## myBrand®

### Key Benefits
- Professional, business driven solution
- Ability to track necessary KPIs and meet customer Service Level Agreements
- Request to become ISA 3402 compliant
- One solution out-of-the-box which allows customization
- Flexibility in implementation schedule
- Knowledgeable, accessible support
- Availability of customer portal promotes business transparence

### Business Profile
Since 2004, myBrand has worked with customers to implement and support SAP through the following services:

**Consultancy:** Business Process Reengineering, Business Case Analysis, Organisational Readiness, SAP Enterprise Architecture, Organisational Development and Set-up of the SAP Competence Center, Quality Assurance, Opportunity Driven Improvements (ODI)

**Projects:** Contract can be based on requirements and the division of roles. This may vary from working on an hourly basis (post-calculation) through to fixed-price, fixed-time or even turn-key agreements.

SAP Functional Support: Functional Management services offers solutions for continuity issues, flexible capability needs and intention to provide quality services to users - while controlling cost.

SAP Technical Support: Complete responsibility within the framework of your requirements and guaranteed continuity of support for your business processes.

SAP On Demand: A fully integrated and certified solution which consists of SAP, Oracle (DB) and Linux (OS) on Fujitsu hardware in two state-of-the-art computer centers.

**For more information: www.mybrand.nl**

## Project at a Glance
### About the Customer: myBrand Consultancy B.V.

*Type:*  myBrand is an SAP consulting organisation that began in 2004 providing SAP solutions to companies. Organisations using SAP need a long term relationship with a reliable partner who offers flexible, integrated service, delivered by experienced consultants who can translate real time business to process, and can support the organization technically and functionally during and after implementation -- all at a competitive price. myBrand offers clients a refreshing, pioneering, proactive approach to SAP services.

*Areas served:*  Since 2004, myBrand has experienced healthy growth and developed into a leading SAP service provider, serving primarily the corporate mid-market, including for profit and non-profit, as well as the public sector. myBrand's customers require high-quality SAP services to support their primary business processes, without necessarily needing this detailed knowledge internally.

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*History:*  myBrand has provided customers with SAP consulting, implementing and hosting services since 2004. myBrand's team of senior SAP specialists translate years of experience into a 'first time right' implementation of SAP, including SAP on-demand, functional and technical management. The organisation is recognized by SAP Waldorf, as a Certified SAP Hosting Partner and SAP Certified Application Management Services Provider. myBrand is one of the few suppliers in the Netherlands with both certifications.

The myBrand SAP Technical Center has been certified by SAP AG (Germany) as Advanced Hosting Partner at the highest possible level. It is a quality mark which indicates that myBrand provides its SAP Technical Support professionally according to ITIL and SAP AG prescribed system management standards.

### The Challenge
Due to growth, myBrand had reached capacity on its current system of managing service requests from both external and internal customers. In addition, external customers had requested myBrand become ISA 3402 (also known as SAS 70) certified.

### The Solution
Monitor 24-7's IncidentMonitor™ (IM), a full featured enterprise service desk software solution that provides intelligent workflow capabilities.

# myBrand Achieves Goals with the Implementation of IncidentMonitor™

## What is SAS 70 or ISA 3402 (third party assurance)?

SAS 70 is a US (AICPA) (international equivalent is ISA 3402) auditing standard to produce a formal report on the design, implementation and operating effectiveness of controls within a service organisation.

## An ISA 3402 report:

Is a formal report on the design, implementation and effectiveness of controls within a service organisation, usually covering a period of not less than six months.

Is primarily used to support the financial audit process of entities that use outside service organisations.

Contains an independent accountant's opinion on the design, implementation and effectiveness of controls within a service organisation for the audit period.

Contains a description of the service organisation's control environment, its control objectives and the key controls that are in place to achieve those control objectives.

Contains tests of operating effectiveness performed by the independent accountant, and the results of those tests (type II).

Contains control considerations that should be employed at entities that use the service organisation.

Is intended for use by the service organisation, its customers and the independent accountants of its customers.

Our unique approach is highly flexible and in combination with our unrivalled experience, we help our customers avoid the traditional pitfalls, provide the assurance that is most suited and at the same time, often improve their control environment significantly.

(information taken from PwC)

When NL-based SAP consulting firm myBrand set an objective to select an enterprise-wide service desk software solution, the decision was created by two important factors. First, given the strong and steady growth of the company, the implementation of a service desk software solution had become vital to the future success of the company.  Second, customers had requested that myBrand achieve ISA 3402 compliance (also known as SAS 70), a certification that required detailed reports that could be generated by the right service desk software solution.

myBrand is an SAP consulting organisation that started in 2004, providing SAP implementation, support and hosting to companies. The organisation currently has two offices, 160 consultants and a wide range of customers in the corporate mid-market, and has set a goal of increasing staff to 300 and adding a third office this year.

There are a number of SAP consultancy firms in the market, but as myBrand Senior Consultant Ronald Weijs explains, there are several factors that set the organisation  apart. "Our organisation uses the right concepts, tools and people to ensure customers improve processes quickly and sustainably, thus achieving a clear return on investment. 'On time and 'on budget' is our guiding principle and we stand behind itOur commitment to customer satisfaction is more than words: we measure customer satisfaction quarterly and consistently measure 8 out of 10."

Mr. Weijs continues: "Our team's combined knowledge is the driving force behind our continuous innovation, and our ability to initiate, inspire and create. We believe in what we do and it shows, as 70 per cent of our organization is owned by staff."

In 2010, myBrand  had reached capacity on its current system of managing service requests, particularly those  from external customers. "We knew our current tool did not support certain crucial Key Performance Indicators (KPIs), and we needed a more formal system to ensure we met our Service Level Agreements (SLAs)," explains Mr. Weijs.

The second factor was a request from some of myBrand's customers to become ISA 3402 certified. This customer request was top priority for myBrand.

As noted by a top accounting firm:
*An SAS 70 report is a formal report on the design, implementation and effectiveness of controls within a service organisation, usually covering a period of not less than six months and is primarily used to support the financial audit process of entities that use outside service organisations.*

"ISA 3402 is basically a certification that states your organisation's internal controls function exactly the way you state they do," says Mr. Weijs. The certification requires the organisation provide detailed reports on its internal controls for a  minimum six month time period, which is then verified by a third party, i.e. an accounting firm. The selected software solution would need to be able to provide these reports.

## Choosing the Right Service Desk Software Solution

Faced with these two requirements, the team at myBrand began the detailed process of choosing the right solution - no easy task for any organisation looking to make the right decision in a marketplace filled with options on functionality, service, customization and price.

"Our organisation knew the decision of choosing the right service desk software was serious, so we went about it in a very serious way," explains Mr. Weijs. After researching various software companies the team sent a questionnaire listing myBrand's requirements to select software providers. Once the responses were received, the team sat down and created a short list of five companies that were asked to come in and make a presentation.

In addition, the organisation also wanted to ensure that whichever software solution was selected, it could be used by both internal (staff) and external customers. Added to that, staff users had varying levels of comfort and familiarity

with this kind of technology, so it also needed to be easy to train and fairly intuitive.

And the final requirement? Having a good business relationship with the software company and its representatives, notes Mr. Weijs.

Meeting these needs was a tall order, recognizes Mr. Weijs, but one that was ultimately filled by the team at Monitor 24-7 Inc. and its full-featured out-of-the-box service desk software solution, IncidentMonitor™.

## myBrand Chooses IncidentMonitor™ from Monitor 24-7 Inc.

 Monitor 24-7 Inc. has been a leading provider of service desk software products since 1999. Sold in 20 countries worldwide, and headquartered in Toronto, Canada, with branch offices in Europe, Monitor 24-7's service desk software solution, IncidentMonitor™, delivers state of the art business processes and intelligent workflow capabilities and is PinkVERIFY certified for 10 ITIL V3 processes.

"The presentation given by Monitor 24-7 on IncidentMonitor™ was very detailed and well done," states Mr. Weijs. "Every question that we asked was answered immediately. It was obvious that the company knew its product well."

Monitor 24-7 prides itself of the fact that its team has extensive and in-depth experience in the actual development of the product. All members are senior consultants with not just sales experience, but also developing, improving, implementing, training and supporting the product.

This is very similar to the team makeup at myBrand, notes Mr. Weijs, who notes: "We believe collective performance is the result of individual qualities. Our senior team members - many with nearly 10 years' experience with SAP - draw on a vast reservoir of skills, knowledge and proven track record."

"We are very pleased at the level of service we get from Monitor 24-7," says Mr. Weijs. "To have developers that can provide support is valuable, because we get a high level of expertise and problems are resolved quickly."

And the request from myBrand that the tool be customizable for those external customers that requested it? Not a problem.

With IncidentMonitor™ Most Requests are Possible

**"With IncidentMonitor™,"** says Mr. Weijs, **"it was easy to see that most requests were possible. We liked the fact that we could implement one version of IM, and then customize it - if we wanted to - for each customer, without a lot of extra time or cost with the developers."**

"It was very important to us that we have the combination of being able to customize the tool, while at the same time being able to work off the same platform," says Mr. Weijs. "This ability, to be flexible, while at the same time easily customized, is one of IncidentMonitor™'s greatest strengths."

Ultimately, the overall flexibility of the product means that the team at myBrand are the "experts" on using IncidentMonitor™, which was their ultimate goal. The myBrand team wanted to train their users how to use IncidentMonitor™.

Taking that initiative one step further, myBrand created a service desk process "map" for each internal user, so they could see the various tasks and steps each service desk request took.

For myBrand, it was also important to ensure that all users adopted and supported the new tool. The organisation made a decision to implement IM over a three-week period, to ensure everyone had time to attend learning workshops and adapt to the changes. This was another example of Monitor 24-7 ensuring their specific needs were met.

IncidentMonitor™ was installed in November 2010, during the time period proposed by myBrand, and the implementation went "very well," says Mr. Weijs. Users have been trained on the tool, and the organisation is feeling confident that the right decision has been made.

## myBrand Will Achieve ISA 3402 Certification in 2011

As for the ISA 3402 certification? myBrand is pleased to announce they will achieve Phase A of the certification by March 31, 2011. Then, the second phase will begin, lasting approximately six months, and will rely on the reports available through IncidentMonitor™. At that time, the organisation expects to achieve full ISA 3402 certification, a fact they are very proud of.

"The power and strength of IncidentMonitor™ is very important (to our being able to achieve this certification)," notes Mr. Weijs. "With just a few

'clicks' we are able to prove that we work as we say we work."

"Would I recommend IncidentMonitor™ from Monitor 24-7 as a service desk solution to other companies who are beginning this process or require a service desk software solution?" says Mr. Weijs. "I surely will."

### About Monitor 24-7 Inc.

Monitor 24-7 redefines service management with a full-featured out-of-the-box service desk and customer-facing business process.

The award-winning IncidentMonitor™ delivers state-of-the-art business processes and intelligent workflow capabilities in a fraction of the time and at a fraction of the cost of other solutions. IncidentMonitor™'s single platform approach does not require expensive customization or additional modules.

The ITIL® compatible IncidentMonitor™ open framework allows for rapid implementation of enterprise level service desk capabilities without being tied to legacy systems or costly customization.

For more information please visit **www.monitor24-7.com.**