**Topic**

Establishing services - in the form of an online service catalogue - as a helpful tool for creating a high level of transparency with regard to costs and services for IT and specialist departments, achieves a high level of acceptance among the employees concerned.

**Customer Recommendation: SAP Customer COE – Services**

The development of an IT service catalogue and the link to defined KPI’s for more transparency and increased efficiency.

**Customer Profile**

Rheinbahn AG  
Public Transport  
Deutschland/Düsseldorf  
Intern IT service provider

The SAP Customer COE focuses on high customer satisfaction and fast response times! Above all, however, we also focus on working with market leaders, such as SAP, in order to offer our company the best possible and most competitive IT services.

**Management Summary**

Our motivation was the creation of cost transparency both on the IT side and on the department side. In addition, the processes surrounding the services should be optimized.

The online service catalogue - based on the shopping basket principle - triggers an automated workflow. Our goal is "simplify". As a result, we have, for example, successfully introduced service landscapes with low implementation costs and seamlessly integrated processes into the IT landscape. This has enabled us to significantly increase the acceptance of our users.
### Initial Situation

The world before the "online service catalogue" was marked by many manual activities and many paper workflows. Because no Service Level Agreements (SLAs) were defined or known, the SAP Customer COE had to conduct discussions that did not lead to the desired results. The additional costs resulted in rising costs, which we urgently wanted to reduce.

### Challenge

The first step was to fully capture all customer requirements and the associated volume of activities. The big challenge was then to pack this multitude of requirements into the right number of required services and provide guaranteed SLAs for them. The integration of the "online service catalogue" into an existing landscape was another, not trivial, task, as it was necessary to convert the "old" into the "new".

### Need for Action

The old procedures were too complicated, too time-consuming and cost-intensive.

We also wanted to speed up our service desk and make our processes more transparent.

By replacing the established procedures in a modern service catalogue system,...

- The increasingly diversifying IT landscape should be transformed into saleable products and realistic prices should be defined.
- Complex purchasing processes that had previously been handled in paper form should be streamlined.
- Measurability should be established.

### Objective

Our objectives were manifold. The most important goals for us were/are:

- Establishment of an online controlled and largely automated service catalog with invoicing
- Defining SLAs
- Develop key performance indicators (KPI) and ensure their measurability
- Reduce complexity
- Creating transparency, also for better calculation (Euro, quality)
- Standardization of IT services
- More planning security
- Development of a regulated internal contract system
- Cost reduction
- Increased efficiency in the service desk

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**Summary**

- **Situation**
- **Solution**
- **Implementation**
- **Resumee**
Our Solution

Our services and the corresponding catalogue are integrated as part of the complete IT management system. The services belong as a module to the fully online IT service offered in the company Rheinbahn AG. Service catalogue, workflow respectively purchasing process and invoicing are carried out via the employee portal and are thus accessible to all authorized groups of persons. First of all, all IT services for our customers were recorded and categorized in Excel. The Frage nach einem oder mehreren Services z. Bsp. im SAP, wurde geklärt. At the end of an iterative process lasting several months, around 150 saleable and measurable services were crystallized after approximately one year. Gleichzeitig wurden die dazugehörigen SLAs ermittelt.

All services were and are subsequently transferred to the IT Management System (ITMS) and linked to software distribution, license management and contract management. Compliance is also an important aspect of integration.

The rollout of the defined service portfolio was set via shopping cart in the employee portal. The majority of the KPIs are also automatically mapped via the ITMS in order to counteract manual input and correction.

A service is an IT service that consists of hours, software, licenses, installations, maintenance and resources (in general). A service can include hardware and software. The philosophy was that the customer only has to say what he needs from his point of view and we - at SAP Customer COE - take care of the implementation. All this at a fixed price. The purchase of a correlating lifecycle is also associated with the service.

Responsible persons have been appointed for the creation and monitoring of all services and the associated processes. A role description is anchored in the central documentation repository.

The connection of the services with the ITMS increases the effectiveness of ticket processing in the service desk. The data and status of the service at the customer should be automatically displayed to the support employee during error processing.
Methodology and Effort

The first task for us was to find or develop a clear definition for the term service. The ITMS project, which also included a service catalogue, was handled in stages over a period of 18 months. The core team consisted of a total of 12 people, IT, auditing, security officers and controlling. During the project, customer surveys were carried out to ensure the "correctness" of the services. It was a classic project work according to our in-house specifications, but in this case with several different external service providers to clarify the content and above all to define the required number of our services. Service Level Agreements have been contractually agreed:

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<td>Description</td>
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<td>Allocation of tasks</td>
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<td>Alerting/escalation paths</td>
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<td>Quality objectives</td>
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<td>Measuring method</td>
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<td>Non-compliance procedure</td>
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Our Benefit

Our profit is the reduction of the complete delivery costs of IT services while at the same time increasing the speed of processing. By clearly assigning IT services to established and well-known services, we achieve a high level of cost transparency. The mapping in the central IT management system and the associated high level of integration guarantee a comprehensive overall view.
About Us

As the largest service provider in local public transport for the Rhine-Ruhr transport association, Rheinbahn AG transports up to 740,000 passengers a day by bus and train, serving a catchment area of 570 square kilometers.

In 2017 we had 310 rail vehicles and 429 buses. In total, 739 vehicles were used for passenger transport.

Our vehicles cover more than 51 million kilometers every year. That is about 130 times the distance from the Earth to the Moon. With this volume of traffic, the Rheinbahn ranks fifth in Germany.

Customer Contact

<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Johannes Huestege</th>
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<tbody>
<tr>
<td>Address</td>
<td>Rheinbahn AG</td>
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<tr>
<td></td>
<td>Lierenfelderstraße 42</td>
</tr>
<tr>
<td></td>
<td>40231 Düsseldorf</td>
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<tr>
<th>E-Mail</th>
<th><a href="mailto:johannes.huestege@rheinbahn.de">johannes.huestege@rheinbahn.de</a></th>
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<tbody>
<tr>
<td>Phone</td>
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<tr>
<td>Internet</td>
<td><a href="http://www.rheinbahn.de">www.rheinbahn.de</a></td>
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Resume and Outlook

In summary, it was an exciting way to identify and name the potential services and to shape them according to the different customer requirements. We will continue to pursue this path in future expansion stages. Also and in particular in the development of the ITMS. The focus is on the consistent optimization of our services and the demand-oriented expansion of our service catalog. We want to continue to present our users with standardized working methods in the future and thus sustainably increase customer satisfaction.

Editorial comment!

Please note:
The solution shown here is described as part of the "SAP Customer Centre of Expertise (Customer COE) customer success stories" program. In this format, SAP gives Customer COEs the opportunity to outline examples of certified SAP Customer COEs.

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