

Major IT Transformation Enterprise Overhauls Its Approach to ITSM; Selects ScreenMeet's Cloud-Based Enterprise Remote Support Solution

The ScreenMeet Customer

This ScreenMeet customer helps organizations and individuals build their digital future and transform how they work and live. The global enterprise provides customers with the industry's broadest and most innovative technology and services portfolio spanning from edge to core to cloud. With offices in more than 180 countries, this company serves 99 percent of Fortune 500 companies and has reported annual revenue in excess of \$90 billion.

The Challenge

How can a global enterprise operating an IT support organization distributed over dozens of countries and operating in tens of languages fundamentally change its approach to remote IT support provided to its thousands of employees worldwide?

The Set-Up

In September of 2016, an historic merger between two market-leading providers of technology products and solutions -- one focused on individuals and the other focused on medium to large enterprises, produced a single global entity with unparalleled reach across consumer, small business, commercial and enterprise market segments. This merger created the world's largest privately controlled tech company with a massive support footprint that spanned 165 countries, 55+ languages and 87 contact centers. To mitigate the complexity and fragmentation created by such a globally distributed yet vital organization, they embarked on an IT transformation journey in Support Services. The objective was to create a service-based CRM and ITSM agent console that could operate as a single pane of glass of interconnected cloud applications.

The promise this new entity made to its customers and existing and prospective investors was to become a better company by delivering a better customer experience. Its technical support organization -- now an amalgam of what had been a collection of isolated remote support centers -- was suddenly the largest of its kind in the world, unwieldy from piecing together disparate tools and processes for addressing end-user issues. Without a fundamental shift in its approach to remote IT support, the new enterprise would not be able to deliver on its promise to the marketplace.



Their strategy called for taking an API-first approach to remote support for both external customers and for internal IT support. They understood that legacy remote support tools engineered in the era before cloud-native architecture could not deliver the digital agility they sought in their IT transformation initiative. This approach opened the door for ScreenMeet, which offers both remote customer support and remote IT support through API integration into the leading enterprise CRM and ITSM solutions.

The Opportunity

The company was already invested in ServiceNow ITSM. Understanding that their vision called for a service-based CRM and ITSM agent console that offered a “single pane of glass” to extend the value of the enterprise’s selected cloud platforms, ScreenMeet was able to demonstrate its unique value proposition of deep integration into the ServiceNow implementation. After evaluation of ScreenMeet versus Bomgar, the critical decision was made to deploy ScreenMeet across both Customer Service and IT Help Desk. This enterprise’s selection of ScreenMeet was a crucial component in their own IT transformation journey to consolidate vendors and technology platforms.

Following this initial migration of their CRM to the cloud, their transformation journey called for deployment of a cloud-native remote support solution that could operate as a seamless extension of ServiceNow.

In pitting ScreenMeet against Bomgar, the enterprise found ScreenMeet to be a vendor in the ITSM category that could offer a truly cloud-native architecture and also understand the requirements of servicing a demanding, global, 24x7x365 enterprise customer. They confirmed that ScreenMeet makes it simple to cobrowse and remote control end users’ devices directly from within the ServiceNow incident without needing any additional software.

Not only did ScreenMeet approach the problem from the perspective of cloud-based architecture, but they also fit perfectly with both the ServiceNow ITSM platform and support agents’ preferred workflows -- requirements for simple, yet powerful remote support software in the cloud. By selecting ScreenMeet, the enterprise was able to achieve considerable consolidation, replacing four incumbents — Bomgar, LogMeIn, Skype and Webex — with ScreenMeet’s API-integrated remote support solution.

ServiceNow endorsed the selection of ScreenMeet for remote customer support, and after more than a year of deliberate work, the new enterprise deployed ScreenMeet to its IT help desk agents in the field.



The ScreenMeet Solution

The ScreenMeet deployment team was able to address fully the customer's technical requirements:

- **The software had to work globally.** With 87 contact centers offering remote support from 165 countries speaking more than 55 languages, localization was a primary concern. In addition to localizing the platform for geographically distributed markets, The deployment team ensured the software was able to run behind corporate firewalls and was able to run in both low- and high-bandwidth environments. With ScreenMeet, the enterprise was able to consolidate its global IT support team, streamlining to 20 countries operating in nine different languages.
- **The software had to work flawlessly as the User and also escalate seamlessly to UAC mode.** The team defined use cases under which Agents needed UAC permissions to perform technical support on remote machines. ScreenMeet was able to implement seamless and operationally efficient methods to achieve this.
- The software needed a configurable and extensible feature set. ScreenMeet gets launched directly from a browser. It exists as a feature within ServiceNow so the agents never leave the ITSM platform in order to start a remote support session to address an end-user issue. This seamless functionality creates a connected end-user experience.
- **The software had to be able to interoperate with OEM software on the end users' machines.** ScreenMeet was able to provide various builds to the enterprise customer to test and implement as a native solution on their PCs.
- **The software had to write all of its data and more to the ITSM platform.** The companies worked together to define the outputs needed for auditing, reporting, and future analytics inside of the ITSM platform's data model. ScreenMeet was able to convert what had been a lost opportunity with each service call to collect valuable session data into a vast source of business intelligence, all captured within ServiceNow.

The Pay-Off

Being able to control ScreenMeet's desktop and mobile screen sharing, remote control and UAC capabilities directly from within the ServiceNow incident without needing any additional software is a huge win for the enterprise and its IT transformation. This solution is easy for support agents to open a session and simple for the end user to join on any device including Windows 7, 8 or 10, Android 5.x+ and, yes, even Mac and iOS. ScreenMeet does not require any additional desktop software to run or control a remote device.

Everything works contextually in the browser, inside the enterprise's ServiceNow instance. After the session is complete, all the information about each end user's device is written



back to the incident. An optional cloud-based recording of the session can be linked to the incident, as well as detailed event data for auditing and analytics.

ScreenMeet is now the enterprise's sole strategic provider for remote support across both their global customer support and IT help desk teams (700 ServiceNow ITSM users). Utilizing the ScreenMeet solution, the remote support team can get customers into support sessions faster, easier and with less frustration. ScreenMeet enables support agents to resolve technical issues with fewer clicks.

Currently, the enterprise utilizes ScreenMeet for both remote support of external customers through its enterprise CRM solution and for internal IT help desk sessions through ServiceNow. ScreenMeet's deep integrations with these CRM and ITSM platforms and white labeling provide agents with an elegant solution that delights end users.

Now that all session data are captured and ported back into the CRM and ITSM platforms, the enterprise finds itself with new channels of business intelligence that will further support the streamlining of support services and improvements in operational efficiency.

In short, ScreenMeet has helped this enterprise achieve its own IT transformation objectives and deliver on its promise to the market of superior customer experience. [Find out how ScreenMeet can help your company.](#)

The Scoop on ScreenMeet

ScreenMeet was founded in 2015 by online meeting and customer support veterans to build a new generation of web-based, enterprise tools for customer support and IT help desk at the world's largest companies. For enterprises seeking to deliver exceptional person-to-person customer support experiences, ScreenMeet provides purpose-built support software that integrates with CRM and ITSM platforms made with the latest web technology.

If you're ready to transform your enterprise's approach to remote customer support, [let's talk](#). We'd love to show you how next-gen remote support from the cloud can delight your agents and end users, alike.

