



VIRGIN TRAINS

Case Study



Customer Name

Virgin Trains

Business

Train Operating Company

No. Employees

3,500

Solution

ServiceNow Managed Support and Development Service

Service Onboarding

1 Month



Since the outset Virgin Trains has adopted a 'ServiceNow First' strategy for the automation of IT and, wherever possible, business processes. So much so that ServiceNow has become a business critical platform for Virgin Trains. Our partner UP3 has taken on the responsibility of managing ServiceNow so we can focus on talking to the business and improving the services we deliver for them.



Dean Underwood

Head of IT Services & Support
Virgin Trains

Overview

Virgin Trains employs around 3,500 people and operates long-distance passenger services on the West Coast Main Line. The service connects six of the UK's largest cities London, Birmingham, Manchester, Liverpool, Glasgow, and Edinburgh which have a combined metropolitan population of over 18 million people.

Virgin Trains aims to deliver a market-leading customer experience. To advance their business further there is a significant desire to constantly improve and innovate the services they are providing to customers, ensuring these are underpinned by robust operational processes. ServiceNow is a key part of this strategy and is being deployed to modernize services across the business.

In the 11 months since Virgin Trains went live with core ITSM, ServiceNow applications have been deployed to 5 departments outside of IT replacing manual, and in some cases, paper-based processes. Staff can distribute and manage work far more effectively and because it's ServiceNow they can now measure the demand for their services and the effort required to meet it.

The Goal

The benefits of adopting ServiceNow as a core platform of engagement are widely understood by Virgin Trains and supported at the most senior levels. Early in the adoption process the dependency to implement a high quality, robust support model for the platform was also identified.

As Dean Underwood describes:

"We had two options for supporting ServiceNow; build or buy. I knew from previous experience that we were unlikely to be able to build a support function that could keep pace with our intended rate of ServiceNow development".

The decision to work with UP3 to develop a scalable ServiceNow Managed Support and Development service was taken.



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Highlights

- Full ServiceNow Managed Support & Development service established in less than 1 month
- Legacy technology and processes are being systematically retired and replaced with fully managed applications
- IT has the confidence to engage with the business and offer real innovation
- Virgin Trains has embarked on a major ESM adoption of ServiceNow already covering IT, Procurement, Web and Marketing
- Staff remain focused on Virgin Trains' customers and not operational noise

The Solution

Virgin Trains has a relatively small IT team, their 'Smarter Working' ethos fully endorses bringing in expertise where appropriate and focusing their people on their customers.

Through the UP3 ServiceNow Managed Support and Development service Virgin Trains has access to a range of skills and experience honed from years of working with ServiceNow.

This has delivered many key benefits:

- **Day-to-day support is taken care of so the Virgin Trains team can focus on supporting their customers.**
- **A clear engagement process for managing standard support and demand for new services:**
 1. A standard ServiceNow service catalogue was deployed on Day 1 which routes requests directly to Level 2 support for fulfilment.
 2. A simple idea and demand management process which enables anyone in Virgin Trains to request ServiceNow services while ensuring that these requests are assessed and prioritised appropriately.
 3. A consistent process for onboarding of new services – now templated and offered as a standard service offering.
- **A regular release cycle for delivering new, and enhancing existing, applications and processes. UP3 offers continual service improvement because of their deep understanding of the platform and of Virgin Trains' vision.**
- **Two successful upgrades in less than 1 year of operations; because UP3 manages the entire platform and has delivered every application, the upgrades were planned, tested and delivered by UP3 with minimal involvement from Virgin Trains.**



We have a great partnership with UP3. From the initial implementation to the critical ServiceNow roadmap we are delivering together they have showed levels of expertise and flexibility that, in my experience, is only offered by a partner that is truly committed to long term relationships with their customers.



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Head of IT Services & Support
Virgin Trains

With senior management support, a clear roadmap, and a robust ServiceNow development and support capability, the opportunity for Virgin Trains to drive business benefit through platform adoption is now greater than ever.

Key ServiceNow initiatives are focused on the following business themes:

1. Transforming legacy business processes and applications to always-on, responsive applications and automated solutions.
2. Transparency of service information; improving the end user experience and encouraging vendors to do better.
3. Desire to say YES. Dean Underwood knows that running an IT department that says no to this demand can quickly result in Shadow IT as the business looks to get its requirements met elsewhere.
4. Dean is turning no to yes with ServiceNow and UP3 is a critical component of that.

Conclusion

Virgin Trains is undoubtedly a ServiceNow success story. Recognising the need to utilise the skills and experience of a specialist partner like UP3 has accelerated the speed of ServiceNow adoption, assured the quality of development work and provided peace of mind for optimal performance and minimal business disruption.

Dean Underwood and his team are confident to engage with senior stakeholders across their business to offer smarter, automated solutions that can be delivered and managed cost effectively. There is a wave of enthusiasm for ServiceNow and a tremendous opportunity to make a difference.