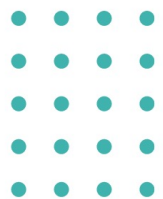


INNOVATE²⁰²²

Post-Event Guide

Presented By  cireson



MICROSOFT SERVICE MANAGEMENT BUILT FOR 2022

A World of Options for On-Prem, Cloud and Hybrid Environments

Challenging times can produce great opportunities, something that we hope you'll take away from INNOVATE 2022. Regardless of whether you are currently navigating navigating organizational, infrastructure or hybrid workforce change—or see a future need to do so—there are cost-effective ways to get desired functionality best suited for your environment.

We cover different strategies during these eight sessions. You'll see practical methods of enabling more cloud functionality for on-premise Microsoft System Center Service Manager (SCSM), integrate Microsoft Teams functionality or migrate to a new Microsoft Teams-based service desk solution from Cireson, called Tikit. Hear firsthand from a longtime Cireson customer, who weathered an organizational downsizing and IT service management shift that better suits its Teams-focused culture.

Your organization may evolve or change completely, but infrastructure can adapt in ways you might not realize. As always, the Cireson team is on hand to help you manage SCSM transitions, administration and maintenance. And you have the comfort of Microsoft's commitment to all environments: on-prem, cloud and hybrid.

There's never been a better time to imagine your possibilities.

Cheers,
Team Cireson



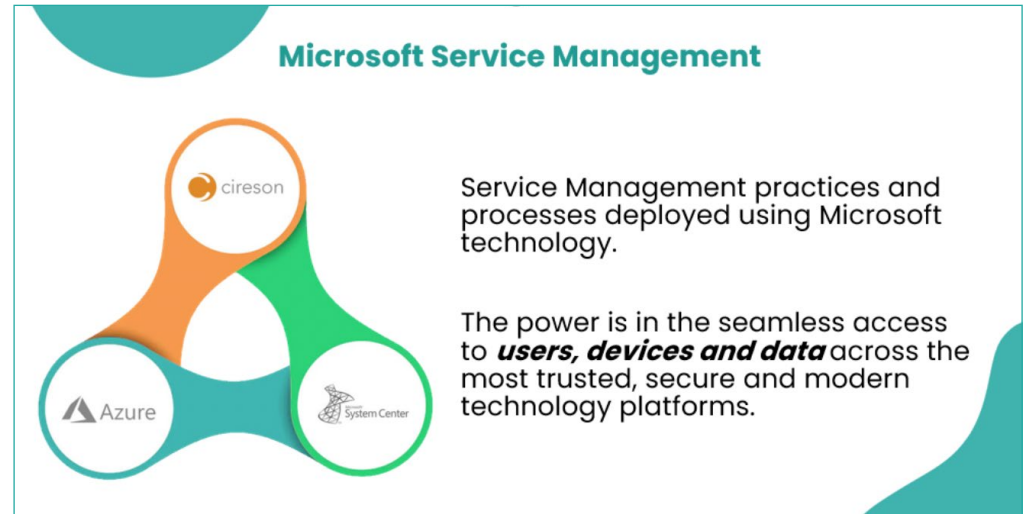
INNOVATE 2022: KEYNOTE ADDRESS

MICROSOFT SERVICE MANAGEMENT FOR THE HYBRID WORLD

with Justin Roux, James Kleinschnitz, Joel Doss, Adam Dzyacky,
Shashank Bansal, and Bill Devlin

Key Takeaways

- Expand SCSM and add further dimension with integrations.
- Migrate if you need a simpler, nimble solution.
- Microsoft is committed to all environments: on-prem, cloud and hybrid. We look forward to developing new ways to support you in all spaces!
- Interested in Tikit? Here's a little [backstory](#).



Microsoft Service Management offers a powerful way to access users, devices and data across today's most trusted, secure and modern technology platform. It's even more so true given the need to support hybrid workforces.

Work is changing. But you have great options that accommodate these shifts.

Cireson Service Manager Portal + Cloud

For enterprises, it's hard to argue with the robust extensibility and integration capabilities of Microsoft System Center Service Manager (SCSM). But you can get more cloud functionality with Service Manager Portal (SMP) tools like Cloud Connector and eliminate the data warehouse with new features like Cireson's Analytics Archiver (v11.5), for evergreen access to tickets without sacrificing system performance.

Introducing Tikit, a Teams-based Service Desk Solution

Other companies need a simple solution. Welcome to Tikit, Cireson's new Microsoft Teams-based service desk solution that streamlines ticketing via artificial intelligence (AI) and Teams' conversational, collaborative nature.

Migrate or Integrate for Your Ideal Functionality

Tikit helps you do more in a cloud native way using tools you own. Whether via Teams, SCSM or both operating together, AI ticket deflection is just a right click away and integration is realized with Microsoft Power Platform via Power Automate.

Sometimes migration best accommodates evolving teams and hybrid structures, a story you'll hear from long-term Cireson customer, Luby's Restaurant Group, which transitioned to Tikit following organizational change.

What approach best serves *your* environment?

[Click Here](#) to Watch the Full Video



REPORTING WITHOUT SQL: ENABLE YOUR WORKFORCE WITH DATA USING SCSSM AND POWER BI

with Steve Wright-Customer Experience Manager
& Gerhard Goossens-Systems Specialist @ North-West University

Key Takeaways

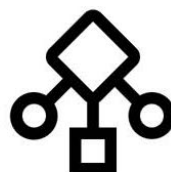
- Cireson Analytics Archiver introduces agnostic access to groomed ticket info and provides a rich repository for ticket reporting. Instead of using a data warehouse, connect to archiver!
- Leverage resources and knowledge in the Microsoft system stack, adding one pane of glass, reduced clicks, etc.)
- Think about your plan. Does it make sense to your audience? What do they want/need?

Build the foundation



Data

- Data warehouse (SSAS)
- Database (OLAP)
- External datasets



Data source

- Some SQL for views
- Composite Modelling
- Optimize for delivery/refresh



Data visualization

- Presentation layer
- Filtering and context
- Tailor for audience

How can a business manager get actionable data, an analyst get near-time feedback and systems administrators get a big picture from disparate data? It's easy when you have a good game plan, the right tools and a foundation that includes:

- **Data:** from a database, data warehouse or external data sets.
- **Data source:** optimized with the right flow of data for delivery or refresh.
- **Data visualization:** the presentation layer that contains filtering and context, tailored for audience.

Power BI gives you a feature-rich platform that can provide numerous perspectives without having to build a new report—or use SQL.

Steve and Gerhard walked through the thought process behind reporting in Power BI, from knowing your audience, desired outcome, data source and cloud-based platform that makes reporting easier. The examples shared included:

- Creating a static dashboard available publicly.
- Investigating a card reader issue from one building.
- The iteration process using Cireson Analytics database and the Analytics Archiver tool.

[Click Here to Watch the Full Video](#)

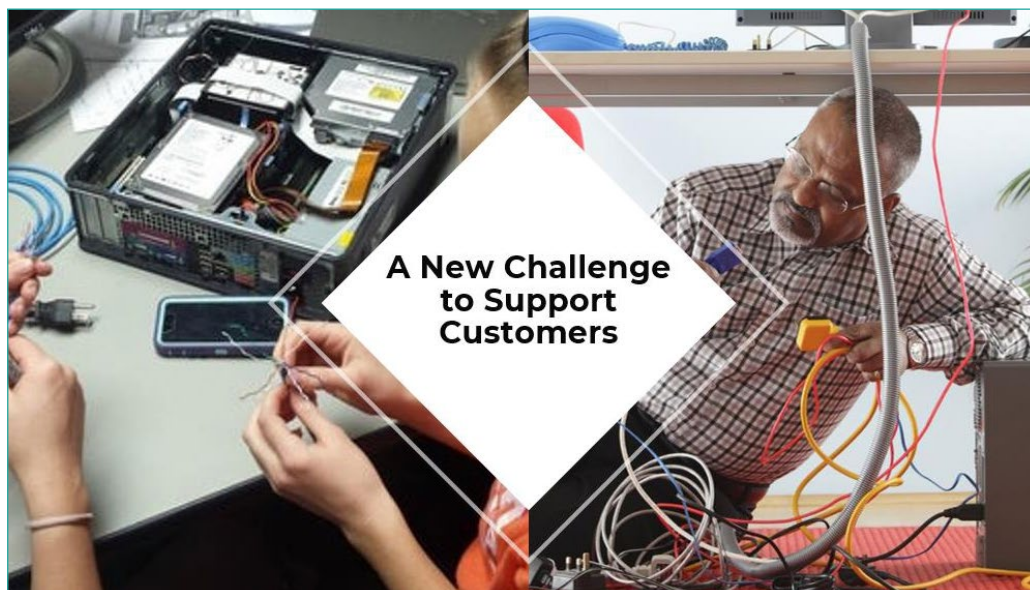


MANAGING A SERVICE DESK REMOTELY

with Brett Moffett-Solutions Architect

Key Takeaways

- Since many processes are changing, it's especially important to evaluate what is effective and change what is not. Aim for a continuous improvement of processes.
- Automate what is repeatable!
- Innovate whenever possible.



Most companies are exploring ways to embrace the flexible hybrid work model. For the IT service desk, this may result in earlier or later work hours, a wider time span of calls and increased channels end users are using to request help. The biggest shift? End users may be left to handle minor physical fixes, even as they accept more remote-control sessions from analysts. Communication with end users, though always important, is vital now.

Brett discusses multi-faceted changes and strategies around service delivery in the hybrid world, recommending:

- The use of video to communicate visual cues.
- Online team building sessions and non-work-related activities.
- Asking how staff and co-workers are doing—we have less in person time to gauge this.
- Training to help others through crises.
- Using customer satisfaction as a prevalent metric to track.
- Essential software and tools that support hybrid work.
- Managing costs.

[Click Here to Watch the Full Video](#)

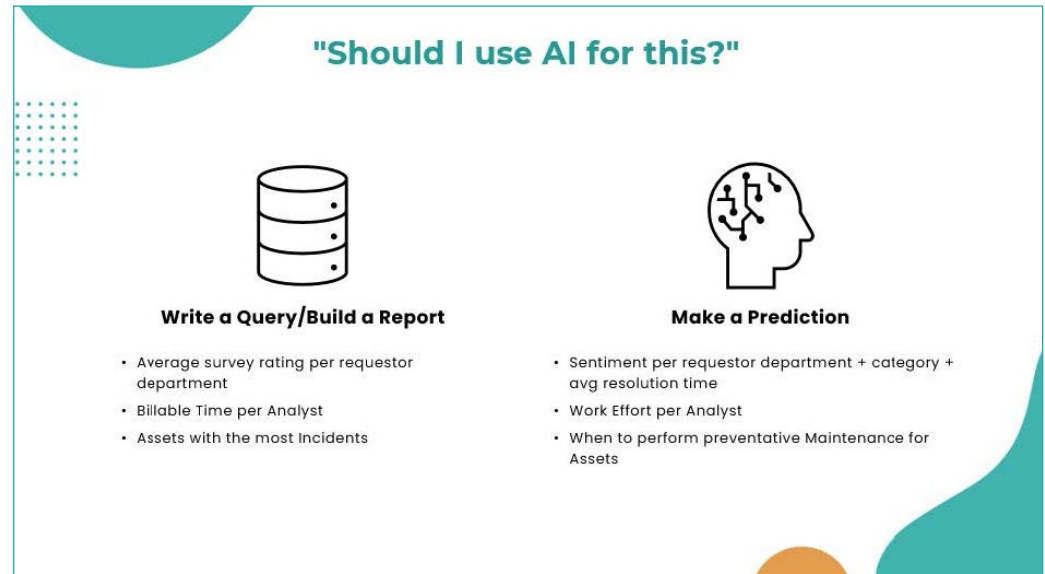


DEMYSTIFYING ARTIFICIAL INTELLIGENCE AND ITS USE CASES

with Adam Dzyacky-Product Manager

Key Takeaways

- Practice on each buildable pillar: rules-based, RPA, bots and AI so that you can see how to capitalize on previous work and reuse it.
- Recommended: Cireson's Cloud Connector.
- AI automates tasks you already do. We can reevaluate new information and form new opinions about data once started.



Artificial intelligence (AI) can be applied to repetitive and manual processes to predict outcomes, understand employee sentiment and complete daily paperwork. You can use buildable types of AI according to your comfort level and business needs, such as:

- **Rules-based:** "if this, then that" methodology used in change requests, service requests and line of business applications.
- **Robotic Process Automation (RPA):** records keystrokes and mouse clicks for specific actions and plays them back to automate a process. Great for integrations when you don't have access to an API or underlying system data.
- **Bots:** building on rules-based automation, bots can trigger actions and be interacted with.
- **Artificial Intelligence (AI):** computers can be taught to interpret and parse collected data and answer new questions without human intervention.

Artificial Intelligence in Action

The focus is on the trigger and the action you want to occur. There are endless ways to push data in and out of Service Manager to accomplish a goal. Adam's examples simplify workload and produce insights, using:

- Sentiment analysis to identify new organizational trends and gauge culture around the service desk.
- Azure Form Recognizer to parse a variety of documents and Cireson Asset Management and Service Manager to automatically create invoices and attach original documents.
- Machine Learning to predict classifications and route work, sparing analysts from data entry, while getting the work to the right place faster—without human intervention.

[Click Here](#) to Watch the Full Video

"CAN YOU INTEGRATE IT...? YES YOU CAN!"

with Geoff Ross-Global Services Delivery Manager
& Patrick Chambers-Consultant

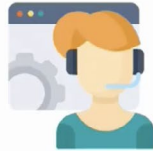


Key Takeaways

- SMLets Exchange Connector is a free, open-source PowerShell-based alternative to the Microsoft Exchange Connector—highly recommended for its flexibility.
- It's possible to integrate SCSM with nearly any system. Cireson can help you with your best option.
- Through integration, both service requests and incidents can be resolved regardless of if that system is internal or external.



Two types of integration



WorkItems

- Eg Incident
- Create and Update
- Alerting, DevOps



Config Items

Asset Management

- Eg Hardware Asset, Purchase Order...
- Create up Update
- Other Sources of Truth

It's likely that you use a range of systems to deliver service and support business operations, including Microsoft and non-Microsoft platforms that manage ticketing, monitoring and DevOps. Integration is a vital way to use functionality from these systems to:

- Synchronize data on multiple systems and maintain accuracy.
- Resolve incidents and service requests from internal and external systems.

How can you use integration to your benefit? You might get some ideas from Patrick and Geoff.

Inbound and Outbound SCSM Integration

Patrick walks us through inbound and outbound Microsoft System Center Service Manager (SCSM) integration and how to:

- Pull in an incident from an external system's email alert using SMLets Exchange Connector.
- Parse out duplicate emails.
- Replicate a Service Manager bug in DevOps for resolution.

Asset Management

Integration is the best way to create a "single pane of glass" view of asset data and maintain its consistency and accuracy across device management, administrative and other systems. Geoff explains how we can do this with:

- **Cireson tools:** Asset Import Connector, portal APIs, Power Automate connector for SMP.
- **Custom integrations:** PowerShell + SMLets Exchange Connector.
- **Help:** from Cireson Professional Services.

[Click Here](#) to Watch the Full Video



CONSISTENCY IS KEY: CONSUMING DATA & CONNECTING SYSTEMS WITH POWERSHELL

with Marcus Bauer-Director of Professional Services
& Justin Workman-Senior Support Engineer

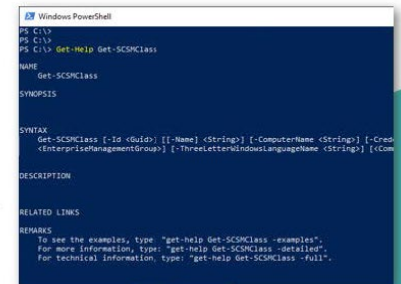
Key Takeaways

- Admins don't have to know low level API coding technologies. They can use cmdlets, a short cut.
- PowerShell can help you ease into automation and customization, regardless of skill level. Recommended: practice Power Shell in a project to learn its possibilities.
- Pro-tip: integrated scripting environment (ISE), a text editor that executes Powershell, helps you use defined snippets (another short cut).

Learning PowerShell

- Learn once and apply to any Product
- Comparatively flat learning curve
- Largest "hurdle": pipeline, object approach
- Remember the Verb-Noun paradigm (Get-, Set-, New-, Remove- etc.)
- Go as deep as you like and at your own pace
- Leverage the "built-in" help !
- Best way to learn is - as always - not just cramming, instead have an objective

Pro-Tip
Start with ISE -
graduate to VS Code



```
PS C:\>
PS C:\> Get-Help Get-SCSNClass
NAME
    Get-SCSNClass
SYNOPSIS
    Get-SCSNClass [-Id <guid>] [-Name <String>] [-ComputerName <String>] [-Credential <EnterpriseManagementGroup>] [-ThreeLetterWindowsLanguageName <String>] [-Com
SYNTAX
    Get-SCSNClass [-Id <guid>] [-Name <String>] [-ComputerName <String>] [-Credential <EnterpriseManagementGroup>] [-ThreeLetterWindowsLanguageName <String>] [-Com
DESCRIPTION
RELATED LINKS
REMARKS
    To see the examples, type "get-help Get-SCSNClass -examples".
    For more information, type: "get-help Get-SCSNClass -detailed".
    For technical information, type: "get-help Get-SCSNClass -full".
```

PowerShell is a fantastic tool that ITSM teams can use to manage hybrid infrastructure and support hybrid employees. It's easy to read, update and maintain, and it creates predictable and repeatable outcomes. Once learned, it can be applied to other products, further supporting additional acquired technologies.

Marcus and Justin showcase PowerShell concepts and strategies by onboarding a new employee, using PowerShell in Service Manager and a workflow that:

- Creates a role-specific internal Active Directory (AD) account based on input variables.
- Assigns specific permissions.
- Enables Microsoft365 Cloud Services.
- Enables voice extension and voicemail.
- Initiates deployment of a laptop/workstation to the new user with role-specific applications.
- Creates an account in SalesEdge, a simulated internal Sales/CRM system.

Justin performs many steps in Service Manager, but he also connected to AD, M365 and third-party systems that lack an out-of-box PowerShell module. He wrapped web API functionality into a custom PowerShell module.

Want to check out the helpful resources referenced in this session? [View them here.](#)

[Click Here to Watch the Full Video](#)



LEVERAGING POWER AUTOMATE IN SCSM

with Steve Tuel-Senior Consultant

Key Takeaways

- PowerShell requires some advanced scripting knowledge. It's best to start small and build from there.
- Power Automate is another automation option for Service Manager. Cireson's Cloud Activity and Power Automate Connector will help you more easily connect on-prem workloads with apps and services in Azure.
- Consider: Are you on a version of SMP that supports the Cloud Connector? Can you automate or integrate with Cloud Services via Power Automate and SMP?

SCSM and Automation

- Orchestrator
- PowerShell!
- What Else !?!?



You can reduce manual steps that complete an action with automation. Power Automate used with Service Manager takes things a step further, by automating workflows and processes between Microsoft and non-Microsoft apps and services. And though Orchestrator and PowerShell remain very good options for automation in Service Manager, Power Automate is beginning to become another great option.

Steve uses [Cireson's Cloud Connector](#) to demonstrate scenarios with incoming and outgoing data from Service Manager, including:

- How to escalate approvals for a laptop request alert when you're out of the office.
- How to turn on a light in your office for a priority 1 incident.
- How to add a user to an Azure active directory (AD) group (a cloud software request).

He also introduces [Cireson Cloud Activity](#), a new activity type that can be dropped into workflows or incidents to call a webhook or endpoint and pass parameters. You also get a first look at Cireson's New Service Manager Portal Power Automate Connector which allows drag and drop actions into flows—a much easier way to work in Service Manager in Power Automate!

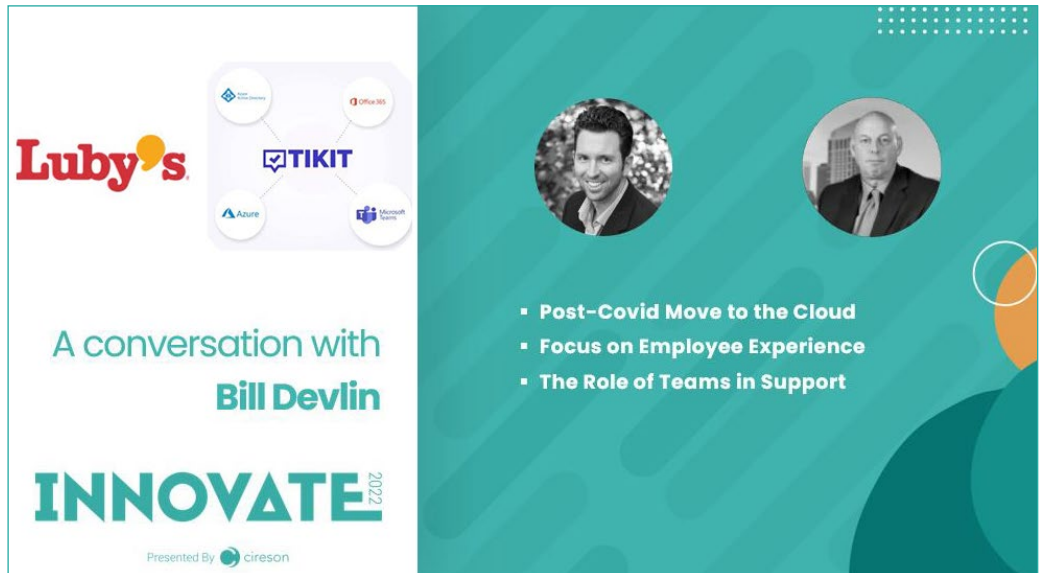
[Click Here](#) to Watch the Full Video

LUBY'S CASE STUDY: SERVICE DESK VIA M365

with Joel Doss-Director of Sales, Adam Dzyacky-Product Manager, Bill Devlin-Executive Director of IT at Luby's Restaurant Corp, Chad Myers-Systems Architect at Luby's Restaurant Corp/Alpha Geeks, Louis Goodwin-Service Desk Manager at Luby's Restaurant Corp

Key Takeaways

- Cireson provides options for IT service management and can help you define your best fit.
- Most IT departments believe that introducing a new product will involve a lot of work. Tikit's nimbleness is a pleasant surprise.
- A dashboard that might have taken weeks to create in other platforms were created in five minutes in Tikit.



Microsoft System Center Service Manager (SCSM) was the ideal IT service management platform for Luby's Restaurant Corporation when a staff of 21 supported 200 locations and 1,300 end users with heavy ITSM strategies.

A lot can change in a few years.

Post-COVID-19 pandemic, the company is leaner, transferring from its data center model down to a staff of five that support 46 locations and 300 end users. Given Luby's commitment to Microsoft and need for a nimbler solution, IT wondered if there was a way for the service desk to capitalize on its heavy Microsoft Teams adoption. That's when they found Tikit.

The Luby's team discusses the complexity and cost of ServiceNow and the improved experience and value found in SCSM. Changing organizational dynamics recently prompted exploration and move to Azure from its hybrid infrastructure. Now Tikit's Microsoft 365 Service Desk solution provides service management with positive feedback from analysts and end users for its ease of use.

One of the biggest surprises: employees are so in tune with Microsoft Teams that they intuitively adopted Tikit without formal training.

Positive feedback from restaurant end users is also a win for IT, particularly the ease of creating tickets from a mobile app while at the cash register. It's easier for IT to interact with users and faster to close tickets.

[Click Here to Watch the Full Video](#)