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Customer Services, Europe
The New Era

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26 May 1993

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The New Era

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Customer Services, Europe The New Era

Michael Longy
Principal Consultant

Part 1

User Satisfaction

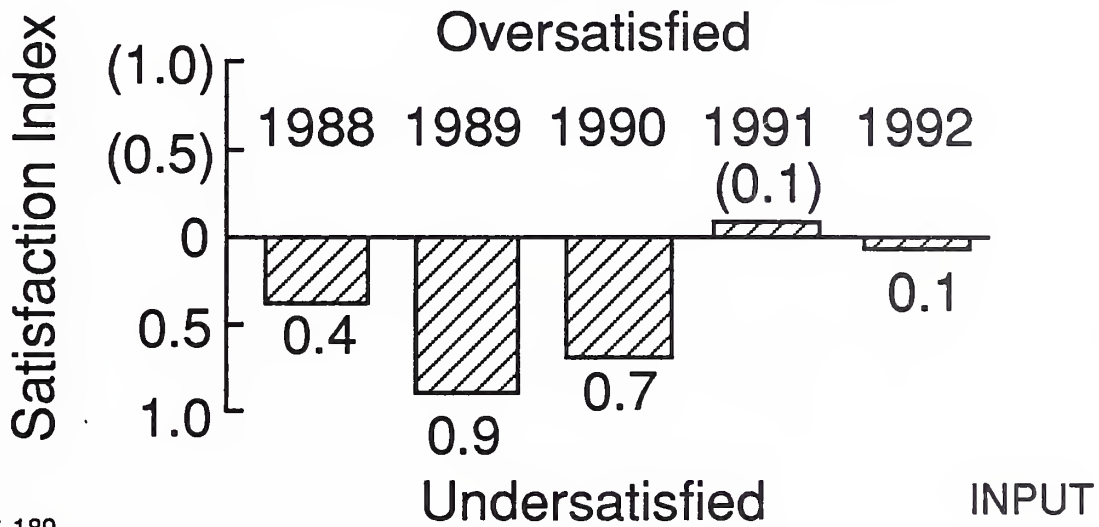
E-CS-229

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Notes

Europe

Hardware Service Satisfaction Trends

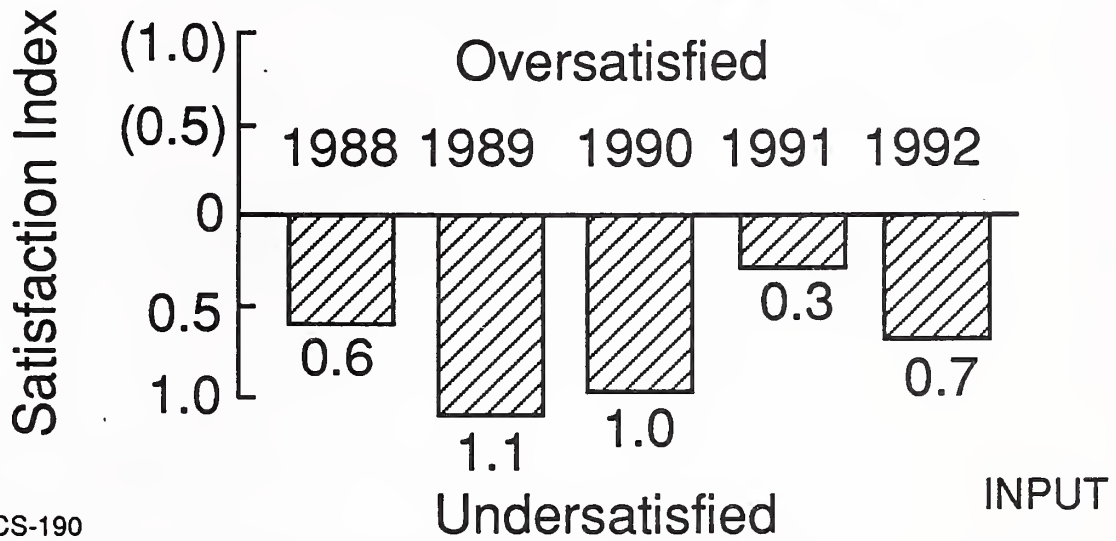


E-CS-189

Notes

Europe

Systems Software Support Satisfaction Trends

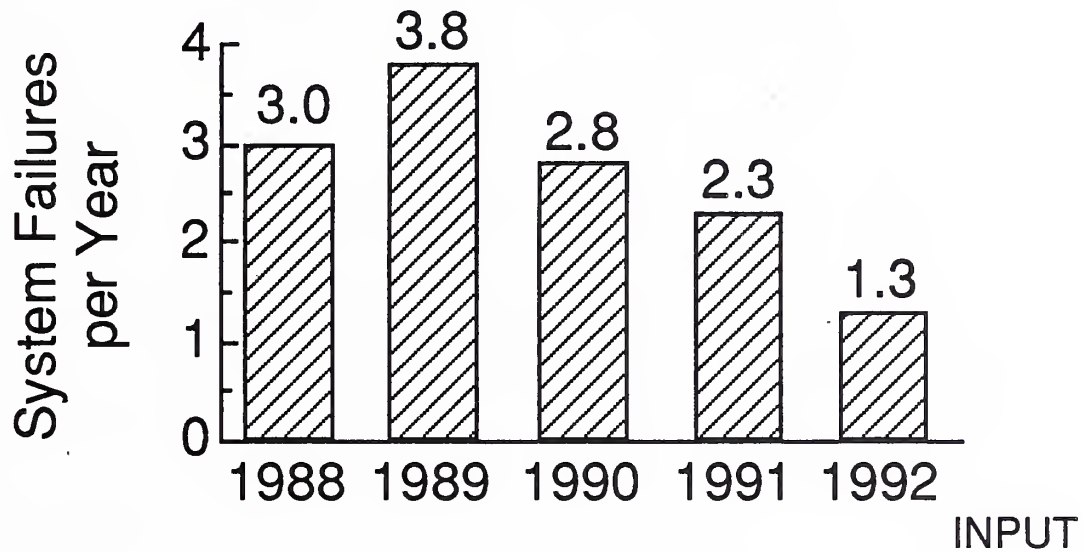


E-CS-190

Notes

Europe

System Failure Rate Trends

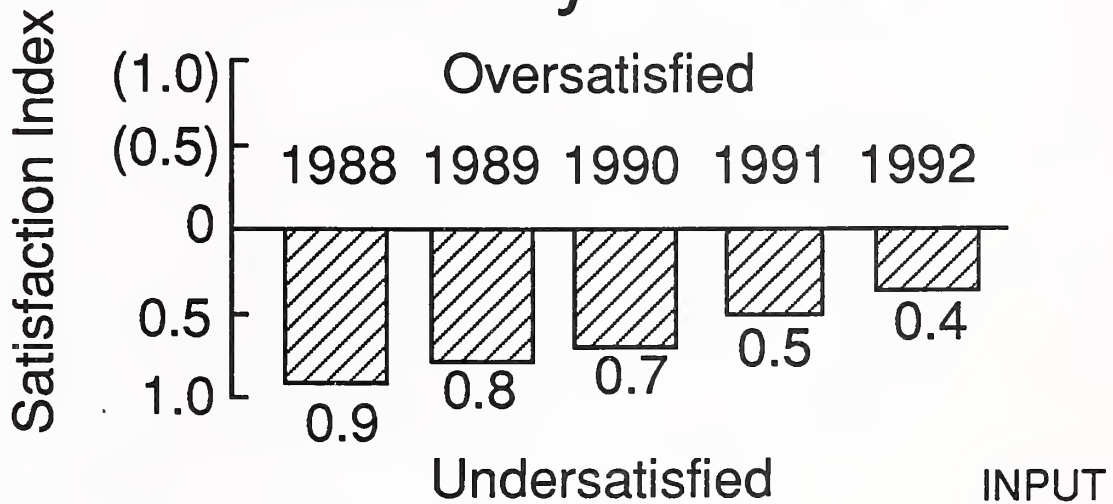


E-CS-191

Notes

Europe

Satisfaction with System Availability Trends

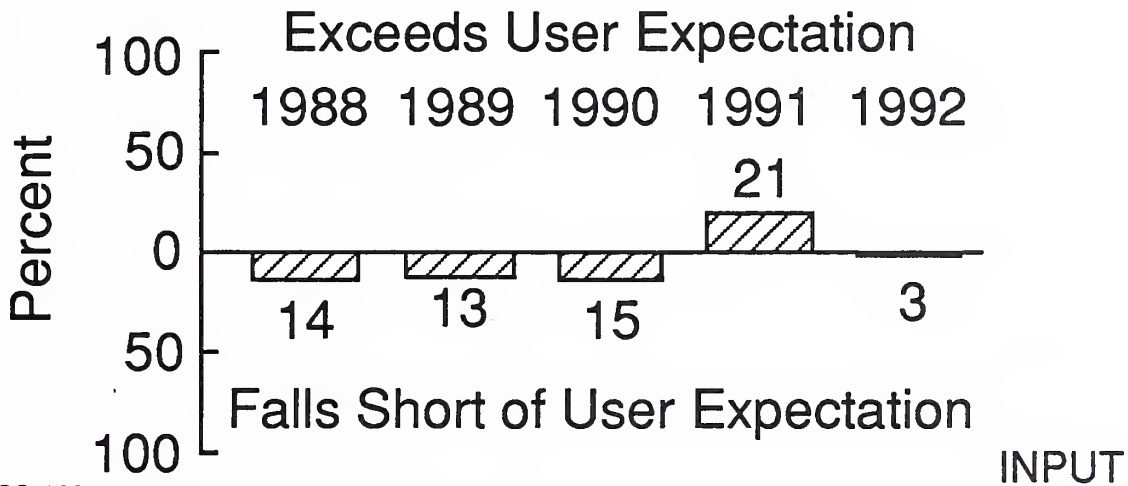


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Notes

Europe

Response Time Trends Hardware Service



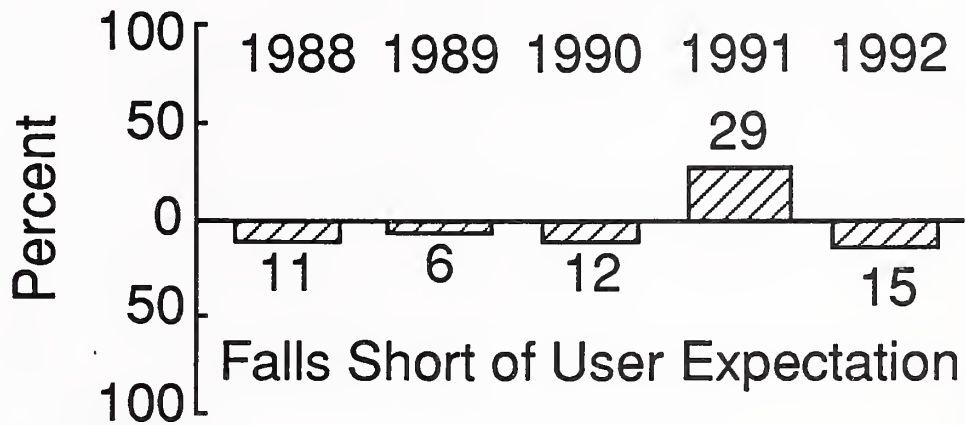
E-CS-193

Notes

Europe

Repair Time Trends Hardware Service

Exceeds User Expectation



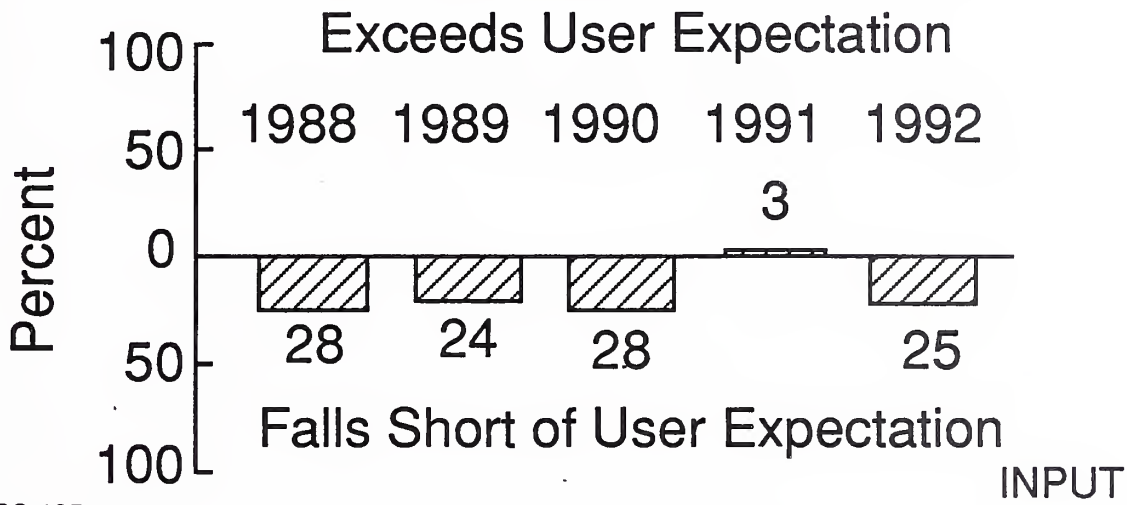
E-CS-194

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Notes

Europe

Response Time Trends Systems Software Support

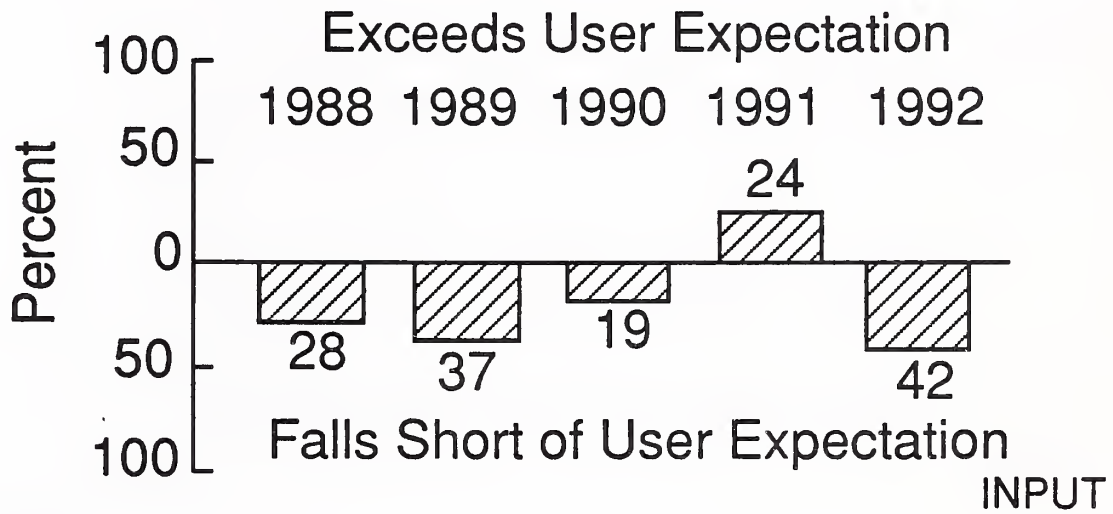


E-CS-195

Notes

Europe

Fix Time Trends Systems Software Support

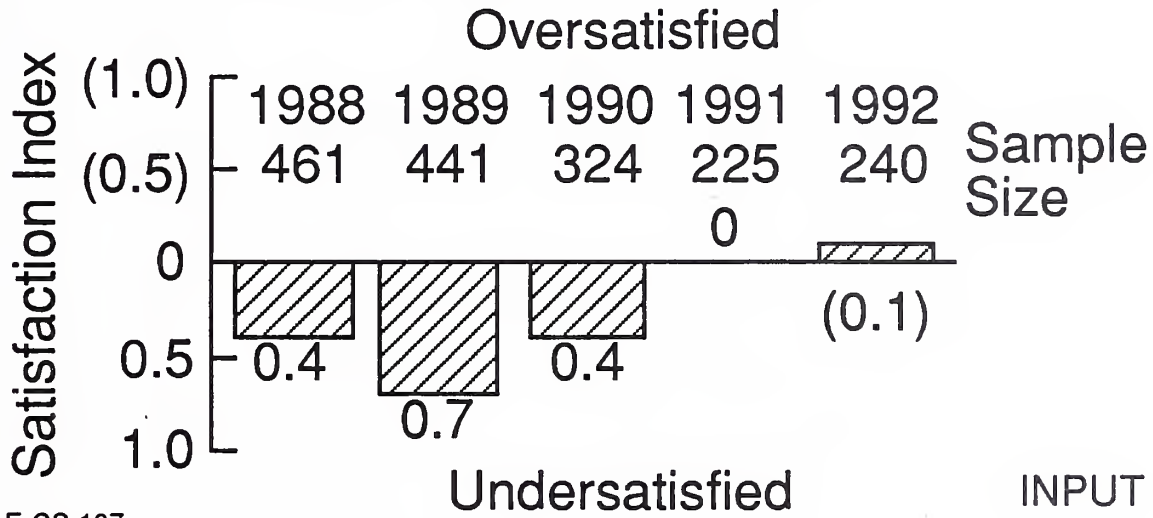


E-CS-230

Notes

Europe—Large Systems

Hardware Service Satisfaction Trends

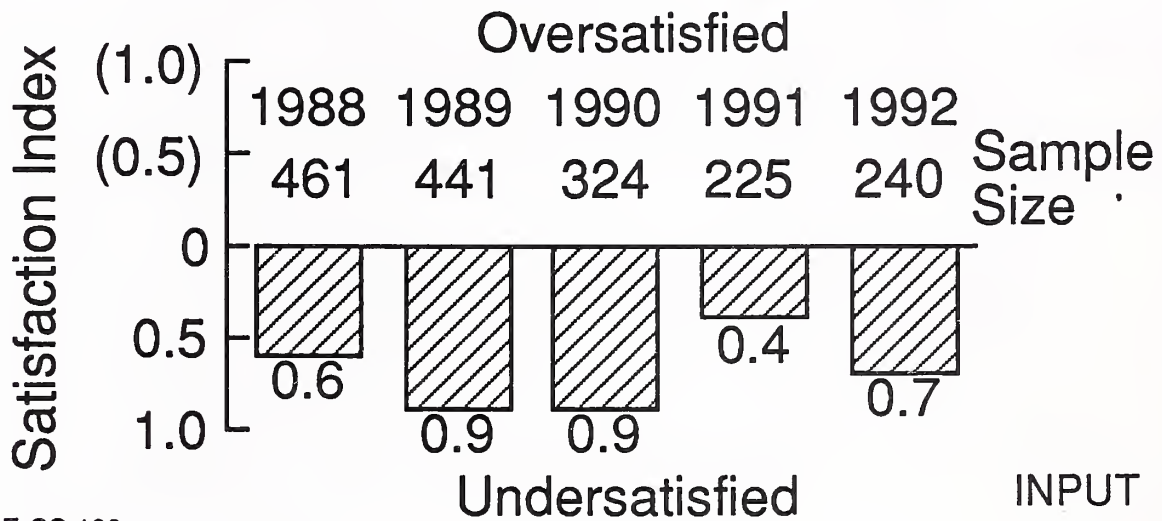


E-CS-197

Notes

Europe—Large Systems

Systems Software Support Satisfaction Trends



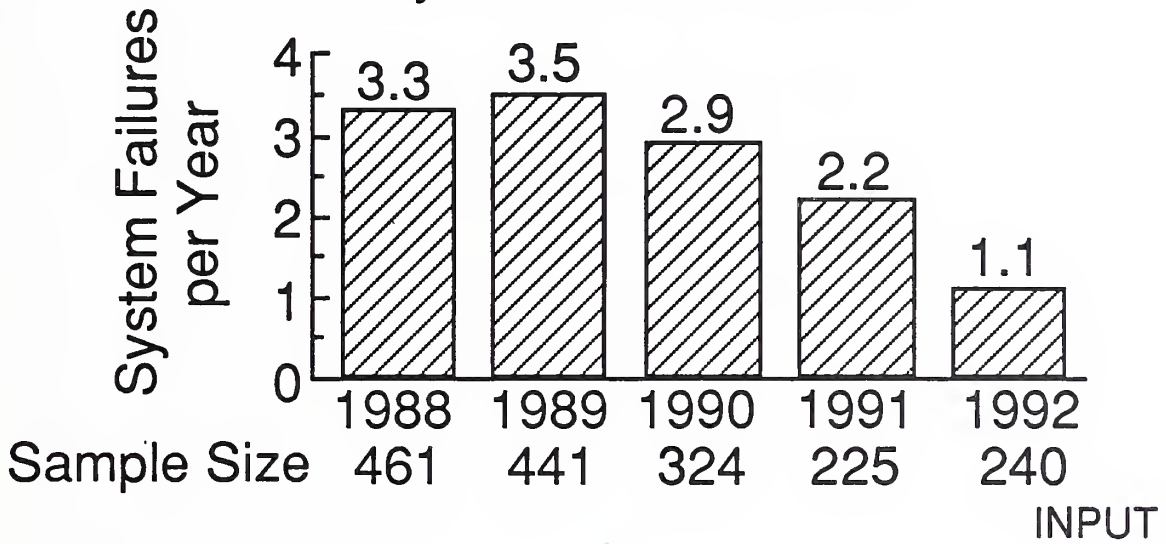
E-CS-198

Notes

Europe—Large Systems

System Performance Trends

System Failure Rates



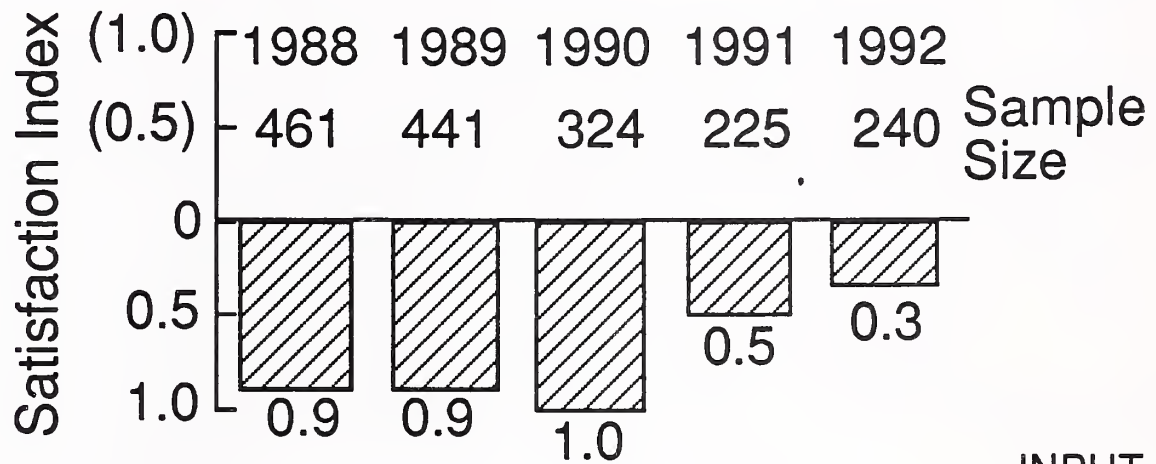
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Notes

Europe—Large Systems

System Performance Trends

Satisfaction with Systems Availability

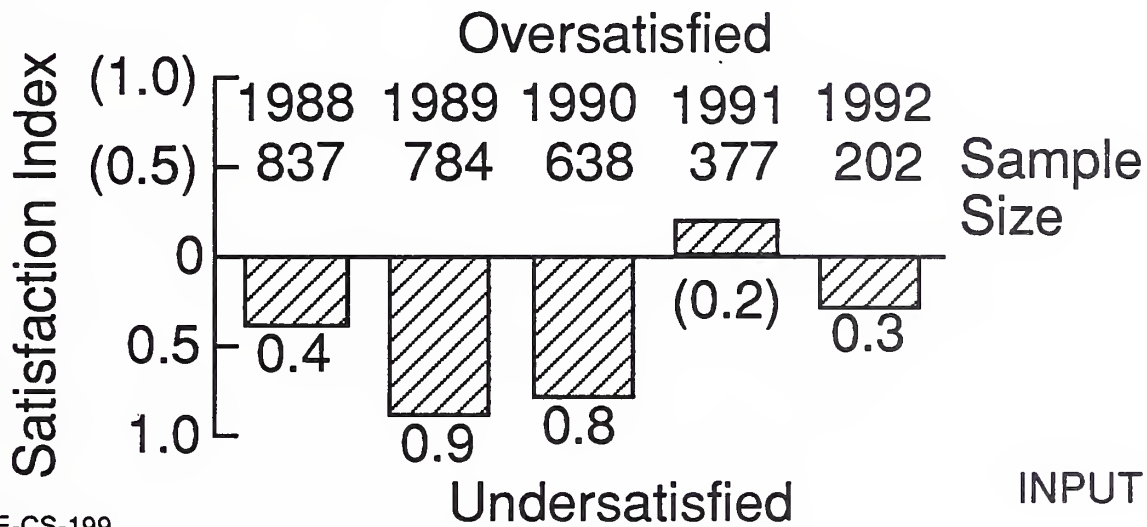


E-CS-232

Notes

Europe—Medium/Mid-Range Systems

Hardware Service Satisfaction Trends



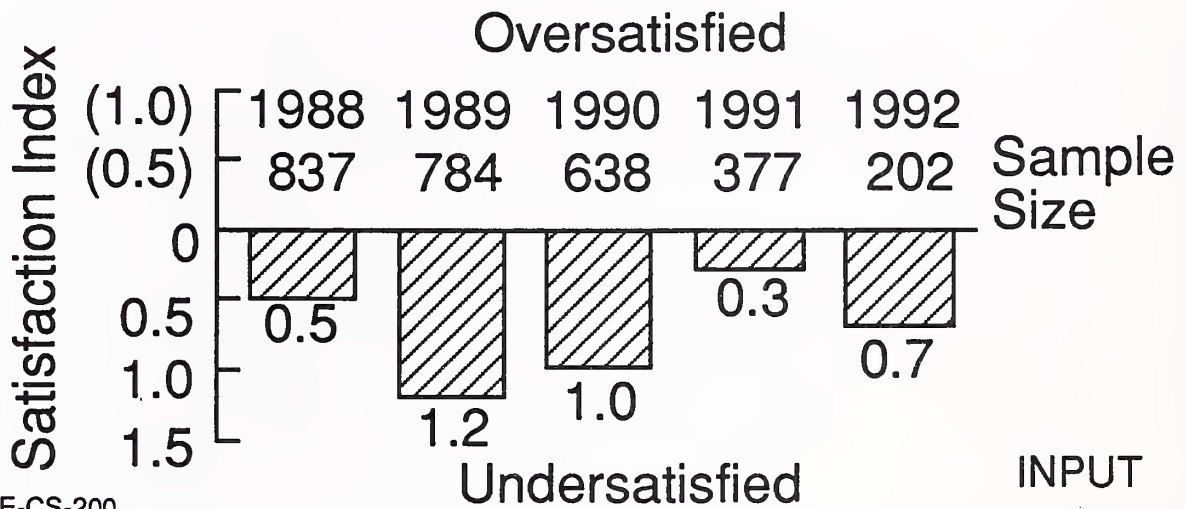
E-CS-199

Notes

Data prior to 1992 refers only to medium systems.

Europe—Medium/Mid-Range Systems

Systems Software Support Satisfaction Trends



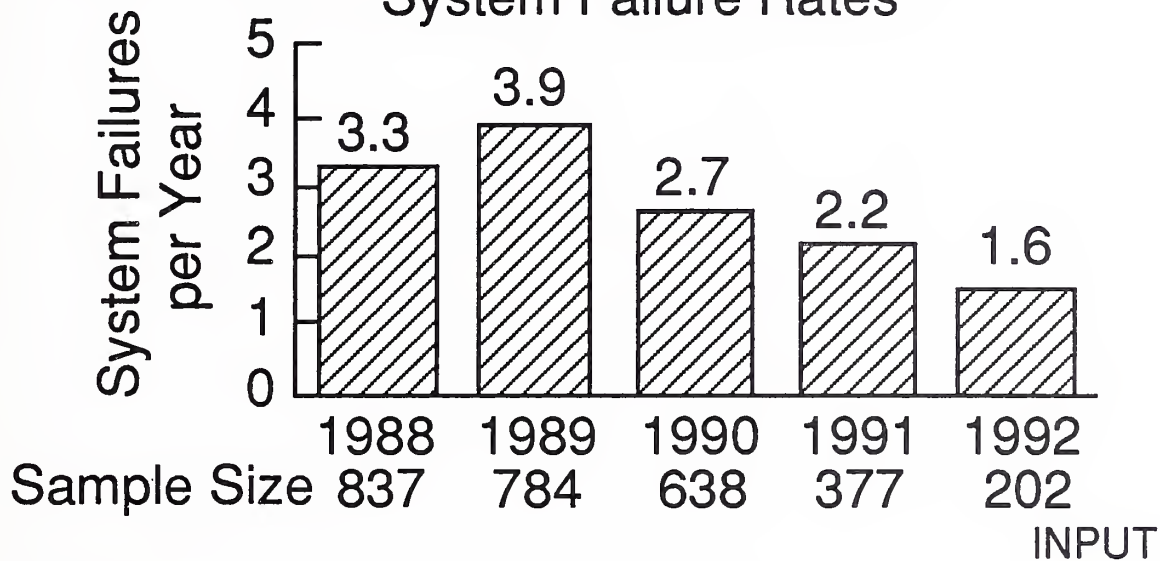
Notes

Data prior to 1992 refers only to medium systems.

Europe—Medium/Mid-Range Systems

System Performance Trends

System Failure Rates



E-CS-201

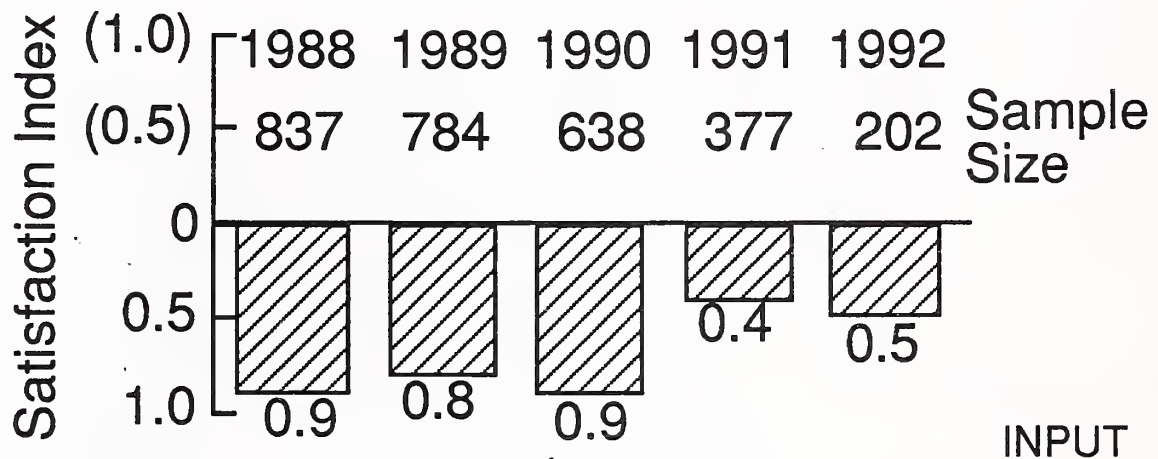
Notes

- 1988 data refers to all system ranges.
- 1989 to 1991 data refers to medium systems.

Europe—Medium/Mid-Range Systems

System Performance Trends

Satisfaction with Systems Availability



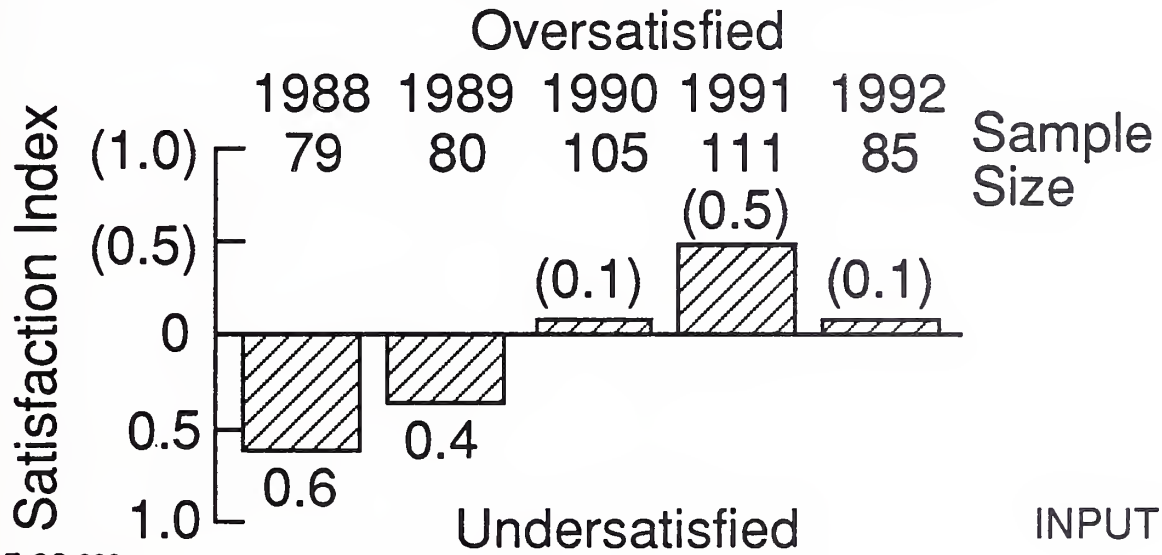
E-CS-202

Notes

1988 data refers to all system ranges.
 1989 to 1991 data refers to medium systems.

Amdahl

Hardware Service Satisfaction Trends

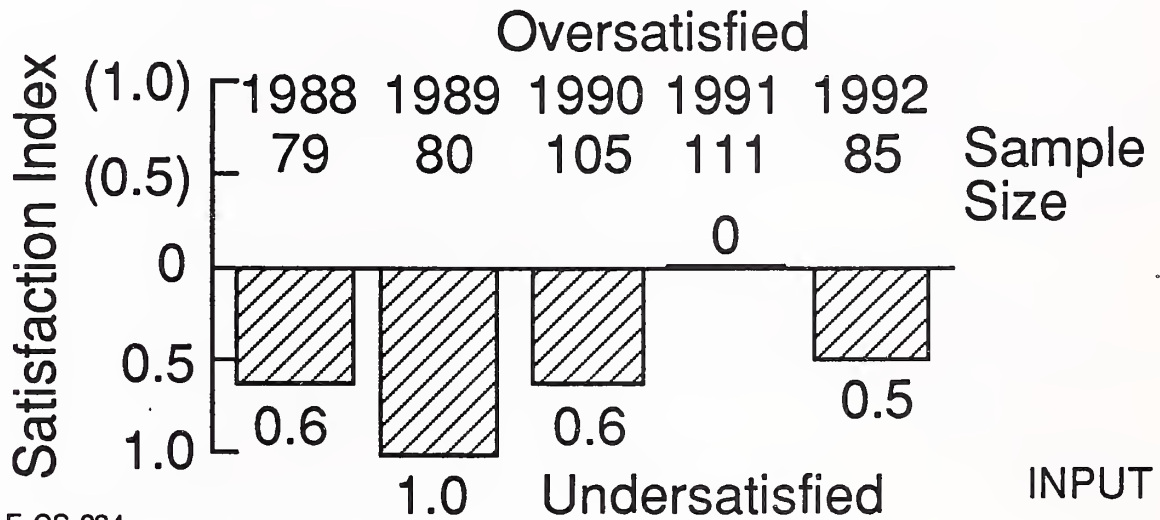


E-CS-233

Notes

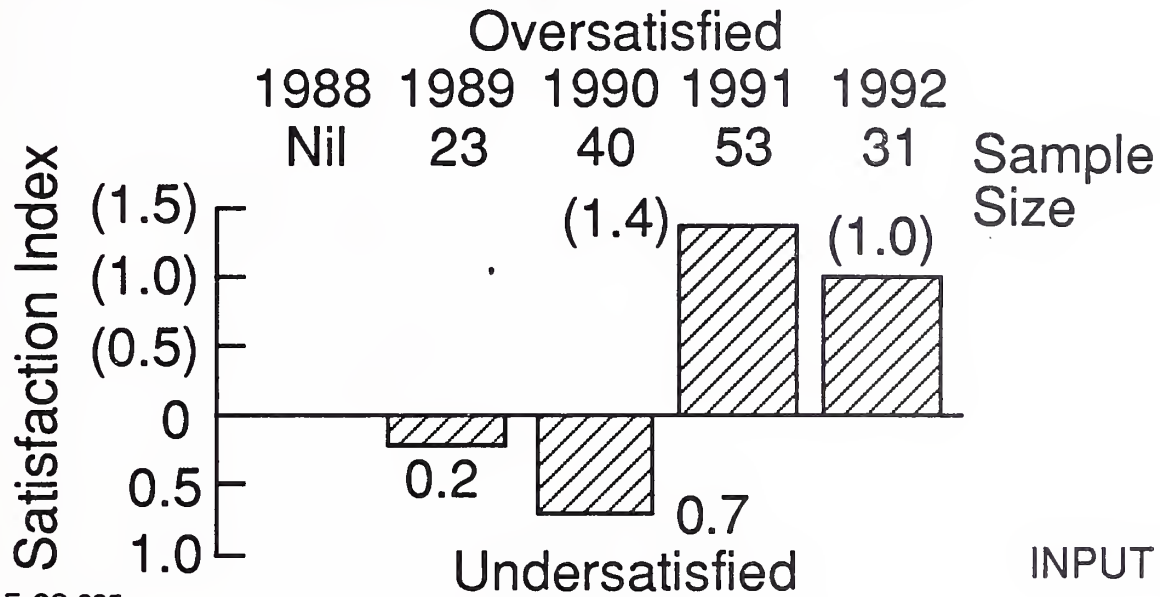
Amdahl

Systems Software Support Satisfaction Trends



Notes

Stratus Hardware Service Satisfaction Trends

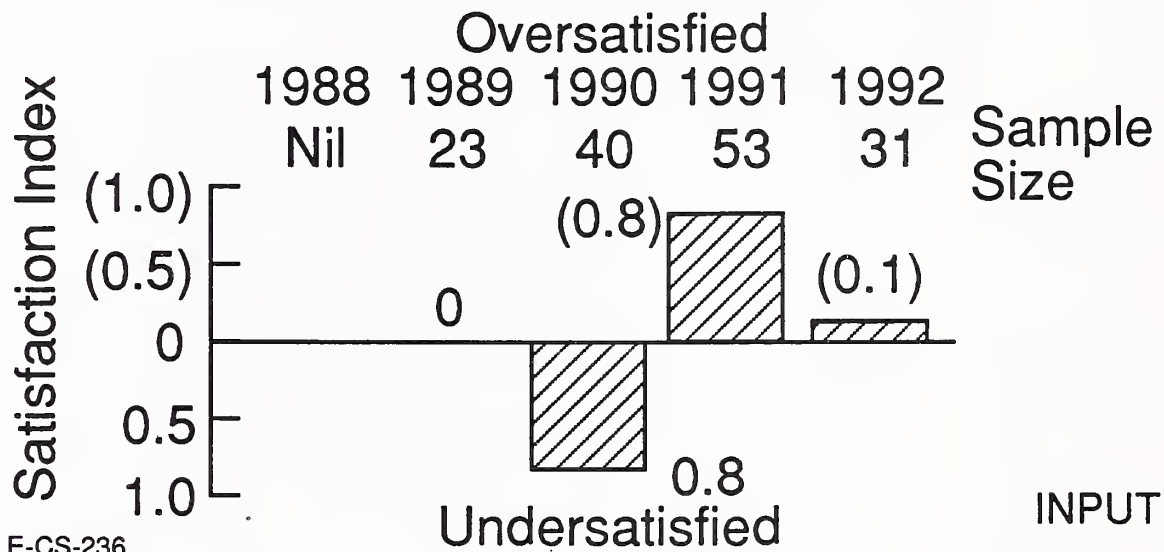


E-CS-235

Notes

Stratus

Systems Software Support Satisfaction Trends



Notes

Part 2

Towards Open Systems

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E-CS-237

Notes

Integrated Support Model Concept



- Business activity
- Application use
- System building/integration
- Resources/components

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E-CS-238

Notes

Organisational Models for Open Systems Services

Model	Adoption Criterion
Single Sales Channel	Account Focus
Product and Service	Product Capability
Resource Pools	Vertical Orientation
Multiple Channel	Functional P/L Centres

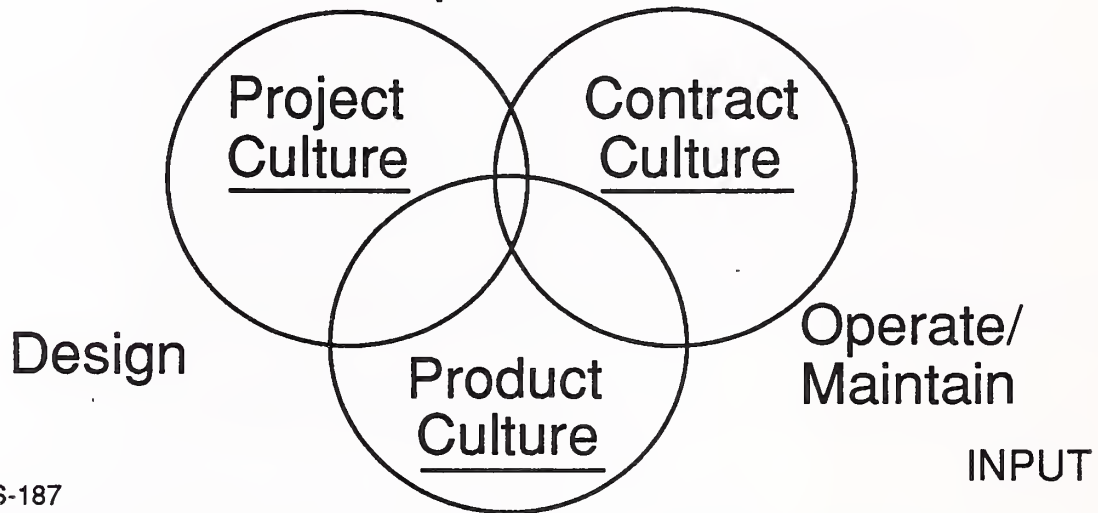
E-CS-239

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Notes

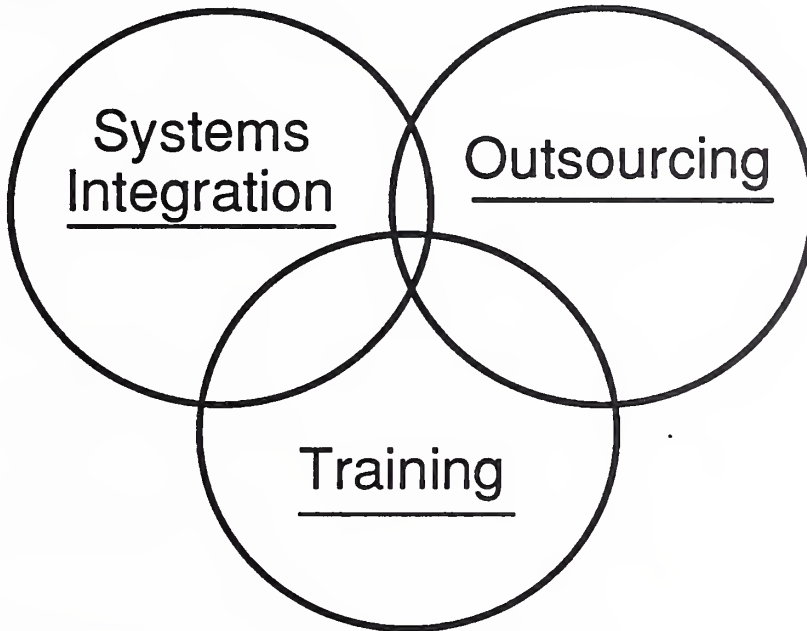
Business Cultures in the Life Cycle

Implement



E-CS-187

Notes

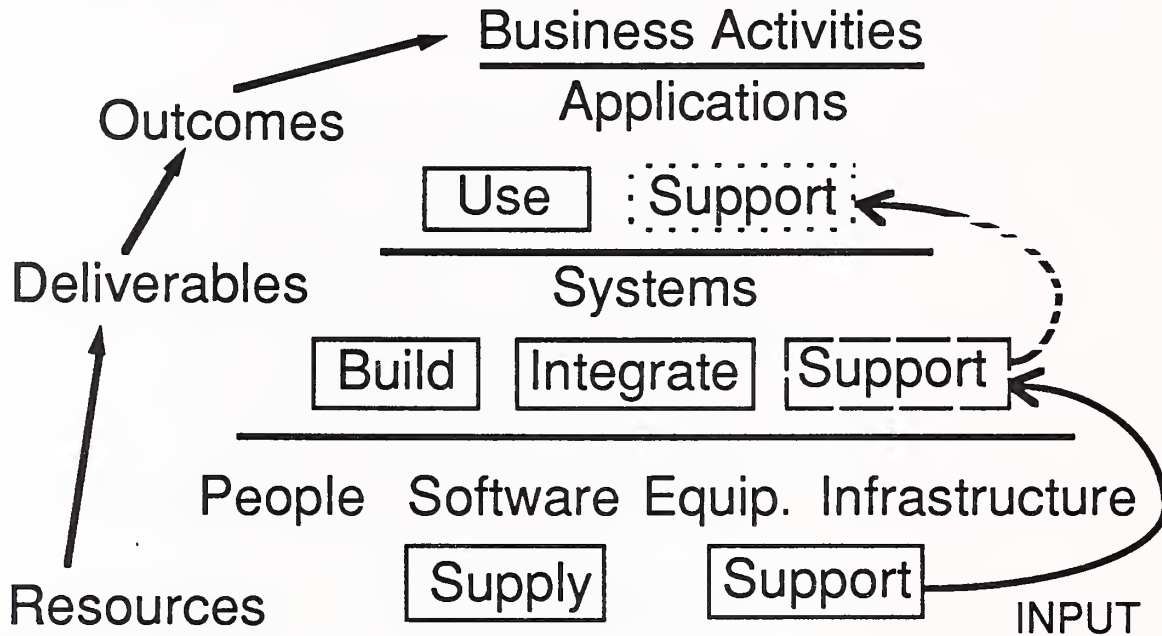


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E-CS-240

Notes

The Integrated Support Model



E-CS-241

Notes

The Elements of Open Support

Function	Resources
System Operation	Operators
System Monitoring	Systems Engineers
Network Monitoring	Network Engineers
Problem Reporting	Help Desk
Problem Diagnosis	Help Desk Remote Diagnostics

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E-CS-242

Notes

The Elements of Open Support

Function	Resources
Problem Resolution- Operating Software Application Software Hardware Network	Software Support Software Support Systems Engineers Network Engineers Remote Support Tools

E-CS-243

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Notes

The Elements of Open Support

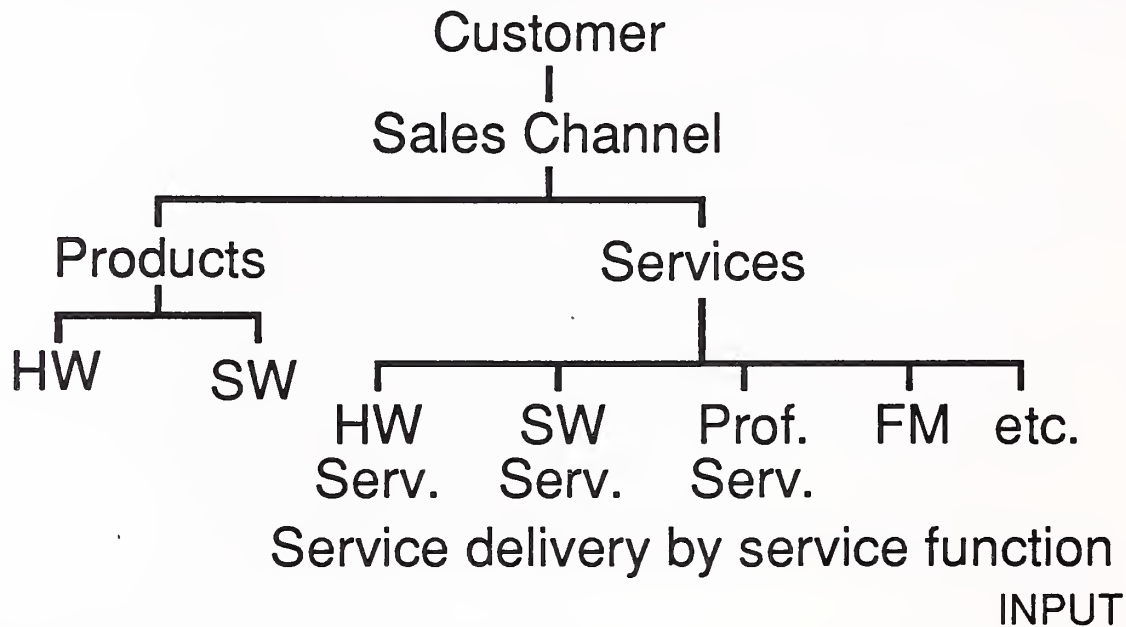
Function	Resources
Problem Escalation	Product Specialists Product Suppliers
System Enhancement	Systems Engineers Network Engineers Software Support

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E-CS-244

Notes

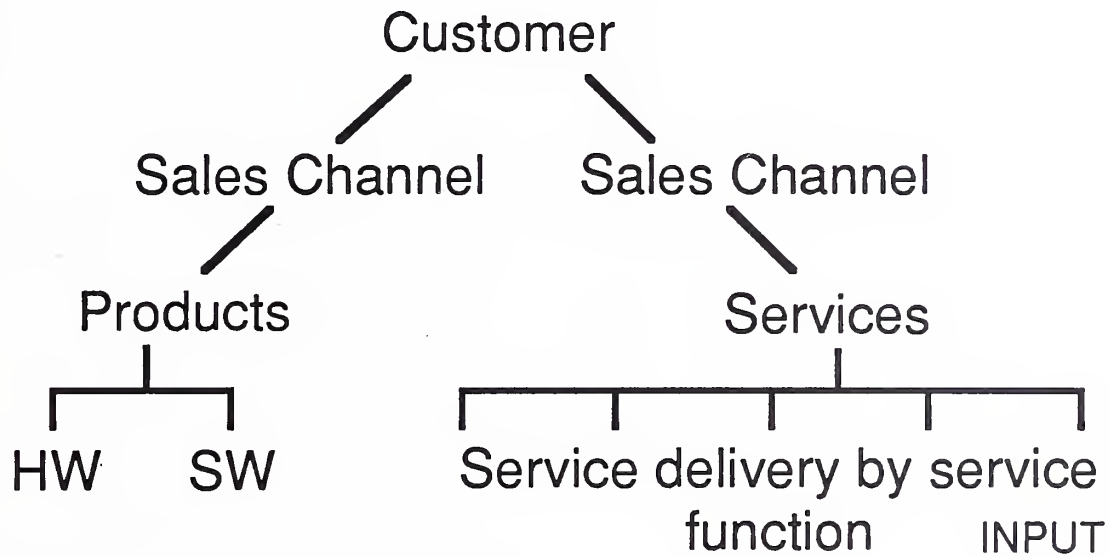
The Single Sales Channel Model



E-CS-245

Notes

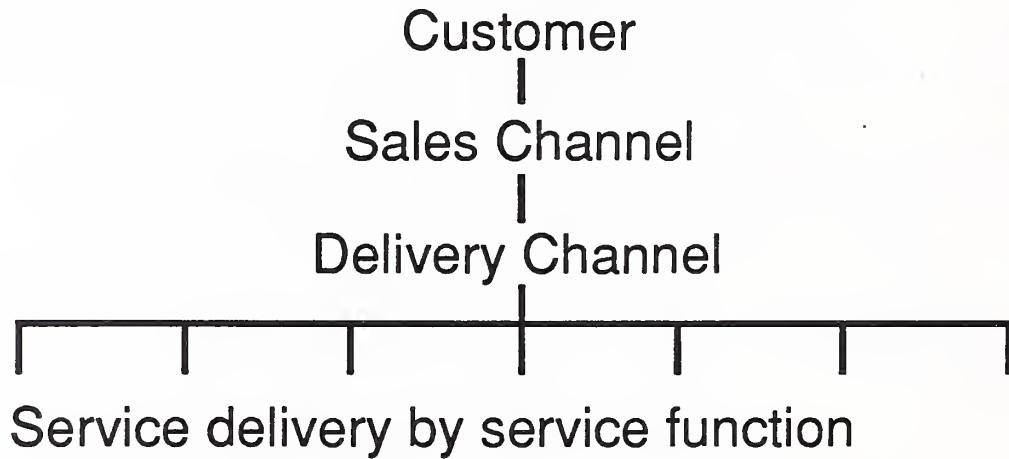
The Product and Service Model



E-CS-246

Notes

The Resource Pool Model

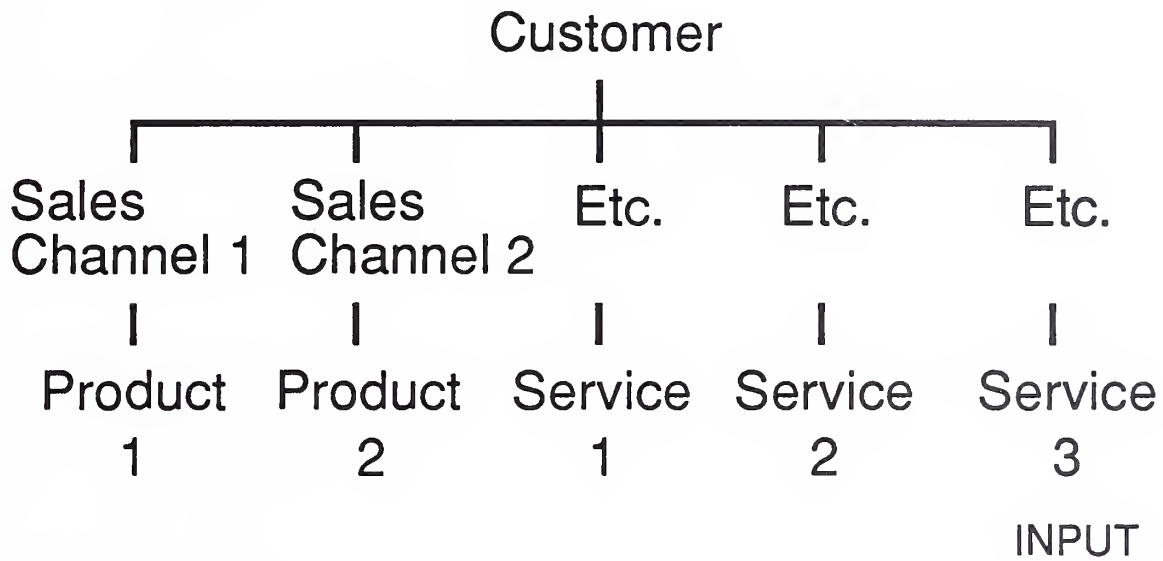


E-CS-247

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Notes

The Multiple Channel Model



E-CS-248

Notes

Resource Group Management Cultures

Resource Group	Dominant Mgmt. Culture		
	Product	Contract	Project
Product Design	✓		
Software Product Support	✓	✓	
Hardware Engineers	✓	✓	

E-CS-249

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Notes

Resource Group Management Cultures

Resource Group	Dominant Mgmt. Culture		
	Product	Contract	Project
Help Desk		✓	
Account Mgmt.		✓	
Operational Serv.		✓	

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E-CS-250

Notes

Resource Group Management Cultures

Resource Group	Dominant Mgmt. Culture		
	Product	Contract	Project
Consultants			✓
Systems Designers			✓
Software Devel.			✓
Sales			✓

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E-CS-251

Notes

Part 3

Where to Concentrate Your Efforts and Resources

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Notes

Desktop Services

- One solution
- Open window
- Range of approaches

E-CS-103

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Notes

Traditional Desktop

- PC supply
- Network/server
- PC/printer maintenance
- Installation
- Training

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Notes

New Services

- ASP supply/support
- Help desk selection/supply
- Problems management
- Planning/administration
- Network upgrades
- Application development

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E-CS-105

Notes

Selection Criteria

- Network expertise
- Single supplier
- Up-to-date
- Independence
- Pan-European

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E-CS-107

Notes

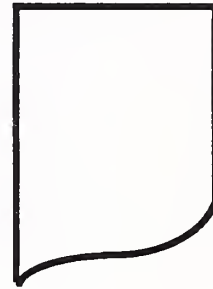
Approaches

Standalone

Outsourcing



Solution



1.

3.

2.

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E-CS-106

Notes

Desktop Services, Europe

Professional Services Vendors

Strengths	Weaknesses
<ul style="list-style-type: none">• Networking capability	Lack of supply cap.
<ul style="list-style-type: none">• Synergy with systems operations	Lack of depth and breadth of software product knowledge
<ul style="list-style-type: none">• Access to large accts.	Lack of ambition

E-OU-17

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Notes

Desktop Services, Europe

Personal Computer Dealers

Strengths	Weaknesses
<ul style="list-style-type: none">• Full desktop services capability• Breadth and depth of product knowledge• Vendor independence	<p>Lack of mainframe and midrange capability</p> <p>Pan-European capabilities still embryonic</p>

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E-OU-19

Notes

Equipment Suppliers

Strengths	Weaknesses
<ul style="list-style-type: none">• Expertise• Large IBs• Financial• CS organisation	<ul style="list-style-type: none">- Product oriented- Resources- Channel contention- Slow to change- Not impartial

E-CS-119

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Notes

IMOs

Strengths	Weaknesses
<ul style="list-style-type: none">• PC expertise• Incentive• Independent	<ul style="list-style-type: none">- Financial- Software skills- Maintenance cultures

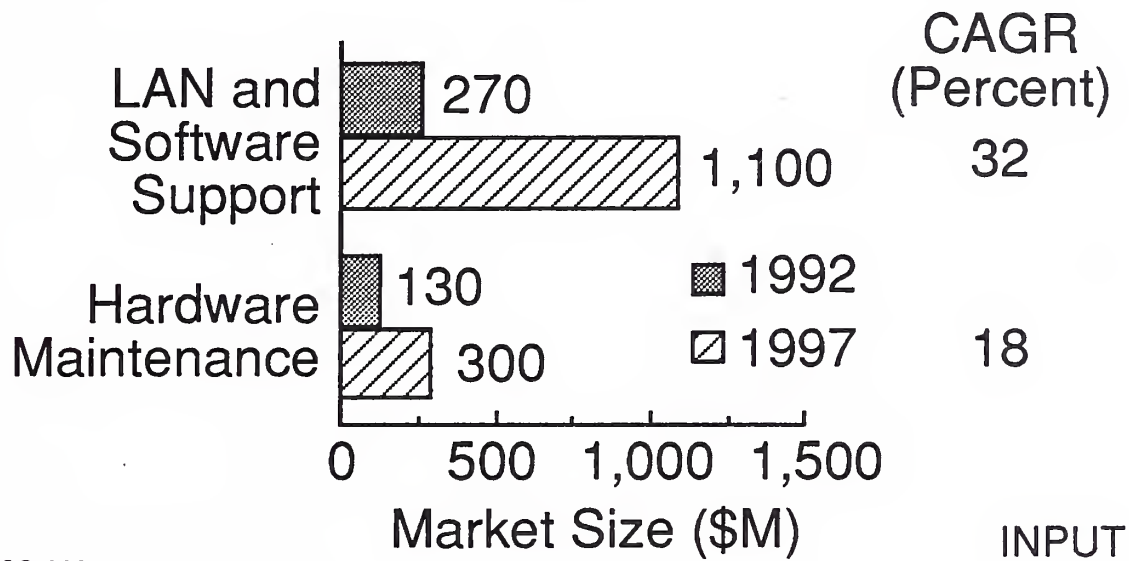
E-CS-120

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Notes

Europe

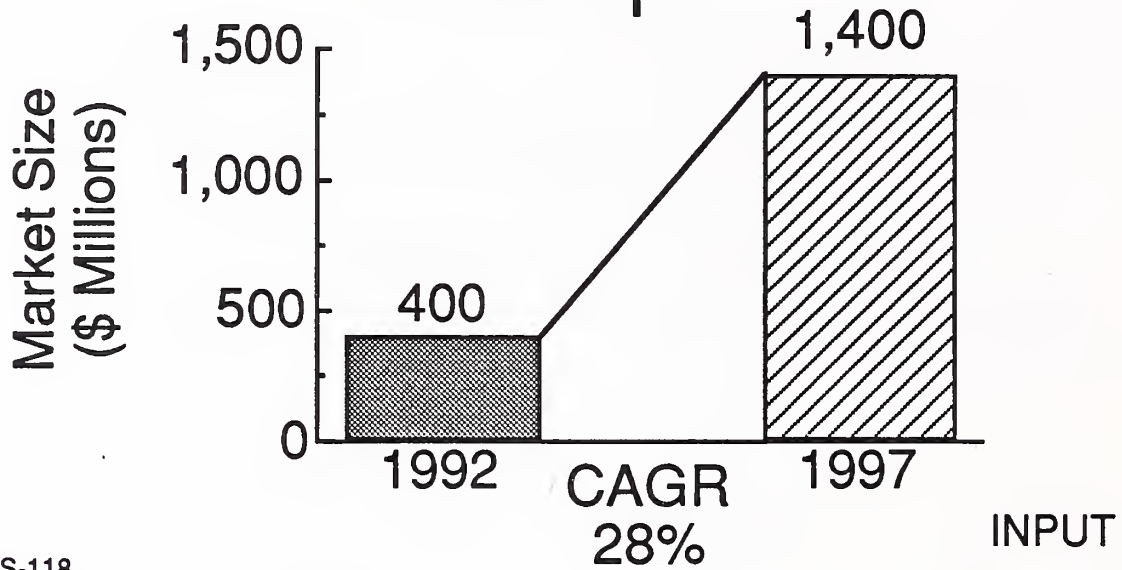
Desktop Services Market



E-CS-223

Notes

Desktop (+Maintenance) in Europe



E-CS-118

Notes

Preferred Vendors

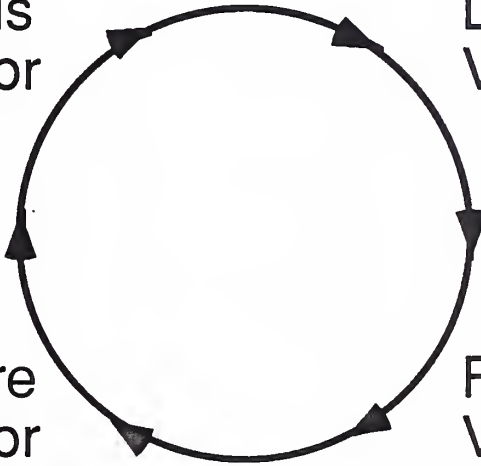
Software Tools
Vendor

Database
Vendor

Hardware
Vendor

Full Service
Vendor

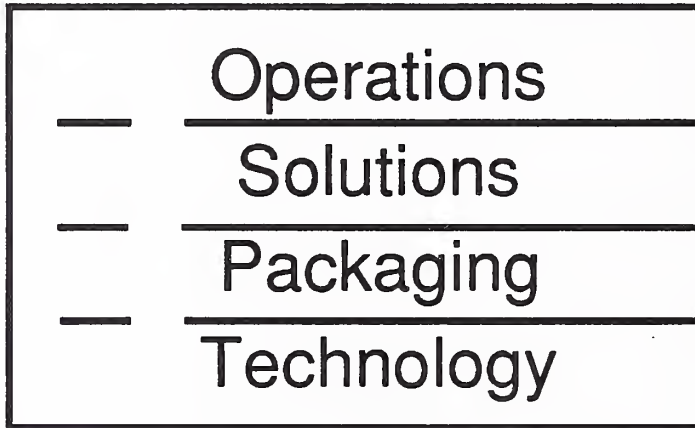
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Notes

Cultures



Support
Projects
Products



Custom  Commodity

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Notes

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*Analysis of Information Services, Software and Systems Maintenance Markets
5-year Forecasts, Competitive and Trend Analysis*

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- 9 Categories of Software and Services
- 7 Cross-Industry Markets
- The Worldwide Market (30 countries)

EUROPEAN

- Outsourcing
- Systems Integration
- Customer Services

- Outsourcing
- Client/Server
- Systems Integration

U.S.

- EDI/Electronic Commerce
- IT Vendor Analysis
- U.S. Federal Government IT Procurements

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