

pmg Service Catalog Case Study – AOL



Improving Service by Empowering IT and Its Customers

In order to transform IT Operations into a more service oriented organization, AOL needed a centralized place for IT customers to request assistance. They selected PMG's Service Catalog suite given its ease of use, integration and interoperability. Now AOL has improved service delivery while gaining better visibility of user needs and a central interface to measure demand.

Challenge: Adopting a Service Oriented Approach

AOL is a leading global advertising-supported Web company, with the most comprehensive display advertising network in the U.S. With over 270 million monthly unique visitors, AOL's IT operations groups indirectly support a substantial worldwide audience, along with a suite of popular Web brands and products.



In late 2007, AOL's IT Operations embarked on the Service Orientation Program initiative with the goal of transforming each IT team into a more service oriented organization. The initiative involved providing a single, centralized place for internal operations customers to request assistance instead of visiting multiple websites and custom built applications.

AOL decided to purchase a service catalog to improve the user experience and help automate IT service delivery. The centralized catalog would be easier to use and could communicate online status updates. The service catalog would also benefit the IT organization by streamlining workflows and dramatically reducing the effort required to maintain the existing custom applications. With an ITIL version 3 compliant service catalog, AOL would have the platform required to adopt a more service oriented approach.

Solution: A Centralized Catalog that Fits a Federated Services Organization

AOL needed a centralized catalog that could be managed by a federated services organization. The service catalog would look like one cohesive offering from the end users perspective, but each IT operations team would have the freedom to choose whether or not to integrate or replace their existing tools and technologies. "We had to have a solution that allowed everyone enough autonomy to beat their own drum," remarked Shaunn Rosenberg, Senior Systems Analyst with AOL.

After carefully reviewing several service catalog offerings AOL selected PMG's Service Catalog suite given its ease of use, integration and interoperability. "With PMG's Service Catalog someone without heavy programming skills

could create workflows and take advantage of automation,” commented Carolyn Hennings, Senior Technical Project Manager with AOL. “We really liked the visual aspect of designing the workflows.” added Hennings.

With PMG’s Service Catalog, AOL’s system administrators, database administrators and other IT personnel are empowered to document and develop their services in the centralized catalog. PMG’s ease of use means that business analysts can control their own destiny, reducing the work load for the developers and programmers. “PMG’s Service Catalog puts the power into the hands of the business owners,” added Todd Karl, Senior Systems Analyst with AOL.

PMG also gained high marks for the flexibility of its solution. Like many organizations that have grown rapidly or via acquisition, AOL doesn’t have a single infrastructure platform. After only one week of training, AOL was able to integrate their legacy applications via web services to PMG’s Service Catalog. The solution’s flexibility empowered them to improve the service delivery experience in spite of this diverse infrastructure.

Results: Better Visibility along with an Improved Service Orientation

Today adoption of AOL’s service catalog continues to grow rapidly. In development is an automated self-service workflow that will be used to deliver services and integrate with other process automation and accounting systems.

“Prior to implementing PMG’s Service Catalog, data collection against all our disparate systems was impossible,” stated Todd Karl. “Now we have better visibility of user needs and a central interface to measure demand,” continued Karl.

“We’ve been very pleased with PMG’s responsiveness to our requests,” remarked Shaunn Rosenberg. “With PMG’s Service Catalog as our starting point we’re making huge strides in reaching our goal of an improved service orientation across the IT organization,” concluded Rosenberg.

About PMG

PMG is the market leader for IT Infrastructure Library (ITIL)-compliant Service Catalog software. PMG’s Service Catalog combines its iRequest, iDeliver, and iCollaborate software solutions into a feature-packed powerhouse. Service Catalog unites the best features from e-Commerce, Business Process Management (BPM), and content management systems (CMS) into one tightly integrated solution. For a quick start guide and free templates, visit www.pmg.net.

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