



BIC Corporation, a leading manufacturer of stationery products, lighters and shavers, headquartered globally in Clichy, France and in the US in Milford, CT. Additionally, BIC has facilities in Florida, South Carolina, Toronto, Guatemala City, and Cuautitlan, a suburb of Mexico City. BIC has approximately 3,000 employees in North and Central America.

BIC'S CHALLENGE



Like most large multi-national organizations, BIC's support operations had very little coordination or cooperation between divisions. Despite a corporate mandate to centralize operations and move from a tactical "help desk" function to a strategic "service delivery" operation, BIC's existing infrastructure consisted of no central IT support system and a "disconnected" help desk solution using help desk software in one location only. BIC wanted to integrate its IT support in Clichy, France, Milford, CT, Clearwater, FL, and Cabreuva, Brazil. Based on these and other stringent requirements, RightStar was chosen as the vendor to design and implement a consolidated service desk solution.

SOLUTION APPROACH AND OUTCOME

While BIC's data center is located in Milford, its IT infrastructure spans multiple time zones. Each of its four primary locations is responsible for submitting and fulfilling change requests and problem tickets as well as administering all company assets. BIC required a centralized web-based solution that would support its distributed help-desk operations. Magic Enterprise (now BMC Service Desk Express) was selected because of its browser-based design and rounded service management solution. To reduce the total cost of ownership, Milford wanted to centrally "host" the Magic application but allow each site to manage independently its own IT support operations. A web-enabled, help-desk application enhances BIC's ability to incorporate system changes, such as new software versions and business rule modifications, without the need to touch each IT staff member's system.

The initial focus of this project was Problem Management. BIC's existing help-desk solution was not process-oriented, nor did it have the ability to integrate with other environments, such as change or asset management. Initially, BIC's end-user community was somewhat resistant in accepting the paradigm shift involved with such a drastic change. Furthermore, BIC's management, not being entirely familiar with Magic and not having well-defined processes, was somewhat skeptical. Through extensive planning, hands-on knowledge transfer, and upfront communication, RightStar helped to facilitate and develop BIC's business processes while encouraging input and involvement from the end-user community.

With more than 3,000 users across several support center locations not to mention software-licensing issues, BIC could have faced a systems architecture nightmare. RightStar was able to design and configure an optimal and manageable web system architecture. By balancing the need for native application access, multiple web GUI servers were implemented allowing for the majority of BIC's users to connect through a web client.

BENEFITS TO BIC

In addition to the cost savings inherent in a single web-hosted application for multiple, world-wide locations, BIC has experienced increased performance in problem awareness and problem resolution; assets are easier to manage and track, and change processes have become increasingly more effective.