

MAGIC  
WHITE PAPER

**Magic Change Management**

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*Keeping Up With Changing Environments*

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## Introduction

Managing change has never been easy. In today's dynamic business environment, businesses are faced with a number of factors that make effective change management more difficult than ever. First, speeding time to market continues to be a pressing concern for businesses in virtually every industry. Second, intense competition makes it essential to implement new technologies and continually upgrade existing systems to increase efficiency and responsiveness. Finally, mergers, acquisitions, and other organizational activities are making the IT environment increasingly more complex—placing even greater stress on IT and operations personnel who must deal with a growing number of diverse and incompatible systems.

As technology moves forward, managers in all corporate environments have become aware of the high and often hidden cost of change.

Change processes must be streamlined and able to support any new improvements to processes deployed instantly and system-wide, while time and cost budgets are monitored and adhered to.

Integrating change with the service desk is a comprehensive system in its own right, not a layer of “add-on” functionality. It should be a fully integrated component within the service desk to enable seamless coordination of the service desk with organizational change procedures.

To address this, Change Management must be designed to streamline workflow processes and integrate diverse interdependent activities for maximum efficiency. It must also provide the ideal medium to effectively implement an organization's quality procedure, as well as a highly accurate means of capturing all costs, staff times, and external expenses, giving managers clear, informed control.

Magic Change Management can help address the need for constant and rapid change in the highly complex business world. By leveraging both ISO and ITIL standards with STI Knowledge industry's recognized Best Practices, this adaptable application enables businesses to assess the impact, risk, and resource requirements associated with changes, and then use the assessment to create plans and automate approval functions to implement those changes. It not only handles scheduling and task assignments, but also provides tools for reviewing the performance of change plans and for improving change processes.

**“Managing and keeping up with change is the top requirement for senior IT managers.”**

*-Source: InformationWeek survey of 300 IT executives*

## II. Detailed Assessment Document

With Magic Change Management, businesses will reduce costs because they can create, track, and manage task dependencies for controlled, orderly deployment of IT changes. Magic Change Management manages and tracks individual tasks within a project for dependencies, due dates, time spent, risks, level of effort, and status. This level of detail gives management the information required to make contingency plans based on real-time project status. Magic Change Management removes the resource conflicts and redundancies that hamper IT staff productivity. Moreover, it eliminates unnecessary costs by synchronizing and automating change-related activities across the organization—increasing efficiency and cutting out wasted steps.

### Bring All Stakeholders Into the Loop (Business Process)

Automated approval processing ensures that all stakeholders affected by a change can make the appropriate preparations. Business managers participate directly in IT change processes, so they can ensure that these processes align closely with business objectives. In addition, business managers can ensure that IT changes are prioritized based on business impact. This approach fosters teamwork and a sense of community, thereby increasing end-user satisfaction with the IT organization.

### Reduce Risks Associated with Change

By providing an overall picture of the total impact of local changes, the Magic Change Management solution helps reduce risks and minimize downtime. It enhances the ability to predict people and asset resource usage while decreasing wasted or underutilized investments. This enables businesses to realize the optimal value of IT deployments. It also provides the ability to create a change management database to learn from past successes and mistakes.

### Automated Approval Processing

Escalations, audit trails, and other automated approval process features keep the change approval process moving forward. Businesses can easily tailor processes to an organization’s specific requirements—for example, accommodating hierarchical or peer approval chains. This flexibility results in greater support and acceptance of changes across the organization. It also strengthens confidence in resource availability.

### Simplified Project Management

Magic Change Management simplifies and automates project management activities, resulting in a greater level of efficiency and higher quality of work. The task sequencing and task dependency enforcement functions, for example, generate automated alerts and notifications.

	Bring All Stakeholders Into the Loop (Business Process)	Reduce Risks Associated with Change	Automated Approval Processing	Simplified Project Management	Technical Requirements
Heat	Requires separate business rules created	Yes	Requires separate business rules created	No	HEAT Service & Support software 150mb Disk space 128mb RAM
Magic Solutions	Yes, via multiple communication channels	Yes, through ITIL and industry best practices	Yes, via multiple communication channels 128mb RAM	Yes, through easily created business rules	Magic Service Desk v7.5 150mb Disk space
Clarify	Yes	Requires separate business rules created	Requires separate business rules created	No	Clear Support v.10.1 (various platforms)
CA AHD	No, need all fusion products	Yes, with interfaced products	Yes	No	AHD, Unicenter, AllFusion (various platforms)

### III. Vendor Product Assessment

Vendors were rated using a scale of 1 to 5, with 5 being the top rating.

Scale definition:

- 1—Difficult or non-existent
- 2—Not satisfactory compared to market
- 3—Satisfactory compared to market
- 4—Above satisfactory compared to market
- 5—Excels compared to market

	Heat	Magic Solutions	Clarify	CA AHD
Functionality (out of box)	1	4	4	4
Ease of Use (out of box)	2	4	3	2
Support	3	4	2	2
ITIL Compatibility	No	Yes	Yes	No
ISO Compliance	No	Yes	Yes	Yes
STI Best Practices	No	Yes	No	No
Ease of Configuration	2	4	2	2

*The SWOT analysis provides a snapshot of competitive information at this point in time. Exploiting the vendor weaknesses creates opportunities and overcoming their strengths is needed to remain competitive.*

#### Value of Magic Change Management

- Lower risks associated with change.
- Provide a comprehensive picture of the global impact of changes to understand and reduce risk and minimize downtimes.
- Avoid/reduce business costs.
- Create, manage, and track projects for controlled, orderly changes.
- Manage/track the individual tasks within the project for dependencies, due dates, time spent, and status.
- Give management the ability to make contingency plans based on real-time project status.
- Eliminate resource conflicts and redundancies.
- Track all the costs associated with projects.
- Create a change management database to “learn” from the successes/mistakes of the past.
- Ensure everybody is in the loop.
- Automate approval processing ensuring all stakeholders of a change can make the appropriate preparations.
- Foster teamwork and increases end user satisfaction.

	Heat	Magic Solutions	Clarify	CA AHD
Strength	Inexpensive, large customer base, has a module	Browser based, Microsoft architecture	Scalable for large enterprises	Integrates with CA Unicenter
Weakness	Limited functionality	Singe threaded database administration	Target market is perceived to be telecom	Bad reputation for customer service companies only
Opportunity	New release is .Net architecture	Capitalize on vendor consolidation, instability, and overall Remedy product strategy	Leverage large install base	Competitive displacement for companies running other software but have Unicenter
Threats	Mid-market consolidation	Mid-market consolidation	Competitors creating verticals for telecom market space offering	IBM coming out with Tivoli product to compete directly with CA

#### IV. Implementation Plan

The implementation plan details how best to implement the Magic Change Management software. The plan includes and prioritizes technology considerations, database conversions, training needs, and business process recommendations. Included in the plan will be the associated resource requirements, timeframes and costs. Each customer will require a custom developed project plan. The foundation of the plan is outlined below.

##### Best Practices Gap Analysis

- Review existing processes.
- Receive gap analysis and recommendations for change management process.
- Facilitate best practices workshop.

##### Setup of Magic Change Management

- Review existing Magic Service Desk for readiness.
- Install Magic Change Management into Test and Production environments.
- Perform regression test plan.

##### Initial Data Population

- Create values for:
  - Approver
  - Impact
  - Urgency
  - Groups
  - Change Types
- Implement Core Business Rules.
- Convert.

##### Change Management Flow

- Create an incident within Service Desk, to problem module, to change module.
- Create a change request form.
- Notify resources impacted by change request.

##### Modifications

- Incorporate screen changes.
- Modify reports.
- Custom development.
- Interface to external applications.

## V. Market Offering

Magic Change Management module has been designed to manage internal and external changes within an organization regardless of the size. The module follows ITIL flow of “Incident to Problem to Change Request” as well as creating a change request directly.

The STI Knowledge Best Practices combine specific processes with ITIL flow for defining the change workflow within an organization. Changes can affect one to many people and one to many systems. The process of creating, managing, approving, and implementing change varies based on many factors. In particular, the Magic solution coupled with the ITIL and STI Knowledge’s Best Practices provide:

1. The ability to assess the business impact of change.
2. The process for approving change.
3. The contingency plan in case of a change failure.
4. The Total Contact Ownership of the change.
5. The notifications and escalations business rules.
6. The priority of the change.
7. The urgency of the change.
8. The categorization of the change.
9. The plan of action for implementing the change.
10. The management of work orders as sub-tasks to the change.

Many organizations perform the planning of changes within specific departments and without a tool. Centralizing change management within the help desk is a holistic solution. The value of linking the help desk to change management includes:

- Avoid disrupting the quality of service by ensuring Help Desk staff is aware of changes to the IT infrastructure.
- Ensure Help Desk staff is only working on approved change requests or with approved change task lists.
- Take advantage of retained Help Desk knowledge when planning changes.
- Provide insight to rollback costs associated with unintended changes.
- Delivers metrics on impact to Help Desk of planned or unplanned changes.

The benefits are clear based on Gartner Group findings that 60 to 80 percent of all unplanned changes fail outright and over half of all IT changes are unplanned. The benefits are real when considering the challenges of aligning technology with business needs and managing costs.

Leveraging the joint resources of Magic Solutions and STI Knowledge combines technology with best practices. This is a comprehensive approach offering expanded functionality and benefits to the Magic Change Management software.

### About Remedy, a BMC Software company

Remedy, a BMC Software company, delivers Service Management software solutions that enable organizations to automate and manage internal and external service and support processes. With more than 10,000 customers worldwide, ranging from small and medium businesses to geographically distributed enterprises, Remedy delivers software solutions that help customers to align service and support with business objectives, improve service levels, manage assets, and lower costs. All Remedy out-of-the-box, best-practice applications, including Remedy Enterprise Solutions, Magic Solutions for Small and Medium Business, and Remedy Customer Service and Support, are built on highly flexible platforms, empowering customers to easily adapt their Service Management solution to unique and changing requirements. Remedy. Your Business, Your Way.™

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