



## SMART Suite IT Service Management & Customer Service Software

### Business Profile :

#### Industry

- ✦ Retail & Wholesale Distribution

#### Challenges :

- ✦ Need for Unified call logging & resolution mechanism for geographically diversified locations.
- ✦ Increase customer satisfaction.
- ✦ Improve accountability and visibility of IT & Business services and support functions.
- ✦ Decrease help desk response and

#### Key Solutions

- ✦ ATG deployed SMART Suite Service Desk to support IT Infrastructure Library® (ITIL®) best-practice methodologies and enable the company to deliver increased service desk performance, manageability, &

#### Benefits

- ✦ Implemented proven ITIL-based processes quickly and easily.
- ✦ Improved resource efficiency.
- ✦ Better control of the entire incident, service request management chain as well as automated escalation before deadlines.

### About ATG

Al Musbah Trading Group (ATG) is a conglomerate with over 30 years experience in providing quality products & services to a wide range of customers in the Middle East region spanning different industries from retail, technology, manufacturing & distribution. Our history is well known throughout the region & our reputation speaks for itself. Therefore, whenever you see the Al Musbah name, rest assured, quality, reliability, & customer service is what you can expect.

### SMART Suite Solution for ATG

ATG wanted to align its people, processes, & technology to improve operational efficiency across its branches in different time zones. ATG Retail Executive Director, Mr. Irshad Cader, said we wanted to increase the accountability & visibility of IT & Business services & support, for this we wanted to automate service desk process to reduce costs and incident call volume. The resultant goal was a project name SMART IT.

ATG's implementation partner, ForeVision, suggested that the company consider SMART Suite for Service Desk Function.

As part of the SMART IT Project, the SMART Suite IT Service Management Solution is implemented. SMART Suite is a fully integrated service desk solution which supports ITIL best practices and enabled ATG to deliver increased service desk performance, manageability, and organizational alignment. SMART Suite offers all the functionality ATG needs in its dynamic, multi-language and multi-region environment.

Implementing SMART Suite Service Desk in ATG took about 3 weeks, from drafting the initial specifications to user training and implementation. Part of the reason for this fast rollout was the fact that, high quality computer based trainings, which are available online in SMART Suite, which users can view at their convenience, instead of reading weighty process documentation.



## SMART Suite IT Service Management & Customer Service Software

### About SMART Suite

SMART Suite is a comprehensive, ITIL compliant, web based end to end solution for Service Desk, Help Desk & IT Operations Management, with high-end enterprise class features and flexibility, with the lowest TCO and at a price that small & medium businesses can afford.

### About IIT :

Internet Information Technologies (IIT) is a US based, privately held LLC, registered in state of Arizona, with a Global Development Center in Hyderabad, India. IIT focuses on creating ITIL compliant, multi-lingual software solutions that are targeted for small and medium business (50 users to 2500 users). The solution currently supports English, Arabic and French languages and the primary target markets are North America, Asia, Middle East and North Africa (MENA).

***“ All forms modification / reports requests can either be done by an ATG Support Staffs, or change requests can be send to SMART Suites product support and development center, who are quick to incorporate changes and deploy a new software service pack. ”***

Adel Safadi  
Business Development Manager  
FOREVISION



Further planned developments include using SMART Suite Service Request Management for managing HR Requests like (Employee Leave, Business Travel etc..) and Service Requests for Maintenance and Purchase Departments. ATG will also soon embark on implementing call center with IVR integration of SMART Suite.

***“ We’ve seen a big improvement in our communications throughout ATG organization, since implementing SMART Suite Service Desk. It has also allowed us to be more proactive in recognizing potential problems and conflicts - which in turn, leads to higher IT service levels. ”***

Mr. Irshad Cader  
ATG Retail Executive Director