

Creating Business Agility for the Siemens Content Supply Chain

As an enterprise-level, global conglomerate and one of the planet's leading providers in energy-efficient, resource-saving technologies, Siemens is a trailblazer in innovative solutions. Although recognized for their extraordinary contributions to engineering, science, and power-saving strategies, they're equally dedicated to creating an ideal working environment for their employees.

Siemens approached us to review and enhance their current content workflow processes. They wanted an optimized and transformative solution that would improve content management processes, remove redundancies, increase productivity levels, reduce time to market, and solve progress tracking issues permanently.

Our solution was centered around optimizing their content supply chain and workflow processes within their current service desk to increase efficiency on all levels. After collaborating with Siemens, **we implemented a transformative Jira service desk approach that became an award-nominated solution.**

The Challenges

Due to Siemens' pace of innovation, there was an ever-increasing volume of content requests streaming into their content management workflow.

However, the real setback here was that double the effort was being put into sorting these content requirements rather than resolving them.

The main challenge was for content owners to determine the relevant prioritization level of tickets. This created unnecessary hurdles for teams as they reviewed incoming requests to ensure stakeholders/product owners were including the essential items needed for publishing content.

We knew any new technologies put in place would need to be intuitive. The transformation strategy required simplified processes (using automation as appropriate) so teams wouldn't be burdened with learning various new tools and could keep up with their regular, daily tasks without feeling overwhelmed or bombarded.

Finding ways to implement change while simultaneously minimizing disruption requires a fine balance and we wanted to ensure Siemens' digital landscape was uninterrupted during our project.

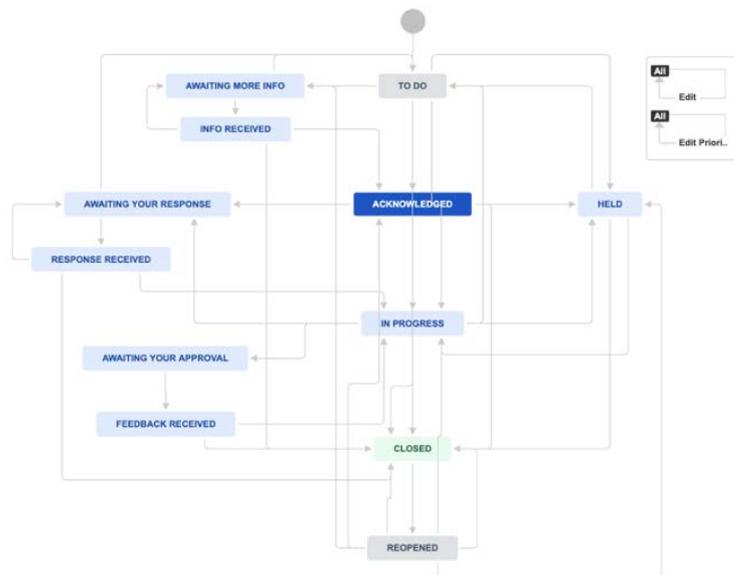
The Solution

The answer here was a well-organized workflow that provided a predictable, easy-to-manage, SLA governed service desk.

It included an optimized, queued ticketing system based on Atlassian Jira that aligned with Siemens' business needs and completely restructured their content supply chain.

We condensed the existing service desks into one central location that revolutionized the way their tickets were being generated, tagged, prioritized, and tracked.

To maintain this new Jira service desk, we applied methods to track velocity and frequency of all incoming and completed ticket statuses.



The improved communication among teams, along with the predictable processes, significantly improved overall efficiency levels.

This implementation also included:

- Equipping the service desk for internal business and technical issues
- Technical support for customer enquiries
- Content support
- Training and documentation

The Impact

Content specialists, editors, and marketers can now perform their tasks seamlessly and without delay because they have everything needed to begin working on a ticket immediately.

The workflow impact:

- Reduced time to market, increased cost effectiveness and team efficiency, maximized process agility

With the old experience, the average turnaround time for a submitted ticket was 44 days. Within the first 12 months of launching the new experience, we've reduced that time to 16 days – **improving overall efficiency by 65%**.

The team impact:

- Great feedback, happy employees, improved stats, superior velocity, well-allocated resources

In terms of user satisfaction, when using the old experience, only 82% of users would rate their satisfaction with the work being completed at 5 stars.

With the new experience, **99% of users rate the completed work at 4 stars or higher.**

About Content Bloom

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

Creativity, technology, and digital marketing

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering results that matter

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>