A Look at How a Next Gen IT Support Experience Can Deliver Significant Business Value
OVERVIEW / EXECUTIVE SUMMARY

The past year has seen a dramatic acceleration in the adoption of digital technologies across all markets and geographies. Changing consumer behaviors and consumption models, the distribution of the workforce and the shift to remote employees, and the reworking of business operational models are forcing a rethinking of not just how technologies will be implemented, but how they will be supported as well.

Traditional IT support models, with a heavy emphasis on identifying and fixing technical issues, are proving to be inadequate in meeting the demands of more digital, distributed, and dynamic business models and operational requirements. We believe a new type of IT support program must evolve to meet current and future needs, needs that move beyond the traditional “troubleshoot and fix it” approach to one of leveraging IT support as a mechanism to ensure more efficient and optimal asset availability and business agility.

IT support teams are spending too much time fixing issues and not enough time helping their organization leverage the value of the technologies and services they’ve deployed.

We believe there are five key pillars that will define the next generation of IT support experience, and that HPE’s Pointnext Tech Care service addresses each of these head on:

- Reduced Friction and Complexity
- Smart Digital Experiences
- Community Knowledge Sharing
- Value-focused Guidance and Direction
- Scalability and Agility

Moving ahead, we encourage IT organizations to quickly evaluate and assess the impact of changes in recent digital technology adoption, rethink how these changes have changed ongoing and future support requirements, and focus on establishing IT support partnerships that both meet these needs and offer the ability for IT teams to shift their focus from fixing issues to proactively delivering new business value to the organization.
The IT Service Challenge

The past decade has yielded steady and predictable growth in businesses, organizations, and governments evaluating, adopting, and deploying digital technologies as part of the evolution of IT and operational systems. But recently, this steady and predictable growth has been disrupted.

Over the past year, we’ve witnessed an explosion in the demand for digital technologies to support an increasingly digital consumer base and a frequently remote or distributed workforce. This has, in turn, heightened the need for organizations to focus on digital experiences for their customers, employees, and partners. Enterprises, across all industry sectors and regions of the global economy, have stepped up to meet this demand by rapidly deploying new technologies, solutions, and services coupled with reworking and accelerating digital transformation plans and initiatives at a scale few thought possible.

But what hasn’t been transformed, or even changed for many, is how IT organizations are supporting this new wave of information and technologies. And it’s not just an issue of more or new technologies, it’s an issue of different processes and business needs that must be supported.

IT service options are holding enterprises back.

Over the course of the past year, our research and client work has reinforced the idea that while enterprises have proven to be adept at recognizing the need for change and the ability to acquire new technologies, existing support models and operational issues are limiting the ability of IT organizations to properly support their organizations and enable transformational value. Even as IT organizations are increasingly looking to their technology and services partners for support, they often face formidable challenges:

- **New technologies coupled with legacy support models.** Technologies, and the business processes they support, have changed considerably — so too must the way they are supported.

- **New support models that don’t fit legacy technologies.** Where support models have been tailored to new technologies and processes they can be limited in the ability to identify and support issues with legacy technologies (a significant challenge for the majority of enterprises that will continue to rely on hybrid approaches to technologies and services).

- **Limited flexibility in services consumption and pricing.** While providers and IT organizations have made great progress in adopting “as-a-Service” models for technology solutions and services, the shift from CAPEX models to managed services (OPEX) models regarding support still lags for many.

- **A heavy focus on fixing rather than leveraging.** Difficulty keeping pace both with how to maintain and how to achieve the best value for end users.

- **Limited customization and personalization.** While technologies have become more custom and personalized, the ability to offer custom and personalized support to both organizations and individual users has lagged, creating a gap between the digital experience and digital support.
These, and other, challenges continue to constrain many organizations, forcing them into a reactive posture focused on trouble-shooting, fixing specific issues, and achieving service metrics, and not allowing them to be proactive or focused on supporting larger, enterprise goals and objectives.

Organizations focused on fixing and managing technologies don’t have the time or resources to focus on the best use of these technologies or how they can be used to create new business value.

In essence, IT support teams are spending too much time fixing issues and not enough time helping their organization leverage the value of the technologies and services they’ve deployed.
Shifting IT Support From Fixing to Creating Value

We believe there is a strong need for enterprise IT organizations to focus on obtaining value from the products and services deployed and moving beyond the traditional focus of troubleshooting and problem resolution. But this would require a new approach to services and support.

The ultimate goal of any deployed technology, solution, or service should be to help an organization achieve its goals and objectives — to aid in the creation of business value.

There are five characteristics, or pillars, that we believe are essential for IT support providers to offer in the next generation of support experience, each critical in helping organizations achieve this shift of focus, from fixing to value creation.

We’ve reviewed HPE’s recently announced HPE Pointnext Tech Care offering with an eye to how it stacks up to these five pillars, concluding HPE does it very well and better than most.

**Reduced Friction and Complexity.** An offering that is simple, intuitive, and adaptable to match a variety of support needs (for both the IT professional and their end users).

HPE addresses this need through a simplified support experience, replacing its previous Foundation Care and Proactive Care offerings into a single offering that can be adapted to specific hardware or hardware/software products, spanning legacy to emerging technologies. Recognizing that support needs can vary, it has structured SLA options into three core offerings: Basic, Essential, and Critical that offer service response times from couple of hours to minutes.

**Smart, Digital Experiences.** Leveraging smart (AI-based) technologies to offer intelligent and proactive insights and awareness in a helpful, and not intrusive, manner.

Creating a smart, digital experience involves more than just a tight dashboard GUI, it requires the backend data analysis and insights that can simplify and proactively address potential issues. HPE’s transformed customer engagement platform has evolved to offer both self-serve and self-solve options back-ended by an AI-driven analytics engine for predictive/proactive management and support automation. This is a key component for helping seamlessly bridge the gap between support for legacy and new/emerging technology.
► **Community Knowledge Sharing.** The ability for IT personnel to easily access information, HPE support, and expert resources and to collaborate with others to create and share value with others in their community.

Access to HPE experts, knowledge, and collaborators has been addressed by HPE through a combination of community forums, voice or chat access to HPE support teams, AI-based chatbots, and a sizeable self-discover/self-serve library of videos, tips, and guides. Think of it as a “what you need, the way you want it” approach to knowledge and collaboration. We can easily see this expanding over time and leading to a much wider array of collaboration and support offerings.

► **Value-focused Guidance and Direction.** Blending how to use and manage products and services with how to leverage them to test new ideas, innovate new uses and processes, and create new value and opportunity for the organization.

HPE’s commitment to helping enterprises move beyond the “fix it” mentality is highlighted by its layering of proactive and expansion-focused features (from risk mitigation to tech tips and future planning simulations) on top of the more traditional tech support tools (including logging, dashboards, and configuration/troubleshooting support). More than just a set of tools, this is a professional services-based offering bundled into Tech Care providing direct access to HPE’s expert team (with increasing value over time as the relationship/partnership builds).

► **Scalability and Agility.** Enterprises today must be agile and have the ability to rapidly adapt to new or changing business needs, including the ability to easily and cost-efficiently scale and expand support services as IT needs and organizational goals change and evolve.

We’ve long been impressed by the scalability, consumption-based pricing, and approach to managed services of HPE’s GreenLake offering, and we see more of that innovation here in HPE’s Pointnext Tech Care. Following a similar “sample what you need” approach, HPE has included a wide range of additional services that recognize that every enterprise is at a different stage in their tech journey. From security assessments and data migration to software deployment and system retirement, HPE has created a modular, life-cycle offering that could span from a basic “we need some training or upgrade support” option to a more encompassing “we need someone to manage our entire system” approach.
WHAT IS HPE POINTNEXT TECH CARE?
From “fix my hardware” to “help me get the most from my HPE product”

1. Single support experience that adapts seamlessly for each HPE product type.

2. A digital experience providing automated and proactive AI insights, self-serve and self-solve capabilities.

3. Easy access to our experts and their knowledge, with real-time collaboration and tech-tips video library.

4. General technical guidance from our experts on operational best practices, over its lifecycle.

5. Portfolio of standardized and modular supplemental product lifecycle services.
Conclusions & Recommendations

We believe IT support teams face a wide range of challenges as enterprises adjust to new customer and employee requirements, rework business and operational models, and accelerate the adoption of digital technologies and digital transformation initiatives. Traditional support plans and strategies, focused on identifying and fixing technical issues, are increasingly unable to be the answer for the challenges facing businesses and organizations today.

To keep pace with rapidly changing customer and operational requirements, organizations need to ensure their IT support plans not only are equipped to handle accelerated technology deployments and changing operational models but also provide flexibility, agility, and the opportunity to enable and support new business initiatives ahead. This includes ensuring that IT support plans and partnerships are designed to facilitate:

- Reduced friction and complexity, creating simple, intuitive offerings and consumption,
- Smart, digital experiences that leverage technology to not just manage but to proactively improve future operations and asset availability,
- A community-based approach to knowledge sharing and collaboration between both provider experts and other users,
- Guidance and support that moves beyond technical issues to improve operational value and optimal asset utilization, and
- The ability to scale and adapt to both changing business and support requirements.

Recommendations

For organizations seeking to improve both the ability to support digital technologies and the operational value of existing technical assets, we offer the following three recommendations:

- Evaluate and assess the impact of changes in recent digital technology adoption on existing IT support requirements with an eye to uncovering gaps between previous plans and emerging requirements based on recent global events.
- Ensure your journey-based service pillars are tailored to your organization’s requirements both today and where you believe your organization might be three to five or more years ahead.
- Consider IT support partnerships (and not just support contracts) that offer the ability for IT to focus on delivering future (new) value to the organization.

If nothing else, the past few years have shown that the future of the enterprise shouldn’t be tied to the technology it deploys but rather leverage the agility and opportunities technology enables.