

# NetDesign Grows Revenue 11% YoY – Enhances Client Value with Intelligent Data-Driven Automation

**Progressive leverage of the ScienceLogic SL1 AIOps platform drives continuous improvement in service speed, quality, and customer value**

Market-leading MSP based in Denmark, NetDesign, specializes in customer experience, collaboration, digital infrastructure, and cyber security. A proud differentiator is its overall service quality and value for money. To strengthen this advantage through enhanced client value, NetDesign implemented a continuous improvement strategy that expanded leverage of its ScienceLogic SL1 AIOps platform. Modernizing with SL1 has delivered YoY improvements—starting with a solid data foundation (2019), accelerating with customer onboarding and ITSM automation (2020), with continued investments in triage and resolution (2021) are driving NetDesign at top speed.

## Customer Goals

- Grow revenue from managed services by delivering enhanced value to customers
- Expand efficiencies by 30% to further optimize costs and resources and improve quality of service to customers
- Deliver unique value to customers by providing data and health insights for critical services, network, backup, and collaboration

## ScienceLogic Solution

- Empower teams with intelligent data to inform decisions, work smarter, deliver more differentiated services, and drive revenue
- Advance automation for ITSM and IT workflows, including ticketing, triage, and remediation, and ecosystem integrations for enhanced operations
- Monitor N-tier business services with live health, availability, and risk dashboards, ensuring a high-performing user experience

**“** ScienceLogic is helping us to deliver true unique value to our customers. Good examples include giving customers direct data to relevant dashboards, giving them data to the services that matter to them, and giving them an overall view of their business for health, availability, and risk. That is something we have not been able to do before. **”**

– Doug James, Head of Transformation Office, NetDesign

## Results

**32.4%**

Faster average incident resolution time (2-year gain)

**80%**

Incidents automatically created and routed per day

**70%**

Reduced service desk work, now redirected for enhancing client value

## Technical Challenges Addressed



### ITSM Workflow Automation

Improvement in service desk efficiency drives enhanced customer engagement, a top business goal for NetDesign. Building on their existing synchronization of SL1 monitored assets (CIs) with the ServiceNow CMDB, 80% of tickets are now auto created, routed, updated, and closed, all without human interaction. SL1 ITSM workflow automation has contributed to a 70% reduction in service desk work to date—freeing staff for much greater focus on direct client engagement and driving significantly higher customer value and satisfaction.



### Automated Triage & Resolution

Building on ITSM workflow automation for efficiency improvement, NetDesign moved to reduce manual efforts in troubleshooting incidents. Leveraging SL1 to automatically collect and enrich events and incidents with diagnostics when an event occurs (e.g., show top, iostat, pidstat, neighbor, OSPF detail, ...), equips engineers with information they need to diagnose the root cause, and saving 5-8 mins per incident. When incidents are auto resolved, SL1 again enriches incidents with resolution evidence, and closes the incident, saving more time.



### Business Service Visibility

Significant ITSM efficiencies have enabled new client value creation. Understanding the client priority of high-performing business services, NetDesign freed resources towards this opportunity. SL1 business service monitoring provides health views into services that matter most to clients. Hands-on workshops help clients determine business services to start with and following initial draft, first services can be up and running in days. Client services managed include WebEx, Teams, Health and Government Services, Backup, Network, UC, and more.

## Why ScienceLogic?

NetDesign set its sights on becoming the MSP market leader in Denmark, a position they now hold firmly and are quickly moving their business further out in front. A major contributor to that success is modernizing their operations with the ScienceLogic SL1 AIOps platform to drive service speed, quality, and customer value. NetDesign have leveraged the SL1 platform to establish a scalable and extensible foundation and are now well into implementing advanced capabilities towards fully automated operations. Strong partnership, including initial and ongoing Clarity Workshops, have helped NetDesign map out and plan the key steps in their business growth strategy, all of which have supported year-over-year success. Key ScienceLogic contributors driving progressive gains in operations and business outcomes include:

- Empowering Automation – enabling teams to give clients best quality services and value for money
- Intelligent Data—giving clients the right data and dashboards for optimal business service health
- Powerful Partnership – 6 years running with mutual 'skin in the game' has been core to success

ScienceLogic is a leader in AIOps, providing modern IT operations with actionable insights to predict and resolve problems faster in a digital, ephemeral world. Its IT infrastructure monitoring and AIOps solution sees everything across cloud and distributed architectures, contextualizes data through relationship mapping, and acts on this insight through integration and automation.