

# Cushman & Wakefield

## Creating a Global Standard for IT Knowledge, Service and Execution

### Business Needs

- Create a consolidated service desk, with standardized and repeatable processes based on ITIL® best practice principles in order to provide IT support to 2,000 users across Europe and demonstrate the true value of IT to the global business

### Solution

- LANDesk® ITBM Suite

### Business Benefits

- Integrated pan-European IT service desk that can grow with the business
- Successful EMEA pilot results in plans for one consolidated, global IT service desk serving 15,000 employees worldwide
- Dramatically enhanced customer interaction leads to greater end-user confidence in the IT service desk
- Improved perception of IT and its accountability to the organization
- Change and Configuration Management processes demonstrate impact analysis, facilitate speedy resolution of problems, and provide timely, automated communication of progress to IT users

As the world's largest privately held commercial real estate firm, Cushman & Wakefield recognizes the need to create a consolidated IT service desk. However, five years ago, the situation was very different. As Steve Kennedy, Associate Director of Cushman & Wakefield recalls: "The IT service desk was little more than a basic call-logging system, and, even then, only 30% of calls in the UK were actually recorded. Outside the UK, there was no way of capturing calls at all."

In order to make the service desk more effective, Cushman & Wakefield introduced standardized and repeatable processes based on ITIL® best practice principles, to provide IT support to 2,000 users across Europe, and to demonstrate the true value of IT to the global business. For Steve Kennedy, developing and running a robust infrastructure and IT service delivery model are crucial to supporting the company's overall business.

### Implementing ITIL Guidelines

The company was in the midst of restructuring its IT department to reduce unplanned system outages. The IT Service Management team took the opportunity to introduce a best practice approach to IT based on ITIL principles. As a commercial property firm, Cushman & Wakefield prides itself on delivering a consistent level of service to its clients around the world. Why couldn't this apply to the delivery of IT services to employees?

"When I joined Cushman & Wakefield, I wanted to create a best practice IT framework focused on delivering tangible benefits to the organization rather than a set of ITIL processes for ITIL's sake," says Kennedy. "We soon developed a series of structured, repeatable processes that were easy to roll out across Europe and could demonstrate a clear path of escalation, total ownership, and accountability of the IT department."

### Creating a Pan-European Service Desk

Together with the IT Service Management team and his group of 10 analysts, Kennedy has created a pan-European service desk, based not only on ITIL guidelines, but also on the LANDesk® ITBM Suite, a desktop application designed to provide IT and business support to employees, customers, and public citizens. The LANDesk suite enables Cushman & Wakefield to cater to the IT support needs of employees across Europe in a coherent, structured, and proactive way. The team manages a centralized IT infrastructure comprising both fixed and mobile assets and has a small number of dedicated IT experts in each country, all working from the same LANDesk system.

### Results

Now, Cushman & Wakefield's pan-European service desk handles around 2,000 IT calls per month, mainly administrative inquiries relating to password reset and file access as well as requests for new equipment and video conferencing set-ups. This is a huge improvement from five years ago because the new system has enabled the service desk to grow to far more than a basic call-logging system, and enables a pan-European service.

By upgrading the original LANDesk® HelpDesk system to LANDesk's ITBM Suite and combining ITIL verified principles with this suite, Cushman & Wakefield can now demonstrate impact analysis, facilitate speedy resolution of problems, and provide timely and automated communication of progress to IT users. This has dramatically enhanced customer interaction and has increased greater end-user confidence in the IT service desk and its accountability to the organization.

## The Future

Cushman & Wakefield continues to consider ways of maximizing the IT service desk, such as automating the interaction between its network and server monitoring solutions and the LANDesk ITBM software so that updates and closures are synchronized between the two systems. Other Cushman & Wakefield regions, including the US operation, have also installed the LANDesk ITBM suite but it is currently run independently and managed on an outsourced basis. The plan is to integrate the European service desk with the US, Canadian, South American and Asian IT operations to create one consolidated, seamless global service desk.

Steve Kennedy has ambitious plans for the future. Just as the corporation draws upon its full-service platform to help clients meet near-term challenges and maximize long-term value, Steve hopes to replicate this sentiment in the company's approach to IT: "When I started, it was an exciting time. LANDesk ITBM had been installed and it gave us the ideal framework to define and create a whole new set of processes that could be rolled out across Europe. This implementation has been very successful, so successful in fact that we want to share that success with every part of Cushman & Wakefield. As we build out our Global IT capabilities, our ultimate aim is to have one fully integrated global service desk that provides employees with first-class IT support. And, from the positive feedback my team has received so far, we must be doing something right!"

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— Steve Kennedy

Associate Director

Cushman & Wakefield LLP

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