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Lise Hugdahl
Responsible for Service Management
Coop Market Norway



Coop Market Norway needed to update its IT Service Management solution. It opted for ServiceNow from Symfoni, a Fujitsu company, to save costs and increase efficiency.

At a glance

Country: Norway
Industry: Retail
Founded: 2008
Employees: 2,564
Website: www.coop.no

Challenge

Coop Market Norway had an outdated IT Service Management solution. It was looking for a solution which included the entire organization and could support other departments like HR, accounting, administration and operations.

Solution

It selected ServiceNow, an Enterprise Service Management solution from Symfoni, a Fujitsu company.

Benefit

- Saved between 2 and 4 million NOK per year
- Extensive support for business and operations
- Flexibility of the solution makes it easy to make changes, upgrade and develop
- Accessibility and availability of reports saves time and increases efficiency

Customer

Coop is one of four major grocery chains in Norway and currently operates more than 800 grocery stores in five chain concepts: Coop Obs!, Coop Extra, Coop, Coop Mega and Coop Market. Coop has also 30 large building warehouses and several specialist profiles. Coop is owned by customers themselves through their membership in one of 106 co-operatives. As of today, Coop has 1.4 million members.

Products and services

■ ServiceNow from Symfoni, a Fujitsu company

Challenge

Coop Market Norway had an outdated IT Service Management solution, and no system that supported Service Management processes for the rest of the organization. It was looking for a solution which included the entire organization and could support other departments like HR, accounting, administration and operations.

Coop Market Norway aimed for a user-friendly solution which was easily adapted by the users in the different departments. It wanted a solution, in which it could grow and constantly develop according to its needs. It had to be simple to make changes and upgrades.

Solution

It started the process by looking at different Service Management solutions in the market and landed at ServiceNow, which it could see covered its needs for an Enterprise Service Management solution. Symfoni, a Fujitsu company, was one of several vendors which could offer implementation of the ServiceNow solution.

"The main reasons for choosing Symfoni were the understanding of Coop's business needs, Symfoni's documented expertise in the ESM area and the implementation methodology," says Lise Hugdahl, Responsible for Service Management at Coop Market Norway.

The implementation process went fast due to the applied strategy of being 80% up and running on all processes, instead of implementing one process at a time. During this process, other unplanned projects developed. For example, when Coop acquired ICA it needed an app for the rollout and concept change of the new stores, which Symfoni provided. Today, Coop Market Norway uses ServiceNow for the service centers to handle all incoming inquiries. Management receives reports regularly, which as a result has improved both the control and the quality.

All incoming phone calls automatically generate a new ticket and it has a self-service portal for enrolment of requests from the website and the Intranet. In addition, it has developed processes for handling of both project and store management, as well as for the IT department. Next steps will be automation of work processes and further improvement and development of the solution. ServiceNow gets more and more important as a strategic solution for business processes at Coop. It is already planning new projects which will involve even more departments as well as suppliers and logistics. And it plans to implement a self-service portal for the different stores so that managers can order all inventory needed.

Benefit

The result has been a whole new extensive support for business and operations in Coop. Lise Hugdahl is satisfied with all the projects it has managed to deliver in such a short period of time.

She is pleased with the flexibility of the new solution, it is easy to make changes and upgrade and develop as it moves on. The accessibility and availability of the reports are great, and it saves time and increases efficiency by using templates, like the standardized feedback.

Lise Hugdahl estimates that this, as well as the new structure of the organization, has saved between 2 and 4 million NOK per year. And it expects to gain even more after the improvements it is currently working on.

Lise Hugdahl highlights the importance of the active role of the corporate management. "Having top management as a part of the steering committee has been a really important success criterion for a fast implementation process," she states.

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