



Certification to the IT Service Management standard ISO/IEC 20000 drives business growth and inspires client confidence for Tegen Ltd

“Since achieving certification, we have been able to reposition the business in line with our growth strategy. It has also aided our lead and sales generation, and we have secured business from a large client that we wouldn't have been able to do previously. ISO/IEC 20000 provides our clients and prospects with reassurance and differentiates us from our competitors”

Richard Smith
 Founder and Managing Director,
 Tegen Ltd.

Customer objectives

- Demonstrate high standards of service ethics and professionalism
- Increase internal efficiencies by fully integrating new processes into an existing CRM and remote management and monitoring (RMM) system
- Provide a solid platform for further certifications
- Differentiate from direct competitors and reposition to compete with elite companies in its sector

Customer benefits

- Increased clarity and consistency around processes and management
- Opened doors to blue-chip customers, who actively look for certification
- Continual improvement approach, helped regularly address business risk
- Enhanced business continuity strategies
- Increased client satisfaction
- Improved customer confidence
- A solid platform for further growth

Customer background

Established in 2002, Tegen Ltd stands out in a fiercely competitive industry. With offices in Surrey and London, the company fulfills the IT management role in its entirety, from strategic IT services and planning, through to desktop support. Tegen targets medium to large sized organizations within a wide range of business sectors across London and the South East, who are looking for IT management, support, outsourced IT services and Cloud solutions.

Tegen's turnover has increased by 20% in a year, to £650,000. With ambitious growth plans, it is aiming for sales of £5m by 2017. Founder and Managing Director, Richard Smith, is determined that his fast-growing company will one day act as one of the UK's market leaders for outsourced IT services.

Why certification?

Tegen became aware of ISO/IEC 20000 in 2013, when the company repositioned itself to focus solely on medium to large organizations. Smith explains, "The typical new business enquiries we received were to fix breakdowns. They would come to us because there was a problem. Tegen can offer far more. We needed to attract new clients that would use our services to the full, such as strategically assisting clients' business growth, so we decided to put together a growth strategy that targeted larger companies."

A key part of this strategy was to achieve certification to ISO/IEC 20000, the first internationally recognized standard for an IT service management system. Smith says, "Obtaining certification was crucial because we wanted to demonstrate to our new and current clients that we can deliver to the standards we promise. This certification demonstrates that our procedures and workflows reflect how we actually carry out our business, and that service ethics and professionalism are embedded."

Smith continues, "It wasn't an easy process. We had invested heavily in new back-end systems a couple of years ago that were all built around ITIL standards. This meant that we already had the procedures in place, even before we embarked on the journey to certification; however, we just hadn't configured our workflows in the 'compliant' fashion. We knew that this particular certification would brand

us as a more efficient IT company, not only in terms of business continuity, resilience and fail-safes, but also in managing configurations."

Implementation

Tegen achieved certification in just six months, with the help of Ultima Risk Management, a specialist in business resilience standards. Smith comments, "Without having a consultant, the timescale would have doubled. We wanted to develop the system ourselves – we wanted it to be much more than just having 'the certification badge'. The consultant's function was to crack the whip, drive it through and get us to design our own management system."

It took up a good deal of management time over the short period up to Stage 1. There was then a longer period between Stages 1 and 2 for the company to put its processes into action and fine-tune them.

Smith adds, "The investment in time and money was significant, but it was definitely worth it. We engaged with our staff from the beginning, updating them about progress; we trained them as we changed our service boards and ticketing system, and it completely enhanced our internal operations."

Benefits

The increase in efficiency repaid the time invested in designing a system that specifically met Tegen's needs. "You have to make the standard work for your business; you can't just make your business adapt to the standard," advises Smith.

"For instance, we were monitoring tickets at incident/customer level, but not at configuration level," he continues. "Since achieving certification we're able to spot that a particular machine has had lots of problems and needs attention. Certification has also made us look at our own business risks, contingency plans and information security. It has cemented our structure."

He adds, "We now have more management meetings and these are scheduled within our CRM, configured with automation for procedures and workflows that we have to follow. Internal communication has improved, and the automation has increased accountability by raising awareness of individual responsibilities. The system has

also delivered considerable time savings – increasing efficiency in the region of 20%."

Since gaining certification in January 2014, Tegen has also found that ISO/IEC 20000 brings advantages when pitching for business. "There are only 150 or so UK companies certified to the standard, and we're amongst the smallest," says Smith proudly. "It illustrates to existing and future clients that we're growing, and we're good at what we do. Having ISO/IEC 20000 helps when targeting larger clients. We've worked on two proposals in the past six months – and while it wasn't a requirement in either case, it was an added strength. In one of the proposals, a £250K project, they actively asked whether we had it."

Tegen recently won a contract with a large manufacturing client worth £20K a year, and a further £30K annually in project work. "We wouldn't have won the business without certification," says Smith. "During the sales meeting I explained what the certification encompasses and this quickly reassured the client, aiding their decision to choose us as an IT partner."

BSI's role

"Choosing BSI as the most suitable auditor wasn't difficult," explains Smith. "We wanted our new and existing clients to see that we were audited by a market leader, and BSI is widely recognized. We asked our BSI contact to be as critical as possible, and his input was invaluable in helping us to put in place a service management system that excels. He knew our industry and gave us a list of recommendations, not just requirements. He went 'above and beyond', and we are extremely grateful for his assistance."

"We passed with flying colours, and the system we've implemented ticks more boxes than just ISO/IEC 20000. We designed it with the aim of seeking ISO/IEC 27001 (Information Security) certification, and once we've completed an office move, we intend to implement both this and also ISO 22301 (Business Continuity). We may also look at ISO 9001 (Quality Management) – ISO/IEC 20000 is very similar, but specific to our industry. Thanks to our hard work, and the input from BSI, we're already part of the way there."

