



Key Benefits

- > Implemented in just 9 days
- > Cut training time by approximately 85 percent
- > Enabled closer tracking of studio inventory, rapid response to critical problems and requests, and decrease in time spent on network data management

Business Profile: Founded in 1932, Olan Mills is the most recognized name in portrait photography. Its nationally recognized Studio Portrait Division makes high-quality, affordable portraits, available to families everywhere through hundreds of traditional studio sites and convenient Kmart retail locations. In addition, the company's rapidly expanding Church Directories Division also produces top-quality pictorial directories for congregations, church families, and multi-member organizations.

Geography: North America

BMC Software Solution

- > Magic Service Desk Suite

"Satisfied customers are the key component to business success. Magic Service Desk will help us to ensure that our customer base is well served and continues to grow."

Pete Cole
Field Liaison Manager
Olan Mills

Olan Mills Keeps Customers Satisfied and Employees Productive with Magic Service Desk Suite

Olan Mills, with retail stores in the U.S. and U.K., is a leading portrait photography company in both countries. Its nationally recognized Studio Portrait Division makes high-quality, affordable portraits available to families everywhere through hundreds of traditional studio sites and convenient Kmart retail locations. Olan Mills' rapidly expanding Church Directories Division also produces top-quality pictorial directories for congregations, church families, and multi-member organizations.

Olan Mills, with dispersed locations, required a help desk solution that would allow its IT staff to manage communication and mission-critical network issues, improve efficiency, and increase overall ease-of-use to deliver information seamlessly throughout the company.

Olan Mills searched for a highly versatile solution that would help to decrease maintenance and the time-to-resolution for its help desk calls. They also required their solution to perform additional network tasks that could ultimately impact Olan Mills bottom line, such as viewing metrics on mission-critical IT issues.

In addition, because of the company's large size and diverse customer base, it required a solution that could be easily integrated into its existing infrastructure with little or no network disruption.

Magic Service Desk Suite provided Olan Mills with the solution it needed to meet its technical and customer goals. The browser-based architecture, with its easy-to-use design, enabled Olan Mills to cut training time by approximately 85 percent. It also increased the turnaround for customer requests, and provided network access to U.S. and U.K. employees from any location at anytime.

Olan Mills first chose Magic Service Desk Suite, a Remedy® IT Service Management Solution from BMC Software, for its prominent leadership in the market. The company now utilizes the Magic Service Desk Suite asset tracking and problem management functionalities for their application help desk, remote site support, problem resolution, and inventory tracking across all of its dispersed store locations. They also benefit from the fact that Magic Service Desk Suite also provides easy reporting, improved communication with support staff, and ongoing updated information to employees at Olan Mills' corporate headquarters in Tennessee.

Magic Service Desk Suite has had a major impact on Olan Mills' bottom line. Field managers and photographers, who account for 75 to 80 percent of Olan Mills job tickets, benefit from the Magic Service Desk Suite browser-based, easy-to-use design. They are able to keep closer track of studio inventory, respond more quickly to critical problems and requests, as well as decrease time spent on network data management. Additionally, the company's administration now manages maintenance and resolves problems more efficiently.

"We chose Magic Service Desk over the competition because of its easy and fast deployment, extensive capabilities beyond network problem resolution, and the product's ability to customize per user, per project, and per location."

Pete Cole
Field Liaison Manager
Olan Mills

About BMC Software

BMC Software, Inc. (NYSE:BMC) is a leading provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC Software solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC Software has offices worldwide and fiscal 2004 revenues of more than \$1.4 billion. For more information about BMC Software, visit www.bmc.com.

With a thin client architecture and no programming requirements, Magic Service Desk Suite allows Olan Mills to cut training time across its stores from six months to three weeks—resulting in a significant amount of savings in time, money, and resources. And due to the simple deployment process offered by Magic Service Desk Suite, Olan Mills was able to implement the entire service desk in just nine days.

"Magic was extremely cognizant of our dedication to high quality and satisfaction for our customers and employees," said Pete Cole, field liaison manager for Olan Mills. "We chose Magic Service Desk over the competition because of its easy and fast deployment, extensive capabilities beyond network problem resolution, and the product's ability to customize per user, per project, and per location."

Since utilizing Magic Service Desk Suite, Olan Mills has increased its customer and employee retention rate, saving both time and resources through simplification of management and communication processes, and enhancing overall IT support services.

"In today's demanding market, we must continue to look for ways that we can improve both our internal and external business practices," said Cole. "Magic Service Desk has enabled us to do this. And because of its simplicity, we can continue to focus on our number one initiative—steadily growing the Olan Mills business."

