



American Kennel Club

Software-as-a-Service model (SaaS) delivers robust ITSM functionality, easy implementation and real-time upgrades at half the cost of on-premise solution

BEFORE

- » Budget/resource constraints made it cost prohibitive to upgrade/replace current on-premise solution
- » Limited funding and resources available to implement/maintain/upgrade ITSM solutions
- » Outdated processes needed to be replaced to streamline service desk operations and strengthen change control
- » Processes and tools did not facilitate compliance with PCI DSS and other external standards

AFTER

- » SaaS allowed AKC to tap into the rich functionality of Remedy ITSM solutions at half the cost of the on-premise solution
- » Vendor manages hardware/software and performs real-time updates
- » Out-of-the-box support for ITIL processes facilitated implementation of best practice processes
- » Processes based on ITIL guidelines simplify compliance



GEOGRAPHY

United States

INDUSTRY

Not-for Profit

SOLUTIONS

BMC Remedy OnDemand

No organization in the United States offers more to dog owners than the American Kennel Club (AKC). Founded in 1884, this “club of clubs” is committed to promoting the sport of purebred dogs and breeding for type and function. The AKC supports 613 member clubs and nearly 5,000 affiliated clubs.

While dog enthusiasts concern themselves with breeding, conformation, training and showing, the AKC concerns itself with core services that include maintaining a purebred registry and mixed breed enrollments, as well as tracking, managing and supporting more than 22,000 events each year. The organization also maintains in-depth information on breeds, performance, training and other topics that help promote responsible dog ownership.

The AKC has developed a sophisticated IT infrastructure with specialized registry and event management applications to deliver core services to the clubs it supports. The infrastructure supports the www.akc.org website, which enables online revenue-generating services such as dog and litter registration, and information regarding AKC sanctioned events. The site receives an average of two million unique users each month and contains 14,000 pages of canine-related information. The IT infrastructure also hosts websites for local and national breed clubs. The AKC IT department maintains the core websites with 99.99% availability.

The service desk plays a key role in keeping the infrastructure running reliably, not only acting as the initial triage point when incidents occur but also providing second-line support for many user issues. The IT staff used BMC Remedy IT Service Management (ITSM) solutions for a number of years to address this need. While the solutions were performing fairly well, the staff wanted to take advantage of the process and technology advances that have occurred in ITSM. However, budget and resource constraints made upgrading the on-premise system cost prohibitive.

The AKC found a solution in BMC Remedy OnDemand, the SaaS ITSM offering from BMC Software. BMC Remedy OnDemand is enabling the AKC to quickly implement best practice processes and state-of-the-art functionality to enhance its service desk capabilities. Additionally, the staff will be able turn on other ITSM applications as needed to strengthen change control, manage assets more effectively and otherwise enhance service delivery. Best of all, the SaaS approach provides these benefits at about half the cost of the on-premise solution.

THE SaaS DECISION

Over the years, the AKC has reached out to many new audiences. In 2009, for example, the organization launched its Canine Partners program to include all dog owners. Supporting this type of expansion, while containing IT costs, was an important business driver behind the initiative to enhance ITSM processes and tools.

Initially, the staff considered upgrading its on-premise solution or replacing it with an open source solution. "Open source solutions appear to have a better cost structure because they are free," William Adams, AKC Director of Computer and Network Operations said. "But free is never really free. You have to do so much work yourself — such as integrating with current systems, Active Directory integration, monitoring solutions and building out reporting infrastructure to get the information you need."

The staff also wanted to do more than simply implement new software. "We used this initiative to drive transformation — to break away from old processes that had served us well, but that would no longer

stand up to audits for compliance and PCI [Payment Card Industry Data Security Standard] standards and requirements," Adams said. "We wanted a solution that supported ITIL [IT Infrastructure Library] out of the box so that we could adopt proven practices that would bring us in line with where the industry is today."

The BMC solution was the only one that had everything the staff was looking for: comprehensive functionality, robust reporting, ITIL compatibility and extensive integration. However, with a limited budget and resources, upgrading to the latest release wasn't an option.

"Our IT organization is relatively small and we need to devote our resources to core products like our registration and event management applications," Adams said. With this in mind, the AKC had been considering SaaS for areas that don't fall within core competencies. The service desk was one of those areas, and BMC Remedy OnDemand made it possible for the AKC to tap into needed functionality quickly and economically.

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WILLIAM ADAMS
DIRECTOR OF COMPUTER AND NETWORK OPERATIONS

“Not having to maintain hardware and software in house and knowing that we would always be on the latest release were big draws with BMC Remedy OnDemand,” Adams added. “The financial impact was significant. By going with the SaaS model, we’re saving about 50 percent over the cost of our on-premise solution.”

SERVICE DESK EFFICIENCY AND VISIBILITY

The AKC is in the testing phase for the service desk component of BMC Remedy OnDemand. According to Stacy Swiger, AKC Principal Computing Support Services, the new processes and functionality will help streamline the tracking and resolution of incidents and software enhancements. Moreover, the extensive reporting capabilities will provide greater visibility into performance.

The service desk handles 80 to 90 incidents each day, with approximately one-third coming in by telephone and the remainder coming in by e-mail. They include issues, requests to correct customer and user data, and requests for software enhancements.

Timely response is critical because field personnel rely on their laptops to conduct onsite facility inspections, and report back to AKC information regarding the thousands of shows and events that occur around the country throughout the year. IT keeps spare systems on hand so they can immediately ship replacements to get users up and running quickly.

In the past, these incidents remained open until the entire warranty repair and replacement effort was completed, even though — from the user standpoint — the problem was resolved within a day or so. As a result, the service desk didn’t have a clear picture of its performance.

“With BMC Remedy OnDemand, we can split these types of incidents into multiple tickets and classify them more accurately,” Swiger explained. “The information captured in the initial incident ticket automatically goes into the other tickets. We can close out the user incident and show that we’ve taken care of the user in a timely manner. And we can accurately track how long it takes to repair the broken equipment. We’ll also be able to split out requests for enhancements and manage them as change requests.”

NEXT STEPS

Once the service desk component is in production, the staff will begin turning on other capabilities. Change management will provide better change control as enhancements are deployed to internally developed applications. The service request module will allow the creation of custom Web pages for various teams, to help them better handle user requests and issues.

The staff also plans to integrate BMC Remedy OnDemand with in-house monitoring systems. This integration will enable automatic generation of incident tickets for the operations team. Integration with Active Directory will save time by eliminating the need to keep a separate Remedy user database. Instead, the solution will take advantage of user data stored in the directory.

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STACY SWIGER
PRINCIPAL COMPUTING SUPPORT SERVICES

CUSTOMER'S FINAL WORDS

Adams and Swiger both report that support from BMC has helped ensure a smooth and swift implementation. "The BMC people who helped us get started with BMC Remedy OnDemand were incredibly knowledgeable and detail oriented," Adams said. "They had a good plan, good processes and good procedures. They kept us informed every step of the way and ensured that every meeting was productive."

ABOUT AMERICAN KENNEL CLUB

Founded in 1884, the AKC is the largest purebred dog registry in the world. Along with its nearly 5,000 licensed and member clubs and affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners, and promotes responsible dog ownership. The AKC comprises 613 member clubs and nearly 5,000 licensed and affiliated clubs. It registers 164 dog breeds and sanctions more than 22,000 events each year that draw nearly three million entries.

BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster, and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across both distributed and mainframe environments. Recognized as the leader in Business Service Management, BMC provides a comprehensive and unified platform that helps IT organizations cut cost, reduce risk, and drive business profit. For the four fiscal quarters ended March 31, 2010, BMC revenue was approximately \$1.91 billion. Visit www.bmc.com for more information.

