

PRESS ASSOCIATION ADOPTS GLOBAL ITIL BASED SUPPORT FOR BOTH INTERNAL AND EXTERNAL CUSTOMERS WITH HORNBILL'S SUPPORTWORKS ITSM

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Leading multimedia and information provider supports over 5000 employees and customers with Hornbill's service management software

The Press Association has recently selected Hornbill's Supportworks ITSM to provide IT support to staff and to service external customers of its news and multimedia products in the UK, US, Far East and Canada. The Press Association initially has five support teams using Hornbill's solution for incident management, and expects to introduce change management soon as part of its continual ITIL adoption programme. The Customer Services team is using the external facing capabilities of Supportworks ITSM to provide a round the clock support service to its customers.

The Press Association ran a stringent procurement process in which they evaluated systems from four different vendors. Hornbill was selected for its usability and broad functionality, which met all the Press Association's requirements without the need to purchase additional modules or add-ons.

Julie Greaves, Service Desk Manager at the Press Association said; "We prepared a very tight specification and trialled several products. We selected Supportworks ITSM for its intuitive ease of use, out-of-the-box features and friendly Human Touch interface, along with the ability to integrate with email, the .NET platform and other applications."

"Supportworks' ease of configuration is a real plus - other solutions would have been costly and time-consuming to adapt to suit our needs. Adopting ITIL has also enabled the IT department to implement a structured approach to aligning our services more closely and clearly to the business needs of the organisation. We now have the data and reports at our fingertips that give us visibility of problems and their causes, enabling us to proactively manage incidents."

Using Supportworks ITSM the IT team provides desktop support to all internal users, as well as external customers of its information and multimedia services, which include news agencies, government offices and customer websites. The team has adopted ITIL processes for incident management and plans to roll out ITIL in a phased approach. It uses reports from Supportworks to categorise recurring issues, helping them to identify common faults and provide notification to customers where appropriate.

Gerry Sweeney, CEO of Hornbill Systems commented, "We have designed Supportworks ITSM to enable service departments to adopt ITIL processes at their own pace, whether their customers are internal or external. For companies like the Press Association with large user communities, it is important to have structured processes that enable the IT teams to maximise resources and share and access the same information, to

provide an efficient support service. The reporting functionality also enables the IT teams to identify patterns and issues, allowing for proactive planning that can ensure incidents are rectified and changes to IT systems are executed with minimum disruption to customers.”

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NOTES TO EDITORS

About the Press Association

The Press Association is the UK's leading multimedia news and information provider and supplier of business-to-business media services. As home to the national news agency of the UK and Ireland, the Press Association provides a continuous feed of text, pictures, video and data into newsrooms around the country.

Founded in 1868, the Press Association also supplies a wide range of content and editorial services ranging from international sports data, comprehensive entertainment guides and photo syndication to editorial training and weather forecasting. The Press Association is also a key supplier to non-media customers, assisting commercial, government and not-for-profit organisations to access information and communicate successfully through the media.

The Press Association is owned by PA Group Limited. Other PA Group companies include weather forecasting business Meteogroup and Canadian newswire distribution company CNW Group.

For more information, please visit; www.pressassociation.com

About Hornbill Systems

Service Management software from Hornbill enables organisations to provide excellent customer service while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk templates are designed for rapid deployment within any employee or customer support environment, including ITIL-compatible IT Service Management, IT Helpdesk, Customer Service, HR and Facilities Management with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports thousands of commercial and governmental sites worldwide. Hornbill Systems was founded in the UK in 1995 and has US offices in Dallas and New York.

Hornbill has earned many industry accolades including; Service Desk Institute "IT Service and Support Technology Supplier of the Year" for 2008, "Best Business use of Support Technology" with Sharp Electronics and "Support Excellence Award for Smaller Helpdesks" with Camelot in 2005.

High profile customers include Atos Origin (Athens Olympics 2004, Torino Winter Olympics 2006 and Beijing Olympics 2008), Buckinghamshire Hospitals NHS Trust, London Borough of Waltham Forest, Greggs, London Metropolitan University, RSPB, Chubb Insurance, House of Fraser, Halfords, The National Archives, and Camelot.

For more information about Hornbill's solutions please visit <http://www.hornbill.com/>

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