



S.A. Damm streamlines essential IT management

HPE Service Manager and HPE Business Service Management solutions improve IT services

Objective

Improve IT service management (ITSM)

Approach

Contacted HPE partner ABAST

IT Matters

- Enabled integration of hardware and application management
- Allows end-to-end monitoring of application performance
- Provides real-time knowledge of user experiences

Business Matters

- Increases productivity by improving response times and system availability
- Improves overall IT governance and service provided to users
- Support new digital transformation plans



Damm Group, a well-known name in the brewing sector, has grown to become one of the leading Spanish drinks companies in recent years, thanks to significant growth and its acquisitions strategy. ABAST, which specialises in Hewlett Packard Enterprise (HPE) Software tools for IT service management, was chosen by Damm to implement the project.

Challenge

Management and governance

Founded in Barcelona in 1876, Damm Group is one of Europe's most prestigious brewers and a market leader in the Spanish drinks industry. In recent years, the group has strengthened its position with the acquisition of a number of well-known companies and brands, including Agua de Veri, Fuente Liviana and Cacaolat. Between 2002 and 2014, Damm Group grew from just two to 14 companies, including the distribution and food services companies Alfil Logistics and the Rodilla Group.

The group is present in 92 countries and has 17 brands of beer, including the famous Estrella Damm, Voll Damm and Free Damm, together with the Veri and Fuente Liviana mineral waters.

“We have met our targets for improving IT governance and the management and control of the services our IT department provides our users. This has provided guarantees that allow us to continue to tackle new digital transformation processes and respond quickly to the requirements of a growing business like ours.”

— Luis Miguel Martín, CIO, Damm Group

The group currently has eight factories on the Iberian peninsula and a team of around 3,000 people.

The Damm Group's IT department provides services to 2,500 users and manages a hybrid infrastructure that includes over 300 servers on a range of different platforms (e.g. iSeries, AIX, Windows® and Linux), together with cloud solutions. A significant proportion of IT services are outsourced, resulting in a large number of contracts with different suppliers who are responsible for managing areas such as data centres, workstations, applications and networks. In this respect, Damm's IT managers faced the challenge of guaranteeing the quality of the group's IT services for a growing number of users and organisations, while bearing in mind the risk of loss of control inherent to outsourcing. The company has responded by improving IT management and governance with IT Service Management (ITSM) tools that increase the control and quality of these services.

Antoni Davia, IT Infrastructure and telecoms manager at Damm, explains: “The first challenge was to improve the service management system. The company knew that the monitoring of activities is crucial to outsourcing and required a tool that would allow it to measure compliance with the service level agreements (SLAs) defined in contracts and quickly implement new services and procedures.”

Davia highlights a number of reasons for Damm's choice of the HPE Service Manager solution: “Firstly, it has an extremely well implemented orientation toward ITIL processes. It also provides effective separation of the help desk and ticket resolution functions, while allowing contacts to be grouped into single incidents, with links between various processes (e.g. changes and problems). Finally, it allows us to define different types of workflows and is a well-established tool in the market.”

The other major challenge was to improve monitoring. The Damm Control Centre is the point of contact between Damm and its IT services suppliers. This compensates for any possible losses of control caused by outsourcing and aims to detect any performance issues with systems. Damm already had various monitoring tools, including SNMP service sensors and managers, such as HPE Network Node Manager (NNM), which provide significant control over the state of the IT infrastructure. However, the existing set-up did not give a real view of the operation of applications and ABAST proposed using HPE Business Service Manager (BSM) to improve the level of control.



Solution

Defined SLAs

Damm approached ABAST, which has a business area exclusively dedicated to HPE Software IT service management solutions, to implement the solution. ABAST was HPE'S first software partner in Spain over 15 years ago and has built up a reputation as country's leading specialist in HPE ITSM solutions.

The implementation of IT processes in an organisation of Damm's size can take a considerable amount of time, involving IT support and delivery processes, such as interactions, incidents, changes, problems, requests, configurations, the management of availability and service levels, all of which are handled from within HPE Service Manager. The implementation of each of these models has various phases. The first step was to describe the state diagram and the groups involved in each procedure. This information was used to define the ITSM workflows for each module and once the workflows had been parameterised, SLAs were defined for each entity.

Benefit

Well controlled services

The graphical functionalities of the ITSM solution for designing workflows and rules helped speed up the process, which was jointly undertaken by ABAST consultants and Damm's IT managers.

The solution also allowed the Damm IT department to integrate the management of the hardware infrastructure and applications areas, which have used different tools in the past. At present, the service managers for both areas use HPE Service Manager and there is interaction for various procedures.

HPE BSM allows end-to-end monitoring of the performance of applications and provides real-time knowledge of the user experience. Damm managers were pleased by the tool's ability to monitor complex processes involving more than one system, measure the performance of a system from different points, provide reports of changes over the course of time and analyse performance at different phases of the process. The tool also made it possible to improve the control of services delivered over cloud systems, when it is not possible to monitor infrastructure.

Customer at a glance

Software

- HPE Business Service Management
- HPE Service Manager

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— Antoni Davia, IT Infrastructure and telecoms manager, Damm Group

The Damm IT Control Centre team currently uses HPE BSM to measure the response times and availability of a large number of Citrix virtualised applications and its web services. It has also defined sensors to measure user experience for its SAP applications to complement the SAP environment performance management module.

“This has provided guarantees that allow us to continue to tackle new digital transformation processes and respond quickly to the requirements of a growing business like ours.”

Learn more at
hpe.com/go/itsm

Luis Miguel Martín, CIO of Damm Group, has been very satisfied with the benefits provided by HPE Software and ABAST’s work on the project. “We have met our targets for improving IT governance and the management and control of the services our IT department provides our users.”

Our solution partners



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