# Interview with NetDesign's Director of Technology and Business Management

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### Can you share a little bit more about NetDesign, and your role and team?

NetDesign A/S is an innovative managed service provider based in Denmark with four major focal areas: digital infrastructure, cybersecurity, collaboration, and customer experience. We have more than three hundred employees and serve more than one hundred and forty-eight customers internationally, with a strong base in Denmark. These include SMBs and enterprises, such as Maersk, Carlsberg, and Lego, which demand very high-quality 24/7 enterprise operations and services.

As NetDesign's director of technology and business management, I am responsible for the selection and implementation of our automation strategy, including the use of ScienceLogic. The six people on our Service Automation Team report to me. My team helps to empower around 200 people in our professional services division, which is a mix of both a consulting and an operations team. They support a portfolio of tools in order to do this; ScienceLogic is about 70% of our core focus, but we also have BackBox for remote backup and compliance and Thycotic for password and credential management. Beyond this team, we have twelve "super users" across NetDesign who are power users of ScienceLogic in their own departments.

### What led you to look for ScienceLogic and how did you select it?

Being a managed service provider puts us in a rather unique role. We need to distinguish ourselves by keeping our fingers on the pulse of innovation. Most large enterprises are slow to migrate to more advanced solutions because of their size and complexity. We are proud to lead the way in new innovative offerings that add unique value to our customers, all while being competitive in the market.

Four years ago, we needed a way to take our customer base to the next step as it evolved forward. We were seeking a more unified and proactive way of working, with higher levels of automation. We also needed this if we were going to keep up with our expanding customer portfolio. Too much was manual and too much was reactive. We had to start taking more responsibility for the customer and focus on proactive actions.

We evaluated ScienceLogic among other solutions, including those from Micro Focus, IBM, SolarWinds, and Microsoft. ScienceLogic won out not so much on price point per se, but because of SL1's support for automation, machine learning, integration, the relative ease with which we could achieve our required customizations, and the ability to support almost every technology vendor, which in the end gave us the most bang for the buck.

## How do you currently view your deployment, and how has your customer base reacted? What were some of the benefits you've achieved so far?

We now have three primary platforms in NetDesign: ScienceLogic Intelligent Operations, ServiceNow for ITSM support, and Navision for Billing & Finance. ScienceLogic is integrated with our ITSM system ServiceNow, which links into Navision. This enables us to start automating our processes and giving our customers a complete digital journey from order to delivery and billing. It's a complicated process, but we are seeing excellent progress. This will make our customer experience better and improve the way we work internally at NetDesign.

We have been very focused on proactive and intelligent monitoring in our dialogue with customers. I believe we have taken an area that used to be a technical background task and shifted it to one of the main topics for showing how we add value at NetDesign. Our customers are really positive and enjoy seeing real life examples of what we have improved for other clients. For instance, we show them our live dashboards, featuring health, availability, and risk, along with our ability to be proactive. We can also show them capacity management reporting in a live dashboard. All these features can be collated together across a given customer's many technology

investments. After sharing these features, our clients respond positively and ask how we can offer the same for their business. In essence, ScienceLogic has enabled us to engage with our customer base in a completely different way than before.

We have already achieved some excellent success in 2019. Some of these successes include:

- A 60% reduction in the time required to bring new customers on board
- A 50% reduction in the number of incidents during non-business hours
- A 21% reduction in the time required for incident resolution
- A 70% improvement in our own OpEx efficiencies
- A 60% reduction in service-level agreement breaches
- An estimated one million U.S. dollar savings in our annual operational expense
- Overall improved customer experience and service quality

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## From an automation perspective, where are you most focused with ScienceLogic?

Currently, our biggest focus is an intelligent and accurate CMDB in ServiceNow, which we now keep far more current and accurate thanks to ScienceLogic. ScienceLogic updates our intelligent CMDB daily in a fully automated fashion, what we call "automated CMDB synchronization," versus what was an extensive manual effort before. It's also a truly bidirectional integration as ScienceLogic also leverages some of the CMDB data for added context in assuring effective service performance.

In addition, we are integrating ScienceLogic with ServiceNow's performance analytics for automated problem management using the data shared between ScienceLogic and ServiceNow to establish meaningful problem candidate cases. For instance, any device that's had an incident associated with it more than three times in 30 days automatically becomes what we call a "problem candidate."

We have also enabled auto creation of incidents, with relevant information and priority, and assign them to the correct resources automatically. We are now working on ensuring yet more enrichment of the incident taking place before it even gets to our teams to start working on the case. This improves our mean time to recover, but most importantly empowers our teams to produce some awesome results in their daily work.

## How are you using the business service capabilities from ScienceLogic?

Leveraging ScienceLogic SL1 for intelligent business services is a relatively new effort—we have been in production for selected services for five months. But it brings strong added value to some of our more progressive customers, because it allows them to map their application infrastructure to critical business services and prioritize accordingly. You might say it provides our customers with a dynamic template to manage according to relevant business outcomes. It also helps us keep NetDesign well ahead of the curve as an MSP capable of delivering meaningful added value.

## In wrapping up, what's your experience been like in working with ScienceLogic?

Our relationship with ScienceLogic is strongly one of cooperation. Absolutely world class. Beyond just a contract, it's about teamwork. The workshops that they've participated in have really helped us on our journey. And we don't get a consulting fee every time we have a meeting! It's a fantastic partnership that has helped our business to grow. And through the dialogue, I believe it's also helped shape ScienceLogic's direction in evolving SL1. I'm proud that NetDesign has given input to help shape ScienceLogic in both product and mindset, while support from them has been critical in helping our teams at NetDesign succeed.

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