



# Better Customer Service After Leaving Web Services

CDW, a retailer and managed service provider, used web services initially for their custom integrations and then in REST-based integrations from a vendor. In both situations, web services hindered scalability. CDW needed low-coding, real-time, truly automated integrations that help to ensure accurate data, a hands-off approach for CDW delivery staff, and high visibility for customers into their environments.

## The Problem

Having been a platform-agnostic provider, CDW had a compilation of tickets and other data from multiple ITSM solutions that CDW needed to transfer for reporting and other purposes. But using web services, the ETL (extract, transform, load) method placed too much of a burden on the production instance of ServiceNow.

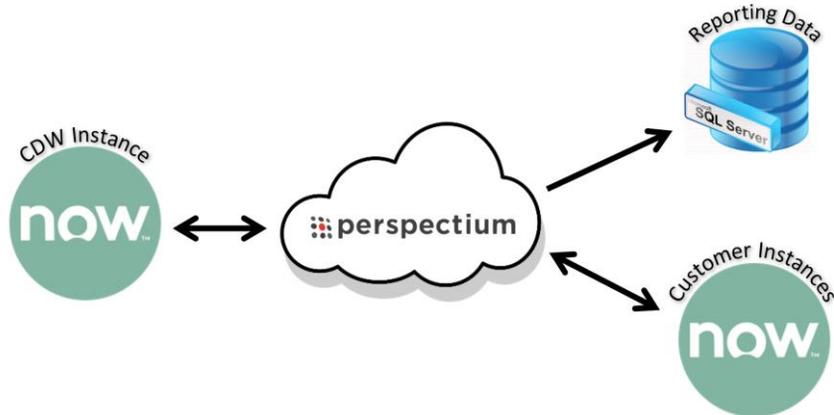
CDW then replaced that custom integration with a vendor's REST-based integration toolkit. But again, this integration, running web services, was cumbersome, inadequate, and expensive to maintain. "Anybody who's tried to do bulk web services against ServiceNow knows that at some point, you're just going to run into a scalability issue," says Paul Liesse, Supervisor of Managed Service Applications at CDW. Besides having impediments to scalability, other problems existed:

- 1. Expensive coding:** CDW needed to improve its integration offerings for customers, who at the time needed to do development work on their end to complete integration projects with CDW—at a price tag of \$50,000, in one case. "That's just not great when you're trying to provide a solution to someone and they get a bill like that," says Paul.
- 2. Low visibility and dual entry:** Many of CDW's customers approach CDW by asking how they can get visibility into the work that CDW does for them, or how they can make updates to tickets without needing to follow the swivel-chair approach of logging into multiple systems. CDW service-delivery staff were also finding themselves engaging in the inefficient task of updating multiple systems.
- 3. Lack of real-time delivery:** Because of hourly transfer jobs, some tickets that updated at one integration endpoint toward the beginning of the hour needed to wait until the end of the hour to get updated at the other endpoint. Real-time delivery was necessary for accurate data.

## The Solution

CDW signed on with Perspective to replicate data from their ServiceNow production instance to an on-prem MySQL agent, transferring incident data, CMDB data, and other records. Some transfers are bulk, and some are dynamic. For those real-time shares, CDW no longer needs to wait to run transfer jobs.

Because of incident integrations, CDW's customers have visibility through ServiceNow into CDW's work on their tickets and can themselves make updates that replicate to CDW's ServiceNow instance.



## The Payoff

CDW now enjoys a scalable integration solution, complete from end to end, that serves CDW customers better.

- 1. No extra coding:** CDW offers customer integration solutions that no longer require extra coding on the part of the customer. "It's really nice to be able to go to the customer and say, we've got a solution," says Paul. "The technical piece is super simple."
- 2. High visibility and automation:** Because CDW enables visibility into incidents, customers have confidence about the status of their environment. Both CDW and their customers can easily make comments and assign tickets to one another.
- 3. Real-time data transfer:** The real-time nature of the new dynamic shares takes the headache out of trying to ensure data integrity. According to Paul, "We don't have to worry about when a particular job runs to query the ServiceNow data. ServiceNow will just put those records on the bus when they're updated, and those changes will get replicated out right away."

With a complete integration solution in place, CDW is well-positioned to scale their service management. "It's the low-code, no-code, all-configuration solution," says Paul. "We're just in the platform, using it as a normal user, and the developers don't have to get involved. That's humongous for us."

To find out more about how CDW is using Perspective to manage their database and customer integrations, check out the CDW webinar at [http://bit.ly/CDW\\_webinar](http://bit.ly/CDW_webinar)