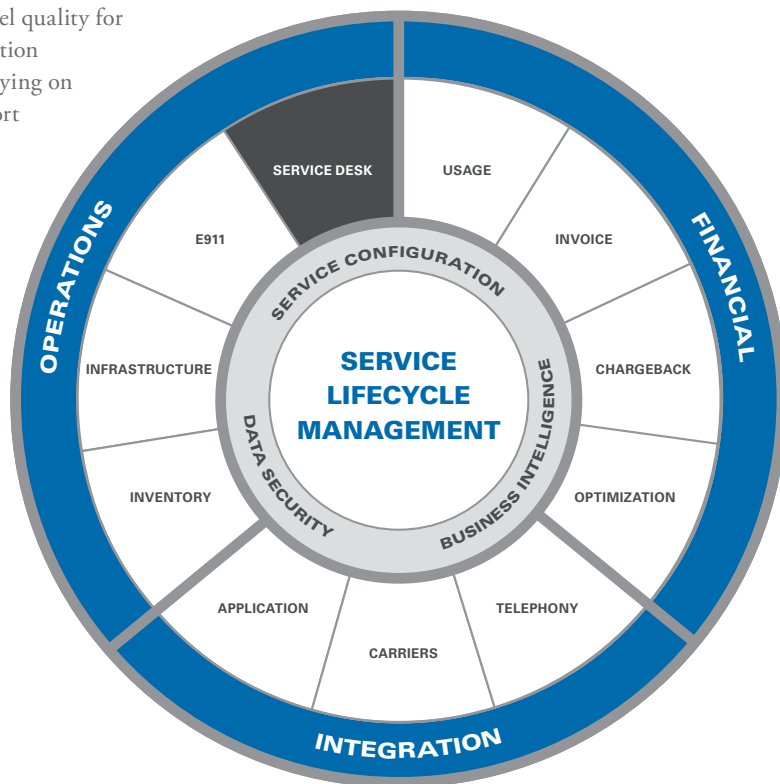


PINNACLE Service Desk Management

Business Challenge

Organizations continually face the challenge of reducing operational costs and improving service level quality for an increasing spectrum of new communication technologies. Conventional methods of relying on an array of customized and disparate support systems creates dependencies on expensive IT support personnel to maintain the integrity of data and produce critical reports. Service Delivery teams require comprehensive, integrated business solutions to make the transition from a reactive mode to a proactive, service-oriented organization that:

- Provides a single point of control that supports electronic fulfillment and immediate insight throughout the lifecycle of all transactions.
- Helps support personnel quickly identify the business impact of service requests and to prioritize resolutions and schedule service delivery resources accordingly.
- Avoids disconnecting or modifying services with critical inter-dependencies.
- Eliminates redundant incidents.
- Reduces resolution times and service outages.
- Enables real-time and comprehensive insight to insure compliance with service level agreements (SLAs).



Solution

Service Desk Manager is an integrated component of the PINNACLE Communication Management Suite. Service Desk Manager leverages the capabilities of the entire PINNACLE application suite including Service Management, Financial Management, Integration Management and Operations Management. PINNACLE's Service Desk Manager provides an integrated solution that alleviates the manual intervention and reduces the costs and time required to process service orders and resolve incidents by:

- Enforcing efficient standardization, quick categorization and quality assurance for processing all issues.
- Automating workflow and routing of tasks through transaction completion.
- Providing an array of self-service options and customer insight into the lifecycle of service order and incident processing.
- Providing comprehensive insight to organizational performance, financial status and the configuration of service and related infrastructure.

Efficient Standardization

Standardization is governed by PINNACLE's comprehensive, centralized change management database (CMDB). PINNACLE provides a flexible suite of business rule options to eliminate inconsistencies and enable more timely and economical resolutions. Business rules are configured directly through the user-interface to:

- Organize forms and enforce data entry requirements by service type.
- Automate the population of data by service transaction.
- Categorize and prioritize incidents by business impact.

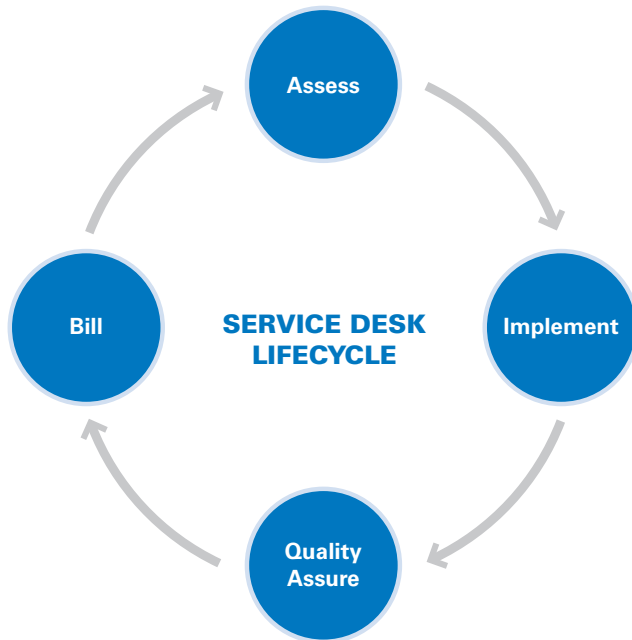
- Automate cost tracking and allocation activities for all support operations (e.g. labor, inventory, programmed features and related vendor activities).
- Establish quality assurance checkpoints that provide an automated audit trail for tracking ownership and guaranteeing proper completion of all activities.

The PINNACLE Service Desk Manager provides the ability to manage all aspects of provisioning, modifying and disconnecting of services and incident resolution. Flexibility allows your organization to incorporate and label fields to match your specific terminologies. PINNACLE also provides a means to integrate your own training video tutorials and documents directly into the application to help new employees get up-to-speed quicker.

Automated Workflow

PINNACLE's Service Desk Manager includes powerful workflow capabilities that enable the construction of business processes that govern the communication of completed support activities across support teams. The versatility of PINNACLE's Service Desk Manager enables organizations to:

- Create task sequencing and task dependency enforcement, ensuring that all related tasks are completed in the right order.
- Schedule tasks across support teams.
- Define approval procedures by organization and service type.
- Eliminate "swivel chair management" by integrating all business processes within a single integrated system.



- Automatically generate notifications upon task completion.
- Improve organizational performance by eliminating the time spent monitoring queues and performing triage assignment.

Requests are automatically routed to an approving authority before being assigned to support operations. A complete audit trail timestamps every touch point of the service request process, facilitating more comprehensive analysis of service delivery operations.

Self Service

Service Desk Manager improves customer satisfaction by providing 24x7x365 access to information about the status of their request without having to directly interact with a representative over the phone, wait for an email response or call back. Service Desk Manager combines the power of an extendable Service Catalog and flexible configuration rules that allow customers to:

- Electronically submit qualified service orders.
- Select menu options by service type that automatically incorporate workflow tasks, approval requirements, required inventory, configuration items and related charges.
- Alleviate manual data entry requirements by automatically populating key information into the transaction.
- Consolidate multi-faceted service orders into a single submission.
- Follow structured withdrawal procedures if a customer decides to cancel a request.

According to research conducted by Forrester, the cost of the average Web self-service session is \$1, compared to \$10 for an email response and \$33 for a telephone call. PINNACLE's self-service capabilities lower operational costs and result in more timely responses when compared to conventional methods.

Comprehensive Insight

Service Desk Manager improves business insight by integrating all business processes within a single system. Service Desk analytics extend beyond traditional Mean Time To Repair (MTTR) and Mean Time to Activate (MTA) analysis by providing comprehensive lifecycle insight. PINNACLE's Business Intelligence capabilities include an array of reports and dashboards to help organizations:

- Conduct efficient root cause analysis and eliminate recurring incidents through enforced categorization of issues and standardized data entry requirements.
- Measure service level performance and distinguish priority situations via detailed start-to-finish audit trail of all workflow activities.
- Monitor the operational and financial status for all service orders and incidents, including those associated with large, complex projects.
- Effectively manage service order dependencies, due dates, support time and status updates.
- Scorecard performance against service level agreements to ensure that commitments are met.

PINNACLE dashboards and reports provide multiple perspectives of support activities relative to quantity, frequency, service type, location, organization, support, group and vendor. Information is available in various timeframes (e.g. MTD, YTD, etc). The business intelligence gained by using Service Desk Manager results in proactive service level management by helping organizations continually review and align support operations with business requirements. Service Desk Manager gives your organization the knowledge necessary to meet and exceed SLAs, by identifying problems before they create service issues or financial penalties.



PAETEC's success depends upon exceeding customer expectations every day. We are intensely focused on customers and continuously improve the effectiveness of our quality management system. PAETEC has maintained ISO 9000 certification since 2000.

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Ask Your PAETEC Solutions Consultant to demonstrate how PINNACLE customers are leveraging Service Desk Manager to:

- Enable self-service order fulfillment.
- Leverage quality assurance to enforce the integrity of all service orders and incidents.
- Maintain a complete historical audit trail of all service order and incident transactions.
- Alleviate data entry by automatically populating service orders and incidents with essential data.