



## Robert Wiseman Dairies PLC: Delivering ITIL Verified Milk To The Nation

When Robert Wiseman Dairies set about embarking on the implementation of an ITIL best practice framework to enhance its service desk and IT offering, it turned to Numara® FootPrints®.Background

Since 1947 Robert Wiseman Dairies have been procuring, processing and delivering liquid milk to customers throughout Great Britain. Operating from five major processing dairies in Aberdeen, East Kilbride, Glasgow, Manchester and Droitwich Spa, with thirteen depots the company consistently provides high quality products, such as its "FRESH'N'LO" brand, to the market.

Robert Wiseman Dairies has experienced rapid growth since the early days, when the only means to deliver milk was by horse and cart in a can or bottle. This growth demonstrates Robert Wiseman Dairies' credentials as the leading liquid milk company in Great Britain. This has been achieved in three main ways; firstly the creation of a strong relationship with UK farmer suppliers, secondly through substantial ongoing investment in both new and existing dairies and distribution depots and thirdly, through excellent customer care and account management.

### Dedicated to Best Practise

Robert Wiseman Dairies' commitment to excellence, customer care, overall satisfaction and best practice runs throughout the organisation. It has an extensive IT department, employing around 70 people, with just over half working on software development and project management and the rest of the team focused on ensuring the IT infrastructure is aligned to ITIL® (the Information Technology Infrastructure Library®). ITIL provides a framework and guidelines on the best practice to use to deliver IT services, outlining an extensive set of management procedures that are intended to support businesses in achieving both quality and value in IT operations.

The company has had a significant focus on best practice since the IT department started to apply ITIL in July 2007, supported and helped by the implementation of a new leading service desk solution, Numara FootPrints. Implementing such rigorous IT controls ensures that Robert Wiseman Dairies has repeatable and auditable processes and can significantly improve the predictability, management and performance of its service desk.

### IN BRIEF

#### Industry

Dairy

#### Business Driver

Implementing ITIL across the entire organisation

#### Why Numara FootPrints

Superior functionality, alignment to ITIL and customisable templates as the company was going through massive changes and needed to adapt workflows and processes on a continuous basis.

#### Business Benefits

Fast and smooth implementation of ITIL, successfully completed within one year.

*"There was no contest, we were so impressed with Numara FootPrints that there was no need to even consider any other service desk solution."*

#### Alex Barelle

IT Service Delivery Manager  
Robert Wiseman Dairies

Robert Wiseman Dairies has an extremely busy service desk, dealing with 23 geographically dispersed sites, 1100 users and handling anywhere in the region of 400 to 600 incidents every month. Fast resolution of user queries and prioritisation of the more serious incidents are key objectives for the service desk to deliver against.

### Finding a suitable replacement

As the ITIL project got underway, Robert Wiseman Dairies quickly realised that its existing service desk was extremely basic and lacked the functionality needed to ensure that the correct ITIL processes could be implemented smoothly and effectively. The decision was therefore taken to find a suitable replacement. Alex Barelle, IT Service Delivery Manager for Robert Wiseman Dairies takes up the story:

“The business case for a new service desk was really quite straightforward to get approval by the Board. We were using a Service Desk product based on Lotus Notes which couldn’t really scale to our ITIL requirements and lacked functionality. Therefore it wasn’t that difficult to convince people that we needed to purchase a new solution that could provide the breadth and depth of functionality needed to move our ITIL programme forward.”

Previously Alex Barelle had used a service desk solution, Numara FootPrints with another company and he was so impressed that he immediately recommended that Robert Wiseman Dairies evaluate Numara FootPrints 8.

### Implementing an ITIL aligned solution

With the complexities of the ITIL project looming, the team accepted Barelle’s recommendations and immediately requested that Numara Software demonstrate the product:

“The functionality and intuitive interface of Numara FootPrints is superb. The customisable templates, self service and project tracking capabilities were exactly what we needed. There was no contest, we were so impressed with Numara FootPrints that there was no need to even consider any other service desk solution.”

Robert Wiseman Dairies selected Numara FootPrints in September 2007, replacing its existing service desk and the new solution was up and running by November 2007. Implementation was fast and went very smoothly. In total the process took approximately two months from selection to full implementation, exceeding Robert Wiseman Dairies’ overall IT project plan.

Today, Numara FootPrints is deeply embedded into the Dairies IT department and its capabilities reach far beyond typical service desk requirements. It is used for Internet management, problem management, change management and software development requests. Additionally, the Dairy utilises Numara FootPrint’s project management architecture for a number of non-IT programmes. For example, Numara FootPrints enables the firm to maintain tighter control in the areas of contract and project management, delivering automated project schedules to pro-actively handle new projects. Robert Wiseman Dairies is also looking at developing an online purchasing system using Numara FootPrints. This initiative is still in a very early phase, but already Robert Wiseman Dairies has identified capabilities within Numara FootPrints to help the firm to develop a new online catalogue.

### The benefits speak for themselves

Since implementing Numara FootPrints, Robert Wiseman Dairies has seen a number of benefits. It can now separate out all its different projects and work orders and prioritise these accordingly. In addition as the organisation implements an ITIL best practice framework and works towards becoming ITIL verified, it is using Numara FootPrints to put in place more manageable, streamlined processes throughout the business. The powerful workflow automation tools and advanced customisation options have made the product exceptionally easy to use and adapt with changing requirements.

Alex Barelle continues, “We haven’t launched the self service function yet but it is in the plan. It is still early days and because the product is new and we are moving from a more basic service desk there is a lot to be done. Everyone is being ITIL trained and sitting the ITIL exams – the entire department from director down. We are also introducing new processes and changing processes. This is an adjustment for everyone – it’s changing the way people work and can be difficult when you are also trying to manage the day job. But the benefits in the long run will far outweigh the extra time investment spent upfront.”

The benefits that Robert Wiseman Dairies are seeing are not just from Numara FootPrints, but also the new processes that the business is implementing. The company feels Numara FootPrints was a critical tool in helping the organisation achieve these benefits. As Alex Baralle explains, “We couldn’t have become ITIL verified without Numara FootPrints. And, we wouldn’t have implemented in anywhere near the short timescales with any other product, or completed the project in such an efficient manner. Numara FootPrints has delivered everything that we expected and more. The product really stands out, which is why when it came to selecting a new service desk, the company looked no further than my recommendations.”

## Looking ahead

Moving forward Robert Wiseman Dairies will focus on delivering improved services to the business supported by Numara FootPrints. Web Self Service plans are underway, as are a number of new customer surveys and the company is currently implementing a new customer satisfaction process and changing the business all the time as the ITIL programme evolves.

Over the past 12 months the main focus has been to push through and improve the problem management process which has been successfully achieved. Another key priority was to better identify and understand 'work in progress' and to redesign the change management system to suit the evolving IT department. Alex Baralle concludes:

"The customisable templates mean that we are able to make changes in real time. Many service desk solutions are too rigid in their approach. Like most businesses, we need a flexible architecture that we can mold and remold whenever we want and Numara FootPrints allows you to do this.

"Continual improvement runs throughout ITIL v3 and the ability for Numara FootPrints to make changes was a pre-requisite. Changing fields, moving fields, creating new alerts, the list is endless and Numara FootPrints allows us to do this with no restrictions.

"I would thoroughly recommend the Numara FootPrints solution to anyone, especially if you are embarking on an ITIL initiative."

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**Alex Barelle**  
IT Service Delivery Manager  
Robert Wiseman Dairies

## Who are we?

Numara Software is a leading provider of integrated IT management solutions for Desktop Management, PC Lifecycle Management, Security & Compliance, Help Desk and Service Desk. Designed to optimize IT management, Numara FootPrints and Numara Track-It! collectively support more than 50,000 customer sites and nearly 20 million IT assets worldwide.



freedom  
to simply **choose**  
the right solution for you