

**ITinvolve Announces Enhancements to Knowledge Collaborator and Service Manager**

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On June 24, 2013, ITinvolve announced its summer 2013 release with enhancements to its two flagship products — [ITinvolve Knowledge Collaborator](#) and [ITinvolve Service Manager](#). The new releases demonstrate the company's ongoing investment in social collaboration and IT service management offerings. ITinvolve's social knowledge capabilities enable IT organizations to capture and view knowledge of their operational environments in a single source of collective IT knowledge. This knowledge can be shared and used to support in-context collaboration with individuals across the organization (both within IT and outside of IT where needed). With social collaboration, IT executives can build stronger partnerships with business decision makers and thus more efficiently respond to incidents, identify the root cause of problems, and evaluate change requests. ITinvolve's solutions are cloud based on Force.com and can integrate with existing third-party IT management software.

ITinvolve Knowledge Collaborator provides a federated, comprehensive, and peer-reviewed source of IT knowledge to include configurations, relationships, dependencies, policies, best practices, knowledge articles, and so forth. Social knowledge collaboration capabilities combine the best of crowdsourcing and peer review with the ability to integrate or federate with existing machine-based knowledge stored in CMDBs, SharePoint sites, spreadsheets, and more. This provides IT staff and decision makers with the ability to view, follow, and collaborate on the social objects (services, applications, databases, storage, and servers) that are most relevant to their specific role.

Key summer 2013 enhancements for ITinvolve Knowledge Collaborator include:

- **Tagging** — Provides quick access to objects of greatest interest to a user and supports advanced relationship-based searching allowing all knowledge (including process objects, channels, scenarios, and perspectives) to be more efficiently accessed and utilized by all stakeholders.
- **Relationship-based search** — Leverages relationships between objects to quickly identify and view the most relevant objects (e.g., show me all applications with a relationship to our PCI policy).
- **Content ratings** — Allows stakeholders to designate the value (most high and least valued) of knowledge as well as denote the value of policies with selective star ratings.
- **Enhanced communication and collaboration methods** — Provides enhanced collaboration across objects with Activity Stream topics (similar to hashtagging) and supports speech-to-text from any field including Work Notes and Activity Streams, broadcast notifications, and the ability for admins to add followers to any object (in addition to users opting in to follow objects themselves).
- **Key setting deployment** — Allows IT administrators to push critical settings to any object, including firewalls and other related network devices, for centralized management and ensuring inclusion in impact analysis.
- **Configurability and extensibility** — Support for product UI rebranding for service providers and to tailor the UI to corporate logos and colors, the ability to add fields or regions to any object, the ability to customize object names and icons, and the ability to create custom objects for object types not provided out of the box (e.g., non-IT devices or non-IT knowledge) — all without coding.

ITinvolve Service Manager provides IT professionals with an intuitive interface to optimize the delivery of services with integrated core ITIL processes and modern social collaboration tools. These enhanced capabilities enable IT organizations to make timelier and more informed decisions, reduce change-related risks, lessen recurring problems, and resolve IT incidents faster. Furthermore, ITinvolve Service Manager enables business users to request IT services and help as well as search published knowledge through a new self-service portal. ITinvolve Service Manager includes all the capabilities of ITinvolve's Knowledge Collaborator to provide visualization, collaboration, and proactive knowledge delivery throughout incident, request, change, and problem life cycles.

Key summer 2013 enhancements for ITinvolve Service Manager include:

- Self-service portal and service catalog — Provides business users with a modern interactive interface "shopping cart" to request IT services and help as well as search published knowledge along with the ability to collaborate with service owners and service desk personnel.
- Symptomatic incidents — Innovative use of tagging to quickly identify other incidents with similar symptoms to gain access to potential resolutions and guide escalations.
- Predefined automated responses — For example, emails a customer satisfaction survey link to end users upon the closing of incidents. All responses can be tailored to specific recipients/senders without any coding required.
- Promotion of Work Notes to knowledge — Allowing valuable knowledge that might be otherwise buried in an incident record to be associated with other objects beyond the specific incident.
- User interface — Optimized for tablet use (no scrolling in Work Notes field) and the ability for IT staff to attach files to individual Work Notes (not just the incident record).

ITinvolve's newly enhanced products provide IT organizations with capabilities that simplify the searching, accessing, and sharing of critical IT knowledge across the organization. Likewise, its intuitive user interfaces rooted in social collaboration aim to increase both IT staff and business user efficiency.

Traditionally, the primary focus of IT organizations has been on the operation and maintenance of IT systems "keeping the lights on." Whereas with today's growing business demands for innovative IT-based services, IT executives must give increased attention to the enabling of new technology adoptions. As a result, many IT executives are finding a greater need to partner with business decision makers in order to demonstrate the value of the IT department in achieving organization-wide goals. To facilitate this shift, IT organizations must now increase their attention on the delivery, support, and operations of new services. In addition, the lack of collaboration between IT executives and business leaders can often lead to the procurement and implementation of technology directly by business units without the awareness and/or approval of the IT department. This can further result in environments inundated with disparate IT systems and applications, often causing unnecessary expenditures and increasing the workload of IT staff. Therefore, it is becoming increasingly essential that IT staff have the resources available to enable knowledge sharing and collaboration, both within IT and across the organization's business units, in order to effectively manage today's complex environment.

The increasing relevance of interactive social collaboration tools in IT service management is indicative of the cultural shift taking place within most workplace environments. As social media increasingly becomes an accepted and effective means of business communication, business users are expecting more self-service options, faster response times, and a more collaborative communication experience from their IT support staff. In addition, software-as-a-service (SaaS)- based IT service management solutions are gaining significant appeal, as they typically require less up-front costs and eliminate infrastructure challenges associated with installing the supporting hardware and software on premises.

IDC expects that, as businesses continue to acquire a multitude of complex IT systems and applications in order to remain competitive, many IT organizations will be strained to meet customer's expectations on service delivery. As a result, social collaboration and self-service tools are rapidly growing areas of focus for existing IT service management software vendors and new entrants alike. Therefore, ITinvolve must clearly state the value proposition of integrating its cloud-based solutions with organizations' existing IT service management resources such as service desk software, CMDBs, Visio diagrams, and SharePoint.

In addition, in order for vendors of IT service management SaaS solutions to gain significant traction in the enterprise, they must effectively articulate a product strategy protecting proprietary information from compromise and ensuring reliable system uptime to IT decision makers working in regulated environments. By running its solutions on a leading enterprise cloud computing platform, Force.com, ITinvolve aims to alleviate concerns that IT managers may have in regard to data security and system performance when leveraging SaaS-based products.

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