



The Case for Jira Service Desk in the Modern Enterprise

Why companies should make the switch to an agile, cost-effective, customizable service desk solution to drive business growth

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Time to Serve Up Better Solutions

In today's business, the service desk is like NASA's mission control center. It's the single point of contact for customers, employees, and business partners to get the IT service and incident resolution they need.

As companies across industries face proliferating online interactions, evolving customer demands, expanding internal teams, and exponentially more data to manage, IT will take on new dimensions. When companies want to shoot for the moon, they need the service desk on the ground as part of a robust IT Service Management (ITSM) system.



\$11 billion

The help desk software market is projected to reach \$11 billion by 2023.¹

59%

Of customers globally had higher expectations for customer service than the year prior.²

120:1

The average ratio of service tickets to technicians.³

Service desks involve much more than just ticket management. To have the greatest business impact and value, they must also be strategic. Technologies should allow IT leaders to continually analyze how their current service desk solutions help the overall business meet its goals evaluate which new services will be needed and which ones to phase out.

Like the space race, software vendors have jockeyed to see who could best account for the growing operational and strategic importance of service desks within modern, digital businesses. The developers of leading service desk solutions wanted to cover every potential need and scenario. So they created their platforms with vast and robust feature sets — all the flashing lights and rocket fuel a team could ever want.

The result is expansive and impressively featured ecosystems. But more isn't always better.



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Sprawling platforms are often necessarily locked down to prevent third-party apps from breaking workflows or interrupting processes. Working around those limitations (through custom coding or employing less-secure APIs) adds layers of complexity and learning. And it makes the systems more difficult for team members to use and more challenging for line of business owners to manage costs - not ideal in the “do more with less” business landscape.

52%

Of service desk professionals aren't satisfied with their current service desk..⁴

\$11 billion

Of senior IT professionals say IT landscape complexity is the biggest barrier to productivity among IT ops teams..⁵

Instead, service desk and business leaders alike are increasingly seeking more cost-effective, flexible, and integrated solutions to better support agile and constantly evolving businesses. They're considering - perhaps for the first time - how to trade in their loyalty to popular solutions in favor of the greater flexibility and value that a solution like Atlassian Jira Service Desk can provide.



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What's the Matter with Market Leading Systems?



A good decision today ...

Market-leading solutions are popular purchase decisions for a multitude of reasons. Usually, companies gravitate towards solutions that generate good publicity, get lots of love from well-respected industry analysts, and boast healthy sales figures. And if one were to ask service desk professionals what makes them loyal to a leading solution, they might give a combination of answers like these:

Features galore

Despite the fact that market-leading systems have arguably too many features, a robust feature set is still a big draw for companies who feel they need to have everything and the kitchen sink in order to provide the level of service their business demands. Plus, there's no denying that a robust feature set can offer powerful business intelligence capabilities, which are especially compelling when access to more and better data can have such a significant impact on business success.

Fantastic analyst ratings

When the analysts tout the quality and depth of a market-leading system, companies sit up and take notice. After all, analysts exist for good reason: to spur companies to review their own processes, products, services, and software in an effort to improve efficiency.⁶ It's pretty difficult to argue with that.

Singular focus

When it comes down to it, market-leading systems are purpose-built for ITSM. It's their sole and sacred reason for being. And this singular focus can be attractive to companies who want to know they're getting the best, most comprehensive, most finely tuned product their money can buy, rather than take a chance on something else.

... Unforeseen Consequences Tomorrow

But underneath these strengths lie some undeniable weaknesses that ultimately make some of the leading service desk solutions untenable. Companies all too often realize that the solution they invested in turned out to be:

Too costly

Leading service desk solutions can start at over \$10,000 per license for the most basic version and climb up to over \$42,000 per license for the enterprise-level version.⁷ Companies may make the sizable investment in a leading solution upfront, only to find out it's not right for them in the end.

Too complicated

Each tool has to be specially configured to meet the needs of diverse teams across a company's ecosystem. But the result is that many features and capabilities go unused because they're just too difficult to learn and adopt. On top of it, deployment can take several months, or even longer, if there isn't a consulting team that can step in to help with or oversee the transition.

Too difficult to integrate

Although leading solutions can be customized and configured to individual teams' needs, they don't often integrate with other work management tools running in different environments. Connecting other tools often requires expensive custom development or a less secure, less reliable API. And with additional disparate tools and platforms to manage, support teams are often stretched beyond the limits of their knowledge base and skill sets.

Companies have come to rely on service desk software to not only help them transform and manage IT, but also to enable business growth and to gain a competitive edge. But as the winds of change blow, there is an increasing need for a new service desk solution that offers a lighter lift - one that can be adopted quickly and easily and integrate more fully with existing systems and applications, without the exorbitant cost.



\$42,000

Leading service desk solutions can cost as much as \$42,000 per license for the enterprise-level version.⁸

Source: PCMag.com

Jira Service Desk: Lightweight, Fully-Featured, and Custom-Configured at a Fraction of the Cost

Atlassian Jira Service Desk is the ideal alternative to the expensive, heavier solutions on the market today. As a complete solution, Jira Service Desk is:

Cost effective

Jira Service Desk costs up to 50% less out of the box, and 30-40% less with customization.

Easy to integrate

The service desk solution integrates natively with other Atlassian tools—including the most trusted agile software on the market, Jira software—to close the gap between engineering and support teams for a seamless, cohesive work management platform. Consistent user experiences, shorter learning curves, and less training create an easily adoptable and high-value platform for any size team.

Functionally rich

Out-of-the-box features provide nearly all the functionality businesses need for an effective service desk. Teams can configure the solution to get only the tools they need without incurring a lot of waste. And functionality can be extended with minimal code and thousands of Atlassian-specific plug-and-play apps.

Fast to deploy

Companies can expect to roll out Jira Service Desk in as few as three weeks, compared to deployments of three months or longer with leading market solutions.



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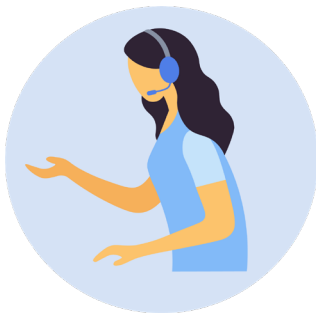
An Intuitive Experience for Everyone

A service desk solution succeeds when everyone can easily adopt and use it, and grow with it as the business, teams, or roles change. Jira Service Desk creates a positive service experience for multiple individuals:



Admins can tailor the service desk software to meet the needs of their team with:

- Out-of-the-box and configurable workflows and requests
- Configurable email notifications and access
- Multi-lingual support for customers around the world
- Customizable dashboard to incorporate branding



Agents can streamline their work with:

- Automated task assignment, rules, and canned responses integration to cover routine tasks
- A mobile app for work on the go
- Custom SLA goals to fit their criteria and hours
- RM app and Confluence integration to allow work to be done right from the ticket



Customers can get help when, where, and how they need it with:

- Live chat, social media, phone, and SMS apps as extended service channels
- Configurable workflows, status updates, and notifications to know where their request stands
- Customer satisfaction (CSAT) feedback and self-service ratings
- Confluence knowledge base integration with automated article suggestions for self service



Make the Smart Choice with Jira Service Desk

As mission control for virtually every function and aspect of a business, organizations across industries and geographies are realizing that even in today's competitive universe it's no longer necessary to settle for an overly complicated service desk solution that tests the boundaries of acceptable user experiences or that breaks the bank.

There may be plenty of reasons why a business initially chooses ServiceNow, but transitioning to a lighter, customizable, and cost-effective service desk solution can help businesses quickly pivot and adapt to market demands and customer expectations. They can gain essential business agility, remain responsive to every stakeholder's most pressing needs, and spare crucial resources for future needs.

Making the choice to adopt Jira Service Desk is not only smart, it's fast, easy, and straightforward. It's what businesses need to address current market demands and to future-proof their operations to achieve sustainable growth and long-term success.



1 "Helpdesk Automation Market projected to reach USD 11 billion by 2023." VC News Network / Reuters. Aug. 14, 2018.

2 State of Global Customer Service Report. Microsoft Dynamics 365. March 2019.

3 Johnson, Simon. "The state of the service desk in 2018: What do you need to know?" ITProPortal. Jan. 17, 2018.

4 Johnson, Simon. "The state of the service desk in 2018: What do you need to know?" ITProPortal. Jan. 17, 2018.

5 The Impact of Automation on IT Operations. Freeform Dynamics and Fujitsu. July 2017.

6 Pratt, Mary K. and White, Sarah K. "What is a business analyst? A key role for business-IT efficiency." CIO. April 17, 2019.

7 Green, Dwayne. "ServiceNow Review & Rating." PCMag.com. Aug. 1, 2019.

8 Green, Dwayne. "ServiceNow Review & Rating." PCMag.com. Aug. 1, 2019.

Customer Success Story



Large Automobile Club


A strong partnership enabled one of the world's most extensive automotive clubs to quickly expand the use of Jira Service Desk from traditional IT to non-IT business units.

ServiceRocket deployed JSD Cloud for this business's IT team. Two weeks later, the Commercial portal was designed and implemented. A few weeks later, ServiceRocket deployed the Legal portal.

These two non-IT business units are now able to automate workflows, forms and increase customer response and resolutions without the burden of administering requests through emails and spreadsheets. By providing a one-stop-shop through Jira Service Desk, this business was able to significantly elevate their customers' experiences.

The organization is undergoing a cloud digital transformation—including adopting Agile / SCRUM and DevOps methodologies—to respond to customer needs and the market more efficiently. One of the major barriers preventing this organization from transitioning to the new ways of working was their legacy service management system, ServiceNow. Due to the cost and complexity of administration, ServiceNow usage could not be extended beyond IT.

ServiceRocket helped migrate essential items from the old to the new and implemented the new service management solution. The project was completed within 1.5 months, compared to ServiceNow's implementation of 4.5 months.



- Calls logged via the portal increased from 30% to 54% in the first two months, due to the streamlined and easy-to-use interface.
- All monitoring alerts are now consolidated into one application, allowing transparency and greater control over potential incidents.
- Major cost savings
- Increased velocity and release of new features
- Better control and ownership





About ServiceRocket

We've got your back

contact us at sales@servicerocket.com

ServiceRocket is a tech-enabled professional services company, working with thousands of enterprises around the world. Through ServiceRocket, companies are enabled to adapt and evolve their outcomes by applying technology in a practical and thoughtful way. Built on solid core values with a strong respect for culture, people and community, ServiceRocket's mission is to be the most reliable partner in the acceleration of growth for its customers, partners, and its own employees, known as Rocketeers.

For enterprises, ServiceRocket delivers technology-enabled services, solutions and apps in many ecosystems, including Atlassian, Salesforce.com, Google and Workplace from Facebook. ServiceRocket's offerings include practical services and apps backed by world-class support and effective training, ensuring that the Company lives up to its brand promise of "having its customers' backs."

For software vendors, ServiceRocket helps accelerate their go-to-market strategy. This is done through assisting in the creation and growing of scalable ecosystems, including services delivery and implementation, partner channel programs, customer education and support. ServiceRocket works with companies at various growth stages from startup through IPO journey, and across all platforms—open-source, on-premise and cloud technologies.

Founded in 2001, ServiceRocket has been based in the heart of Silicon Valley in Palo Alto, California since 2010. The Company has offices in Sydney, Kuala Lumpur, Santiago, Boston, Singapore and London, with Rocketeers in remote locations throughout the globe. Learn more at www.servicerocket.com, or follow us on social media. [!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\)](#) [!\[\]\(cef08d8c15d8a8acd5e25ab0d65432c3_img.jpg\)](#) [!\[\]\(c244836fd67166dc60ebf5279a0f8377_img.jpg\)](#)



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