

CUSTOMER SUCCESS STORY:
illycaffè S.p.A.

illycaffè grows their business without growing their IT budget — and keeps the coffee flowing to over 130 countries.



Customer Profile

Industry: Manufacturing
Company: illycaffè S.p.A.
Revenue: €205 million
Employees: 600 employees

Business Impact Summary

Customer Overview:

Founded in 1933, illycaffè is in the business of coffee. With subsidiaries in North America, France, Germany, Spain and Benelux, illycaffè produces and distributes coffee for espresso machines worldwide.

Business Challenge:

illycaffè's sales grew over 8% from 2003 to 2004, and they continue to grow. This means more employees, more distributors and an increasingly complex IT infrastructure that needed to accommodate a significant rise in demand.

Solution:

CA's partnership approach along with a solid understanding of the business problem by CA's Technology Services team led them to choose CA's Incident and Problem Management to help them manage their business growth.

Result:

The integrated solution enabled illycaffè to quickly resolve 8,000 incidents in 2005 — a 14.2% increase from 2004 — with no IT staff increase. Building on this growth, illycaffè has already started integrating this solution with systems from FrancisFrancis — the well-known home espresso maker which illycaffè has recently integrated into the company business units.

Business Summary

The Business of Coffee

Founded in 1933, illycaffè is in the business of coffee. With subsidiaries in North America, France, Germany, Spain and Benelux, illycaffè produces and distributes coffee for espresso machines worldwide. It employs around 600 people, nearly 300 of whom work at its headquarters in Trieste, Italy. That location houses illycaffè's only production facility, which prepares and packs the coffee for global distribution to some 130 countries.

illycaffè has a history of innovation. Its founder, Francesco Illy, invented the "illetta" espresso machine using his pressurization method of brewing, which is how espresso is brewed today. This same devotion to innovation led illycaffè to view the management of its IT infrastructure as a key factor for enabling and supporting company growth, and to adopt a policy of "best-of-breed" technology.

Business Challenge

Managing Growth While Managing Costs

illycaffè's sales grew over 8% from 2003 to 2004, and they continue to grow. This means more employees, more distributors and an increasingly complex IT infrastructure that needed to accommodate a significant rise in demand. Naturally, this growth called for more IT support. Recognizing these factors early on, illycaffè launched a Business Process Reengineering (BPR) operation in 2001 to plot the firm's future software architecture and extract maximum business value from its current IT investments.

During the BPR, the introduction of new Sales Force Automation (SFA) and Enterprise Resource Planning (ERP) applications drove the need for 24/7 service availability. This introduction also multiplied requests for assistance, placing even more demand on illycaffè's limited IT support staff. Increasing operational efficiency without adding to its IT staff became a key project objective.

illycaffè clearly needed to unify its entire IT environment to support rapid business growth while fully leveraging its existing infrastructure.

Ensuring Availability of Mission-Critical Business Applications

The first hurdle was to ensure the availability of the SFA and ERP applications. End users required reliable access to these critical new services. This involved unifying illycaffè's entire IT environment, so the company could effectively manage and secure its infrastructure. The goal: to be fully operational by the time the new solutions were due to go live, thereby eliminating system downtime. This called for rapid implementation, which meant illycaffè's IT Department had to undergo a transformation of its own.

illycaffè required an enhanced service management solution that would enable the company to:

- Automate incident and problem management.
- Unify its IT infrastructure.
- Increase and measure the productivity of Information Systems while reducing costs.

Achieving these objectives would enable illycaffè to more efficiently handle end-user requests, so core business operations could flow without interruption and IT could focus on calls that demanded personal attention. In addition, full integration with machine pack inventory would allow illycaffè to elevate service levels by managing each delivery phase for direct end-user assistance and support. Automatically tracking and measuring the productivity of Information Systems was also required, as it would help illycaffè streamline operations.

The other challenge associated with implementing such an expansive project was security. illycaffè, like most organizations, relies on information. The continuity of the new applications and associated data had to be maintained and protected.

Solution

CA at Work

After carefully examining various solutions, illycaffè selected CA's service management solution. "We chose the best-of-breed solution, in line with our policy," declared Alberto Pricoco, illycaffè Chief Technology Officer. He expressed particular appreciation for the expertise and support provided by CA Technology Services™. "One of the factors that determined our decision was the level of familiarity with the problem," Pricoco said. "Beyond the characteristics of the product, CA has demonstrated a solid understanding of Incident and Problem Management."

The unification provided by CA's service management solution enabled illycaffè to effectively manage 42 servers distributed across three environments: AS/400, which preserves mission critical applications and legacy systems predating illycaffè's BPR and ERP strategies; Solaris, which supports the database and other third-party software, including Internet-based applications; and Windows, which, among other operations, runs the new SFA system.

Two key components of CA's Incident and Problem Management solution are Unicenter® Service Desk and Unicenter® Asset Management. The solution also includes a web-based interface because of its intrinsic simplicity, and because it gives technicians a single source for tracking calls from any location.

CA's integrated solution automates the discovery of hardware and software inventory on more than 200 Windows NT Workstation/Windows 2000 clients (about 150 desktops and 60 notebooks). This data was integrated with the Unicenter Service Desk that supports the 500 users working at illycaffè premises in Trieste and two other European offices. The Service Desk was subsequently extended to 200 sales representatives and to hundreds of employees in associates companies, which further enabled support personnel to rapidly identify the resources available to callers, thus optimizing end-user service across the entire enterprise.

To manage risk throughout the implementation process and moving forward, illycaffè implemented CA's security solutions to protect their data and ensure business continuity.

Business Impact (Results)

With CA solutions, illycaffè achieved its ultimate objective: to leverage its IT investment to manage and enable company growth. The company's unified IT environment and automated helpdesk solution enabled IT Services to handle a 14.2% increase in help desk calls without increasing its staffing or budget.

"We chose the best-of-breed solution, in line with our policy."

Alberto Pricoco
illycaffè Chief Technology Officer

“Implementation of the helpdesk via CA’s Incident and Problem Management solution has been a fundamental turning point for us, a momentous change in the way the IT works. Obviously, we are expecting to be able to exploit the knowledge base we are building to optimize the speed of intervention and avoid repeated calls on the same problem.”

Alberto Pricoco
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CA’s solutions also enabled illycaffè to gain a unified, comprehensive view into its IT systems. “Our target was to achieve a single console from which we could view and control illycaffè’s entire IT infrastructure, both at the local and global level,” explained Pricoco. “Now we are able to leave behind the reactive approach, in favor of a more proactive approach.”

Management was pleased with CA’s rapid implementation times, which fully respected the project specifications. Production was completed in only three months, and illycaffè’s mission-critical systems remained up and running throughout the process.

According to Pricoco, the CA service management solution has proved to be a solid success. To date, it has significantly reduced IT operating costs by handling 100% of change orders, and it has simplified helpdesk operations by eliminating redundant remediation procedures.

The integrated solution enabled illycaffè to quickly resolve 8,000 incidents in 2005 — a 14.2% increase from 2004 — with no IT staff increase. Whereas help calls are managed in real time and generally do not take more than half a day to resolve, change-order tracking and management generate numerous calls. Now, thanks to CA’s service management solution, the process can be handled directly by the user through automated procedures. IT Services is relieved of the burden and can focus on more strategic business issues.

In addition to technology supporting illycaffè’s continuing growth, the company is realizing the potential of its IT infrastructure to increase productivity and service levels. “It is impossible to compare this system with the past, when we couldn’t track the activities performed,” continued Mr. Pricoco. “In addition to ROI, an important benefit we’ve experienced by implementing CA solutions is the achievement of proactive IT systems and the integration of our entire IT infrastructure under a single console.”

Pricoco continues, “Implementation of the helpdesk via CA’s Incident and Problem Management solution has been a fundamental turning point for us, a momentous change in the way the IT works. Obviously, we are expecting to be able to exploit the knowledge base we are building to optimize the speed of intervention and avoid repeated calls on the same problem.”

The expectation, if not certainty, is that the new system will continue to significantly reduce IT operating costs and dramatically improve end-user service levels. Although the IT staff’s workload is substantially higher, they try to focus on exploring new ways to contribute to business growth.

illycaffè is already leveraging its success by extending the solution to unify additional information systems and business applications. This will start with integrating the systems related to FrancisFrancis — the well-known home espresso maker which illycaffè has recently integrated into the company. According to Mr. Pricoco, this will enable illycaffè to better manage service by defining internal SLAs and prioritizing helpdesk activities according to business needs.

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.