deployment model, because of its sheer size and the extent to which our solutions are used. At the same time, we were also focusing on the strategic issue of this deployment for Cegedim, which exceeded internal use to have an effect on the service provided to its customers"* explains Stéphane Lhenry, Sales Director of PS'Soft for Continental and Southern Europe.

In June 2007, incident management was integrated in Cegedim's OSIRIS portal (Organization of Information Systems, IT Asset Resources and Services), the unique entry point to all internal operational functions for the group's workforce throughout the world. Users report incidents and can follow up their resolution directly from the portal. Integrating PS'Soft solutions also allows ISD contact points to be centralized around three specific Service Desks (IT assets, CRM applications and other applications). It also means that roles and responsibilities for the 150 operators can be structured around three service levels. *"We have succeeded in reorganizing the Service Desk while maintaining the same levels of service, team responsiveness and respecting lead times"*, states Florence Colineau. In compliance with ITIL® 3.0 recommendations, deploying the PS'Soft Service Catalog streamlines process management. For example, all employees can use the OSIRIS portal to access the list of services available for their "workstation". Twelve services are already defined and this list is currently being extended towards other departments in the company (new employee for the Human resources department, move for the corporate services department, etc.).

## SETTING UP A CMDB

Deployment of PS'Soft's solutions and new service management processes have improved IT asset management by setting up a true CMDB<sup>1</sup> that contains a complete picture of the components in the information system. The PS'Soft Request Management solution complies with recommendations in the new books from the ITIL® repository and allows users to formulate their IT requests via a Service Catalog. The information is centralized, so the request can be processed more quickly and traceability is improved. *"The configuration management process is now deployed on all 1100 servers in the Boulogne DataCenter and we plan to implement it throughout the rest of Europe and then across all worldwide resources. The next phase consists of increasing the scope of configuration management, i.e. integrating software, application and network elements in the CMDB"* explains Florence Colineau.

<sup>1</sup> Configuration Management Data Base

### BENEFITS: ORGANIZATION AND QUALITY OF SERVICE

Cegedim began an initial assessment phase of the solution, based on its incidence in terms of service and ISD organization:

- **Improved resource allocation** has allowed teams to be streamlined and structured around the three types of Service Desk incidents.
- **The Business Process Manager** tool has also improved process handling and enhanced process traceability.
- **A user-friendly interface** means a better level of service and information for the end user.

The successful deployment is enabling Cegedim to move to the next step of the assessment.

*"Since summer 2007, the ISD Quality team has been setting up indicators to measure user satisfaction, quality of service, cost reduction and respect of management roles. These figures, such as call answering rate or 1<sup>st</sup> level resolution rate, will be finalized this year and used in 2008"* concludes Florence Colineau.

### THE SOLUTION

- **PS'Soft Service Desk**
- **PS'Soft IT Asset Management**  
For Configuration Management
- **PS'Soft Request Management**  
For the Service Catalog
- **PS'Soft Service Level Management**  
A component of PS'Soft Advanced Service Management

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