Partner Approach & Capability Information
Cherwell Partner Profile
June 2020
Service Dynamics is a New Zealand based business that is dedicated to providing Cherwell Enterprise and IT Service Management solutions to New Zealand and Australian organisations.

Service Dynamics provides the following services:

1) Supply of Cherwell subscription licenses and cloud-hosting services. Service Dynamics is recognised & certified as an Elite Cherwell Reseller Partner.

2) Design & Implementation Services. Service Dynamics is a certified Elite Implementation Partner for the design and implementation of Cherwell Service Management software. This includes working collaboratively with each customer to understand their strategic imperatives, goals and requirements; We work closely and collaboratively with each customer to Design the solution, then Configure the solution, then Validate the solution, then transition the system into full production.

3) Customer Care – Service Dynamics is an Authorized Support Partner for Cherwell Software in New Zealand. Post go-live our Customer Care team works with each customer to help support the solution in production and supplement the customer’s skills, capacity and capabilities to provide a valuable and positive on-going customer experience.

4) Project engagements and solution enhancements – The Service Dynamics team will continue to support each customer’s drive to improve the benefits, business value and the return on investment of their Cherwell Service Management solution. This includes building out solution functionality and services, workflow automation, integrations, and implementing enterprise line-of-business services such as Human Resources, Facilities Management, Project & Portfolio Management, IT Asset Management, Security Management, etc.

5) Cherwell Service Management Training – Customers can choose to purchase either on-site or classroom training through our local trainers and/or Cherwell’s online learning packages which include self-paced and virtual courses.
Service Dynamics provides a comprehensive design service (including a solution design document (SDD) deliverable), configuration & implementation services, customised training and go-live (with hand-over assistance) and ongoing CustomerCare for systems in production. The following diagram presents Service Dynamics’ approach to designing, configuring and implementing a customer’s new Cherwell solution:
Our approach is based on the solution design and configuration utilising Cherwell’s CSM Core platform and ITSM solution.

The design, configuration and implementation are conducted collaboratively between the Customer stakeholders and the Service Dynamics Team.

The following table summarises the primary phases of our approach:

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<th>Phase</th>
<th>Description</th>
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<td>Engagement</td>
<td>This is where we agree solution scope, finalise commercial documentation and arrangements and get the required CSM software ordered. Simple but important B2B stuff.</td>
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<td>Initiation Phase</td>
<td>Internal kick-off for the SDL stakeholders and stakeholders-to-stakeholders kick-off between our organisations. Relationship and engagement is launched.</td>
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<td>Design Phase</td>
<td>Service Dynamics will work with your process owners and/or experts to come to an agreed overall design of the solution.</td>
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<td>CSM System Administration Training</td>
<td>A bespoke Service Dynamics training offering which is based on Cherwell’s CSM Foundations training course, this provides a customer’s nominated system administrator(s) with exposure to CSM’s features and functionality. We provide practical training for your Cherwell administrator(s) enabling them to participate effectively in the design and configuration phases.</td>
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| Design Workshop     | The Design Workshop is a formal and structured workshop facilitated by your lead Service Dynamics consultant. The workshop activity, content and resulting decisions are inputs to documents which then aggregate into the production of your Solution Design Document (SDD).

The SDD is produced by Service Dynamics post the workshop; It is then reviewed with the Customer for approval. The SDD then becomes the primary deliverable and directs / governs all of the following configuration and implementation activities and outputs. |
## Configuration Phase
This phase is the “doing” phase; Where the SDD is translated into a functional CSM system. Pragmatic increments and point-checks / reviews are included.

## Validation Phase
The Solution Designer will conduct Unit Testing as they go during the Configuration Phase. User Acceptance Testing (UAT) is conducted and the responsibility of Customer stakeholders and nominated end-users.

## Go-Live Phase
This is the all-important Go-Live Phase.
To start this phase, we “train-the-trainer” so that you can train your user community on how to use and get the most out of your new CSM system.

Go-Live Checklist is complete ahead of the agreed production Go-Live milestone event.

## Closure Phase
Your CSM system is now live and in production; This is where formally close the engagement and formally transition the Customer’s ongoing care to the Service Dynamics’ CustomerCare Team.
The engagement is mutually reviewed and closed out.
Service Dynamics has successfully implemented over 30 Cherwell Service Management solutions over the last 5-years for well recognised organisations and brands in New Zealand and Australia. Our purpose is to enable our customers to achieve operational excellence and we do this by bringing together like-minded customers, vendor partners and Service Management practitioners.

All our consultants and solution designers are Cherwell Certified Engineers, being the highest level of certification available from Cherwell. Service Dynamics also has Cherwell certified trainers, allowing us to offer strong mentoring and ongoing training to our Cherwell customers. We provide on going support to our Cherwell customers through the Service Dynamics Customer Care Program. This is a highly flexible program, allowing our customers to tailor post-implementation support to suit their requirements, unique environment, resource levels and budget. 95% of our customers enjoy our Customer Care Program.

At Service Dynamics, we understand the value of ensuring our team members are highly skilled and capable to provide guidance, mentoring, process/technical leadership and support while undertaking engagements. We achieve this through ensuring our team are both Cherwell and industry certified, employ processes to peer review each deliverable. Cherwell Certification is a requirement that all of our team hold the relevant Cherwell professional certification for both implementations (Cherwell Certified Professional Engineer) and ongoing support (Cherwell Professional Support Engineers).

Our consultants are also ITIL certified and leverage their multi years of experience in the service management sector to design and implement service management solutions.

We understand that building quality solutions means clearly understanding our customer’s vision and requirements upfront. Our engagement process, therefore, starts with building and agreeing on the solution design. Once this has been approved, our qualified consultants work collaboratively with our customers to build the agreed solution. Our preferred implementation approach is to have a customer Subject Matter Expert join the project team to deliver the project outcomes. This approach allows upskilling during the project, collaboration on design decisions and also allows them to easily take ownership of the solution post-go-live. This approach also helps ensure the solution meets the customer requirements. Once live we provide a Customer Care program to help support each customer’s capability and additional capacity requirements.

Typically, an IT Service Management or enterprise-service implementation involves working directly with multiple vendors and relationships and as such we take a very open and collaborative approach to multi-vendor environments. Visibility and transparency of expectations are key attributes to ensuring we build and maintain strong working relationship with not only our customer team members but also vendors. Strong project management is important
in delivering our solutions as well as agreeing a project RASCI model to ensure everyone understand their role, responsibilities and to identify if there are any gaps. It is also critical that everyone understands the project’s project plan, timelines, deliverables, and expectations. This allows us to identify and then actively work with each vendor in a timely fashion. Each engagement has a project initiation workshop where all project stakeholders are invited and actively participate. During this session we review and agree the project plan, roles and responsibilities and expectations. This starts the visibility and transparency approach. During the project we maintain strong project management principles of working to a plan, stand-up meetings, weekly project meetings and regular steering meeting. These are led by our senior project manager and are designed to ensure the project is delivered on time, in budget and to requirements. Risks and issues are managed accordingly, and any variances are identified and escalated as appropriate.

We believe that continual service improvement is a by-product when customers take a strategic view of their process and service management environments and we enable this by offering appropriate training and mentoring throughout our engagement. Our preferred implementation approach focuses on mentoring your nominated system administrators so that they are familiar with what is being configured and why.

The following training is offered during a typical implementation:

- Pre-implementation training for Subject Matter Experts, focusing on Out of the Box functionality, processes and terminology so that we are all on the same page from the get-go
- Mentoring system designers and administrators throughout the implementation so that they see how configurations are done and can talk through reason behind the design
- Cherwell Foundations Certification training for system designers and administrators so that they can continue to enhance the environment post-implementation.

Through our Customer Care Program, we ensure that system designers and administrators receive Strategic Guidance and Mentoring post implementation, which continues the knowledge transfer from our highly skilled consultants and builds up the skill levels of your in-house resources.

Our Approach delivers the following benefits:

- Your inhouse resources are continuously upskilled
- There is strong focus on strategic, process and technical skills, which fosters a balanced approach to enhancing your environment
- There is less reliance on third party suppliers, making continuous improvement something that you can control, in a very cost-effective manner.
We adopt either agile, or waterfall methodologies, where our recommended approach depends on the organisations timeframe, budget, internal resources and risk profile. Whether you choose a waterfall or agile approach, we highly recommend a phased approach to implementation, starting with delivering a Minimum Viable Product (MVP). This approach reduces risk and drives adoption.

Our approach includes Engagement, Initiation, Design, Configuration, Go-Live, Customer Care phases and is conducted collaboratively between the Customer’s team and Service Dynamics. Implementations are a combination of onsite and offsite work. Service Dynamics has Cherwell certified, full-time staff who will be dedicated to your implementation project from start to finish. A senior project manager will also be assigned to your implementation to ensure that the experience is seamless for you and your staff. Organisational change requirements to support full maturity, in all processes, at once, is usually too great for most customers. As such customers typically choose to implement in a phased approach and then utilise an ongoing service improvement program.

Service Dynamics uses, internally, a hybridised Knowledge-Centred Service (KCS) based knowledge management methodology. We have implemented this methodology in our internal technology systems and business processes. The automation and processes that we have implemented into our business systems allows us to automate the creation, management and linking of knowledge content, such as Knowledge Articles, Frequently Asked Questions and Standard Operating Procedures to requests for service, faults and bugs and our project management systems. We have invested in training of our team members in the KCS methodology and our implementation of this in our internal systems.

Typically Cherwell implementation engagements only require between one or two qualified Cherwell consultants with the assistance of a strong project manager for each project. We have a commitment to grow from within our team (where we can) and develop our people into fully qualified Cherwell consultants. As such we are in position where we can leverage our Customer Care / support desk team members to increase our delivery team capacity as required. As demand increases, we can identify and recruit strong service management practitioners in the local market and upskill them in Cherwell capability.

Cherwell consultants are a tight community and we have strong working relationships with Cherwell consultants across the global. This access allows us to identify and engage additional skilled Cherwell capability as required.
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We look forward to hearing from you and look forward to being of service and value.