



**Success Story**  
AUTOMOTIVE

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## **AUTOMATION AS A SUCCESS DRIVER IN SERVICE MANAGEMENT**

How a globally renowned German automotive group scaled its service management platform in collaboration with DEMICON, benefiting from increases in productivity, efficiency & time resources.

[demicon.de](https://demicon.de)

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With the support of DEMICON, suitable automations and methodological adjustments, our client successfully scaled their service management platform. As a result, the team achieved immense efficiency gains and, above all, was able to increase productivity. The freed-up time can now be allocated for crucial tasks such as comprehensive customer contact, high-quality consulting and further development of the platform.

**INDUSTRY** AUTOMOTIVE

**CLIENT** A GLOBALLY RENOWNED GERMAN PREMIUM AUTOMOTIVE GROUP

**PROJECT PARTNER SINCE** 2015

**TOOLS** JIRA SERVICE MANAGEMENT, EAZYBI, SCRIPTRUNNER, INSIGHT, JIRA AUTOMATION, STRUCTURE & ADVANCED ROADMAPS

**SKILLS PROVIDED BY DEMICON**

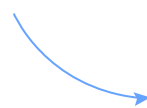
Long standing technical expertise in Atlassian, Jira Service Management and customer-specific add-ons

Methodological know-how and individual solutions





Comprehensive understanding of the issue at hand

Creative thinking and high level of initiative

The proactive manner and creative ideas were particularly valuable as they allowed us to move forward in an efficient and successful way.



**BENEFITS FOR OUR CLIENT**

-  Improved efficiency through automations
-  Increase in employee productivity and enhanced processing quality through freed-up resources
-  Faster response time and significant cost savings
-  Highly satisfied customers and service level employees

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# HOW A GERMAN AUTOMOTIVE GROUP SCALES SERVICE MANAGEMENT SUSTAINABLY AND CELEBRATES NEW SUCCESSES

BERLIN & STUTTGART, DEMICON



When implementing new IT systems, there are two common yet contrasting scenarios: In the first one, the new infrastructure is not well accepted and its use needs to be pushed. In the second case, tools become so popular that capacity limits are soon reached – both in terms of the IT infrastructure and personnel. Here, it is crucial to scale up as quickly as possible, and to do so in a structured, secure and sustainable manner.

This was a challenge a global automotive group from Germany faced with their internal collaboration and continuous integration/continuous delivery (CI/CD) platform. Since 2015, the internal platform with shared services had seen a 20-fold increase in users and the numerous requests nearly pushed both the team and the platform to their limits.

This Success Story demonstrates how we adapted the platform and processes in a way that allowed the team to achieve numerous measurable successes while remaining the same size: through faster response times, improved processing quality, and an efficiency boost that freed up resources for other key topics.

The project particularly benefited from DEMICON's comprehensive expertise, making this a successful collaboration since 2015.



## THE PROJECT AND ITS CHALLENGES

At the global automotive group, several hundred thousand people work every day to excite customers worldwide with outstanding premium vehicles. For better, faster software development in R&D and vehicle development, a dedicated platform had been launched in 2015, and the team had expected just over a thousand developers to use it for technical inquiries.

While the team remained the same size, the user count doubled each year. As the expectations of absolute excellence were never compromised and each and every request was solved, response times and ticket resolution times increased to as long as three months. At this stage, frequent escalations and urgent ad-hoc issues made it nearly impossible to handle larger, strategic issues in a structured way. In addition, the existing Jira and Confluence platforms were being slowed down due to a variety of configurations, which, in turn, resulted in a growing backlog.



The previous way of manual ticket processing was inefficient, error-prone, and had to be scaled up as quickly as possible.





## OUR APPROACH

DEMICON and the automotive group have been in a successful collaboration since 2008. To ensure the best possible service for our client, we once again relied on state-of-the-art technical solutions in combination with our methodological know-how and our extensive experience.

### SO, HOW DID WE APPROACH THIS CASE?

First, we optimised the platform's technical environment and switched from Jira to Jira Service Management, a very powerful, intuitive and easily scalable tool for support requests. In the course of this, our consultants supported the team at our client in migrating more than 1,000 open tickets securely from the old platform to the new one.

Since then, individual configurations and integrations with other technologies have enabled a continuous, frictionless user flow throughout the entire infrastructure.

Simultaneously to our collaboration, our client's team created a framework internally that allowed tasks to be completed in a more structured way, and new requests to be prioritised in a quicker, optimised way using clear rules. This was accelerated with the automation of various process stages in October 2020, where DEMICON consultants were significantly involved. The aim: to achieve maximum time savings as quickly as possible.

Based on the available data regarding request frequency, implementation duration and automation complexity, the DEMICON team started out with just a few basic functions.

One of the tasks here was to analyse the incoming service desk tickets, on the basis of which our consultants determined the main requirements and challenges of the Jira users so they could adapt the services and automation precisely to their needs.

Through additional Jira customisations, which are embedded directly in the tool, Jira users can now make individual configurations in their projects themselves, without the support of a Jira administrator. The automations not only provide greater autonomy for individual employees but also assure that tickets can only be created by people with project rights.

Today, the automation solution provides 17 functions, enabling the team to process requests faster while consistently delivering high quality service. In addition, the automations simplify customer communication and ultimately free up resources that are needed to solve more complex tickets.

The changes in technology were supported by the high level of technical expertise of our DEMICON consultants. We assigned experienced service engineers to the different service levels so that any questions that arose could be answered in an even more comprehensive way. Our certified experts offered direct support for particularly difficult inquiries, especially regarding Atlassian & Marketplace Apps. Developers complemented these competences by performing scripting tasks, taking care of the integration with third-party systems where necessary, and extending Jira with individual software or apps, such as eazyBI, Structure, Insight, Scriptrunner and Advanced Roadmaps. This way, the tool was adapted to the requirements of the automotive group as precisely as possible.

To guarantee best services now and in the future, our client regularly seeks customer feedback. On this basis, the team continuously develops new functionalities and automations, which are then implemented with great precision by DEMICON.

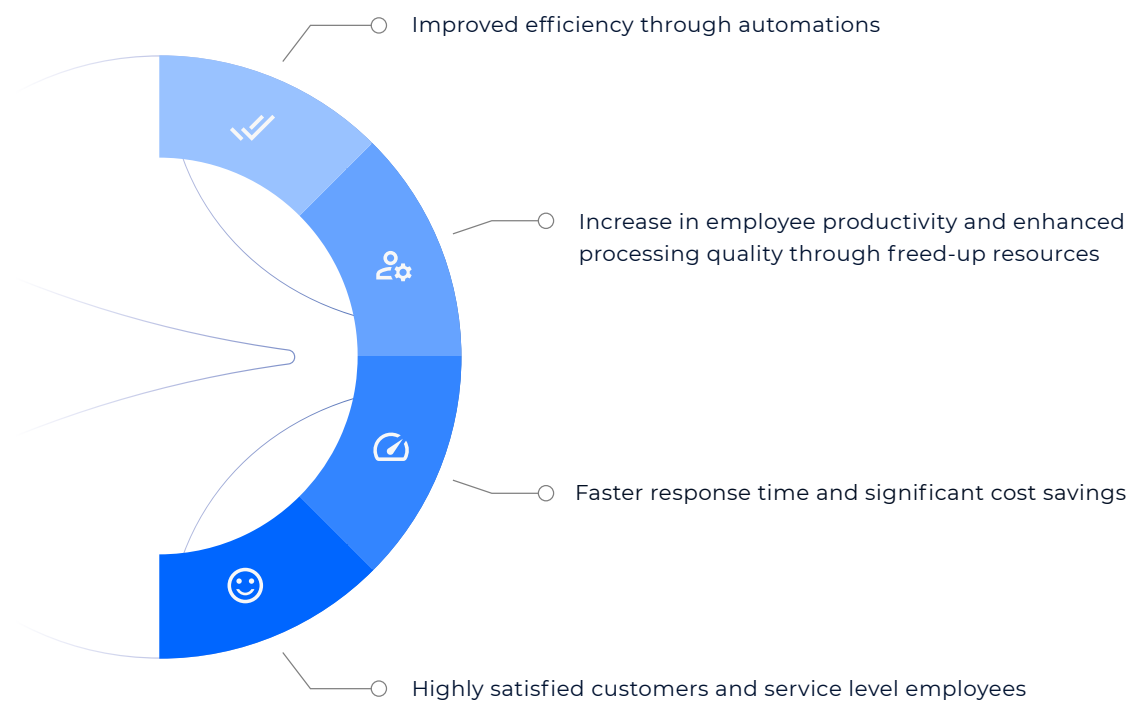
EQUIPPING YOU  
WITH THE  
FUTURE OF IT.

TAKE A LOOK HOW



## THE BENEFITS

ALL BENEFITS AT A GLANCE



**The platform user base has increased twenty-fold since its launch – creating scalability through automation and self-service was therefore the central aim of this project.** Now, half of the incoming requests are resolved within a week, and automated requests take only a few minutes to process. The shorter response and processing times have significantly

increased the satisfaction both among customers and service staff.

**Our client's team now benefits from immense efficiency gains and can now focus its resources on new ideas and visions.**



## CONCLUSION

Based on productive, eye-level collaboration, we managed to take our client's service management to the next level.

This was achieved through a comprehensive problem analysis, methodological adaptations in the team and targeted automations in Jira Service Management. With this combined approach, we jointly laid the foundation for continued success.

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DEMICON is a multi-award winning IT service provider founded in 2008, and one of the leading AWS and Atlassian Platinum & Enterprise Solution Partners in the DACH market.

DEMICON has built a legacy based on deep technical expertise and strategic thinking, combined with a people-first approach. Our services range from customized software development and implementing scaled, agile methods, such as SAFe, to consulting on agile processes and hosting seminars and workshops.

Our team of experienced Enterprise Architects, Technical Consultants, Software Engineers, Business Consultants and Project Managers provide a wide range of solutions to help companies reach their digital goals.

TOGETHER WE WILL DESIGN  
THE RIGHT SOLUTIONS FOR  
YOUR VISION!



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