Proposal for Geaux IT

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Executive Summary

Within an IT help desk, providing great customer service and timely ticket resolution are top priority. Maintaining these top priorities is done through utilizing a great ticket tracking tool. An exceptional ticket tracking tool can be defined by simple navigation, clear documentation, and minimized technician training time. Customer service quality is hindered when one of these key definitions is missing.

Our target clients include any organization which provides help desk support to other organizations or departments for computer related problems. Geaux IT prioritizes simplicity with the user in mind to highlight ease of use.

Current competitors of Geaux IT include companies such as Cherwell and Servicedesk Plus. Although they work, they are bloated with many unused features; leading to a high learning curve for newer users.

Geaux IT's primary strong point is its simplicity. Geaux IT provides the essential elements which makes other ticket tracking systems great but without all of the unnecessary features.

Geaux IT will be developed as a web application, making development inexpensive and pushing routine maintenance of the application quickly.

Gap in the Market

The current market for Information Technology Trackers is full of expensive, cumbersome suites of software designed to meet the needs of every single company without specializing for the particular needs of a certain type of organization. Often times, these softwares can take significant amounts of time to train new employees on and decrease their overall productivity.

Companies experiencing these such problems are our ideal clients as they would highly desire something to improve their productivity through a simple, easy to use, and cheap information technology tracker. By simplifying the software, employees can be trained to a desired proficiency in a substantially shorter time than that of the competition. Geaux IT is designed to fill this gap and fulfill the requirements of companies in this gap.

Meeting the Market's Needs

Geaux IT will meet the market needs by aiming to be a streamlined product to offer features and optimized services that will directly confront the issues found when tracking tickets in the industry. The goal of Geaux IT is to prevent cumbersome workloads and ensure proper execution of operations in the workplace by being a

simple, easy to use software. Geaux IT will be designed with the goal of being easy to learn and integrate into any IT department.

Implementation

- **Management**
  Geaux IT will be managed by its contributors Austin, Sebastian, and James
- **Development**
  Frontend:
  React- A javascript library for building user interfaces
  Relay- data-driven React applications
  Backend:
  Node- A javascript runtime environment
  Apache Cassandra- NoSQL platform

- **Marketing and Distribution**
  Our app will be marketed by a short free trial to allow potential clients to see firsthand the benefit our software will provide to their organization. Then, if they choose to continue, they will be charged a purchasing fee and then a small yearly subscription fee. As it will be a webapp, no distribution is required.

- **Monetization**
  Monetization of our app would come through the purchasing fee and subscription fee.

The Problem and Our Solution

The problem with current market options for ticket trackers is that they are usually overly complicated and bloated with countless features which will never be used. For example, Cherwell is geared towards any size organization but arrives completely undeveloped with the idea that the user will develop it to their needs.

The solution which Geaux IT aims to provide is a fully developed and simple to use ticket tracking system which highlights the core essentials which help desks require to provide excellent customer service.

Industry Need for Our Technology

Geaux IT will serve as the go to product for workers in the IT field looking for a ticket tracker that achieves the task of managing tickets and operations with extreme precision. Geaux IT will replace the over complicated software currently in the industry that take too much of the user time to operate effectively. Geaux IT will offer a simple

and user friendly interface that displays all the needed information in an effective and orderly manner.

Market Analysis/Primary Market/Secondary Market

Geaux IT's main competition would be Cherwell and ServiceDesk Plus. Both of these services are well known throughout the business information technology world. Our top priority is to convince our target market that Geaux IT is a better fit for their company than their current system.

Our primary market is smaller companies/organizations who would greatly benefit from a simple, elegant, and easy to learn software (local businesses and small departments within universities). The secondary market would be large organizations such as major retailers or universities.

Marketing Strategies

- **Overview**
  Geaux IT aims to establish itself as a ticket tracking system which is ready to be used almost immediately after purchasing. Its simplistic design incorporating only necessary features embodies a COTS (commercial off-the-shelf) implementation. We would like Geaux IT to have an initial purchasing see along with a low yearly licensing fee.
- **Primary Customer Analysis and Entry Strategy**
  Geaux IT would target current Cherwell users (who are typically unhappy with their current ticket tracker) and offer a discounted initial purchasing fee after the initial free trial to allow customers to experience Geaux IT first hand. Once we have our foot in the door, potential clients will come to us.
- **Core Competency**
  The core competency of Geaux IT is information technology ticket tracking. Geaux IT provides everything an IT Help Desk would need without bloating the software. It will be easy to use and cost efficient.
- **Sales Strategy**
  Pricing
  Clients will initially get a free trial for a limited time. Then, they will be charged an initial purchasing fee and a small yearly subscription fee. This will be significantly lower than our competitors.
  Positioning
  Geaux IT should efficiently work for everyone but specialize in small organization ticket tracking.

    <u>Promotion</u>
    We will promote the product using ads on popular websites as well as cold
    calling various potential clients.

    <u>Place</u>
    Geaux IT should be simple and quick to setup in any organization.

Competition

Currently in the market there are three main competing software that Geaux IT will have to compete to differentiate itself in the Market. They three are:

Cherwell:
Cherwell is the current ticketing software used at LSU. A large selection of departments use it to keep track of their day-to-day operations

ServiceDesk Plus:
Offer end users multi-channel support by allowing them to create tickets via email, phone calls, and a web-based self-service portal. Automatically convert emails to tickets.

Development Strategy

Geaux IT will be developed in stages to ensure that the software will work properly before release. Each stage will be used to implement another fundamental feature of the product. The stages are as follows:

Seedstage; In the seed stage we will create a prototype of Geaux IT to ensure that we are reaching the fundamentals of our product.

Startup stage; We will deploy a prototype that we have created so that it is a basic version of the desired product.

Debugging Stage; Geaux IT features will be Finalized and tested. The clients will use the product and give back vital information about how we can improve the software.

Barriers

Geaux IT will face barriers when entering the market. Some potential barriers are as follows:

- Competition from existing ticket trackers
- High marketing cost
- Preventing bugs in the software
- Ensuring the transition is easy
- Creating a welcoming interface that displays all the information orderly

Critical Risks

The largest potential risk for Geaux IT is inertia of companies not wanting to change their current system as they could see the cost of converting as larger than the cost savings of our system.

We need to ensure that Geaux IT is seen as a high-quality, effective alternative to the bloated software currently on the market, and that companies view our team as dedicated to the maintenance of the project.

Interviews

The following questions were asked to employees of the Residential Life IT Help Desk at LSU:

What is your name?
X# of responses

What do you like about Cherwell? What features would you keep?
- The background
- Large gui, automation features, via one-steps, dashboard management
- I like the customizability
- One step email response and separated normal incident task panes. One steps are pretty neat.
- One-step
- The customization options (ui, one-steps)
- It allows for customization and more automation

What do you dislike about Cherwell? What would you change?

- Macros that add text to a ticket should also set that status of a ticket to the proper status (usually waiting on reply). The 24,, 48, and closed replies should be automatically sent when a user doesn't respond. I shouldn't need to press "journals" to see activity on a ticket - it should be displayed like an email thread. It should be easy to cc and tag other people on tickets. There should be a way to write internal notes in-line with an email thread.
- Slow application, poor gui layout design
- You have to build any feature you want. I wish the provided features were more intuitive to help desk needs.
- Everything, except for the things listed above and the features native to BMC footprints.
- Everything else
- It is slow and doesn't have a very viable mobile version. Emails are a pain to type out when a simple template can be used. if you are sending an email you can't use other features of cherwell without either closing the email or opening another session altogether. There can't be multiple owners of incidents. Journals are in a weird place and may be hard to notice.
- -Slow Interface. -The workspace is not cordoned off. We have to share information and requests with other TSPs on campus and this reduces our service. -We are not admins over our cherwell workspace so we have to send far more requests to another TSP to get assistance. This delays our service time and reduces confidence in the app as compared to footprints. -The roll-up was not completed in a manner that replicated the offerings that footprints had before cherwell was put into production. -These are foundational errors that branch out into more issues than can be filled out on this form.

What features do you want or look for in a Help Desk ticket tracker?

- Macros and automatic triggers. Automatic AD lookups. Easy requester history. Easy communication across helpdesk. An accurate portrayal of events.
- Simplicity when addressing existing tickets. Contacting customers, updating tickets, and escalating them should be quick and effortless.
- Data tracking, automated processes for more common tasks, and a clean intuitive interface showing pertinent info
- simpler progress and emailing, because the wait in between each microscopic change is irritating. also, a more simplistic interface would be nice.
- A friendly UI

- Multiple owners of tickets, a decent mobile experience
- -Administration so we can manage it ourselves and do our own customizations. Similar to what we had with footprints. -Easy usage and easy configuration that is not easily broken.

Would you be interested in an application to replace Cherwell?
- Yes
- Yes
- Hell yeah
- Yes
- Definitely
- Yes
- Yes