



KEY SUCCESSES



ONE COMPLETE OVERVIEW



INCREASED EFFICIENCY



EASY & FAST IMPLEMENTATION



"Nearly every week, we get questions from other departments and teams asking to use the 4me system. Once the master data is all in place, it is very simple to integrate more departments and teams."

Oliver Kantner
Executive Consultant and Project Manager

DEICHMANN Switches to One IT Service Management Platform for the Whole Group

One service-oriented solution improves service experience and efficiency

DEICHMANN SE, the largest shoe retailer in Europe, was founded by Heinrich Deichmann in 1913 as a shoemaker's shop. Today, DEICHMANN is still a family-owned company that attaches great importance to growth through its own resources.

Currently, DEICHMANN is active in 31 countries, with around 4,600 branches and 48,000 employees. In addition, there are presently around 40 international webshops – and DEICHMANN is still constantly expanding its omnichannel concept. The company also owns retailer SNIPES, with online stores and outlets across Europe and the US, Dosenbach-Ochsner AG & vanHaren Shoes.

Looking for one complete solution to replace a multitude of tools

DEICHMANN was looking for a new service management solution to replace all its different IT service management and service desk systems. Every IT department, whether for SAP, ERP, Infrastructure, or Omnichannel, was working with its own applications and service desk structures, with their own phone numbers and portals. There was no overall view, which made it very complex for the employees.

Industry

- Retail

Location

- Global

Challenges

- DEICHMANN was looking for a new service management solution to replace all its different IT service management and service desk systems.

Solution

- ITSM, ESM

The primary need was to bring all these systems and applications together in one overarching, user-friendly ticketing system; but at the same time, they wanted to address the lack of efficient service processes via the adoption of one new and complete service-oriented IT service management solution and portal for all. That way, employees would only need to go to one portal, backed by efficient processes and workflows, with all their requests. Oliver Kantner, Executive Consultant and Project Manager, explains: "And that is where 4me differentiated itself from the competition. Not a single application was able to cover everything Deichmann needed and able to support all the different service desk units, except for 4me."

The team asked several vendors for a proof of concept based on a long list of requirements, such as "must-haves", "nice-to-haves", and others.

Oliver: "We looked at what I call 'cool candy' service tools, which appear nice and simple at first sight but, when you take another look, disappoint. With 4me, it was the other way around; initially, we had to get used to the 4me platform with its innovative architecture and service-centric approach. However, after one week, this was completely different; everyone preferred 4me."

"4me's service-oriented approach works much better for end users who are looking for a simple answer or solution to their request, and don't want to think about where to go or the process behind everything. Having one user-friendly Self Service portal for everything makes it so much easier.

"Also, with the other solutions we looked at, we required a lot of extra modules; it's a bit like when you want to buy a phone, a TV, or a car. Often, you pay a base price, and then it turns out you need various expensive extras for it to work properly. With 4me, everything we needed was included from the start and ready to use when needed.

"This means you can decide to start with IT Service Management (ITSM) and quickly move on to enterprise service management (ESM) without a problem.

"We also found the connectivity in 4me impressive. We now have 2,700 shops within the system, which was not possible with other systems. The possibilities in 4me are endless."

Implementation

The implementation was executed in close collaboration with 4me and its local partner, Techwork. The plan was to do this in three months for the base version, and everything went according to plan, but after a while, DEICHMANN asked to extend this period by one month to extend the scope and include more from the start.

Training

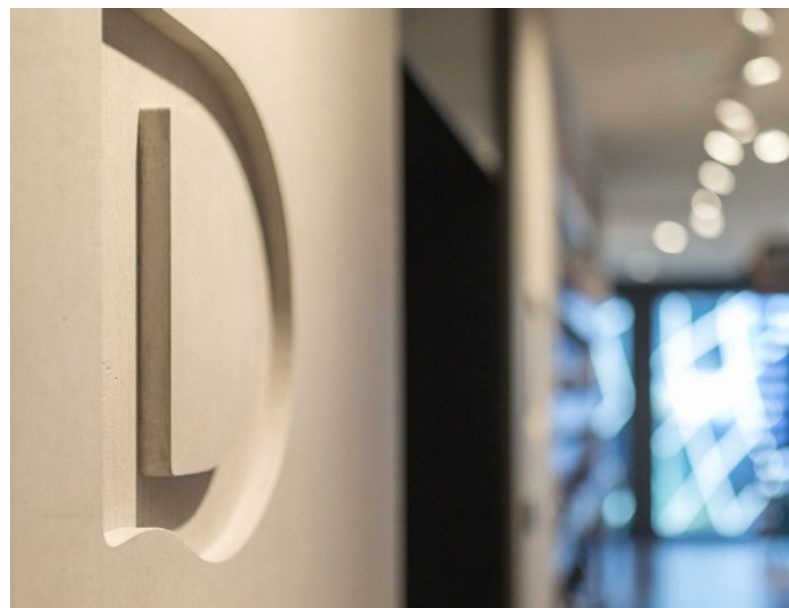
Techwork explained how to create workflows, and Michael Wilken from 4me explained all the possibilities of 4me, including CIs and Project Management.

Scope

- Request Fulfillment
- Incident Management
- Configuration & Asset Management
- Service Level Management
- Project Management
- Change Management (Planned)
- Release Management (Planned)
- Automation Rules (Planned)

Integrations

- SSO, AD, and additional personal data, assets for the shops (more than 100,000 assets)
- ERP (Under discussion and may follow.)
- Freshdesk from the POS vendor
- Jira Software Development
- Different tools for inventory and system event matching



Go Live

In June 2023, ITSM, POS (Helpdesk for 2,500 Point-of-Sales), and the workplace for Germany and the rest of the world went live. In July, ERP, SAP, Omnichannel, and HR followed. In August, the information security management system (ISMS) was added.

After going live in June, the IT team spent some time collecting end-user wishes and demands in terms of structure and services, and adjusted the system where necessary, as end-users are the ones who have to work with it. The IT team is still working on perfecting the service catalog and structure.

Rolling out 4me enterprise-wide

Departments in 4me other than IT are HR (onboarding is now completely digitized), Architecture and Design (in their case, the app and the ability to use pictures are also great to have), Facility Management, and Purchasing. DEICHMANN is now also starting with some external services (collecting donations for Ukraine and Africa, for example).

Oliver: "Nearly every week, we get questions from other departments and teams asking to use the 4me system. Once the master data is all in place, it is very simple to integrate more departments and teams."

Everyone can join this one central service management system; there is no need to use different ticketing systems anymore. Oliver is currently going through the company's organogram, checking who's using 4me and who isn't, and, when they are not, the reasons why. The next step is a 4me portal for the end customer.

Results: One service-oriented portal for all improves user experience and efficiency

Oliver: "The customer feedback is great; 93% of end users are happy, which is great to see for our IT team. We never had this before."

"The big change is our thinking around services, rather than just a ticketing system; it's not just about sending an email, but, now when employees use the Self Service portal and the service workflow gets started, it will automatically create emails and tasks – cross-functionally where necessary."

"We started with the one Self Service portal for all, and now we are also starting to work with the 4me mobile app, which is great, especially for our stores. Employees can now take pictures and directly open up a ticket in the app, which wasn't an option before and has improved productivity."

"And thanks to 4me Auto Translation, any language barriers have also been removed."

Overview and real-time reporting

Oliver is a fan of the reports, the transparency, and the real-time dashboards in 4me: "This is the first time we have had such an easy overview."

There are more than 30,000 requests and tasks per month. Thanks to the end-to-end transparency and real-time reporting in 4me, management can see exactly how many top-level incidents, requests, and tasks there are (and how they perform), and users can see what's going on and where their tickets are in the system. And where the performance service is worse than expected, it is easy to investigate why and do something to improve it.

Oliver: "Before, we relied on Excel sheets to do the job, which are very static and obviously more time-consuming. Now we have all the information we need with one push of a button. We are always only one click away from the necessary data. It is much easier to optimize and fine-tune services with all this information at hand."

"With the reporting in 4me, it is now also possible to forecast, which really helps. We can see how many people will be joining the company in the next seven days, for example, so we know how many Notebooks, iPhones, etc. are needed. Or we forecast based on the data, tickets, and service performance of the previous month."



Easy to implement and keep up-to-date

Oliver explains, "One of the other great improvements for me is that we no longer need external consultants. We can do it all ourselves. A good example is the SAP department, which was never very involved in the project but is now completely integrated in 4me without any external or IT help or guidance.

"We appreciate the fact that everything is included and ready to use when we need it. And with the weekly product updates that are implemented automatically, we see continuous improvement without having to take action ourselves. Also, 4me listens to what we need and also implements improvements that were suggested by us."

The team always keeps an eye out for helpful updates. Every two weeks, they have a '4me Change Committee' to discuss the next changes and how they can use them to their advantage.

One system, one IT

"The main success comes from having one system and one IT. Cross-company collaboration is now seamless, with one easy-to-use service management platform for all, which greatly benefits the employee and increases efficiency and productivity," says Oliver.

"Knowing and having had experience with other systems, I would certainly recommend 4me to other companies. I like how in 4me it is very clear who is responsible for a service. That means the service organization functions well."

"At DEICHMANN, the 4me implementation is seen as very successful; it has dramatically improved our service management enterprise-wide. And my experience working with 4me is great; both the solution and the support are excellent."



The **Complete** Service Management Platform

4me® combines ITSM with ESM and SIAM capabilities, enabling all internal departments, such as IT, HR, and Facilities, as well as external managed service providers, to work seamlessly with each other. At the same time, 4me provides complete visibility and control of service cost and quality.



techwork is an IT automation and digitization company. It specializes in implementation, organizational integration and workflow automation. Their main drivers are delivering competitive advantage with speed and quality.

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