



## Cloud Gateway increases local visibility to achieve global results

Cloud Gateway is an innovative UK-based startup founded in early 2017. Part of the 6point6 Group, it is a pioneer of Agile Networking and has developed an award-winning hybrid-cloud connectivity platform-as-a-service (PaaS) solution.

Cloud Gateway connects everything in an organisation's estate with multiple cloud service providers, the internet, and PSN. Security and quality are at the heart of the Cloud Gateway proposition, which boasts ISO:27001, PSN accreditation, and NCSC, CREST, and CHECK approval.

Providing full customer support services is a key part of Cloud Gateway's proposition, so creating a modern, agile, and fit-for-purpose service management model was essential.

Steve Leach, Head of Service, Cloud Gateway, explains: "ITIL provides a solid process, but I quickly realised that we needed a more flexible and responsive approach. As a start-up we were growing quickly and it was important to have the capability to onboard new customers in weeks rather than months, and develop new functionality quickly."

### A best practice service management framework

Cloud Gateway set out to create a framework where ITIL processes form the foundation of support delivered to their customers, but delivered within a VeriSM-based, agile service management model.

A service management platform was key to underpinning the approach and it was clear that ServiceNow was the best-in-class to support Cloud Gateway's ambitious plans.

Steve explains, "We needed something much more flexible and responsive than 'ITIL for start-ups' to deliver on the company's goals of onboarding new clients in weeks and developing new functionality quickly, in a series of two-week agile sprints. We wanted a service management tool that was modern and agile and met the aspirations of Cloud Gateway. The speed of implementation, ease of use, ITIL compliance and scalability made ServiceNow a natural fit for our business, with an alignment with VeriSM that complemented our service management model perfectly."



#### Customer

Cloud Gateway

#### Highlights

Technology start-up increases customer and employee satisfaction with 100% uptime and a 25% reduction in incident processing

#### Headquarters

London, UK

#### Geographies

United Kingdom

#### Business

Cloud computing

#### Partner

High Metric

All members of Cloud Gateway support team are users of the Now Platform®, and ITIL/VeriSM qualified, enabling them to understand, implement, use, and improve the service management model.

### Rapid responses, high satisfaction

Only a few months after the introduction of the new customer service management model, Cloud Gateway has seen notable benefits for its customers and its own business.

Customer service speed is essential, as Cloud Gateway's customers include large organisations across both the public and private sectors, who chose Cloud Gateway for its ability to rapidly evolve their network to adapt to changing technologies and business requirements.

Streamlined service processes ensure rapid resolution and fulfilment of customer incidents and requests. These are quickly and easily assigned to the most appropriate internal resolver groups, with automatic form-filling and intelligent workflows speeding up the entire service cycle.

"Pre-populated fields within the incident recording process have enabled us to reduce ticket creation time by 25%, which we expect to further reduce as our approach matures," says Steve. "Rapid updates from service desk staff on incidents and requests, enabled through templated responses, has also delivered high customer satisfaction."

Feedback from Cloud Gateway service employees has been very positive too, with an easy-to-use delivery platform that has enabled users to get up to speed very quickly. In addition, as intelligent automation has increased, human intervention has reduced, removing manual workloads and time-intensive tasks.

### Centralised control for maximum uptime

Cloud Gateway has created a customer service control centre, using a single platform to deliver support services to its varied, growing customer base.

At a macro level, Cloud Gateway is able to deliver a consistent, high level of service to every customer, with one platform to manage, control, and report on its overall activities. Critically, the company has also gained the flexibility to measure and report on its performance at a micro level—for every individual customer.

The ability to assess its performance has been a significant benefit and a driver for evolving the service management model. "We have created a benchmark on our performance, enabling us to regularly measure and strive for continual service improvement," says Steve.



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### Challenges

- No service management framework to deliver support services across a growing customer portfolio
- A fast-growing business that needed to onboard new clients in weeks, not months
- No ability to report on performance for a varied client base, with different SLAs and targets

### Solutions

ServiceNow® Customer Service Management

### Results

- Impressive availability of Cloud Gateway for customers, with uptime of 100%
- Customer incident logging time reduced by 25%, using streamlined incident recording process with prepopulated fields
- All SLA targets are consistently met, with changes and service requests implemented successfully and on time
- Positive employee experience, as intelligent automation removed manual workloads and time-intensive tasks

"We have real-time records and reports from a single system and that is instrumental to ensuring we understand our customers' businesses to achieve unprecedented client satisfaction."

The control and visibility delivered through the new service management model has also been key to ensuring that Cloud Gateway services can deliver always-on connectivity for its customers. According to Steve, the service team has yet to fail any incident resolution service level agreement (SLA) target.

"ServiceNow provides complete assurance for our connectivity services, enabling us to deliver 100% availability to date," says Steve. "Centralised recording of requests means decision-making is slick and our agile model ensures that all incidents and service requests are implemented successfully and on time."

#### **Customer-centric ambition**

Looking ahead, Cloud Gateway plans to evolve its service management model and build on its capability through integration with customer systems.

Steve explains: "In the future we will be looking to integrate with our customer's service management systems directly, which will further reduce time spent logging incidents, increase the use of automation, and remove human intervention. We're excited to see where our partnership with ServiceNow takes us."

Steve is quick to point out how the combination of Cloud Gateway, The Now Platform and the VeriSM operating model has enabled the company to embrace new, more customer-centric practices within service management.

"We are a young business and we want to work smarter, not harder, which means adopting the best tools to support our customers," says Steve. "In selecting ServiceNow, we have chosen the industry's best service management platform to accompany us on our growth journey and that makes a clear statement about our ambition and vision as a start-up."

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