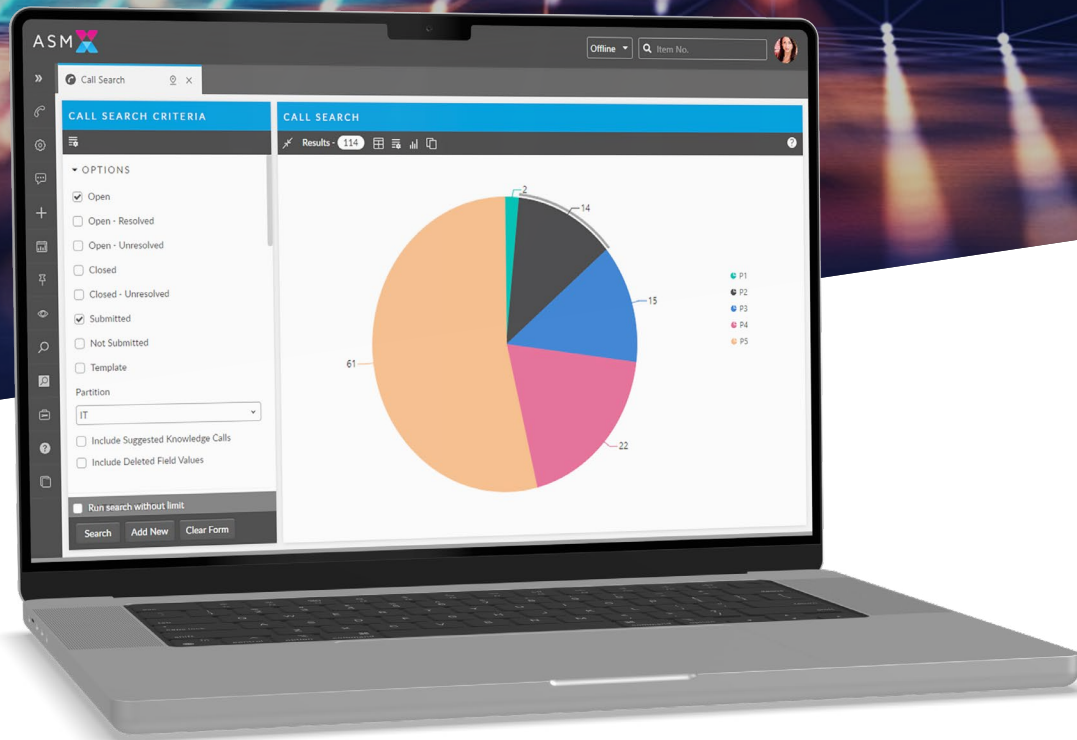


alemba
SERVICE MANAGER



Global Solution Overview



Alemba Service Manager (ASM) is an Enterprise Service Management (ESM) application that combines user-focused design philosophy with robust out-of-the-box functionality. Backed by over a quarter of a century of heritage, Alemba's ESM software is trusted by a large number of Enterprise-scale organizations across the globe. This document will give you a good overview of Alemba, our implementation approach and what we will do to make sure your project is a success, and what you get right out of the box.

Click each item below to learn more:

[Make ITIL Processes a Reality](#)

[About Alemba](#)

[Alemba Mission Statement and Experience](#)

[Project Management Approach](#)

[WAgile Project Methodology](#)

[Alemba RapidStart Implementation](#)

[Training](#)

[Alemba Cloud](#)

[Licensing](#)

[Integrations](#)

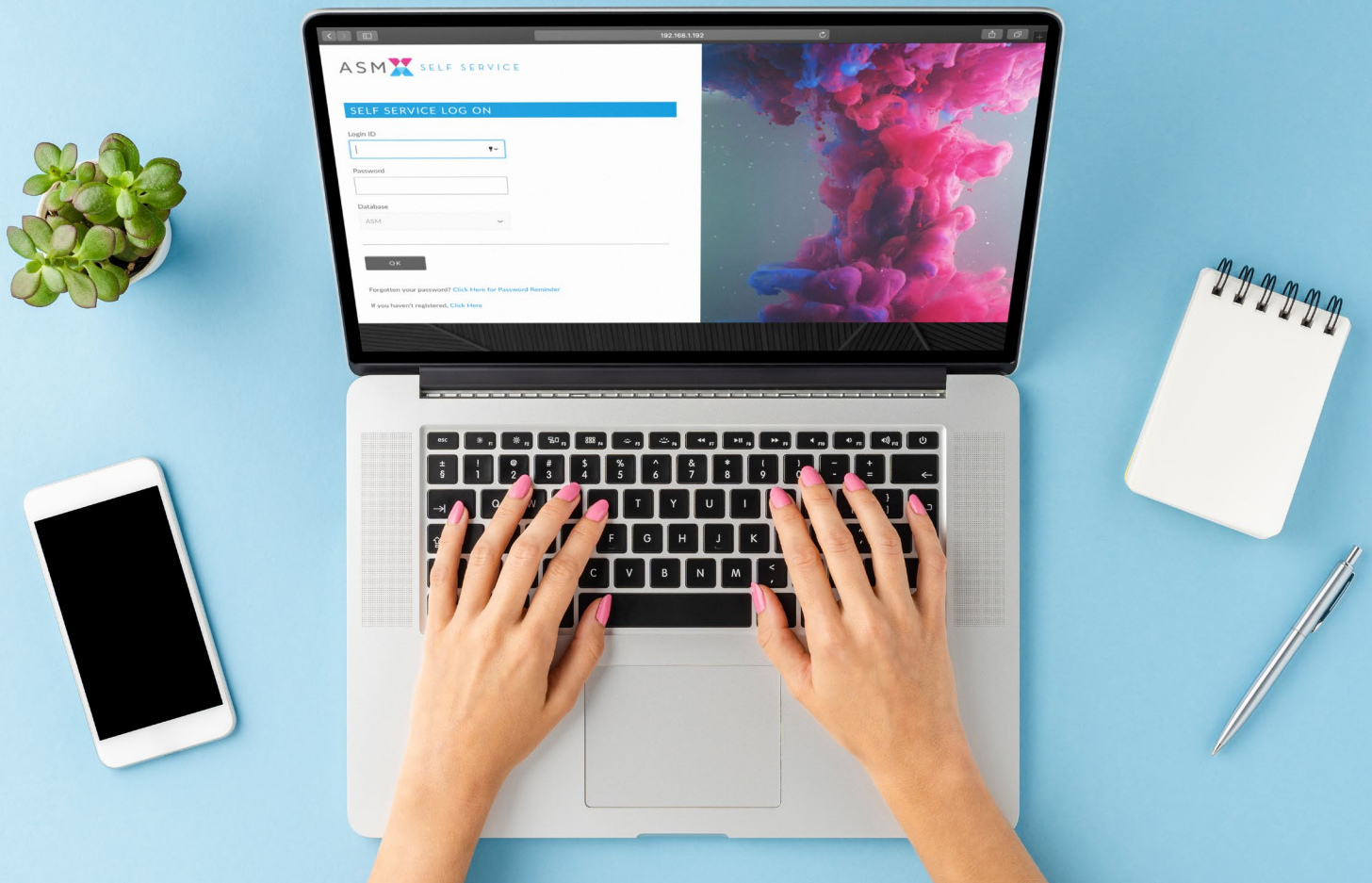
[Value Added Services](#)

[Innovation/Service Improvement](#)

[Multi-Tenancy](#)

[Accreditations](#)

[Customer Case Studies](#)



Make ITIL Processes a Reality

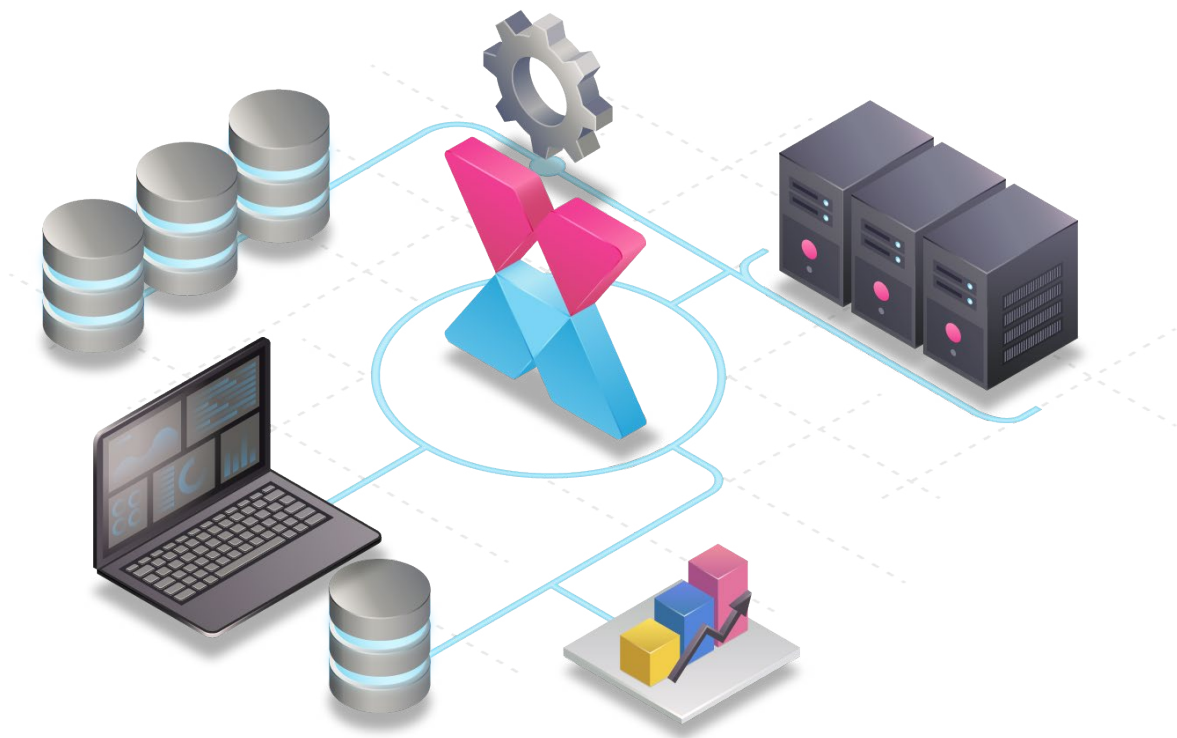
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Organizing IT processes is essential for optimizing the efficiency of the IT organization in delivering services. ITIL 4 is today's standard for the design of practises. Our consultants understand this like no other and can be of great value for your organization.

Both internal and external factors have an influence on enterprise process lifecycle longevity with the typical lifespan lasting approximately three to five years.

If your organization is experiencing growth or struggling with a rapidly changing market, it can feel impossible to find the time and direction to make the needed process improvements.

Good processes make the changes required for business transformation easier, improving efficiency and customer satisfaction. Successful change is dependent on the balance between relevant processes, effective tools, and well-trained people.



About Alemba

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Alemba is the creative IT Service Management software company behind the Alemba Service Manager (ASM) solution, trusted by global enterprises to deliver truly beneficial Enterprise Service Management (ESM) business automation. Our cutting-edge approach to software design combined with a commitment to customer service has fuelled dramatic, global expansion. Alemba have staff and support on every continent and in every time zone.

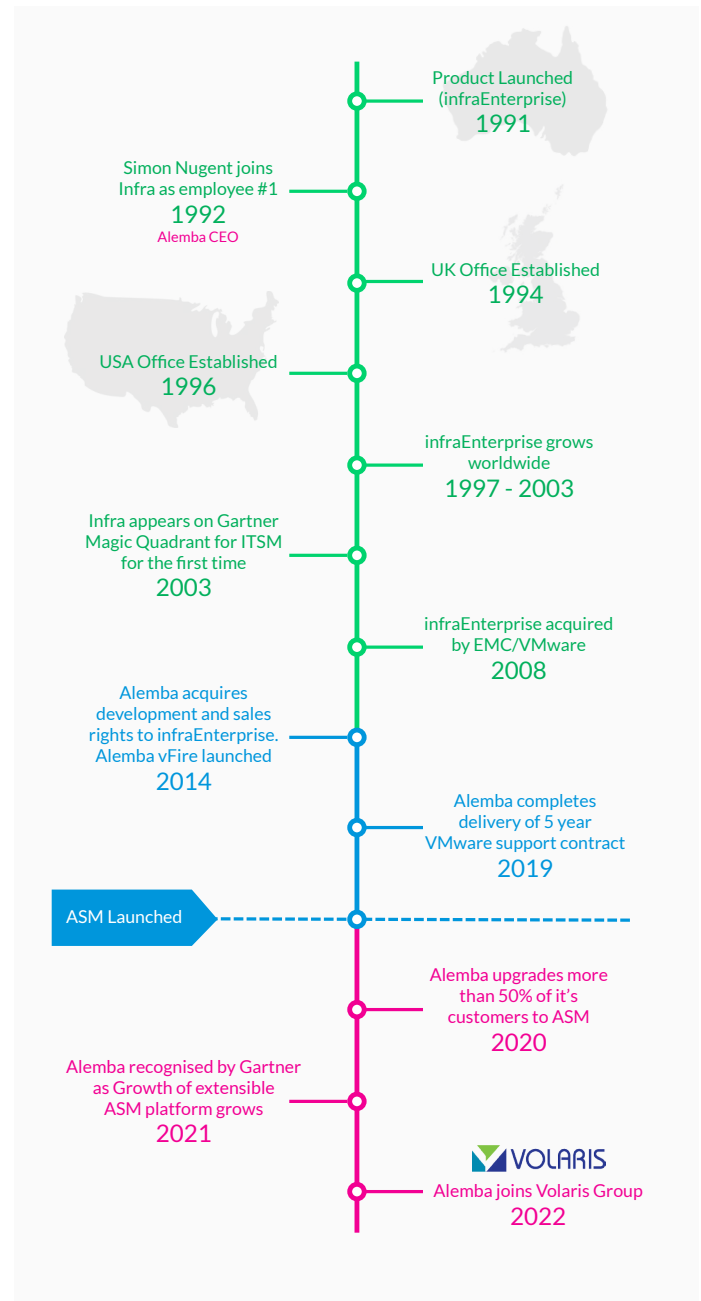
The ASM solution was built upon the foundation of a product called infraEnterprise, later renamed VMware Service Manager upon acquisition by EMC and VMware. Alemba assumed control of the Intellectual Property and rebranded it ASM on July 1, 2014, and launched our new platform ASM Version 10 in 2019.

Alemba Service Manager is designed as a cost-effective and rapid process deployment platform to deliver ITIL-aligned processes to improve your customer experience.

Choose Alemba as your technology partner and we will leverage your existing software investment in discovery and event management tools, saving cost and increasing return on investment.

Alemba's Professional and Support Services teams consist of highly specialist consultants, ensure the entire implementation and support lifecycle is delivered on time and on budget.

Alemba is the ideal partner to deliver your new IT Service Management improvement program.



Alemba Mission Statement and Experience

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Alemba's mission statement is to provide the next generation of Enterprise Service Management software to our customers, centrally focusing on the user experience, technical innovation, and business process automation.

Customer Partnership

Alemba works in collaboration with customers to deliver award-winning service management implementations by giving you great software and transferring an extensive ITIL skill set.

The proof is in the pudding! Alemba enables *our customers* to deliver world class services to their customers across a vast range of well-known global organizations.



Further examples are:

- Central New Mexico Community College
- University of Brighton
- The University of Wisconsin
- Oregon State Treasury
- SEQWater
- PPG Industries
- State of Indiana
- Translink NI
- International Red Cross
- Barnardo's
- Greater Manchester Police
- Liverpool City Council
- Victoria University, Wellington
- Northrop Grumman
- The US Navy
- Norgine
- Roche
- Nokia
- Mercedes Benz
- Hiscox Insurance
- Games Workshop
- APS Bank
- Centerra Gold

Managed Service Providers

ASM also supports Alemba's own internal and external customers and is uniquely placed in the market to allow Managed Service Providers to leverage true ESM, improving the delivery of service from a break-fix model. Some of Alemba's MSP customers include:

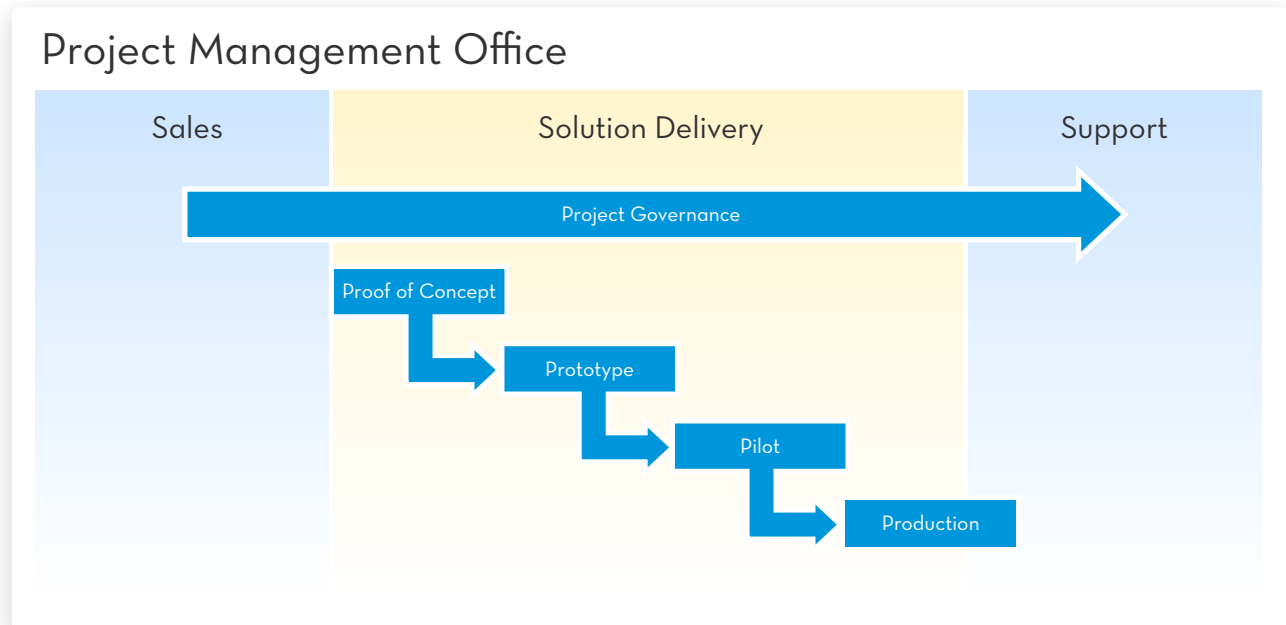
- Capita NI (Capita support 30 separate organizations in individual customer tenancies in a single ASM instance)
- CDS Ltd
- Global Mentoring Solutions

Project Management Approach

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Alemba delivers all ASM implementations using best practice project management principles based around PRINCE 2 guidelines.

The Alemba delivery model is built with 3 discrete phases including a WAgile based 4-stage software implementation illustrated below:



Example – Project Management methodologies from Sales through to Alemba Support handover

The project delivery lifecycle starts prior to the initial engagement between Alemba's Project Management Office and the customer so that suitable project governance is provided as required by the scale of the engagement. The lifecycle continues after the project sign-off date and encompasses a formal handover to Alemba's Support Team, providing a smooth transition from the point of sale through to an operational supported system.

The project will not be completed and handed over to support until agreed milestones and Go-Live target dates are met.

From the start of the project, the customer will have immediate access to our dedicated Support Team.

WAgile Project Methodology

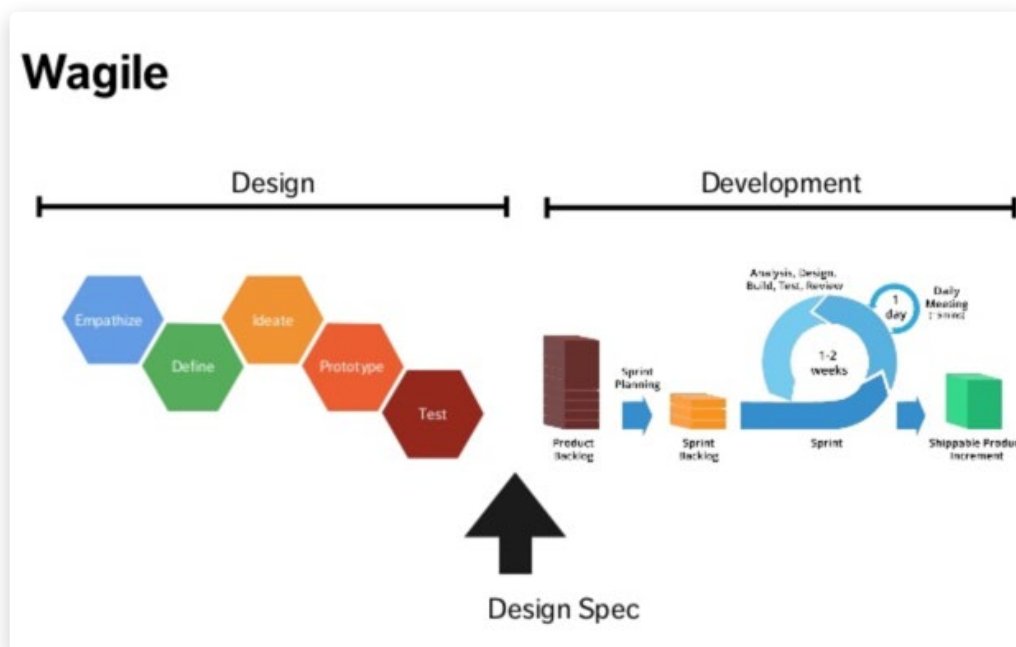
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Implementing a new product into a complex landscape can be daunting. Engaging Alemba allows us to draw on decades of experience to deliver rapid benefits against your business requirements, whilst minimizing disruption and maximising the efficiency of your internal resources.

Alemba's project management approach blends the flexibility and adaptability of Agile with the accountability of Waterfall. This hybrid approach takes advantage of the strengths of the two methodologies. Agile, originally developed for software development is not always appropriate for implementation of a software solution by a vendor.

However, there are significant benefits to taking advantage of the phased approach to delivering in smaller release cycles and ongoing customer engagement. Add to this the benefits of Waterfall planning and documentation, which ensure that accountability, governance and cost control are transparent.

This approach improves predictability and ensures a timely response to feedback from you and your team:



The Benefits of WAgile:

RAPID TIME TO VALUE – No one has time to wait for drawn out implementations. Benefit realization must be rapid and upfront. The Alemba Way delivers clear benefits to a defined schedule. All trackable and transparent via the ASM Project portal.

RISK MITIGATION – Our project implementation approach ensures your feedback is fed into the implementation cycle in a timely manner. The resulting rapid prototyping mitigates risk by allowing you to see what you are going to get before you get it.

WORK WITH EXPERTS – With countless Service Management implementations under their belts, our Professional Services team can draw on previous experience with organizations just like yours - helping you to avoid common pitfalls and take advantage of proven efficiency strategies.

EMPOWER YOUR TEAMS – User empowerment is at the heart of the Alemba vision. ASM is a tool designed to be used by everyday people, no coding required. While our Professional Services team is always there to back you up, we hope you won't need them. Our education and community engagement offerings ensure your resources are skilled up and ready to go.

RESPOND TO RAPID CHANGES – It's time to stop reacting and start responding. ASM offers a rich set of tools allowing you to adapt the tool to rapidly changing business needs, without the need for coding or specialized skills. Just jump in right away and build the workflows, interfaces, and logic that the business demands.

The WAgile methodology steps:

- Consulting
 - Strategy Workshops
 - Business Analysis
 - Solution Design
- Education
 - Online or face-to-face
 - User Community
- Implementation
 - Planning and Resource Management
 - Migration
 - Risk mitigation
 - Integrations
 - Customer Specific Package Maintenance
- Optimization
 - Product Roadmap
 - Enhancement request portal and voting
 - Health Checks
 - Upgrades
 - User Community

Alemba RapidStart Implementation

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Alemba's Professional Services Organization (PSO) is entirely centred on minimizing time-to-value. We are committed to reducing the path to success through agile implementation methods and enable you to rapidly realize the benefits of your investment in Alemba's software products.

Your Project Manager

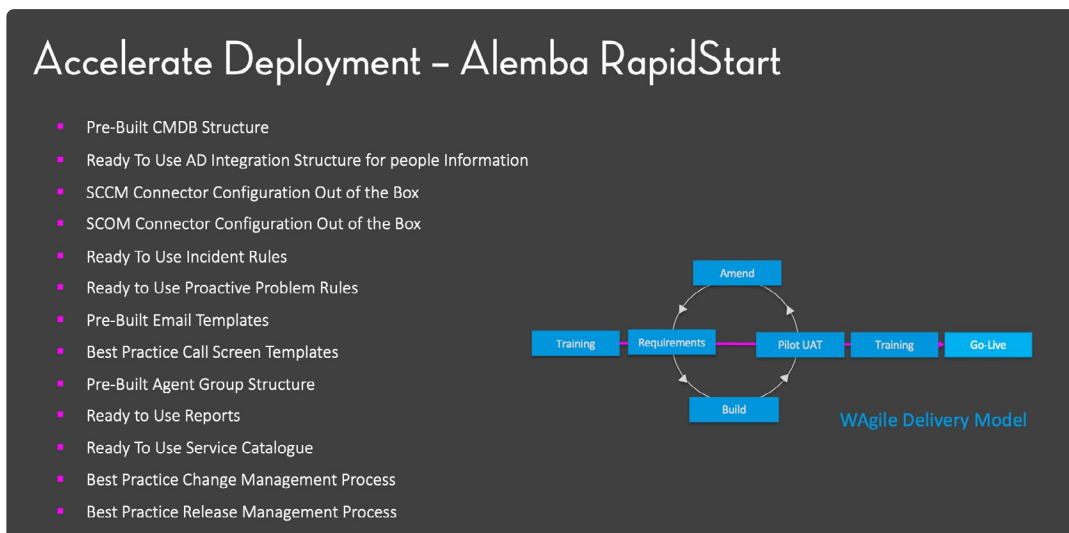
As part of the project implementation and governance, it is part of the Project Manager's role to own the phases of the implementation and the progression, own the delivery plan and ultimately provide overall responsibility for project budget and timescales including project planning, skills and resource management.

Your Product Consultant

As well as a Project Manager, you will be assigned an Alemba Product Consultant who will provide a focal point and constant for the project implementation. All Alemba Consultants are fully trained and governed by the PRINCE2 Project Management framework, thus delegation will be based upon active projects assigned.

RapidStart: You Get a Preconfigured Database that will get you up and running from Day 1

You will be able to leverage all the ITIL best practice IT Service Management functions that ASM provides with the Alemba RapidStart system. This provides a pre-configured system with a complete suite of processes and templates through Incident Management, Problem Management, Change Management, etc. At Alemba we understand that no two clients are the same and thus whilst many of the processes, templates and values created by default offer a solid foundation (including categorizations, pre-built service catalogue and a suite of SLA's) the rapid start system allows you to easily amend and configure these to their business requirements prior to Go-Live in collaboration with the Alemba nominated project team:



RapidStart is designed to get you started with the key processes that you need to move from Service Transition to Service Operation to ensure that you can realize time to value in the shortest, but most effective and efficient, timeframes - taking the emphasis and reliance from your resources by utilizing best practise tried and tested approaches to service management process deployment.

Alemba's extensive delivery experience, allied with our RapidStart database and delivery methodology, breaks the mold of the traditional 'requirements gathering' processes.

All too often requirements analysis cycles fail to achieve the desired outcomes due to misinterpretation or lack of knowledge, and these problems are exacerbated by a traditional "blank page" software implementation approach during which a vendor:

- Educates the customer using a standard set of materials
- Installs the base, blank software
- Asks: "What do you want?"

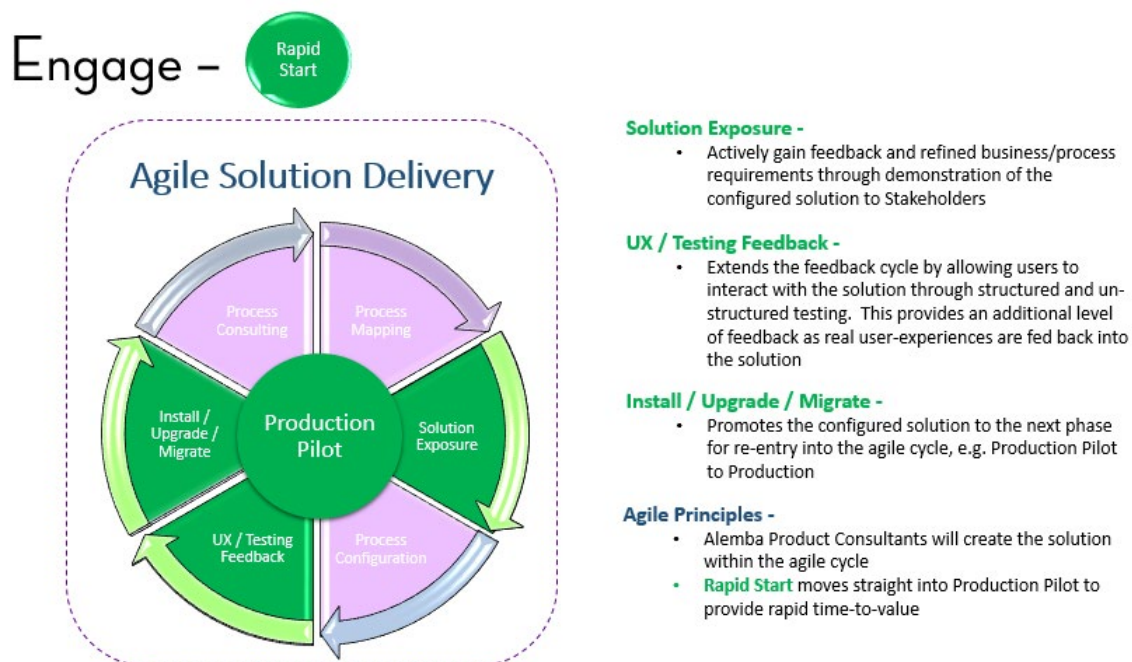
In these circumstances, people lean towards what they know (or are comfortable with) and despite the best efforts of all involved unwittingly end up re-creating the same old problems in a new system.

With Alemba, requirements gathering starts immediately at the point of solution exposure, by using pre-built data as a Production Pilot and asking, "What doesn't the system do in order for you to use it?". Workshops then enable you to learn by doing, and quickly take ownership of your software with confidence.

As a result, the customer's needs and expectations are repeatedly fed back into the solution cycle and the risk of failing to meet business requirements is mitigated. And the costs and resources consumed by traditional gathering, defining and designing can be reduced or re-purposed.

Using the RapidStart system, a comprehensive set of pre-built Service Management processes, and matched system settings, provide a 'ready-to-go' system that is fine-tuned to match the customer needs.

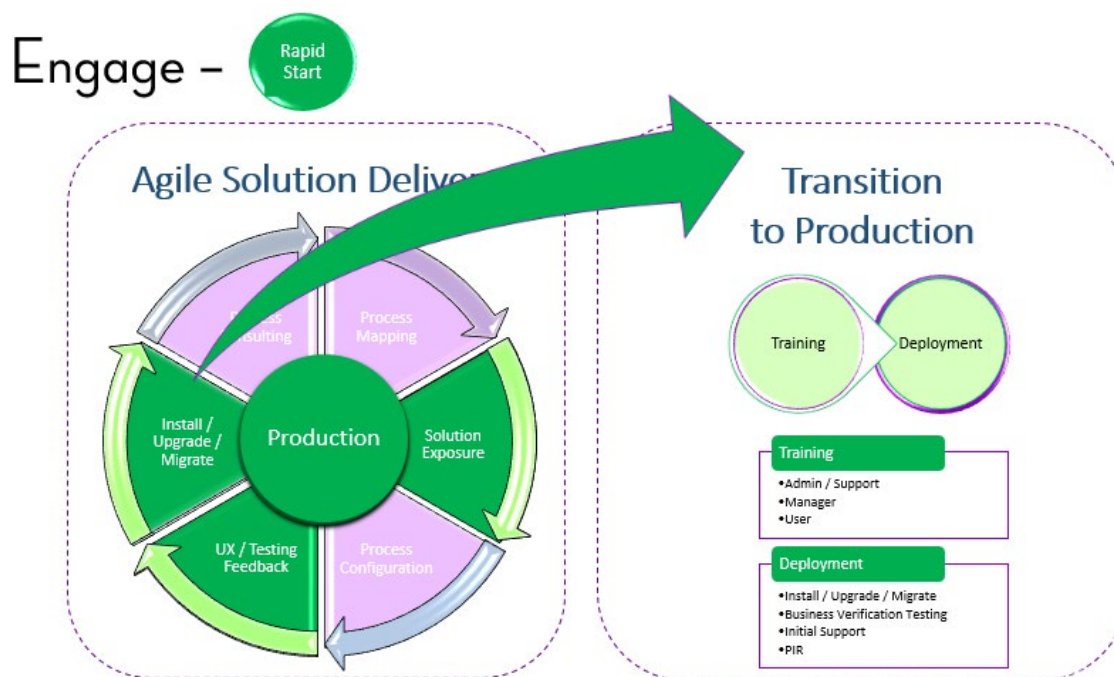
This approach eliminates the "blank page" issues traditionally witnessed with Service Management implementations, and reduces 'time-to-value', delivery risk and cost.



Because the software is delivered “ready for use”, the RapidStart model commences at the Production Pilot iteration – the number of iterations and the terminology and outcome of each iteration can be tailored by the customer’s release principles.

The *Solution Exposure* process includes the installation of the software as well as delivery of workshops for the customer’s Project Team. These workshops provide not only knowledge transfer, but also include solution demonstration and collaborative solution build, empowering the customer team with hands-on experience as early as possible.

Once the solution configuration moves out of the Agile Solution Delivery stage, the project moves into **Transition to Production**.



The *Deployment* step stipulates standard release management procedures, including production installation, upgrade and migration services, Business Verification Testing, initial go-live support and post implementation review services.

Finally, Alemba supports the transition into *Business as Usual* using a high-touch approach, providing additional support to users, managers and administrators of the system if needed. This approach acknowledges that no software or process implementation is seamless, and offers immediate support for training needs, process gaps and solution configuration adjustments to ensure the final solution is completely fit for purpose.

Additionally, through the support handover into account management you would be introduced to the VP of Customer Service to maintain on-going correspondence regards customer contact and reporting metrics for review, in conjunction with account management meetings managed by your Account Manager.

To ensure that each stage of the implementation process passes testing, Alemba implements ASM using an agile model that incorporates testing as part of the process configuration activity. In essence, we make small changes, test, and repeat until the implementation is complete.

You are Important for Project Success

A successful IT Service Management implementation team requires the identification of key project sponsors and team members in the customer organization.

The key team members required from the customer are:

- **Project Sponsor** – Overall signoff and control of solution direction and acceptance
- **Project Manager** – Manager of the customer's resources and key input to Implementation Project Plan
- **Service Desk Manager** – Business owner of the proposed service desk solution
- **IT Manager/Director** – Ensures technology fits within overall customer IT architecture
- **Infrastructure Administrators (DBA, Windows Servers, Networks)** – Various key administrators that can guide and assist with technology implementation in an on-premise deployment model (Not necessarily required in the Alemba Cloud but technical resource is often useful).



Training

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Alemba provides a training program for ASM System Administrators that is specifically aligned to the requirements of the customer and will be delivered by your project consultant to ensure consistency.

Illustrated below is a sample representation of the expected training structure.

Training Plan				
		Type of Training		
		Hands-On	Video	Video
		Hands on Workshop Training	Feature Video Library Training	Project Specific Training Video Creation
Practice	Audience	Administrators	Administrators	Process Analysts
2 Incident Management		Tool Configuration	Tool Configuration	Tool Operation
3 Service Level Management		Tool Configuration	Tool Configuration	Tool Operation
4 Knowledge Management		Tool Configuration	Tool Configuration	Tool Operation
5 Customer Portal		Tool Configuration	Tool Configuration	Tool Operation
6 Service Catalogue		Tool Configuration	Tool Configuration	Tool Operation
7 Request Management (Workflow Engine)		Tool Configuration	Tool Configuration	Tool Operation
8 Change Management (Workflow Engine)		Tool Configuration	Tool Configuration	Tool Operation
9 Configuration Management		Tool Configuration	Tool Configuration	Tool Operation
10 Problem Management		Tool Configuration	Tool Configuration	Tool Operation
11 Reports & Dashboards		Tool Configuration	Tool Configuration	Tool Operation
Training Effort Alemba Days (Included in Project Day: 0 (Pre-Existing Library))			3	2

Admin and Process Champion Training Course Catalog examples:

Course Title	Description
1 Service Desk Administration	Configuration of the ASM Administration Settings for the system and ESM modules. (Including the customer branding)
2 Workflow Administration	Configuration of the ASM workflow engine.
3 Workflow Template Builder	Designing and building workflows in the ASM engine.
4 Screen Designer	How to create user defined fields and screens throughout the ASM application.

Agent Training

Agents will require a two-hour training course that Alemba will tailor with the customer's process champions to ensure the Agent community understand the operation of both the ASM tool and the customer service delivery process.

Train-the-Trainer Course

Alemba typically provide a 'Train-the-Trainer' approach to our Agent training courses that will ensure a customer can continue to train new Agents without incurring the cost of further Alemba consultancy.

Course Title		Description
1	ASM Analyst Train-the-Trainer	Train-the-Trainer approach at the customer

Self-Paced Video Training

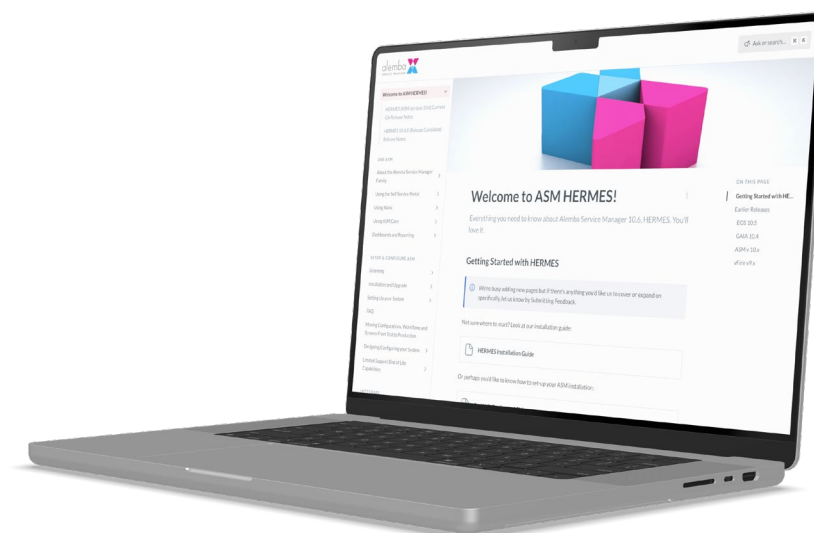
Alemba will provide video training material specifically tailored to the customer ASM system usage for knowledge material going forward.

Process champions will participate in the creation of the agent Train-the-Trainer course.

Administration Self-Paced Training

Full supporting documentation including System Management User Guides, General User Guides, Installation, Release documentation etc. are provided.

A system "Help Guide" is available within the system for quick reference and knowledge. The Help Guide offers context sensitive keyword searching as well as context sensitive hyperlinks embedded within help entries. Being an Alemba customer also offers access to our ASM online search that once more provides context sensitive searches and collateral to support the usage of the system. The Help site includes downloadable material and video tutorials.



Example – Alemba Help Home Page

Process Champion Seminars

The Alemba Accelerate webinar series covers various aspects of the effective use of the ASM toolset e.g., Problem Management, Change Management, Service Level Management etc.

Account Management

Your assigned Technical Account Manager (TAM) is your “Customer Advocate” within Alemba who will work with you to identify improvements, cost savings, and minimize project risks as appropriate.

Your TAM will:

- Ensure you are always receiving the expected service from Alemba.
- Support you in future project work coordinating consultancy and training requirements.
- Provide additional support for any queries relating to the product or service.
- Act as a point of contact for any escalations.



Alemba Cloud

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In the Alemba Cloud all systems are hosted in Tier 3 data centres or higher. Microsoft Azure, in which the Alemba cloud solution is deployed (the data sub-processor) has more global regions than any other cloud provider—offering the scale needed to bring applications closer to users around the world, preserving data residency, and offering comprehensive compliance and resiliency options. Some of the benefits of the Azure platform are:

- Azure adheres to security controls for ISO 27001, ISO 27018, SOC 1, SOC 2, SOC3, FedRAMP, HITRUST, MTCS, IRAP, and ENS.
- The Azure Availability Zone offers high availability to protect your Alemba Cloud instance from datacentre failures.

The Azure platform provides a robust, secure, hybrid cloud service. Each customer is allocated their own virtual datacentre that eliminates common issues in shared SaaS environments such as SQL injection, performance degradation, upgrade limitations, other client access, to achieve both the best 'long-term' value and strategic goals from the solution.

You always have access to your data, even if you leave. This also provides a defined exit strategy if required in the future. Should you ever leave Alemba, then as ASM is supplied in a hosted platform and not SaaS, Alemba would provide you with a read-only 5 licence version of the system under an NDA that can then be archived in an internal on premise physical or virtual environment for future referential purposes or to utilize data and import elsewhere. This provides our clients with all the data they require to then extract and re-use as opposed to a flat backup file that can't typically be re-purposed or referred to post exit.

Security and Performance

Alemba's cloud hosting partner Microsoft Azure, conducts data centre penetration tests on a regular basis and is ISO 27001 certified for security infrastructure to mitigate threats from external sources. Alemba also conduct its own penetration testing in the Alemba Cloud environment using BiP Solutions for security penetration testing on our cloud systems, an approved Crest vendor.

Penetration testing certification is carried out by both Alemba and Azure on an annual basis and aligns to legislative security testing procedures.

Microsoft uses well-established data centre providers to host their workloads. These providers have been examined and reviewed by an independent third-party auditor to meet the physical security requirements for ISO/IEC 27001 certification, SOC 1 Type 2/SSAE 16/ISAE 3402 and SOC 2 Type 2. Full AT101 reports outlining these specifications are available upon request.

Please see <https://docs.microsoft.com/en-us/compliance/regulatory/offering-home>.

Alemba Cloud's high-level availability, standby, and failover conformance includes:

- The infrastructure is never down for maintenance as it has built in resilience (guaranteed 99.999% availability for infrastructure).
- Platform Support - 24 by 7/365

- Application Availability - 99.95% (Azure replicates critical system components across multiple Availability Zones and authoritative backups are maintained and monitored to ensure success replication to failover server).
- Platform Response Time - 20 minutes
- Backup Period - 24 hours including backup rolling 7-day retention period.
- RTO – Maximum 4-Hours Standard (Zero is additional cost option)
- RPO – Zero minutes (continuous live backup).

You Own Your Data

All data is fully owned by you. In the Alemba Cloud, backups can be provided on demand. All data will always be available in the system unless specifically archived or purged upon request from the client for Alemba to perform in the Alemba Cloud. This ensures that data integrity is retained both with the data that has been entered in the ASM application and also from data that has been integrated through third party mechanisms itself.

The application is scalable and presented via application load balancers. Optionally a VPN to the customer site is provided for deep reaching integrations. Alemba provide a Production and a Test or Development system which are logically isolated and encapsulated in an isolated Azure subscription. The Azure subscription can reside in several geo-locations depending on the customers compliance and security requirements. You will also be provided with at least one DR site (more can be purchased).



<https://azure.microsoft.com/en-gb/global-infrastructure/locations/>

The Azure Cloud infrastructure is built around Regions and Availability Zones. A Region is a physical location in the world where Azure has multiple Availability Zones.

Availability Zones

Availability Zones consist of one or more discrete data centres, each with redundant power, networking and connectivity, housed in separate facilities. These Availability Zones offer the customer the ability to operate production applications and databases that are more highly available, fault tolerant and scalable than would be possible from a single data centre.

Infrastructure Availability and Alemba's SLA

The infrastructure is never down for maintenance as it has built in resilience (guaranteed 99.999% availability for infrastructure).

In the Alemba Cloud environment the availability of the ASM application is guaranteed via SLA in the provider contract (99.95%). Azure replicates critical system components across multiple Availability Zones and authoritative backups are maintained and monitored to ensure success replication to failover server.

The Alemba Cloud Platform Support operates 24 by 7/365

All ASM systems are managed and maintained by the Alemba Cloud Team, including:

- Operating and database system performance
- Maintenance
- Patching

Your System – Your Platform – Your Data

Once configured, your ASM hosted system is available to you on your unique AlembaCloud.com URL. Alemba's flexible ASM deployment model means that you will never be locked into a single platform. You can choose to move between the ASM platform, third party Cloud platforms and on-premise, while maintaining your data and system configurations.

You would be provided in essence with your own virtualized datacentre that is dedicated to you.

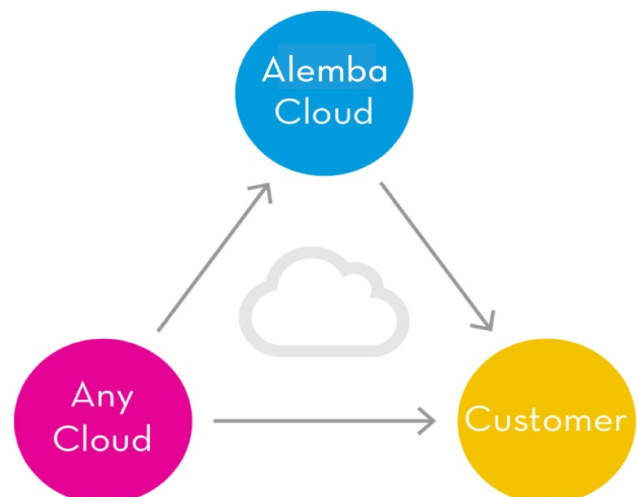
The ASM Cloud solution provides you with full control as to your current strategic goals and future goals as this foundation allows for the complete re-location as required e.g., If you require a move back into an on-premise environment, the system can easily be brought back in house with minimal effort. Similarly, should you choose a different cloud provider in the future then unlike other typical SaaS orientated vendors who may supply a backed up flat file the virtualized datacentre can simply be taken out of the ASM Cloud and re-provisioned as appropriate:

Example –Alemba makes it easy to enter and, just as importantly, exit the Cloud.

Your Virtual Environments

By default, ASM in the Alemba Cloud is deployed in 2 environments – Production and Test (or Development). Historically, having a number of customers on the Alemba Cloud platform we have found that this is an optimum set up providing a staging environment to our customers in order to test and develop as well as a productionized system in every day live use. Often adding further environments increase costs both for our customers and Alemba for minimum reward and value. Should further environments be required in the Alemba Cloud then these would incur additional charges.

Alemba Cloud – The Flexible Cloud



Upgrades

The Test system will always be upgraded prior to any work being performed on the production system to ensure that system functionality is as expected. Once the Test environment has passed UAT, the new version would then be applied to the production environment ensuring both are operating on the same ASM version.

The Alemba Cloud Architecture

As ASM will be provided in the Alemba Cloud, there will be no hardware or software requirements that the customer would need to supply to access the solution.

The solution is provided by 100% web-based HTML5 interfaces that have no reliance on client-side server technology or any reliance on third party plugins e.g., Java, Flash etc.

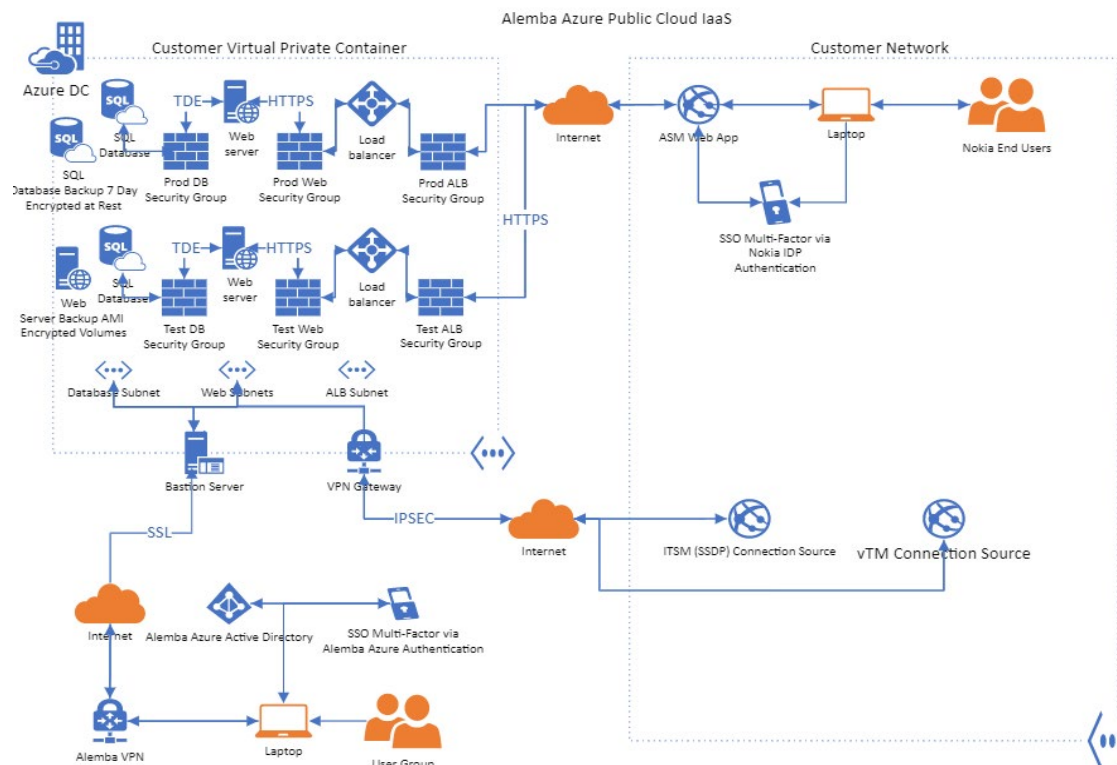
Supported Exchange server versions include – Exchange 2010/2013/2016/2019/365

Supported email protocols include – Incoming – EWS/POP3/IMAP/MAPI / Outgoing – EWS/SMTP/MAPI

The Alemba Cloud Service uses Azure VPN Appliance for optimum security and protection. Alemba are happy to accommodate your VPN security requirements and offer a range of connection methods and security options including but not limited to:

- HTTPS
- Site to Site IPSEC VPN with AES, AES-256 or 3DES encryption
- IP Based Restrictions.

Below is a graphical representation of how ASM and Azure operates architecturally:



Licensing

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ASM can be licensed on a 'named' or 'concurrent' licensing model:

Named license	A named license is a dedicated license assigned to a single person on a one-to-one (1:1) ratio.
Concurrent license	A concurrent license is a license that anyone with access to the ASM system can use (typically 3:1). Once the maximum number of licenses purchased has been reached, any user attempting to access the application will be unsuccessful.

An automated idle timeout can be set to release unused licenses or ASM administrators can manage users' sessions within the application to manually log off inactive users.

License-free Self-Service Portal (Site License)

The ASM Self-Service portal is completely license-free and is available to all personnel associated with your organization. There are no additional costs associated with the use of the Self-Service portal.

Purchasing Additional Licenses

Additional licenses can be requested from your Alemba Account Manager and applied to your system. Once requested, the license key of the system will be updated to accommodate the new user count.

Big is No Problem!

- The ASM system is used in many large organizations including Kroger, a large US supermarket company who has over 1,000 analysts, 15,000 portal users and log 90,000 incidents a month.
- Similarly, Translink NI supports 1,600 staff across 95 locations and are licensed for 100 concurrent licenses.
- The World Food Programme supports 11,500 employees and are licensed for 212 concurrent licenses / 20 named licenses (supporting over 180 service desk staff). They have had their contract with Alemba since 2012.
- Liverpool City Council is one of the largest councils in the UK with some 7000 employees across multiple sites. ASM replaced their existing Ivanti system and heavily utilized our powerful workflow engine to automate request processes tying this in with the Service Catalogue functionality available through our Self-Service Portal. **This involved the creation of some 150+ dedicated processes to cover all aspects of their Service catalogue!** They have 60 concurrent and 80 named licenses respectively.
- Lastly Dublin City Council supports 2,000 employees and are licensed for 45 concurrent licenses / 5 named licenses (over 150 service desk staff)

GDPR (EU Only)

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ASM is compliant with the EU General Data Protection Regulation 2016 (GDPR), Data Protection Act 1998 and Freedom of Information Act 2000. **Key points are:**

- All of Alemba's staff are familiar with GDPR and their personal responsibilities.
- All staff are trained on induction and every two years (or sooner if there is a major change in legislation).
- We have a right to erasure process.
- We have a privacy notice which informs people what we do with their personal data.
- No personal data is transferred outside of the EU.
- When processing data we undertake the following:
 - The processing is lawful, fair and transparent
 - Transparent about what the data is being used for
 - Data is collected for a specific purpose
 - The data is necessary for the purpose
 - The data must be accurate and kept up to date
 - Data is not kept for longer than necessary
 - The data is kept safe and secure
- We do not process sensitive information directly. We may process information on behalf of a client if they ask. This would be subject to strict privacy controls.
- All storage is secure, and our suppliers have GDPR procedures in place.
 - We have a notification process in place for any breach.
 - The ASM product complies with GDPR regulations providing a purge and anonymization process.

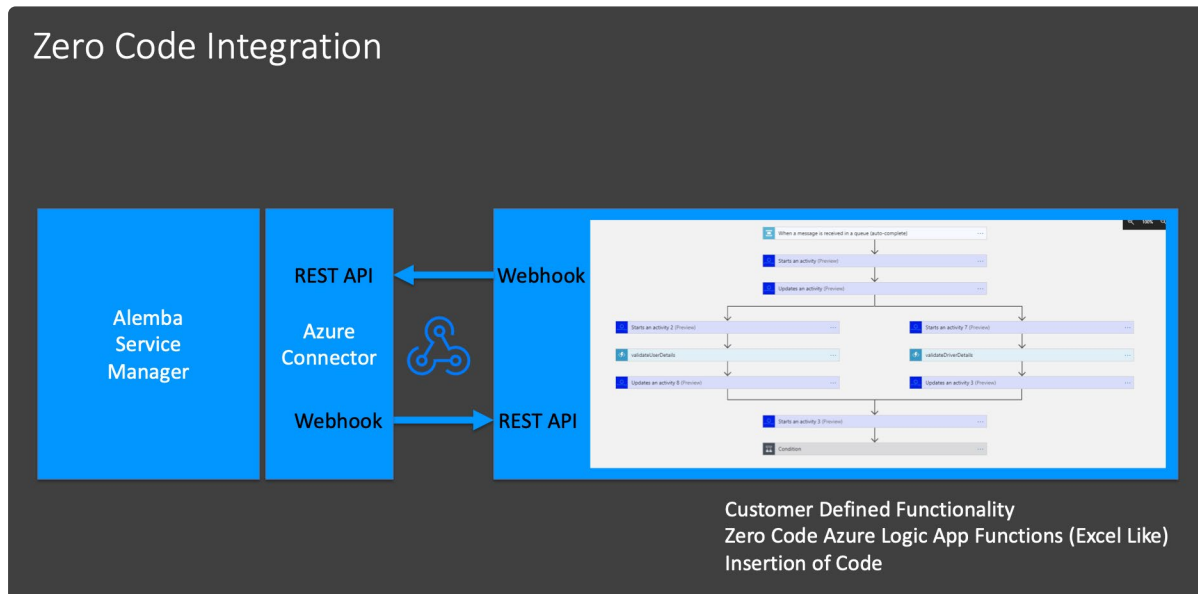
In the ASM product itself all data will always be available in the system unless specifically archived or purge from the system. This ensures that data integrity is retained both with the data that has been entered in the ASM application but also from data that has been integrated through third party mechanisms itself.

Furthermore, the SQL database provides a robust foundation of solid audit database tables if required. All changes to the administrative settings in ASM are recorded in the audit tables of the system. These tables are secured by encryption. The audit tables can be archived and purged if required, but as they are generally small in size the need for archiving and purging the data is minimal.

Integrations

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ASM is part of the Azure ecosystem with a fully published connector on the Azure Power App platform, allowing easy integration to the client systems within the front end GUI (<https://docs.microsoft.com/en-us/connectors/alembaitasm/>). This makes GUI-driven integrations simple and effective through zero code integration capabilities:



ASM supports customer functionality enhancements without degradation

With the ability to integrate ASM using the Microsoft Azure Platform. This ensures that if there are any integrations that are not OOTB, ASM can be extended easily using well known Microsoft Standards.

The incorporation of all user enhancements in Azure logic apps external to the main ASM business logic connected through a versioned API ensures automatic upgradability as a unique capability.

Integrations are always included with your ASM implementation at no additional charge¹

ASM incorporates multiple mechanisms of integration bi-directionally into the system from Webhooks and a powerful, self-documenting RESTful API, to simple one off or scheduled CSV imports through to SQL to SQL database packages. We also support a range of third-party external connectors for associated tool integration e.g., Active Directory (2008/2012), Microsoft SCCM, etc.

¹ For a full list of connectors and associated compatible versions, please see the [Connectors Matrix](#)

Powerful webhooks and RESTful API Integration



As outlined above, ASM fully supports the use of Web Services and webhooks to access the functions of the RESTful API, including the ability to create, update or assign incidents, tasks, and requests; create, update, and delete CIs or create a person record plus manage attachments. Integration can take place between a variety of systems including CRM, DMLs, Finance, HR, SharePoint, etc.

The ASM Integration platform is designed to enable easy integration with external systems, data sources and products. The platform provides a powerful user interface granting administrators maximum configurability of all their integrations from a single, unified administration area accessible from via the front-end interface. This ensures that post go-live into business as usual our customers are easily able to manage existing integrations as well as create new ones.

The platform defines a variety of connector interfaces that provide the basic services that are required by each integration, which makes developing plug-in connectors much quicker.

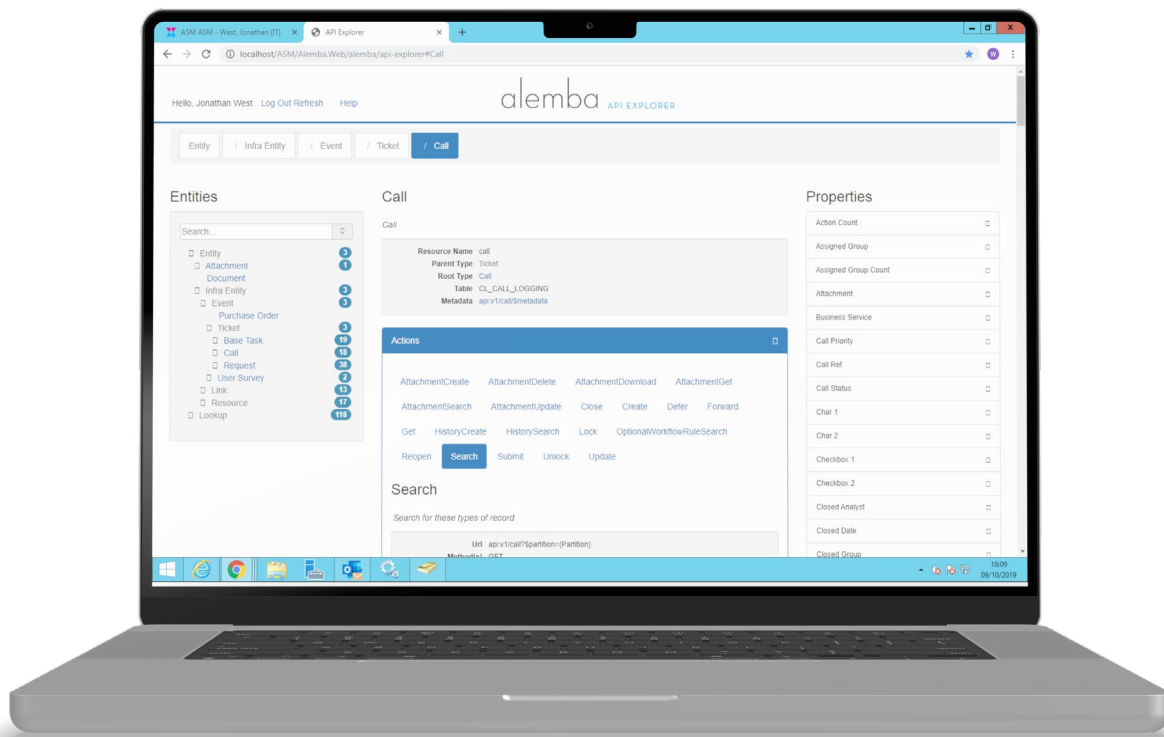
The Integration platform supports several integration scenarios including:

- The **FCMDB**, allows you to communicate with external applications (network discovery tools or LDAP-compliant directory servers) to discover resources.
- **Event Management**, enabling ASM to handle incoming alerts received from network monitoring tools and track the progress of these alerts through incidents or requests.
- **Webhooks**, with payload calls configuration so that event triggers can be tracked both in external systems to update records in ASM and vice versa.

In addition, an API Explorer is provided in the front-end GUI for any agents or administrators to query the database to understand the table and view structure for any integrations required.

The Alemba API Explorer screen has three panes:

- **Entities.** All the available entities appear in a tree in the Entities pane on the left. The selected entity appears in blue, parent physical entities in white and logical ones (which you cannot select) in grey.
- The **Entity details** are displayed in the centre pane. You can scroll down to see more information.
- The **Properties** pane contains expandable categories of properties relating to the selected item.



The version controlled RESTful API permits many different data formats to be used for integration, ensuring integration is simple and cost effective with the widest range of external systems. The RESTful API provides superior support for browser clients due to its support for JSON than older SOAP methods. The Alemba RESTful API provides high performance and scalability as RESTful data reads can be cached.

Value Added Services

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Alemba's mission statement is to provide the next generation of ESM software to our customers, centrally focusing on the user experience, technical innovation, and business process automation. Our strategic roadmap not only focuses on short term goals for user experience but is constantly evolving with long term goals in producing functionally rich Service Management software. We do this whilst maintaining the software's simple and intuitive user experience. Thus, we constantly strive to deliver innovative and easy to use features within our interfaces leveraging consumerization techniques that will look and feel similar to your experience with other software, social media, etc.

Alemba is currently deepening functionality over the course of the next two years for:

1. Project Management V2
2. Alexa Integration
3. Reducing cost of integration by supplying an ever-improving integration framework, reducing the cost of any individual integration.
4. General customer enhancement requests for all ITIL processes.
5. Offline working when connectivity is not available (Incident Management)
6. AI to automated service delivery. (Incident Management)
7. Deeper AI Automation, Social Media Collaboration, and much more.

Alemba firmly believe that ASM will allow the customer to achieve the initial core deliverables but will also provide a strategic platform for future goals within the ITSM/ESM remit and beyond through the advanced ASM Service Management solution:



Innovation/Service Improvement

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Alemba has found that the consumer-centric interface of ASM removes one of the greatest risks in new service management projects failing to meet their expected goals. We minimize organizational resistance to new technology and process by providing a tool that people want to use and even enjoy using.

The average agent experience offers a greatly reduced learning curve often only requiring a single hour of training to be proficient in the system.

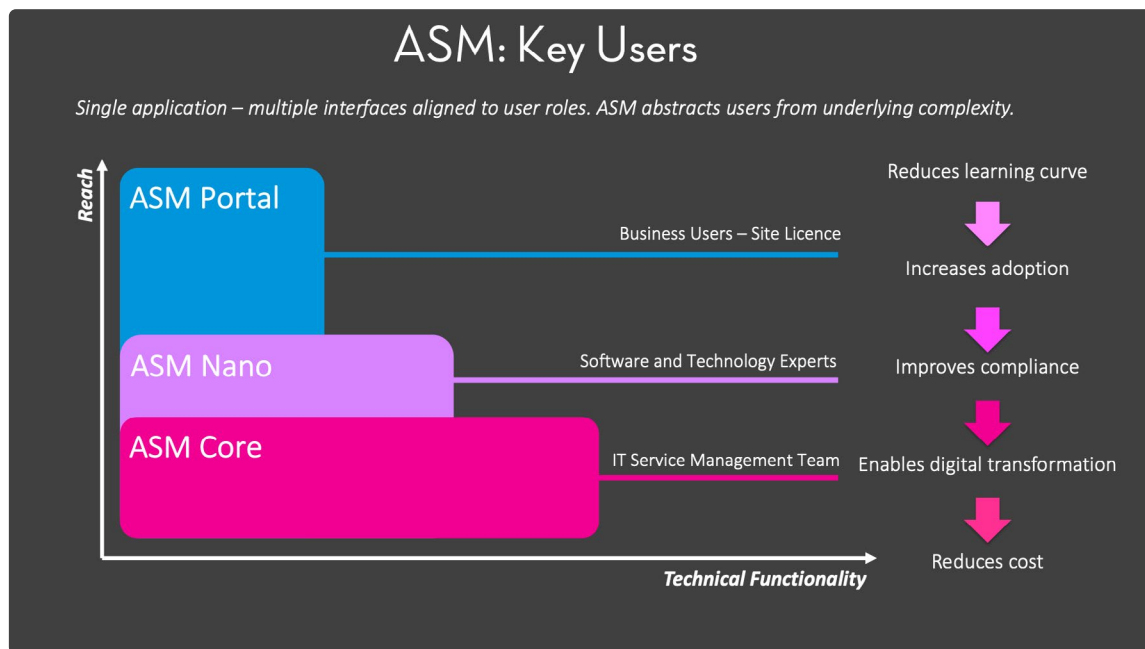
This ease of use promotes the adoption of the tool ensuring that organizational process and procedures are adopted early and followed.

Alemba's year-on-year business model for the development of Alemba Service Manager and keeping it "fit for purpose" and a leading tool in the market that not only meets but exceeds customer's expectations is constructed with core innovations including:

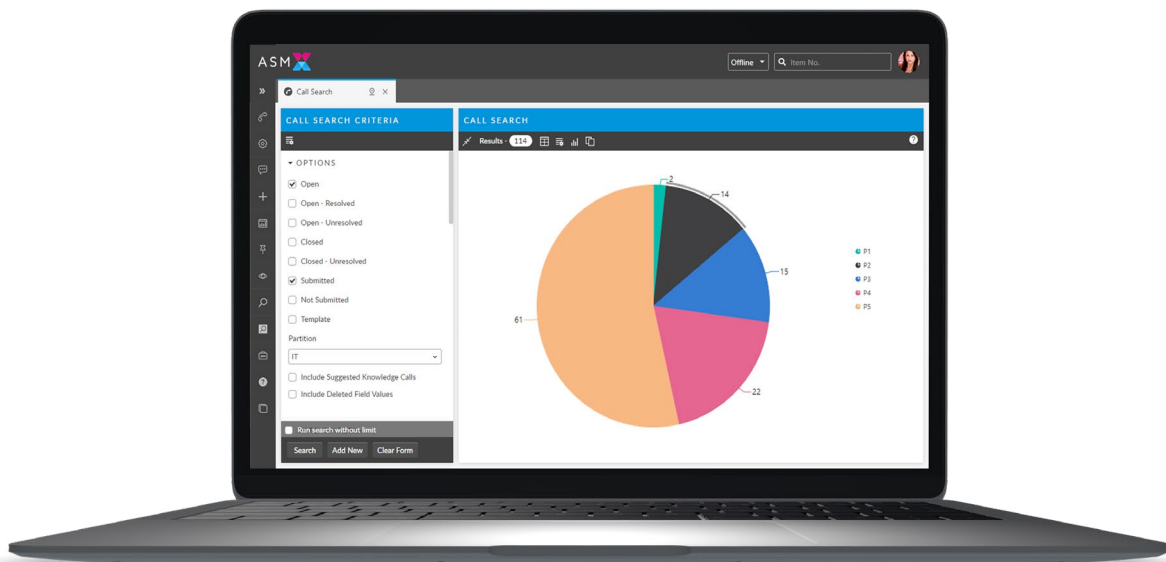
1. Our ITIL aligned "Alemba RapidStart" system enables customers to realize time to value in the shortest possible timeframe to align to your service management strategic vision.
2. Alemba invests 30% of total group revenue in the product development department, which is one of the largest in the industry.
3. Alemba has opened a dedicated innovation center to focus on research and development of new technologies and concepts.
4. Alemba operates a customer suggestion portal where the most requested features are added to the product release by release.
5. Alemba operates an extensive beta program with customers to cure each release before it is certified for General Availability.
6. Alemba operates user input forums to co-develop new features and modules in partnership with interested customers.
7. Alemba exposes the product to independent consultancy companies such as Pink Elephant, Forrester, Gartner and the ITSM Review to gain feedback and market standard comparison.
8. Alemba has delivered many industry firsts including:
 - 1st product to have a fully GUI driven workflow engine rather than use code.
 - 1st Product to be 100% web delivered.
 - 1st Product to offer an easy-to-use light interface to reduce user learning curve.
 - 1st Product to integrate out of the box with virtual infrastructure to automate the end-to-end management and delivery of virtual desktops and servers.
9. True Enterprise Service Management capabilities to extend the software far beyond IT using ASM's inherent partitioning feature.
10. Alemba has deep experience in delivering ITIL-based projects, which will add considerable value to your system.
11. Low Total Cost of Ownership

At Alemba we are always looking to improve our software and strive to deliver innovative ways to collaborate with the ASM system. One of Alemba's primary focuses is on user experience where we believe in having the right interface for the right person: Alemba's primary technology innovation is the agent's core interface, the agent's lite interface NANO, and customer portal interfaces.

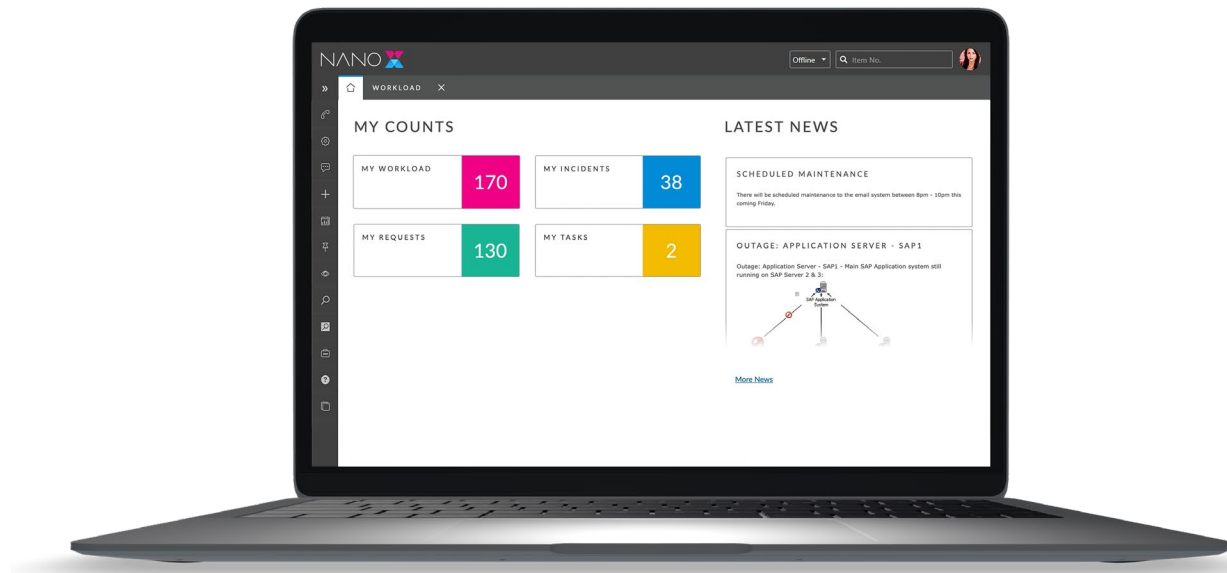
For example, we are always striving to make creative, innovative enhancements such as the removal of all menus and their replacement by simple drag, drop, and pin functionality.



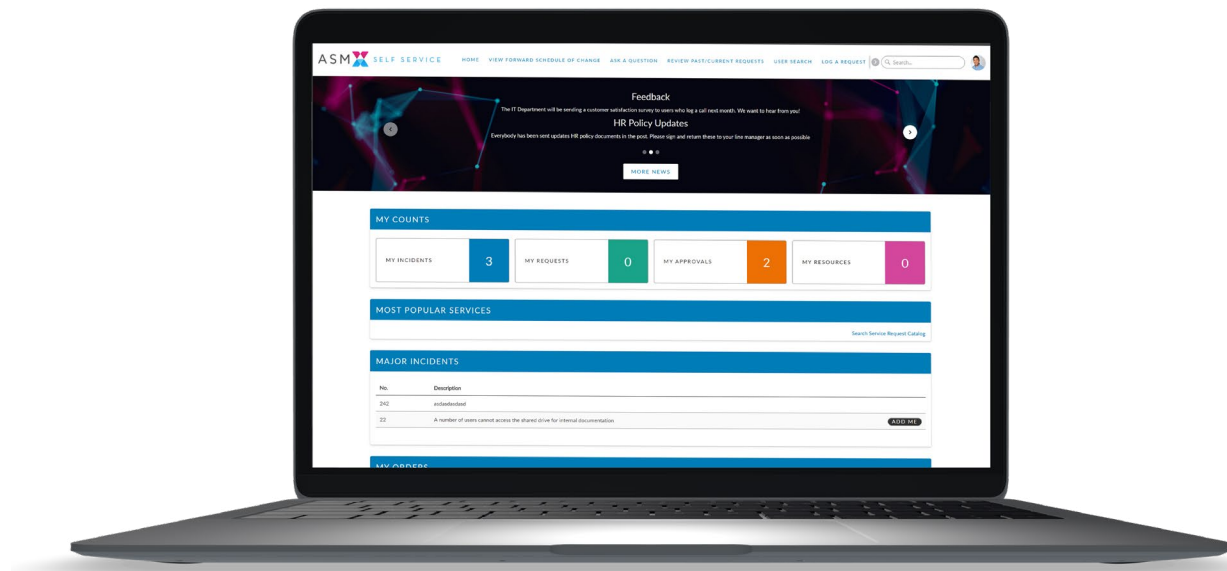
ASM Core – Admin & 1st Line Agent Interface providing an intuitive interface with codeless configuration to manage all aspects of Service Management and beyond. Standout features include Screen Designer, Workflow Engine, Proactive Problem Analytics, and a very easy to use integration platform that comes with numerous connectors already installed and ready to use.



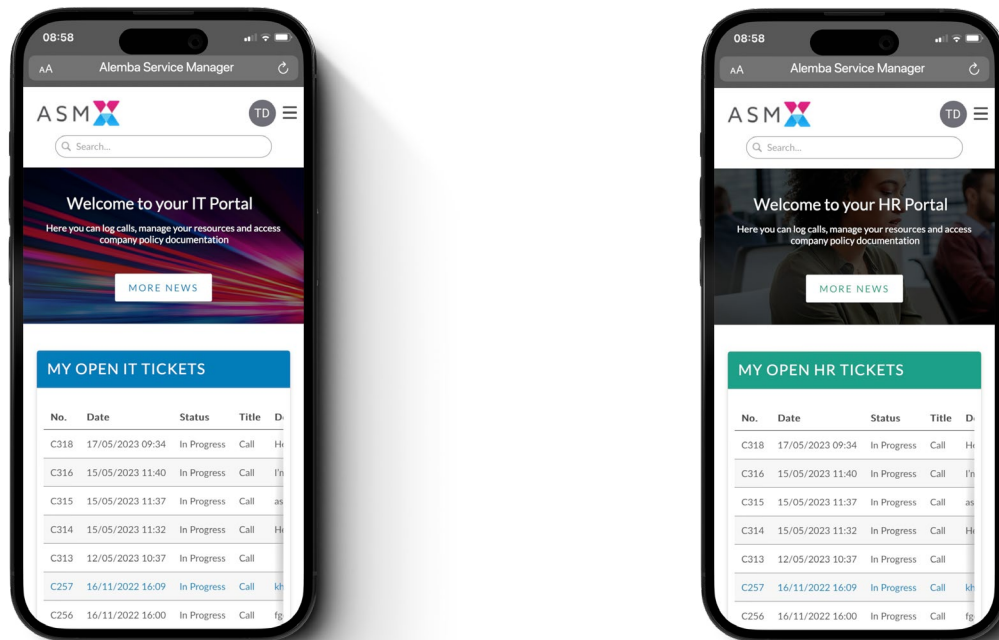
ASM Nano – A lighter agent interface designed for innovative call logging, actions, approvals, dashboard viewing etc.



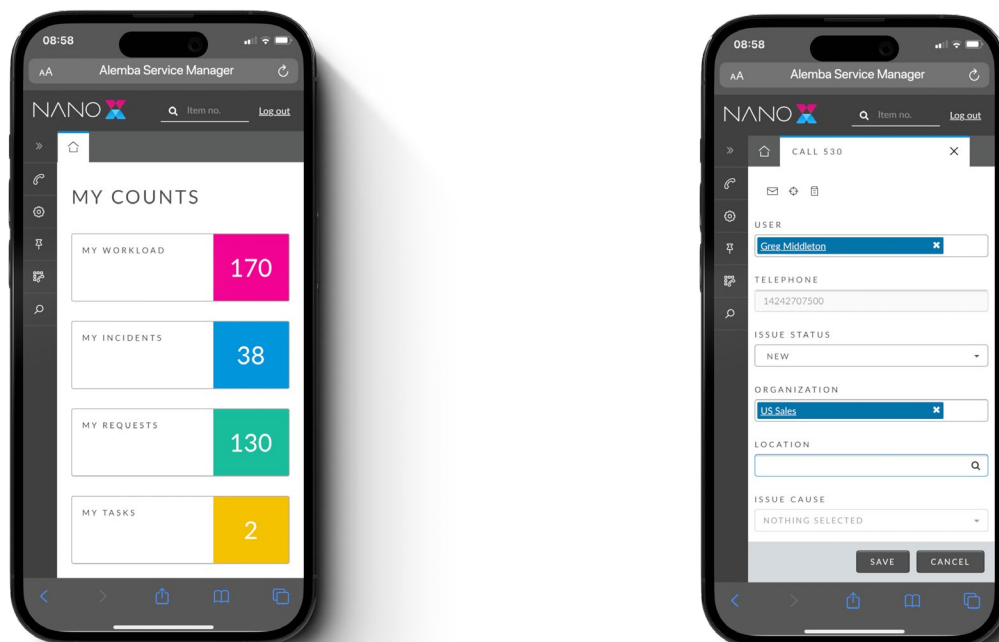
ASM Self Service – Self Service experience offering customers the ability to log incidents, view bulletins and Major Incident widgets, requests, view the service request catalog, access knowledge articles and FAQs, virtual agent, chat and much more completely license free:



ASM Responsive Design – ASM interfaces are responsive by design and thus users have the same experience whether on a desktop, laptop, or any mobile device:



Example – ASM End User Mobile Experience



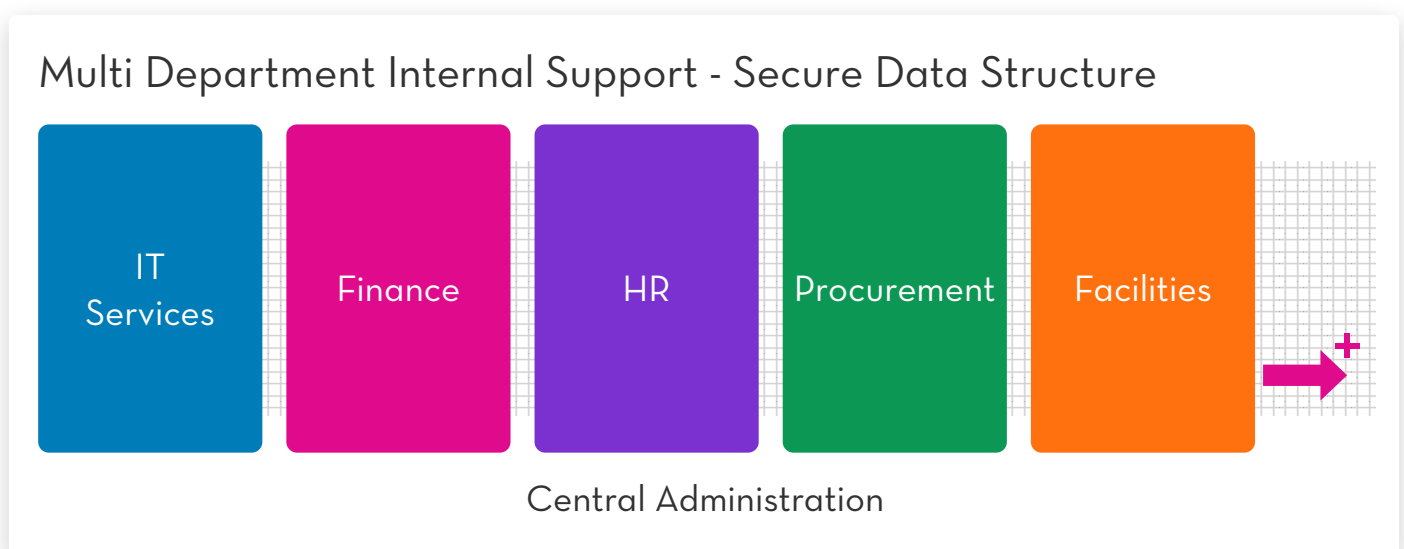
Example - ASM Agent Mobile Experience

Multi-Tenancy

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ASM supports partitioning which allows confidential tickets to be placed in a secure partition of which only members of the secure partition can view and update the tickets. This allows all of our customers to scale and evolve as their business grows. Customers can incorporate different business functions with varying service catalogues into the system to have separate data and configurations in a tenanted style single application. This ensures that you can evolve into true ESM. This makes ASM the ideal product to be expanded into areas such as CRM, Facilities and HR Support and ensure seamless integration between other business departments across your business or maintain separate Service Desks across the shared service, offering significant value utilising one standard system - See [Cardiff University success story on the Alemba website](#).

The use of the application to support these and other areas of the business will deliver significant additional value for you now and also as you mature with the product:



Example - the powerful partitioned database makes ASM the ideal multi-tenanted system to support your needs requiring different workflows and data security but still allowing collaboration between departments when needed.

Accreditations

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Below is an overview of Alemba and ASM industry credentials and awards:



Microsoft Partner
Silver Application Development
Silver Cloud Platform



HM Government
G-Cloud
Approved Supplier



ASM has been configured around the ITIL best practice framework & was certified by PinkVERIFY for 18 ITIL4 practices with the expectation to add to these throughout the course of 2024.



ASM has been configured around the ITIL best practice framework & was certified by PINKVerify for 13 of the 16 ITIL v3 processes.



Best in Class – Proactive Problem Management by the ITSM Review

Alemba was awarded the “Best in Class” award for Proactive Problem Management by the independent ITSM Review panel – up against several competitors.



Top 25 Workflow Solution Providers – CIO Magazine



Real IT Awards 2019 – Continual Service Improvement – Hiscox Insurance – Runners Up



Finalist: DevOps Industry Awards 2018



Move your Maturity 3 Steps ahead



In conjunction with Alemba RapidStart preconfigured database, Alemba and ASM provides the processes you require to reach PinkSCAN level 3 maturity OOTB, adding considerable value upon deployment and meeting all the required disciplines and beyond:



Customer Case Studies

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We believe in collaboration with our customers. We want to help you become an award-winning operation by giving you great software and transferring the skills to make it work effortlessly for you. With your high-calibre team, we know this would be a great implementation providing value for your business and ensuring the project is a real success in meeting your current strategic deliverables and your future goals.

Alemba does well with “big”. Northrop Grumman have 2,500 designed screens. Kroger have 300+ workflows and tens of thousands of requests logged each year. Our software easily supports multiple hundreds of concurrent support analysts. Therefore, the customer can be safe in the knowledge that the system can expand as they grow further. There’s a reason that CIO Applications magazine has just awarded ASM a place in the “Top 25 Workflow Tools”.

Alemba works best where the customer needs a whole lot more than just an IT tool. Alemba provides a package of market-leading tools, a high touch personal service, attentive support, and continuous service improvement through our on-tap Alemba Service Credits

This is not only seen from our customers themselves through feedback Alemba receives but also on industry best practice channels such as Gartner and KupperingCole. This ensures that our customers know that they are receiving an outstanding solution to deliver against their requirements:

Gartner®

Honorable mention in the Gartner Magic Quadrant for ITSM

There are over 400 vendors in the market for ITSM tools. While this research identifies 11 vendors that have met our inclusion criteria, the exclusion of a vendor does not mean that the vendor and its product lack viability. Gartner regularly advises clients to also consider ITSM vendors not found in this Magic Quadrant. Below are several noteworthy vendors that did not meet the inclusion criteria but could be appropriate for clients, contingent on requirements. All vendors below were of interest to Gartner clients, as evidenced by the number of times shortlisted in Gartner client inquiry discussions in 2019:

- Alemba - Alemba is exclusively focused on its ITSM tool, Alemba Service Manager (formerly vFire). It aims to simplify the request fulfilment process and offer ITSM capabilities at a low TCO. Its customers are primarily located in the U.K., U.S., and Australia. Alemba lacks the ITSM tool revenue required to satisfy Gartner’s inclusion criteria for this Magic Quadrant.

CAPITA

Capita NI have 144 concurrent licenses & 422 Named licenses.

Capita Managed IT Solutions have over 350 analysts using 3 separate instances of ASM as an outsourced support site across a number of different disciplines in Northern Ireland.

Capita support over 2000 customers across the UK, over 2,500 schools, academies, and colleges and 400,000 end-users.

They manage and support:

- 115,000 desktops and laptops
- Their monitoring platforms support 8,700 + servers throughout the UK
- 50,000 printers
- Their break-fix desk logs 80,000 calls per year

They respond to:

- 400,000 service desk calls and emails annually

They process:

- In excess of £55m of ICT procurement annually

Capita NI support both internal systems and external customers, similar like the customer.

The ASM solution presented an excellent opportunity to create a brand-new system, to provide a system that had a joined-up approach in implementing the vast majority of the ITIL disciplines in adopting a centralized IT service management system.

Capita also leverage the system's inbuilt partitioning features to present different portals for their customers to segregate information from other customers via secure mechanisms.

NORTHERN Regional College

NRC provide IT support to approx. 900 teaching staff and 12,500 students across 6 campus locations in Northern Ireland.

The Rapid Start configuration was adapted to NRC's requirements using Alemba's best practise experience and knowledge. Phase 1 included Service Level Management, Incident management, Request Fulfilment Workflows, CMDB and Self-Service Portal.

Phase 2 included Service Catalogue, Knowledge, Change and Problem Management. During phase 1 ASM was showcased to several other departments that were not in scope for Phase 1 (Including several non-IT departments). It's been confirmed that at least 1 of those departments will be coming onboard to use ASM in the future.

NRC had very little service management and best practise experience in place, with their existing solution limiting their ability to make improvements. the key objective in their acquisition of a new tool was to become more mature in alignment with the ITIL best practise framework and thus the project was to deliver an ITSM solution with select key ITIL functionality, allowing them to grow with the tool as the colleges grew. The goals for the project included:

- Align to ITIL best practise framework.
- Free up time for the IT department by introducing efficiencies and better organization.
- Improved consistency and performance.
- Clearer expectations set to the business.

In 2018, Worcestershire County Council (WCC) based out of the UK embarked on an IT Service Desk Solution procurement procedure to replace their current outsourced cloud-based service desk solution. WCC support approximately 5,000 customers with approximately 100 analysts providing support. WCC expected benefits for the new solution included:

- A solution that is fit-for-purpose, future proofed, and flexible for the changing needs of a modern IT Service Desk solution, in order to provide an enhanced set of IT management services both for all end-users and for the IT Support and IT Management staff, wherever they are based
- Lower overall contract costs
- Lower support costs (both financial and in terms of human resources)
- Improved user experience

ASM was selected as the successful provider in the ASM Cloud hosted offering following evaluation of the procurement process, with a 5-year contract with Alemba providing services to the customer until 19th July 2023 with the option of a further two years. Following finalization of contract and Statement of work, Alemba and WCC worked together in embarking on workshops in order to begin to implement and deliver the ASM solution aligned to the requirements of WCC. As a result of this WCC went live during the month of September in 2018 with the following ITIL processes implemented successfully at the end of Phase 1:

- Incident Management
- Major Incident Management
- Problem Management
- Service Level Management
- Knowledge Management
- Change & Release Management
- Request Fulfilment
- Configuration Management
- Customer Self-Service Portal

In addition, Alemba also provided analyst training for approx. 80 users onsite during go-live week.

As part of any project the vast majority of Alemba customer require integrations to common external third-party systems such as Identity Management, Asset Discovery, Network Monitoring etc. WCC were no different and during the course of the phase one implementation the following key sources of integration were put in place:

- Active Directory – People Data
- CSV Connector – Organization, Locations, CI Data
- SCCM – CI Data
- SSO Connector – ADFS and token key for remote access

The project team at WCC required the project to be fast paced, with two of Alemba's consultants travelling on-site to Worcestershire every week from June 28th through to Go Live.

The project ran extremely smoothly with the expectations set from the sales procurement cycle, PSO engagement through handover into support. Both WCC resources and Alemba resources met defined schedules within the WCC implementation

plan to meet target go-live dates and successful project deployment. Emphasis was placed on the Alemba delivery consultants to meet the aggressive go-live time frames to both deliver the system to the requirements and deliver the training programme to the WCC staff.

Alemba committed to the dates and delivered training at the very last minute which was only added within weeks of go-live resulting in WCC being extremely pleased with the deployment of the system and looking forward to future phases of delivery with the ASM system as seen in our go-live pictures below:





Hiscox is headquartered in Bermuda and is an international specialist insurer, underwriting a diverse range of personal and commercial insurance risks. Hiscox UK has over 100 years' experience in insurance, protecting businesses of all sizes. So, they've had time to fine tune their claims and customer services, plus create policies which are in-line with the risks their clients face. Today, Hiscox provides commercial covers such as public liability insurance and professional indemnity insurance for over 300,000 SMEs, professionals and consultants in the United Kingdom. Hiscox IT Services support between 3000 and 4000 users globally with support desks in London, Colchester, York in the UK as well as Atlanta in the USA.

Hiscox Insurance went live with ASM 9.10.2 in the Alemba Cloud as part of their ITSM project to improve overall IT Service Management tools and processes. ASM will form a key part of a new 'ITSM Ecosystem' within Hiscox and users will be encouraged to use ASM Self-Service as their first point of contact. Internally, Hiscox have marketed the usage of ASM aggressively to their user base that is indicative of the commitment and visibility the tool has been given within the business as they promote the change of service.

In an ambitious phase one rollout, functions currently in use include:

- Incident and Major Incident Management
- Event Management
- Problem Management
- Service Level Management
- Knowledge Management
- Change and Release Management
- Request Fulfilment and Service Catalogue
- Advanced Configuration Management
- Self-Service Portal

Hiscox have also connected their Tableau Reporting tool to extract data and information from ASM. In addition, the Alemba team deliver integrations to the following toolset both for singular and bi-directional integration mechanisms:

- Jira Connector
- SolarWinds
- HP OneView
- Infoblox
- vRO
- Azure
- Email Event Connector

Through the implementation of ASM, Hiscox now has a "single pane of glass" view over their IT estate leading to improved event management, problem management and change management.



Move your customers from “I want”
to “I have” at lightning speed

Find out how Alemba Service Manager can streamline
your business processes.

alemba.com/asm/demo

