



Service Overview

Intelligent Service Desk

Having delivered service desks since 1998, we know how to deliver a robust, predictable and highly performant operation. Powered by ServiceNow and Bright Pattern, we provide access to Shared and Dedicated options, backed by a modern, intuitive interface. Staffed by certified technical specialists, our principle aim is to provide a consistent, high quality service desk experience, acting as an extension of your IT team.

- A single point of contact for all of your IT queries, service requests and incidents
- We embrace the standards of ITIL best practice, within each of our service management disciplines
- Integrated automation and orchestration technologies, helping to reduce resolution time
- Includes access to our knowledge base, self-service portal and built-in collaboration tools
- Simple engagement models, based on a per ticket / user cost, through to FTE on our dedicated desks

IT Service Desks - The Future

"The only constant in the technology industry is change"

Marc Benioff, Salesforce, Founder

In an ideal world, there would be no need for a traditional service desk. Applications would be automated and self-serving, allowing consumers to engage with IT in a conversational tone, in order to resolve their own issues. Business systems would self-diagnose and respond to potential problems, long before they impacted the end user and requests for information would be handled by work-flows that minimised human interaction.

Through AI-enabled interfaces, customers would consume IT in a very different way, using the power of speech, video, touch and type in order to query, procure, diagnose, resolve, collaborate and share information. Self-service would mature

from mere search and retrieval, to being environmentally aware, enabling many different types of information and requests to be facilitated, depending on a user's location, role or device.

Virtual assistants would take advantage of machine learning algorithms, interrogating unstructured data inside distributed systems, providing contextual responses which are informed, accurate and appropriate. Furthermore, by aggregating vast amounts of fragmented data, automated IT systems would standardise SLAs, providing simultaneous access to real-time diagnostics, actionable insights and personalised assistance.

While these technological changes are unlikely to replace all of the human interactions required as part of a service desk in the short term, the direction of travel cannot be ignored.

95%

Of Interactions by 2025

Powered by AI, including live phone and online chat that will leave customers unable to 'spot the bot' - Servion

71%

Of IT Leaders Agree

That improving employee experience is the number one motivator for IT support organisations - ThinkHDI

69%

Of IT Budgets on Average

Is spent on service desk staffing, while just 9% is spent on supporting technology - MetricNet

Bridging the GAP

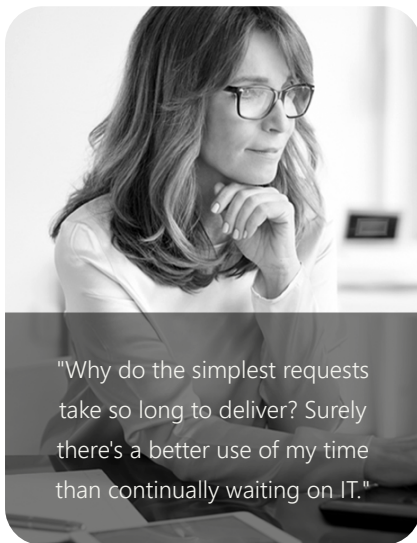
To meet the challenges presented by a modern workplace and keep pace with rapid developments in AI, cognitive services and machine learning, we developed Cortex; designed to provide a proactive and highly personalised service desk experience. Powered by ServiceNow, together with our RPA platform, Cortex delivers everything from initial triage and root cause analysis, to endpoint support and request fulfilment. By using automation and orchestration techniques, we reduce MTTR by streamlining manual, often cumbersome processes, as well as expedite call routing, decision making and incident analysis.

Cortex uses an omni-channel approach for IT queries and incidents, whether that be via phone, portal or more traditional

means. Where we are providing an on-site presence, we can also enable a walk-up experience for users that wish to schedule their own IT appointments, at a time that suits them.

Similarly, our virtual assistant (launching in 2020) will provide a modern way of interacting with IT for common information and incidents, reducing agent workload, while improving end-user experience. Chat history can then be handed over to a live technician for approval, action or escalation if required. Finally, our self-service portal provides access to automated work flows and a service catalogue, alongside a comprehensive knowledge base, allowing users to find answers to common queries, increasing satisfaction and reducing service costs.

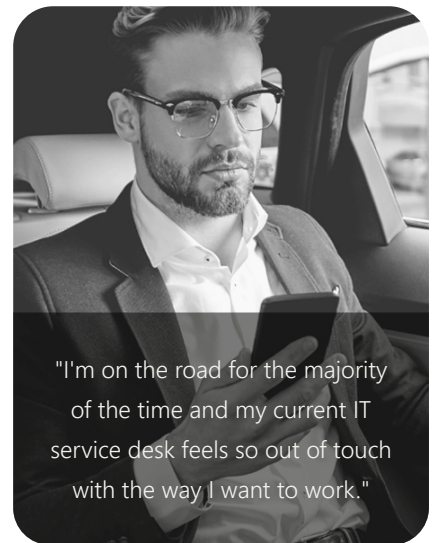
Empowering Employees



"Why do the simplest requests take so long to deliver? Surely there's a better use of my time than continually waiting on IT."



"Every time I call my service desk for help, it's like it's the first time we've ever spoken. I keep having to repeat the same information."



"I'm on the road for the majority of the time and my current IT service desk feels so out of touch with the way I want to work."

Sound familiar? When you reach out for help, you want the service you're engaging with to be personal, dynamic and simple to use, rather than cumbersome and archaic. It doesn't matter who they are or how they work, employees should feel empowered by IT, not constrained by it.

Dave Hampton - Head of Support - Ultima

In the consumer-driven world, we rarely stop to consider how IT underpins what we take for granted. Instead we focus on the outcome, rather than what's happening behind the scenes, e.g. banking or live streaming. Consumers are used to receiving a personalised experience, tailored to their location, device and habits, backed by levels of automation and orchestration that would have seemed like science fiction only a few years ago.

By transferring these principles to the workplace, and relying on modern techniques and tools to do the heavy lifting, we can foster a more productive workforce. Through our investment in people, processes and technology, our Intelligent Service Desk connects employees with support and information, leaving them feeling empowered and less likely to be dissatisfied with their overall IT experience.

- Cortex understands who you are, what you do, where you work, alongside the devices and applications you use
- It retains a history of your previous interactions, in order to streamline support, reducing mean time to resolution
- Employees benefit from omni-channel support, via their preferred method, e.g. SMS, voice and email
- A simple, straight forward and centralised interface, across multiple device types, using our ServiceNow portal
- Reactive support from anywhere in the world, so long as you have an internet connection
- Service, technical and organisation-specific information is easily accessible from anywhere, enabling staff to get on with their job, rather than wait for a response
- Undertake common self-service tasks e.g. service request fulfilment, without needing to engage a service desk agent

End User Support - Options



Shared

Ultima's shared service desk ensures that you are benefiting from our continued investment in people, processes and technology, without the overheads associated with fulfilling this internally. As a scalable in-house function, we are responsible for managing all of the resources working out of our Technical Service Centre, including shift, sickness, holiday and maternity / paternity cover. As part of our commitment to excellence, we ensure that our technical, operational and service staff are certified in order to deliver the best possible service.

By consuming a proportion of our first and / or second line support capacity, you are able to free up key roles and release time back to your organisation, to work on higher value tasks. Our remote agents handle tickets and calls as if they are an extension of your IT team, responding to incidents and dealing with service and information requests as if they were working on your own desk. Furthermore, we are able to bring about a degree of orchestration, robotic process automation and machine learning, driving efficiencies in operations.

These economies of scale allow us to provide a cost-effective and highly flexible service, backed by stringent SLAs, a robust continual service improvement mechanism and over 20 years' experience in the field of IT service delivery.

Dedicated

In addition or as an alternative, we can build out a dedicated team to work exclusively on your account, either remotely within our TSC - or more commonly - embedded within your own team, at one or more of your sites. This can range from the provision of first and second line agents, all the way up to an entire team, with individual experts across each ITIL discipline.

These resources would be seconded to you for the duration of the contract, despite being on Ultima's payroll. This level of exposure allows them to become specialists in supporting your environment and build strong service relationships with users.

In addition to being responsible for training and professional development, Ultima provide access to backfill support, from our wider engineering pool. Using a rota system, we are able to retain site-aware cover staff; hence when additional support is required to cover periods of absence, the resources are already familiar with your environment when they arrive on the desk.

One of the major benefits of a dedicated on-premise desk as opposed to a remote one, is that you can shape its form and function to your exacting requirements. This could include leveraging your own ITSM tools, methodologies and processes in order to deliver a tailored "expert" desk.



End User Experience Monitoring

Powered by **Aternity**

Most IT teams are wholly reactionary, set up to respond to incidents as and when they occur. Despite the plethora of IT-related issues being experienced across an organisation at any one time, support teams tend to only get involved when they have become severe enough and employees have nowhere else to turn. In many cases, IT do not even know that users are experiencing widespread disruption or a slow-down in performance until it starts to impact productivity.

We solve this problem by building in an optional End User Experience service into our Service Desk. Powered by Aternity, it uses telemetry data to measure, monitor and improve overall app experience, providing a score for performance and health, based on crashes, hangs, errors, page load and wait time. It automatically drives the collection and aggregation of real time information from endpoints, and facilitates remediation that scales to thousands of devices, providing metrics for instant visibility and continuous service improvement.

It doesn't matter where your users reside or what device they use, Aternity collects hundreds of data points, processing and aggregating them in real time. Our Service Desk team then use

dashboards to establish the overall health of your endpoint environment. Where further interrogation is required, they use powerful visualisation techniques and queries, to drill down into issues that may be plaguing a particular operating system, application, user, team, site, region or asset class. Common issues can then be solved with a single-click, including executing remote actions on any device.

The data harvested provides our operational team with the visibility and intelligence they need to act on, engage with and remediate the entire employee experience. And we can create, modify and expand your library of built-in automation scripts to automatically resolve the most common device or user issues.

Finally, we are able to establish a baseline of business performance, in order to compare the end user experience before and after a change is made, in order to demonstrate improvements in service. Pilot and test prior to full scale deployment, to identify and resolve any incompatibilities, performance degradation or stability issues. Analyse trends in application adoption across the enterprise to track the effectiveness of strategic initiatives.

Support Re-imagined

It's not good enough to just have good people and hope that they can navigate their way through the complexities and nuances of providing a service desk which delivers an unparalleled user experience. Instead, IT Service Management platforms must support design, planing, transition, operation and control, while being able to accommodate organic and cultural changes to the organisations under support.

Powering our service is a suite of cloud-based automation, ITSM tools, providing a scalable, feature-rich foundation. So long as you have an internet connection, you can benefit from built-in orchestration, automation, contextualised work-flows and machine learning, reducing resolution times, and increasing customer satisfaction.



Can your Service Desk do this?

Centralised SLAs - We monitor performance, trends and SLA time-lines against our commitments, enabling us to prioritise, reassign and escalate tasks to avoid potential breaches.

Incidents - Streamlined service restoration through intelligent routing, intuitive self-service portal, embedded work-flows and built-in collaboration to help reduce time to resolution.

Problems - We minimise disruptions through trend analysis, accelerating restoration by sharing solutions and workarounds, cutting resolution times with structured root cause analysis.

Service Requests - Replace labour intensive fulfilment tasks with an automated approvals process, backed by a service catalogue, for an optimised shopping-cart experience.

Walk-Up Experience - Increase CSAT with a streamlined channel for face-to-face support requests. Users will be able to schedule appointments (on roadmap for delivery in 2020)

Self Service - Built in intelligent automation and orchestration capabilities to help empower employees and reduce the overall load on existing service analysts.

Reporting and Dashboards - Using predefined templates, we generate reports and visualisations, giving teams insight into the status and performance of every aspect of your service.

Knowledge - We are able to capture, index, package and present knowledge from across the organisation, for agents and employees to consume and revise in a consistent format.

Asset and Cost - Track costs, quantities and contracts for physical and virtual assets. Once deployed, we can manage its life-cycle, performing audits, right up until retirement.

Customer Satisfaction - ServiceNow helps our SDMs drive up CSAT scores, through a survey and assessment interface designed to measure customer experience and expectations.

Value Realisation - Centrally track improvements via a value realisation dashboard. Proposed improvements are prioritised, ranked and measured to ensure they are achievable.

Benefits

Our Service Desk blends traditional agent-based support with analytics, machine learning, RPA and orchestration, giving users ownership over their experience. This seamless integration shifts IT from a reactive function, to a user-centric approach, built around converged support.

Dave Hampton - Head of Support - Ultima



A Single Unified ITIL Platform

Integrated into ServiceNow, we embrace the standards of ITIL best practice within all of our Service Management practices



Optimised Intelligence

Accelerating value through a combination of process automation, orchestration, self service and machine learning, all built-in



Your Desk, Your Way

Access to two options; Shared and Dedicated, providing you with the flexibility over how you want your desk to operate



Plan, Do, Check, Act

Backed by a CSIP programme, designed to improve efficiency and effectiveness, through incremental service development



Comprehensive Coverage

We cover all resourcing risks, providing optional backfill cover for periods of absence, including holiday, sickness and maternity



TUPE Experience

Experienced in the Transfer of Undertakings, (Protection of Employment) agreements, with transparent, concise and fair agreements



Multi-Disciplined Specialists

Building on over 20 years' experience, we provide access to first to third line support, for a range of tier one vendor technologies



Simple, Cost-Effective Delivery

Simple engagement models, based on a per ticket or per user price for Shared, through to full time employees on our Dedicated desks

Service Plans

Essentials

Advanced

Ultimate

Operating Hours	09:00-17:00, Mon-Fri	07:00-19:00, Mon-Fri	24x7
Remote Incident Support - Level 1	✓	✓	✓
Knowledge Creation and Quarterly Review	✓	✓	✓
Portal, Email, IM and Phone Contact	✓	✓	✓
Guaranteed Response and Resolution SLA	Standard	Standard	Enhanced
Customer Satisfaction SLA inc Surveys	Standard	Standard	Enhanced
End User IT Services portal	Ultima	Branded	Branded
Service Report - Monthly	Standard	Standard	Enhanced
VIP Users with Enhanced Resolution SLA	-	2% of Users	4% of Users
Assigned Service Delivery Manager	-	✓	✓
Request Fulfilment	-	✓	✓
Vendor & Third Party Ticket Handling	-	✓	✓
Problem Investigations	-	-	✓
Major Incident Manager for MI and P1	-	-	✓
Self-service Guides via ServiceNow portal	-	-	✓
Remote Training for Top 5 Users - Monthly	-	-	✓
Service Risk Register and Quarterly Review	-	-	✓
CSI Register and Quarterly Review	-	-	✓
Fast Track Requests - 4 hour Resolution	Add On	Add On	Add On
Remote Incident / Request Support - Level 2	-	Add On	Add On
On-Site Incident / Request Support - Level 2	-	Add On	Add On
End User Experience Monitoring	Add On	Add On	Add On
Discovery and CMDB Population Agents	Add On	Add On	Add On

Frequently Asked Questions

Q. Can I upgrade or downgrade between service tiers?

A. Yes. Should you no longer require a particular tier of service, you should let us know in writing, so we can amend your contract accordingly and confirm any cost changes. You can upgrade at any point, however a 90 day notice period is required to downgrade between tiers.

Q. What is the standard contract term?

A. Our recommended contract term is three years, from the point of service go-live. This enables our service desk team to build strong relationships with your workforce, and introduce tools and techniques that have a positive impact over the way in which we deliver end-user support.

Q. Can I mix Essentials, Advanced and Ultimate levels of support, under a single contract?

A. No. Given the way the service is delivered, you are unable to mix and match service tiers.

Q. How are the costs of your service affected by day-to-day changes within our organisation?

A. We provide predictable pricing and monthly adjustments to cater for organic changes. Where any aspect of the contracted service increases or decreases by more than 20% of the initial contract value, a commercial review will be triggered, which may result in a change in costs.

Q. Can I take a standalone shared service desk, without the underlying infrastructure being managed?

A. Our approach to delivering shared service desks is to pair it with our IRIS - Mission Critical Support service, in order to continually drive down call volumes and reduce mean time to fix. By maintaining control over key systems, we can influence behaviour through proactive management of the underlying infrastructure, applications and workloads.

Q. We have offices all around the UK. What level of end-user support can you provide on site?

A. We can provide access to dedicated desk-side support engineers, working out of agreed locations. Charged on a part or full time basis, they would be seconded for the duration of our contract, with optional backfill to accommodate holidays and periods of sickness.

Q. We are a global organisation. Are you able to provide multi-lingual service desk support?

A. While we are able to provide remote support to employees residing or working outside of the UK - in accordance with the operating hours contained within the service tier selected - the support will be in English only.

Q. How does Ultima bill our company for support?

A. The frequency is agreed at contract stage. Depending on your requirement, you will be billed monthly, quarterly or annually in advance, for the support consumed over the period, with service adjustments made in arrears.

Q. What happens if I want to place a call or log a service request, outside of our tier's operating hours?

A. In many cases, you can resolve the issue or query using our self-service portal or knowledge base. Should you need to speak to one of our team, then you can log the request as normal, and it will be added to our queue for actioning during your next service window.

Q. How do you manage capacity on your Service Desk to ensure you meet SLAs

A. We continually monitor capacity in the form of tickets, queues, alerts and CSIP / CSAT scores, ensuring that we are able to maintain service levels, even during periods of seasonal growth or high demand. When new contracts are added to our portfolio, we conduct resource planning to ensure that no one service can adversely affect another.

Q. We're interested in taking an Intelligent Service Desk with Ultima. How quickly can you set us up?

A. This largely depends on the size and complexity of your organisation, alongside the type of service being taken and if there is an incumbent in place. In our experience, most service desks are set up within three months.

Q. What information do you need from us to quote?

A. Costs are typically based on a number of standard metrics including users, sites, assets, as well as historical service desk stats such as incidents, problems and service requests. The more information you can provide up front, prior to discovery, the more accurate our quote will be.

About Ultima

Formed in 1990, Ultima has developed into one of the UK's leading intelligent infrastructure, cloud and automation companies, focused on the provision of tailored IT solutions and services, including the design, delivery and support of industry-leading technologies, backed by the very best in 24x7 support from our purpose-built UK Technical Service Centre.

No matter where you are on your IT journey, we can make technology a positive asset, aligned with the goals of your organisation. Whether that be mitigating the risks associated with changes in regulatory compliance, optimising infrastructure to improve efficiency, modernising legacy systems in order to take advantages of the cloud, or automating complex processes, we can help deliver better business outcomes at a commercial, strategic, operational and technical level.

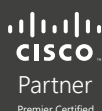
As an end-to-end provider of IT services, we take a holistic approach to delivery, providing multiple entry points to clients who are looking to who are looking to manage their IT more effectively provide more effective technical solutions to their users, customers and partners. Solutions are delivered by Ultima's extensive team of highly skilled technical Solutions Architects, Consultants, Engineers and Project Managers.

We maintain long-standing relationships with a wide range of strategic and disruptive vendors, which alongside our internal pre and post-sales specialists, allow us to provide a wide range of services including;

- Hardware and Software Lifecycle Services
- Technology Steering and Strategic Development
- Business and IT Alignment
- Enterprise Change and Business Risk Management
- Technology Transformation and Automation Services
- IT Integrations - Mergers and Acquisitions
- Optimisation - Standardise, Rationalise and Consolidate
- 24x7 Managed Services

In 2021, Ultima acquired automation and cloud services provider- Just After Midnight, bolstering our skills in Microsoft Azure by adding capabilities around AWS, GCP, Alibaba Cloud and Full Stack, alongside Sitecore, Kentico, Drupal, Umbraco, and AEM. For a full announcement, visit [here](#).

Ultima are proud to have been recognised by industry and channel partners for our expertise in a range of solution and service areas. For more information, visit [here](#).



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