

Transforming Logistics, IT, and HR Services with Alemba Service Manager

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| Customer | A leading provider of fresh food in the UK |
| In Brief | <ul style="list-style-type: none"> • Employees supported: 3,500+ • A single system divided into 3 partitions: Logistics, IT, HR • Partitioning was used to provide each department with their own customer portal • Implementation timeframe: 4–6 weeks per department • Request volumes increased by 70% in Logistics, with no increase in headcount • Phase-based rollout across critical business units • Seamless integrations with Event Management, CMDB tools, CTI, and HR systems |
| Business | Manufacturing & Logistics |
| Location | EMEA |

A leading UK-based food manufacturer partnered with Alemba to roll out automated, scalable service management portals for Logistics, IT, and HR teams. The Logistics portal was a direct requirement for post-Brexit regulations for the export of food products. Alemba Service Manager (ASM) enabled the customer to deliver department-specific portals, rapidly deploy self-service workflows, and integrate across multiple business-critical systems.

The Challenge

- With complex, time-sensitive requirements in Logistics, IT, and HR, the customer needed to:
- Meet new import/export regulatory demands brought on by Brexit
- Deliver scalable internal IT and HR support to a distributed workforce
- Empower non-technical teams to automate and maintain their own service processes
- Integrate seamlessly with numerous third-party systems and data sources
- Avoid a “one-size-fits-all” platform that could confuse users from different departments

The IT Incident form, utilizing AI to help agents resolve calls faster.

The Solution

Alemba and the customer deployed three tailored customer portals, with each department going live in order of business urgency: Logistics, IT, then HR.

Logistics

- A brand-new service platform was built from scratch to handle post-Brexit export/import requests.
- Email-based automation from 4 upstream systems was used to pre-populate requests via templated mailboxes and field mapping.
- SLA metrics were configured for internal monitoring.
- Deployment was completed in just 4 weeks, enabling the team to handle a **70% increase in volume without additional staff**.

- User-friendly tile-based service catalogue improved request accuracy and speed.

IT Services

- ASM replaced legacy ITSM systems in a **phased rollout** across 3 key implementation stages.
- Core processes included Incident, Request, Knowledge Management, and Service Catalogue workflows.
- Knowledge base usage was tied to formal service versions, maintained under Change Management control.
- Improved resource utilization was aided by real-time dashboards across all three departments.
- Advanced integrations were delivered with CTI (phone systems), SolarWinds, Workspace ONE, Altiris, and SQL CMDBs.

HR Services

- ASM marked the **first introduction of service automation for the HR team**.
- Alemba supported the HR team in building their own service catalogue and workflow designs.
- ASM's codeless architecture enabled HR system administrators to be trained to manage and extend the platform **independently**.
- The easy-to-use GUI-driven ASM environment enabled HR to rapidly iterate and improve their business processes.

Outcomes

- All three departments now operate **independently managed portals** tailored to their needs.
- The platform delivers strong **metrics, automation, and integration**, aligning with the organization's digital strategy.
- Continued deployment of workflow automation expands the number of formally defined services, strengthening governance and control.
- ASM's flexibility proved critical in adapting to diverse use cases quickly and efficiently.

About the Customer

This leading UK-based food manufacturer supplies fresh prepared food to major retailers and foodservice providers. With a complex and fast-moving production environment, they require high-efficiency internal support operations across their Logistics, IT, and HR functions to ensure continuous service delivery and regulatory compliance.

Benefits

- Streamlined, department-specific portals for ease of use
- Secure role-based access control per partition
- Rapid configuration to meet post-Brexit regulatory demands
- Increased request handling capacity in Logistics by 70%
- Self-sufficiency enabled in HR through codeless system admin capabilities
- Strong integration with internal systems including CTI, SolarWinds, Workspace ONE, Altiris
- Improved service transparency through built-in reporting and SLA monitoring