

G-Cloud 15  
Service Definition



ITSM - IT Service Management Software

Alemba

Lot 2a - Infrastructure Software as a Service

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# 1. Introduction

## Company Overview

Alemba is a notable provider in the IT Service Management (ITSM) and IT Operations Management (ITOM) sectors, offering comprehensive solutions designed to automate IT service processes and deliver business value through IT services.

With a focus on innovation, customer success, and global reach, Alemba is a key player in helping organisations optimise their IT services and operations.

Alemba provides an advanced solution in the ITSM and ITOM space with its Alemba Service Manager solution, recognized for its comprehensive features and strong adherence to ITIL best practices.

Backed by over 30 years of heritage, Alemba Service Manager enables users to respond quickly to business demands by dramatically reducing time to request fulfilment through automated workflow integration.

Alemba has a wide experience in Healthcare, Education, and Emergency Services, working in partnership to deliver service improvements, supporting both internal agent users and the greater customer community.

With a strong consultancy background, unrivalled expertise in the Service Management market, and a strong focus on customer experience, Alemba is ideally positioned to deliver a successful, end-to-end Service Management project within your organisation.

## Value Proposition

The UK public sector faces a unique set of challenges in the provision of IT Service Management (ITSM) services, largely due to its specific operational, budgetary, and regulatory constraints.

These challenges impact their ability to deliver efficient, reliable, and secure IT services to support various public services.

Alemba Service Manager (ASM) is the affordable ITSM solution that provides powerful functionality with certification in 22 ITIL 4 processes, solving many of the challenges faced by UK public organisations with its unique combination of functionality and cost.

- **Cost-effective:** ASM addresses budget constraints by offering a high-value ITSM solution, while lowering the financial investment typically associated with changing ITSM platforms.

- **Powerful:** Alemba Service Manager streamlines what you deliver today and grows with you to deliver what you need tomorrow.
- **Compliance:** With total audit capability, Alemba Service Manager ensures regulatory compliance is easy to achieve.
- **Risk Management:** Automated event classification and aggregation identify cybersecurity risks, enabling remediation.
- **Scalability:** Each customer organisation has its own tenancy, removing any competition for resources and ensuring a solution that scales with your demand patterns.
- **Flexibility:** Configuration, not customisation, in the GUI enables you to make ASM your own - supporting unlimited customer fields, rules and skin designs.
- **Advanced Integration:** The Alemba Service Manager advanced integration platform, based on a self-documenting API and webhook functionality, allows you to link your existing toolsets.

## What the Service Provides

Alemba Service Manager (ASM) is an ITIL-aligned, Enterprise Service Management (ESM) Cloud Software as a Service solution powered by a best practice ITSM model – Alemba Rapid Start.

Out of the box, Alemba provides:

- Powerful data segregation allows Alemba Service Manager to support more than IT in such applications as HR, Facilities and Complaints Management.
- Workflow-driven management of Incidents, Requests, Problems, Known Errors, and Changes.
- Retail-designed service catalogue, simplifying the user experience.
- Licence-free customer self-service portal, email and Change approvals.
- Event Management provides a single pane of glass view of all infrastructure failures.
- Asset Management considers both the technical and financial information required in the CMDB.
- Supplier Management automates the management of your external suppliers with powerful contract management.
- A KCI-certified knowledge base.
- Integrate social networking and chat with out of the box MS Teams integration.
- Report and dashboard creation, distribution, and scheduling.

- API and webhook integration platform.
- 99.95% service availability.

## Social Value

### Make Britain a Clean Energy Superpower

Alemba operates as a remote-first, close-to-net-zero software company. We run without offices, prioritise digital delivery, and optimise our products, infrastructure, and supply chain. This actively reduces travel, energy use, and materials, while enabling customers to replace paper-intensive processes with secure digital workflows.

### Focus Areas

#### 1) Virtual-First Operations

- Alemba works remotely by default, with travel only by exception.
- Discovery, training, configuration, and governance are delivered online.
- Published content is distributed electronically, with hard copies limited to essential on-site needs.

#### 2) Paperless & Digital-by-Design

- We use e-signatures, electronic approvals, and digital handover packs.
- We do not reimburse paper or printing stationery.
- Formal collateral is issued electronically, with physical storage reserved for legal artefacts (e.g., NDAs, contracts).

#### 3) Energy-Efficient Endpoints & Practices

- Staff use energy-efficient devices; new purchases meet strict efficiency standards.
- Company devices enforce power-management defaults (sleep/hibernation), with guidance to switch off when idle.

#### 4) Software & Cloud Optimisation (ASM + Azure)

- ASM is engineered with lean architecture, code optimisation, and continuous performance tuning to lower compute needs.

- Our Azure footprint is rightsized, autoscaled, and de-provisioned to avoid idle capacity.
- We prefer renewables-backed, energy-efficient regions.

## 5) Sustainable Procurement & Supply Chain

- We prioritise suppliers with robust environmental policies and circular-economy principles.
- We run annual sustainability checks, consolidate shipments, and use e-invoicing by default.
- Printed event materials are minimised.

## 6) Customer Impact

- We configure ASM for self-service, remote approvals, and automation to reduce site visits and printing.
- We provide implementation guidance that embeds low-carbon behaviours (e.g., virtual approvals, digital records).

## 7) Collaboration & Continuous Improvement

- We share best practice across Volaris and industry networks.
- We apply “carbon-nudge” defaults for staff and maintain open channels for reduction ideas.
- We review our plan periodically and adjust targets as needed.
- We are progressing towards Carbon Neutral Britain certification by 2026.

## Governance and Reporting

**Objective:** Demonstrate that the Focus Areas are delivering measurable, auditable reductions in emissions, materials, and energy use.

## Metrics & Targets

- Virtual interactions: ≥95% of total engagements.
- E-signed documents: ≥90% of all signatures.
- Cloud efficiency: ≥20% reduction in resource-hours per active user from baseline.
- Travel intensity: ≤0.02 tCO<sub>2</sub>e/FTE/month.

## Data Sources & Collection

- Project and collaboration tools: tracking virtual vs in-person sessions and e-signature ratios.
- Azure telemetry: resource-hours, autoscaling, and de-provisioning events.
- Carbon calculators: per-trip scoring and aggregate travel emissions.
- Endpoint management: annual audits of device energy settings and hardware compliance.
- Procurement/finance systems: supplier sustainability attestations, e-invoicing rates, and shipment consolidation.

## Cadence & Ownership

- Alemba conducts monthly operational checks on cloud utilisation, travel logs, and e-signature ratios.
- We hold quarterly management reviews to assess KPI progress, exceptions, and corrective actions, and to agree the optimisation backlog.
- We perform an annual supplier review to validate sustainability statements and action non-conformities.
- We track certification progress towards Carbon Neutral Britain 2026.

## Controls & Continuous Improvement

- Alemba has assigned owners for each KPI and designated data stewards (RACI in place).
- We operate an exceptions process with root-cause analysis and time-bound remediation for KPI shortfalls.
- We run a change pipeline where optimisation items (code, infrastructure, workflow) are approved, implemented, and re-measured.
- We publish summarised results to stakeholders and use findings to refine targets for the next period.

## Kickstart Economic Growth

Alemba is actively driving inclusive, technology-led growth. We invest in local skills, modernise public-service delivery with AI and automation, operate to UK best-practice employment standards, and safeguard communities with strong cybersecurity. Our work creates higher-value jobs, boosts productivity, and channels charitable funding to the places our customers know best.

## Focus Areas

### 1) Community Investment & Skills

- Alemba donates a portion of profits to customer-nominated local initiatives; current examples include Luton and Dudley.
- We prioritise tech-training charities (AI, automation, data literacy, secure coding) to build job-ready skills and entrepreneurship.
- Funding aligns to customer insight so support targets education, health, housing, and employment where impact is highest.

### 2) Productivity-Lifting Technology

- We deliver AI, automation, and analytics that simplify workflows, cut cycle times, and improve decisions across public services and suppliers.
- Our solutions free capacity for higher-value work and stimulate local private-sector activity (implementation, analytics, support, training).
- We pair deployments with hands-on upskilling so local people step into new roles quickly.

### 3) Organisational Learning at Scale

- As part of Volaris, we run structured, quarterly cross-company training and expert communities of practice.
- Teams apply proven methods rapidly, reducing risk for customers and embedding sustainable capability in local teams.

### 4) Cybersecurity & Trust

- We align to ISO 27001, Cyber Essentials/Cyber Essentials Plus, and UK Technology Code of Practice.
- We work closely with Microsoft to strengthen secure-by-design practices across products, teams, and customer environments.

### 5) Fair Pay & Working Conditions (UK Best Practice)

- We pay at or above the Real Living Wage and operate transparent salary bands with annual pay reviews.
- We provide equal pay for equal work, apply ACAS-aligned hiring and promotion criteria,

and support flexible working and reasonable adjustments.

- We maintain a safe workplace aligned to ISO 45001 principles, enforce zero tolerance of harassment, and provide confidential whistleblowing.
- We uphold ethical employment and supply-chain standards in line with the Modern Slavery Act, including IR35 compliance for contingent labour.

## 6) Responsible Growth with Diverse Supply Chains

- We create and retain high-quality roles in implementation, configuration, data, security, support, and training, prioritising local hiring where feasible.
- We grow opportunities for start-ups, SMEs, VCSEs, and mutuals through mentoring, enablement, and fair access to work.
- We direct charitable and capability-building support to locally identified skills gaps, IT enablement, and secure-by-design practices.

## Governance and Reporting

**Objective:** Evidence that the Focused Areas are delivering measurable, inclusive economic outcomes, productivity gains, and secure operations.

## Metrics & Targets

- Community & Skills: annual donations disbursed, % to tech-training; number of learners trained; completion and job-outcome rates.
- Productivity: cycle-time reduction, automation throughput, first-time-right/quality uplift, value-hours released.
- Local Opportunity: % local hiring on projects; supplier mix by start-ups/SMEs/VCSEs; number of mentored suppliers moving to delivery.
- Fair Work: Real Living Wage coverage 100%; gender/ethnicity pay-equity deltas; H&S incident rate; training completion rates (equality, H&S, anti-harassment).
- Cyber & Compliance: ISO 27001/Cyber Essentials status; policy conformance rates; secure-by-design checks passed; incident/near-miss counts and MTTR.
- Modern Slavery & Ethics: supplier code-of-conduct acceptance, due-diligence completion, audit findings resolved on time.

## Data Sources & Collection

- Project and service data: workflow analytics, SLA/cycle-time telemetry, automation logs.
- HRIS/Payroll/L&D: pay band audits, training completions, diversity and progression metrics.
- Procurement/Finance: donation disbursements, supplier classifications, invoice timeliness, code-of-conduct attestations.
- Security & Compliance: ISMS records, vulnerability and incident management systems, Microsoft security telemetry.
- Community & Skills partners: learner enrolments, certifications, and outcome tracking.

## Cadence & Ownership

- Monthly: operational dashboards for productivity, cyber, and fair-work indicators reviewed by functional owners.
- Quarterly: management review of KPIs, variances, and corrective actions; update skills-funding priorities with customer input.
- Annually: pay-equity audit, supplier sustainability and modern-slavery assessments, and public summary of community impact.

## Controls & Continuous Improvement

- Alemba has assigned owners for each KPI with named data stewards and a documented RACI.
- Exceptions trigger root-cause analysis and time-bound remediation, tracked to closure.
- An improvement backlog governs changes to processes, training, and technology; benefits are re-measured post-implementation.
- We share summarised results with stakeholders and refine targets for the next period, maintaining alignment with UK best practice and customer priorities.

## Break Down Barriers to Opportunity

Alemba practices equal opportunity, diversity and inclusion at every stage of employment. We recruit, develop and promote on merit, provide reasonable adjustments, use accessible, skills-based assessments, and operate zero tolerance for harassment, discrimination or victimisation.

## Focus Areas

### 1) Inclusive Hiring & Management

- Managers complete structured training in fair interviewing, bias awareness and lawful decision-making, and follow our Equal Opportunities Policy end-to-end.
- All candidates receive our Equal Opportunities Policy during recruitment and confirm they will uphold it if appointed.
- We provide reasonable adjustments for candidates and employees and use accessible, skills-based assessments wherever practical.

### 2) Fair Pay, Flexibility & Safe Work

- We pay at or above the UK Living Wage and run annual internal equity reviews to address unjustifiable gaps.
- We support flexible and family-friendly working, enhanced parental leave and carers' support to remove class and caring barriers to progression.
- We maintain a safe, respectful workplace and enforce zero tolerance for harassment and discrimination.

### 3) Ethical Supply Chain

- Our Global Responsibility programme prohibits suppliers without robust anti-modern-slavery measures.
- We conduct proportionate due diligence, require contractual compliance and investigate concerns without delay.

### 4) Employment & Skills in Priority Communities

- We partner with local charities, colleges and employability providers to deliver pre-work training, digital bootcamps and sector academies.
- We sponsor paid internships, returnships and apprenticeships, ring-fencing places with local charities for candidates facing barriers.

### 5) Disability Inclusion

- We apply Disability Confident principles: guaranteed interviews for qualified disabled applicants, funded workplace adjustments, assistive tech by default and accessibility checks on tools and venues.

## 6) Tackling Inequality in Employment, Skills & Pay

- We run annual pay-equity reviews and act on findings.
- We provide mentoring and sponsorship for under-represented groups and keep promotion criteria transparent and skills-based.

## 7) Removing Barriers for Young People & Under-represented Groups

- With local charities and non-profits, we fund travel, equipment and certification for work-readiness programmes and deliver mock interviews and CV workshops in schools and FE colleges.
- We support childcare access through flexible scheduling and signposting to local provision and grants.

## 8) Charitable & Non-profit Pipelines

- We operate multi-year programmes with community partners to co-design curricula aligned to market roles.
- We commit employee volunteering hours for mentoring, code clubs and career talks.

## Governance and Reporting

**Objective:** Demonstrate that the Focus Areas deliver measurable improvements in inclusion, representation, progression and fair pay.

## Metrics & Targets

- Hiring & representation: applicant-to-hire conversion by group, representation by level, disability and early-career intake.
- Pay equity & progression: annual pay-gap analysis (gender, ethnicity, disability), time-to-promotion and internal mobility rates.
- Accessibility & adjustments: % roles assessed for accessibility, time-to-deliver adjustments, assistive-tech adoption.
- Programmes & pipelines: number of learners, completions, certifications and job outcomes; ring-fenced placements filled.
- Supply chain ethics: modern-slavery due-diligence completion, supplier code-of-conduct acceptance, issues resolved on time.

## Data Sources & Collection

- HRIS/ATS/L&D: recruitment funnels, representation, training and progression data.
- Payroll/Comp: pay-band audits and equity analyses.
- H&S/ER systems: incident reports, Dignity at Work cases and resolutions.
- Procurement/Legal: supplier due-diligence records and contractual attestations.
- Community partners: programme enrollment, completion and employment outcomes.

## Cadence & Ownership

- The Senior Management Team provides executive oversight.
- Monthly: operational dashboards reviewed by functional owners.
- Quarterly: SMT review of KPIs, variances and corrective actions; refresh of community programme priorities.
- Annually: pay-equity audit, accessibility review and supplier modern-slavery assessment; public summary available on request.

## Controls & Continuous Improvement

- Alemba has assigned owners for each KPI with named data stewards and a documented RACI.
- Exceptions trigger root-cause analysis with time-bound remediation tracked to closure.
- Policy and training content are updated as standards evolve; results and lessons learned inform next-period targets.

## Build an NHS fit for the future

Alemba supports the NHS shift to community-based care by funding local health and wellbeing initiatives and delivering resilient, interoperable software that makes access to care simpler, safer and faster. We already operate these practices across our charitable partnerships and our NHS software design, delivery and support.

## Focus Areas

### 1) Community Health Commitments

- Targeted support: We fund and provide in-kind assistance to local charities delivering community health, prevention, mental-wellbeing, carer support and social prescribing in areas of deprivation.
- Capacity building: Our volunteers provide digital literacy, data hygiene and cyber awareness to help community organisations scale safely and sustainably.
- Access and inclusion: We prioritise programmes with local charities that reduce barriers to care for underserved groups, including transport, equipment, language and accessibility support.

### 2) Digital Enablement for Community-Based Care

- Joined-up records: We provide open APIs and, where specified by the customer, FHIR-aligned integrations so providers reduce repeat history-taking and operate a customer-governed single-record approach.
- Community pathways: Our case, referral and workflow capabilities coordinate services across primary care, community teams, social care and voluntary partners.
- Accessibility by default: Interfaces are designed to meet WCAG 2.2 AA where practicable, supporting screen readers, keyboard navigation and plain-language content.
- Security and privacy: We enforce role-based access, partitioning, audit trails and encryption in transit and at rest in line with customer-mandated NHS standards and data-protection law. We complete the NHS Data Security and Protection Toolkit annually (current status: Standards Exceeded) and hold ISO 9001 and ISO 27001 certifications.
- Operational resilience: We run incident, major-incident and change processes with defined SLAs, proactive monitoring and service reviews to minimise downtime that could disrupt community care.

### 3) Social Value & Workforce Pathways (Community Focus)

- Local skills and jobs: We create apprenticeships, paid internships and returnships with community partners, prioritising candidates from deprived postcodes and under-represented groups.
- Pre-work training: We fund digital skills bootcamps, CV/interview workshops and certification support through colleges and charities.

- Pipeline building: We operate multi-year programmes with partners to create sustained routes into NHS supplier and community roles.

#### 4) Staff Wellbeing & Health and Safety

- Physical wellbeing and H&S: We maintain health and safety standards that comply with UK legislation, including risk assessments for homeworkers and for pregnant employees, and we communicate standards via contracts, handbooks, operating manuals, bulletins and staff training.
- Mental health: Managers are trained to support colleagues experiencing mental-health issues, depression or stress. We offer flexible working to protect work-life balance and run an internal social forum to reduce isolation for remote staff.
- Governance: Health & Safety and Fire officers actively implement our policies and procedures.

### Governance and Reporting

**Objective:** Evidence that the Focused Areas improve community health outcomes, sustain reliable digital services, and support inclusive workforce pathways while safeguarding staff wellbeing.

### Metrics & Targets

- Community outcomes: people supported, referrals completed, participation from priority groups.
- Digital reliability: uptime, MTTR/MTTA, change success rate, accessibility checks passed.
- Security & quality: DSPT completion (maintain Standards Exceeded), ISO 9001/27001 audit outcomes, policy conformance rates.
- Workforce pathways: apprenticeships/internships/returnships created, bootcamp enrollments, certifications earned, job outcomes.
- Staff wellbeing & H&S: completion of H&S training, homeworking risk-assessment completion, incident/near-miss rates, manager mental-health training coverage.

### Data Sources & Collection

- Service operations: monitoring dashboards, incident/change records, availability reports, accessibility test logs.
- Information security & quality: ISMS and QMS audit records, DSPT evidence packs.
- Community partners: programme enrollments, completions, referral and outcome data.

- HR & H&S systems: training completions, risk-assessment registers, wellbeing and incident logs.

## Cadence & Ownership

- Ownership: Senior Management Team provides executive oversight.
- Monthly: operational reviews of uptime, incidents, accessibility checks and programme delivery metrics.
- Quarterly: SMT review of KPIs, variances and corrective actions; refresh of community programme priorities with partners.
- Annually: policy review (or sooner if NHS guidance/contract requirements change), DSPT submission, ISO surveillance audits and public summary of community and reliability outcomes.

## Controls & Continuous Improvement

- Accountability: Named owners for each KPI with data stewards and a documented RACI.
- Exceptions: Root-cause analysis and time-bound remediation for KPI shortfalls, tracked to closure.
- Change pipeline: Approved improvements to processes, training and technology are implemented and re-measured for impact.
- Transparency: Summary results are shared with stakeholders and used to refine targets for the next period.

# Overview of the G-Cloud Service

## Solution Overview & Key Features

Alemba Service Manager (ASM) is an Enterprise Service Management Cloud Software as a Service solution, centred around a robust Service Catalogue and Configuration Management Database (CMDB). Our platform offers comprehensive Service Management across various ITIL disciplines, all seamlessly integrated in a single platform, and automated through configurable workflow processes.

Alemba Service Manager provides extensive GUI-driven configuration, allowing you to tailor the solution to meet the unique needs of your organisation. Seamless integration to thousands of applications ensures smooth interoperability and maximum utility across your IT ecosystem.

Key features of Alemba Service Manager include:

- A pre-configured Alemba Rapid start database provides deployment of the most commonly adopted ITIL processes out of the box.
- An industry leading graphical workflow designer allows customers to automate any business process for any department.
- A powerful screen designer allows an unlimited number of fields to be created and placed on any system form.
- All custom fields are automatically added to the search capabilities of the tool, the API and reports.
- All custom fields and forms upgrade without user intervention.
- Informed reporting and dashboards empower decision making.
- Enterprise Service Management - data separation to support HR, Facilities, Procurement and other functions out of the box.
- Rest API - powerful self-describing API and webhook integration
- Self-service Portal - Advanced, licence-free customer-focused support portal
- Skills-based routing - auto allocation of calls based on agent skillsets
- PinkVERIFY certification for 22 ITSM processes.
- Every customer is provided with the option of a test system, which is priced in accordance with the pricing document.
- The option of integration with legacy on-premise systems is provided with a secure VPN service, which is priced in accordance with the pricing document.
- Integration connectors for Azure Active Directory, on-premise Active Directory, a cloud single sign-on application, an on-premise single sign-on application, Microsoft SCCM, Microsoft Endpoint Manager, Microsoft Intune, and Microsoft Teams are included in the base subscription cost as per the pricing document.
- Integration to other applications require an Alemba integration connector, costed as per the pricing document.
- Project Management - Full Project Portfolio Management, including MS Project integration is available for the cost of an integration connector.

# Pricing Overview

Alemba's pricing model is thoughtfully designed to aid cost-effectiveness in public sector environments. Featuring an end-user customer portal site license alongside an all-module agent-based license, available on both a concurrent or dedicated per-seat basis. This flexible approach ensures that your organisation can select the licensing structure that best fits your operational dynamics and user base size.

Alemba is enthusiastic about involving all members of an organisation in their business workflows and processes. And for this reason, Alemba does not charge a user fee for the Customer Self-Service Portal, including providing the ability to take change and request approvals.

Notably, while integrations and connectors represent additional cost items, essential integrations such as Single Sign-On (SSO), Active Directory, Microsoft Endpoint Manager, Intune, and Teams are included in the base offering, providing substantial value and seamless connectivity right out of the box.

Alemba's pricing structure also incorporates volume discounts as outlined in the pricing document offering reduced rates for larger deployments to ensure cost-effectiveness at scale. Furthermore, the cost for additional environments benefits from the same volume discounting applied to the per-seat pricing, making it financially advantageous for organisations to expand their use of Alemba's solutions across multiple operational areas. This comprehensive and adaptable pricing model underscores Alemba's commitment to providing scalable, secure, and integrated ITSM solutions that meet the evolving needs of modern enterprises.

## Educational Discounts

Applicable Educational organisations attract an additional 5% discount on the costs stated in the pricing document.

## Alemba Experience

Alemba has over 30 years' experience in delivering ITIL-based IT Service Management (ITSM) process improvements, modernising and driving improvements in our customers' service delivery.

Alemba has extensive experience not just in IT processes, but also in the construction of business processes to support HR, Facilities, Procurement and many other service delivery areas.

Alemba's skilled technical engineers have a wide experience of integration to external

applications using the powerful REST API and webhook functionality of Alemba Service Manager. Alemba's consultants will advise and guide the administrators and owners of the target systems in addition to configuring the integrations in Alemba Service Manager itself.

## Business Benefits

Alemba Service Manager business benefits include:

- Lower cost of ownership: Alemba Service Manager is a 100% GUI-driven application with a powerful field builder, screen designer, rules builder, calculation builder and skins designer, ensuring a true zero code approach.
- Reduced time for ROI: A modern and agile approach to delivering and improving IT service provision with the prebuilt Alemba Rapid Start database.
- Increased infrastructure stability: The Alemba AI Ops engine provides proactive problem recognition, which automatically scans the Incident population to identify patterns and create linked Problem or Major Incident Records, identifying root causes of failures in the IT infrastructure.
- Reduced service disruption: Manage risk for Change, Release and Request Management using Alemba Service Manager's graphical infrastructure modelling tool, greatly reducing the likelihood of failed Changes or other business processes.
- Customer control of upgrades: All Alemba Service Manager upgrades are coordinated at a convenient time for each customer.

## Associated Services

Included in the cost of the software license rental

- 24/7/365 P1 support
- Support for P2-P4 calls during business hours (Monday to Friday, 8AM-5PM)
- Upgrades (software and services)
- API access
- Read-only database access

## Associated Services

Associated services are costed on a daily consultancy rate as stated in the pricing document.

- Business analysis consultancy – Alemba business analyst assisting customers in the development of their service delivery processes.

- Product implementation consultancy – Alemba consultancy for assisting with the configuration and deployment of the Alemba Service Manager application.
- Project management – Coordination of the project with the Alemba PMO.
- New feature development consultancy – Alemba consultancy for the development of customer-specific product functions.
- Product training
- Customer-internal service Marketing – Alemba assistance for the efficient promotion of the Alemba Service Manager application within the customer organisation (complementary).

## 2. Data Protection

### Information Assurance

Powered by Azure, Alemba Service Manager is a fast, secure and scalable-hosted service offering designed to provide you ease of use and peace of mind.

Alemba Service Manager users benefit from the below globally applicable Microsoft Azure Compliance Offerings , ensuring the security of their data on the platform.

- CIS Benchmark
- CSA STAR Self-Assessment
- CSA STAR Certification
- CSA STAR Attestation
- ISO 20000-1:2011
- ISO 22301:2012
- ISO 27001:2013
- ISO 27017:2015
- ISO 27018:2014
- ISO 27701
- ISO 9001:2015
- SOC 1 Type 2
- SOC 2 Type 2
- SOC 3
- WCAG 2.0 (ISO 40500:2012)
- IL2
- Cyber Essentials +

Security benefits for ASM, provided by Azure, include:

- ASM users have the ability to select the appropriate location of infrastructure to meet specific data residency and compliance requirements.
- Leverage Azure policy templates to create a comprehensive dashboard monitoring infrastructure compliance, e.g. fedRAMP.

- Microsoft Defender for Cloud is provided as standard to allow ASM users to optimise and improve security and manage risks.

Alemba uses [JUMPSEC](#) for security penetration testing on our cloud systems that are an approved [Crest](#) vendor. This is typically carried out on an annual basis and aligns to the HM Government Cyber Essentials security testing procedures.

The data held in Alemba Service Manager Cloud is fully owned by customers and backups can be provided on request as required. Should a customer leave the Alemba Service Manager Cloud platform, as the solution is supplied in a hosted platform and not SaaS platform, the customer can archive the virtualised system in an on-premise environment for future referential purposes or to utilise data and import elsewhere. The option for an archived system is available as part of the off-boarding process.

## Data Back-Up and Restoration

The Alemba Service Manager service provides regular daily backups however this frequency can be increased to continuous back up, which will be agreed on initial onboarding.

ASM users have the ability to select the appropriate location of infrastructure to meet specific data residency and compliance requirements.

Alemba commits to a four hour mean time to restore any customer system in the face of a loss of a Microsoft Azure region. This is facilitated by Alemba storing the daily customer backups in a different region and as a global company having copies of the Alemba application in multiple regions across the world.

Alemba is now a fully cloud-based virtualised company with no single point of failure for any of its core services in any single cloud region or physical location. This ensures continuity of service at all times to customers.

Alemba operates a designated hierarchy of management to ensure personnel availability to maintain the service, this hierarchy is distributed across the world.

At Alemba, Clark Stalham, the Vice President of Cloud Services, plays a pivotal role in ensuring the security of customer data and maintaining compliance with certifications such as Cyber Essentials and ISO27001, underscoring the company's commitment to robust data protection and security standards.

## Business continuity statement/plan

Alemba's Business Continuity Plan (BCP) is designed to ensure the resilience and uninterrupted operation of our critical business functions hosted on Azure, amidst unforeseen disruptions.

By leveraging Azure's robust infrastructure, including Site Recovery for data replication, Availability Zones for high availability, and Azure Backup for data protection, we are committed to minimising the impact of any disaster on our service delivery and customer satisfaction.

The plan encompasses a comprehensive approach, from a detailed Business Impact Analysis (BIA) and Risk Assessment to the implementation of strategic recovery strategies and regular maintenance routines. It includes bi-annual disaster recovery drills, annual staff training on emergency procedures, and continuous monitoring using Azure Monitor.

Our BCP is underpinned by a strong communication plan for both internal and external stakeholders and clearly defined roles and responsibilities, ensuring swift and effective action in response to any incident. Through this plan, we affirm our dedication to maintaining the highest level of operational continuity and security for our services and our customers. A more detailed plan can be provided to the buyer on request.

## Privacy by Design

ASM is compliant with the EU General Data Protection Regulation 2016 (GDPR), Data Protection Act 1998 and Freedom of Information Act 2000.

Key points are:

- All Alemba staff are trained in GDPR regulations and their personal responsibilities on induction and every two years (or sooner if there is a major change in legislation).
- We have a right to erasure process.
- We have a privacy notice which informs people what we do with their personal data.
- No personal data is transferred outside of the EU.
- When processing data we undertake the following:
  - The processing is lawful, fair and transparent
  - Transparent about what the data is being used for
  - Data is collected for a specific purpose
  - The data is necessary for the purpose
  - The data must be accurate and kept up to date
  - Data is not kept for longer than necessary
  - The data is kept safe and secure
- We do not process sensitive information directly. We may process information on behalf of a client if they ask. This would be subject to strict privacy controls.

- All storage is secure, and our suppliers have GDPR procedures in place.
- We have a notification process in place for any breach. The notification process is detailed below.

## Alemba Service Manager Security Incident Process

On receiving the incident report, the senior Alemba member of staff on duty in the section receiving the report will contact the relevant Head of Security and one or more of the company officers as appropriate.

### Lead Officer for breaches of information security:

Most Senior Member of Alemba Staff at Live Support Office. Examples: loss or unauthorised disclosure of:

- medium or high risk confidential information
- personal data
- information and records of operational, legal or evidential value to the customer
- lost or stolen laptop
- attempted break into secure server or records store

### Assessing the risks and actions to be taken:

The Lead Officer should use the guidance in this section to decide whether the incident is of Low Criticality (**Green**), which can managed within normal operating procedures.

Medium Criticality (**Amber**): a serious adverse incident, requiring assistance from designated Officers or specialist support teams outside the business unit. Most incidents will fall into this category.

High Criticality (**Red**): a major incident requiring significant resource beyond normal operating procedures, requiring escalation to the Senior Management Team as detailed below:

|   |                             |
|---|-----------------------------|
| 5 | General Manager             |
| 4 | VP Sales                    |
| 3 | Customer Success Manager    |
| 2 | Live Support Region Manager |
| 1 | Duty Officer                |

This will help determine:

- Who should take the lead in containment and recovery from the incident
- Who should take the lead in investigating the incident
- Who else needs to assist
- What resources they need
- What time frames are involved
- Reporting the Incident to the Service User (Cloud Operations Only)
- What can be done to recover any losses
- What can be done to limit the damage caused by the incident
- Whether the incident needs to be reported to the police\

The lead officer will inform the other responsible officers, listed below, and liaise with them and the relevant members of their teams as appropriate to resolve the incident.

- Customer Success Manager
- VP Sales
- General Manager

The Lead Officer will liaise with the other responsible officers and information/systems owners to consider the risk factors of the incident management checklist and take the actions necessary to manage the incident and mitigate its impact.

**If an incident involves other alleged criminal acts** such as suspected downloading of illegal material, Alemba will ask the police to investigate.

**If the breach involves the loss or disclosure of customer data:**

The COO and Legal Services will inform the customer concerned, and the ICO as required.

E.g. If individuals need to act on this information to mitigate risks, for example by cancelling a credit card or changing a password.

In each case the notification should include as a minimum:

- a description of how and when the breach occurred
- what information was involved
- what action has been taken to respond to the risks posed by the breach

The COO will identify any significant risks that need to be escalated as a matter of urgency to the Risk Management Strategy Group and addressed through Alemba's Risk Management Plan and Disaster Recovery Plan.

## Reviewing the Incident

The Responsible members of Alemba Staff will meet to review the incident, ensure that all appropriate actions have been taken to mitigate its impact and identify further action needed to reduce the risk of a future breach of this kind.

The Lead Officer will use the incident checklist and reporting tool to produce an incident report setting out:

- A summary of the incident
- How and why the incident occurred
- Actions taken to resolve the incident and manage its impact
- Impact of the incident (Operational, financial, legal, liability, reputational)
- Risks of other adverse consequences of the incident (Operational, financial, legal, liability, reputational)
- Any further remedial actions required to mitigate the impact of the breach
- Actions recommended to prevent a repetition of the security breach
- Resource implications or adverse impacts, if any, of these actions
- Any procedural changes recommended or uncovered by an incident will result in the updating of the corresponding Alemba procedural document(s) and their distribution to all relevant members of staff.

## Monitoring and Managing Risks

The VP Sales will receive reports of all information security incidents and use these to compile a central record of incidents. The VP Sales will report on these to the Alemba Board at least on a quarterly basis in order to identify lessons to be learned, patterns of incidents and evidence of weakness and exposures that need to be addressed.

For each serious or major incident, the Alemba Board will lead a review to consider and report the following:

- What action needs to be taken to reduce the risk of future breaches and minimise their impact?
- Whether policies procedures or reporting lines need to be improved to increase the effectiveness of the response to the breach?
- Are there weak points in security controls that need to be strengthened?
- Are staff and users of services aware of their responsibilities for information security and adequately trained?

- Is additional investment required to reduce exposure and if so, what are the resource implications?

The VP Sales will update the Alemba Cloud risk register.

## Response Times

The response time for all Security Incidents is 15 minutes (Red, Amber and Green) and the resolution time is 4 hours.

## Information Security Incident Report

To be completed by the person reporting incident or the member of staff who receives a verbal report by telephone.

### Confidentiality notice:

Information about actual and suspected information security incidents is confidential and must be shared only with staff with designated responsibilities for managing such incidents. Personal data must be shared on a need to know basis: only those staff who need this information to deal with the incident and its consequences should know the identity of individual/s involved.

| Type of incident                                                      | Lead Alemba Officer                            |
|-----------------------------------------------------------------------|------------------------------------------------|
| Breaches of IT security                                               | Most Senior on-shift Alemba Manager & VP Sales |
| Breaches of information security                                      | Most Senior on-shift Alemba Manager & VP Sales |
| Breaches of physical security, loss or theft of devices or equipment: | Most Senior on-shift Alemba Manager & VP Sales |

### Incident – Minimum Information

| Name of Lead Acting Officer | Role                              |
|-----------------------------|-----------------------------------|
| Incident Reference No       | Date of Incident Time of Incident |
| Incident Description        | Customer(s) affected              |
| Lost Data Identification    |                                   |
| Suspected perpetrators.     |                                   |

The ASM product complies with GDPR regulations providing a purge and anonymization process.

In the ASM product itself all data will always be available in the system unless specifically archived or purged from the system. This ensures that data integrity is retained both with the data that has been entered in the ASM application but also from data that has been integrated through third party mechanisms itself.

Furthermore, the SQL database provides a robust foundation of solid audit database tables if required. All changes to the administrative settings in ASM are recorded in the audit tables of the system. These tables are secured by encryption. The audit tables can be archived and purged if required, but as they are generally small in size the need for archiving and purging the data is minimal.

# 3. Using the service

## Ordering and Invoicing

For initial inquiries, please email [info@alemba.com](mailto:info@alemba.com) and we will be delighted to help you from there.

New customers will agree an individual contract stating the business requirement and the associated cost. The Alemba business development manager will help and assist the customer in this process. Once the contract is agreed, the customer will provide the business development manager a purchase order.

As part of agreeing the contract, Alemba will agree the delivery milestones and invoice trigger points with the customer. The project sponsor will ensure invoicing complies with the contracted agreement.

Alemba's typical payment terms are 30 days unless agreed otherwise.

The business development manager will coordinate with Alemba's project manager to initiate the delivery project.

Existing customers will liaise with their technical account manager to define and confirm requirements and if necessary, produce statements of work, from which the customer can order. Purchase orders can be provided to the technical account manager who will coordinate delivery with professional services.

## Availability of Trial Service

Trialling Alemba offers an insight to its cloud-based platform, enabling users to explore features, from IT Incident Management to HR Case Management. Users will gain hands-on experience in the operation of ASM. Typically, trials last 2-4 weeks, but the time period can be flexible to suit customer needs.

A free trial of Alemba Service Manager Cloud can be requested by contacting Alemba at [sales@alemba.com](mailto:sales@alemba.com) or by phoning 0203 479 7900 during business hours (Mon – Friday 8AM-5PM)

## On-Boarding, Off-Boarding, Service Migration, Scope etc.

### On-boarding

Alemba Service Manager (ASM) streamlines the onboarding of new customers through the use

of the Rapid Start database, complemented by free design and discovery services. This initial phase involves collaborating closely with customers to understand their specific needs and requirements, culminating in a mutually agreed Statement of Work.

Following this detailed planning phase, Alemba provides a fixed project cost for the customer, ensuring transparency and predictability in pricing, with costs based on the daily consultancy rate as stated in the pricing document. This approach not only facilitates a smooth and efficient onboarding process but also lays the foundation for a tailored ASM deployment that aligns precisely with the customer's operational goals and objectives.

Alemba conducts the project following a training-first approach, which is detailed fully in the Training section below.

The agreed Statement of Work contains the number of consultancy and training days and their associated cost based on the daily rate in the pricing document required to deliver the project. In combination with the cost of the number of licenses required as stated on the customer quotation, the customer will have a transparent understanding of the total project cost.

The next step in the onboarding process is a meeting of the members of the Project team from Alemba and the customer organisation. This meeting will introduce and define the roles within the forthcoming project and start to define the high-level business objectives.

During the project the Project Manager and Project Sponsor will be responsible for the successful delivery of the project.

Post- go live Alemba assigns a dedicated technical Account Manager to help develop the use and grow the adoption of the product and customer organisations.

## Alemba Service Manager-Cloud RapidStart:

Alemba Service Manager ships as a fully functional service management system, the Alemba professional services team will modify the system configuration to meet each customer's specific needs using an agile methodology. This is a faster, lower cost alternative to starting with a blank piece of paper.

## Off-boarding

Customers can terminate an agreement with 30 days' written notice at no-fault.

Any Alemba Service Manager renewals will be agreed, and plans will be in place at least 8 months prior to the end of the contract.

If a customer wishes to terminate their subscription, Alemba allows a customer to have a copy of their database in Microsoft SQL format. If assistance is required to configure the termination system, then a number of consultancy days charged at the rate in the Alemba rate

card will be required.

Alemba provides a database backup or a set of CSV data files, containing Incident records, CI records, Request Form records (excluding workflow details) and Knowledge Base records as Word files.

Once a customer has confirmed that they have all the data they need, Alemba will delete the customer specific data, backups and keys used to encrypt data for archiving purposes within 4 hours of confirmation that the archive data or system is in place, in line with GDPR policies.

Alemba Cloud Customers have the right to request a copy of their data at any time.

## Service Migration

The Alemba professional services team will assist customers moving CI data, call and request data, knowledge base data and change management data from existing systems to their new Alemba Service Manager service.

## Training

The training requirement, effort and cost, which is based on the rates set out in the pricing document, will be defined in the Statement of Work associated with each implementation project. A specific number of days will be dedicated to the delivery of training.

Alemba delivers training in three ways during the project:

### 1. Hands-on Training

Alemba has integrated training into its implementation process, each workshop on each process starts with a training session on the functionality of Alemba Service Manager that supports that process. This training equips the customer with the knowledge to tailor and configure the functionality of the application to suit the customer's business requirements. The cost for this is incorporated into the implementation cost of each process and is not explicitly stated on the quotation.

At the end of the implementation process, the customers' product champions and system administrators will be fully trained in the operation and configuration of the tool and the business processes it now supports.

### 2. Training Video Creation

Alemba's consultants and customer product champions will together build a training video that incorporates how to use the product and how it supports the customer's business processes. This video provides an onboarding process for new agents. The cost for this is explicitly stated

as training on the quotation.

### 3. Self-paced Training

The comprehensive Alemba video library available on the customer website provides detailed training for product champions on the advanced features of Alemba Service Manager, reinforcing the hands-on training during the implementation process.

In addition to these training options, Alemba offers quarterly webinars, a vibrant user community forum called The Alemba Hub, and annual user conferences which include training sessions and product updates. These events and community forums are available free of charge for Alemba customers.

## Implementation Plan

Each customer will be presented with their own implementation plan according to their unique requirements. A detailed implementation plan can be provided to the buyer on request.

## Service Management

Alemba employs a comprehensive approach to service delivery to ensure high availability, security, and performance of the ASM service. This involves deploying ASM on a robust Azure cloud infrastructure that guarantees scalability to handle varying loads and resilience to ensure continuous operation.

Alemba implements strict security measures, including data encryption, secure access controls, and regular vulnerability assessments, to protect sensitive information and comply with industry standards and regulations.

To ensure optimal service delivery, Alemba employs a single Azure tenant per customer that allows for efficient resource utilisation and cost-effectiveness while ensuring total data isolation between different customers.

Performance monitoring tools, including Microsoft Sentinel, are used to continuously assess the service's health, enabling proactive identification and resolution of issues before they impact users.

Regular security updates and issue fixes are delivered seamlessly to users, incorporating the latest improvements at a time that suits each customer to minimise disruption. Typically, customers upgrade at least once a year.

## Planned Maintenance

Software on the Alemba Service Manager-Cloud platform is kept up to date in accordance with the agreement between the customer and Alemba. Updates are applied transparently and with

no disruption to customers at a time requested by the customer.

Any maintenance required that will impact service to a customer will only be carried out with agreement and a schedule secured from a 30-day advance notice.

Maintenance work is normally performed outside of business working hours to ensure minimal disruption.

Where urgent work, such as emergency fixes, security patches or other unforeseen maintenance work must be carried out, customers are kept informed with daily updates.

All user defined configuration changes made by customers on their instance are fully protected from service updates, meaning they continue to work after service updates have been applied.

## Emergency Maintenance

Where urgent work, such as emergency fixes, security patches or other unforeseen maintenance work must be carried out, customers are kept informed with regular updates via email and phone calls from their dedicated technical account manager with a lead time of 2 weeks.

## ITSM Certifications

Alemba personnel are trained to a minimum of ITIL 4 Foundation accreditation with many achieving higher certifications. Project managers are trained in PRINCE 2.

## Service Constraints

Alemba support for P2- P4 issues are local business hours (Monday to Friday, 8AM-5PM).

The service operates with a 99.95% availability SLA.

## Service Levels

Alemba's support team is available to help with any problems or issues you may have with using the service in your live and test environments.

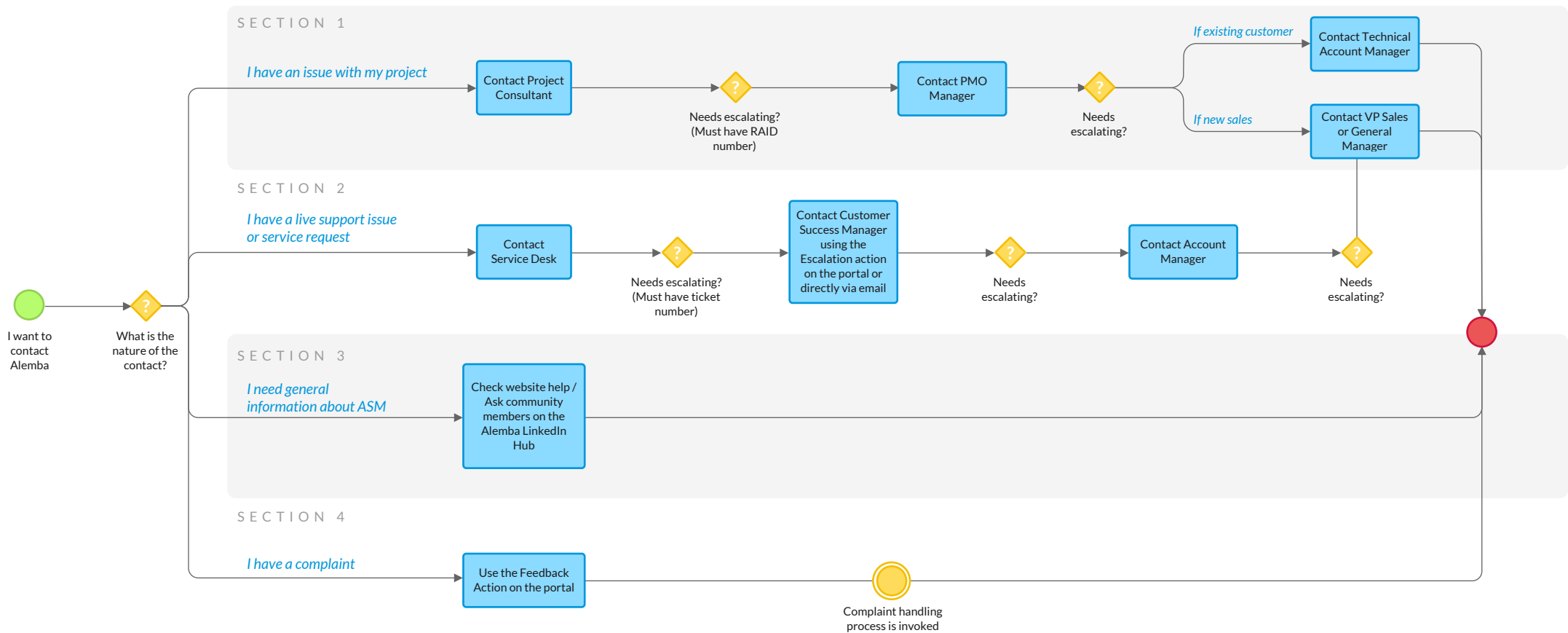
Alemba's Support Service is available 24/7/365 for P1 calls and for all other lower priority calls support is provided during normal business hours (08:00 to 17:00) in your local time zone from Monday to Friday. Support costs are included in the cost of the software license and are not explicitly charged for.

Alemba's support team can be accessed through the following channels:

- Customer Portal
- Phone
- Email

The Alemba escalation process is explain in the below graph on the following page:

# Support Escalation Process



All customers are assigned a dedicated technical account manager.

The table below details the priority classification that Alemba assigns when issues are reported and includes target times for Alemba to respond and resolve issues. Resolution may solve the issue completely or may provide an acceptable work-around.

Support costs, from P1 to P4, are included in the cost of the software license and are not explicitly charged for.

| Priority      | Description                                                                                                                                                                                                    | First Call-Back Target                                    | Resolution Target                                                                                                                                                                      | Action                                                                                                                                          |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Critical (P1) | Total system failure or failure of a major module. For example, the Incident or Request module. The system or module is completely unavailable. For Example: No Calls and/ or Workflow Requests can be logged. | Acknowledgement by Service Desk Analyst within 20 minutes | Resolution as soon as possible. Workaround within 4 hours (this is conditional to the system meeting resilience standards; and that a code change is not required to the core product) | This level of failure should be logged with the Service Desk by phone to get the correct level of response. Hourly progress update to Customer. |
| High (P2)     | Severe problem impairing major business functions. A major module of the system is useable but is impaired. For Example: A call can be logged but a particular field cannot be set.                            | Acknowledgement by Service Desk Analyst within 1 hour     | Workaround within 5 Working Days and fix in the next release.                                                                                                                          | An emergency fix will be supplied ASAP if appropriate.                                                                                          |
| Medium (P3)   | Performance of job function is limited.                                                                                                                                                                        | Acknowledgement by Service Desk Analyst within 2 hours    | Workaround within 30 Working Days. Fix to be scheduled in a future release.                                                                                                            | Fix in future minor or major release. Where possible a workaround will be provided.                                                             |

|          |                                                                                                                                                                                                                                      |                                                               |                                                                                         |                                                                                    |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Low (P4) | Non-critical problem and/ or product use questions. Major module is unaffected however a technical function of the module is degraded. For Example: Calls can be logged the history is saved and displayed but not in correct format | Acknowledgement by Service Desk Analyst within 1 working day  | Workaround within 60 Working Days or fix in a future release                            | Workaround provided if available or fix provided in a future release.              |
| Request  | Feature requests and other noncritical questions                                                                                                                                                                                     | Acknowledgement by Service Desk Analyst within 2 working days | Response and advice provided in an appropriate time based on the nature of the request. | Core product feature requests may be considered to be included in the ASM Roadmap. |

## Outage and Maintenance Management

Alemba employs a comprehensive approach to service delivery to ensure high availability, security, and performance of the ASM service. This involves deploying ASM on a robust Azure cloud infrastructure that guarantees scalability to handle varying loads and resilience to ensure continuous operation.

Alemba implements strict security measures, including data encryption, secure access controls, and regular vulnerability assessments, to protect sensitive information and comply with industry standards and regulations.

To ensure optimal service delivery, Alemba employs a single Azure tenant per customer that allows for efficient resource utilisation and cost-effectiveness while ensuring total data isolation between different customers.

Performance monitoring tools are used to continuously assess the service's health, enabling proactive identification and resolution of issues before they impact users.

Regular updates and enhancements are delivered seamlessly to users, incorporating the latest features and improvements at a time that suits each customer to minimise disruption.

## Financial Recompense Model for not Meeting Service Levels

Service credits are not provided by default, but can be requested.

# 4. Provision of the service

## Customer Responsibilities

Customers are responsible for the following, for which the service desk agents will make customers aware:

- Adhering to good security practice, e.g. ensuring strong passwords are issued and not shared with users
- Managing the data entered into Alemba Service Manager Cloud, supporting third party services that are integrated with Alemba Service Manager Cloud.
- General day to day use and administration of the system.

## Technical Requirements and Client-Side Requirements

To commission the Alemba Service Manager-Cloud service, you will require access to:

- A Web Browser:
  - *Chrome (latest)*
  - *MS Edge Chromium (latest)*
  - *Safari (latest)*
  - *Firefox (latest)*
  - *Opera (latest)*
- SAML 2.0 integration is required should you wish to enable user SSO (optional)
- A mail server supporting MS Graph API, SMTP, POP3, or IMAP4
- Active Directory, Microsoft SCCM and SCOM connectors are provided at no additional costs and add considerable value in automating the population of the configuration management database

## Outcomes/Deliverables

The successful implementation of Alemba Service Manager will transform an organisation's approach to managing IT services, delivering significant improvements in efficiency, service quality, and end user satisfaction.

Leveraging Alemba's comprehensive platform, working with the Alemba professional services team, customers will have streamlined their IT processes, enabling faster incident resolution,

more efficient problem management, and proactive change management. Alemba will ensure reduced downtime and significantly improve the productivity of the customer's IT team and the broader organisation.

Post the initial go-live, the Alemba consultancy team will foster a culture of continuous improvement, with data-driven insights facilitating informed decision-making and strategic planning.

For many business processes, enhanced automation and integration capabilities will eliminate manual tasks, freeing up valuable resources to focus on innovation and strategic initiatives.

Furthermore, the adoption of Alemba Service Manager can be used to improve governance and compliance, managing customers' security frameworks, and ensuring that they meet industry standards and protect sensitive information more effectively.

Overall, the successful deployment of Alemba Service Manager will enable an organisation to better support current operations and scale for future growth.

## Development life cycle of the solution

Alemba's software development methodology is rooted in an iterative Agile approach, which emphasises flexibility, collaboration, and customer satisfaction through the continuous delivery of high-quality software.

By breaking down the development process into manageable iterations or sprints, Alemba ensures that our development team can rapidly adapt to changing requirements and feedback, fostering an environment of continuous improvement.

This approach allows for frequent reassessment and adjustment of development priorities, ensuring that the development team remains focused on delivering the most valuable features to the customer.

Regular collaboration between developers, stakeholders, and customers is central to our methodology, enabling clear communication and a shared understanding of project goals and progress.

Through iterative development, testing, and feedback loops, we minimise risks, reduce time to market, and enhance the ability to respond to emerging trends or challenges. Our Agile methodology not only improves project outcomes but also cultivates a dynamic and innovative team culture, where learning and growth are integral to the development process.

Below are the typical development steps:

### 1. Concept and Planning

- Idea Generation: Identify the need or opportunity for a new software solution.

- Feasibility Study: Assess the viability of the project in terms of technology, budget, and resources.
- Planning: Define the project scope, objectives, and timeline. Establish Agile methodologies to be used, such as Scrum or Kanban.

## 2. Requirements Analysis

- Gathering Requirements: Collaborate with stakeholders to collect detailed requirements.
- User Stories: Translate requirements into user stories to guide development efforts.
- Backlog Creation: Develop a prioritized list of user stories and tasks in the product backlog.

## 3. Design

- Architecture Design: Outline the software's architectural framework, considering scalability, performance, and security.
- UI/UX Design: Design the user interface and user experience, focusing on usability and accessibility.
- Sprint Planning: Plan sprints by selecting user stories from the backlog, considering the team's capacity and sprint goals.

## 4. Development

- Sprint Execution: Develop software in short, time-boxed cycles (sprints), focusing on delivering specific features or functionalities.
- Daily Stand-ups: Hold daily meetings to discuss progress, address obstacles, and adjust tasks as needed.

## 5. Testing

- Continuous Testing: Conduct testing concurrently with development to identify and fix issues early. This includes unit testing, integration testing, and system testing.
- User Acceptance Testing (UAT): Engage end-users or stakeholders in testing to ensure the software meets their needs and expectations.

## 6. Deployment

- Continuous Integration/Continuous Deployment (CI/CD): Automate the deployment

process to quickly and reliably release iterations to production.

- Release: Launch the software to end-users, either incrementally or as a full release, depending on the project strategy.

## 7. Review and Feedback

- Sprint Review: Present completed work to stakeholders for feedback.
- Retrospective: Reflect on the sprint process with the team to identify improvements for future sprints.

## 8. Maintenance and Iteration

- Post-Release Support: Provide ongoing support and bug fixes for the software.
- Continuous Improvement: Iterate based on user feedback, new requirements, or changes in the market. Return to the planning stage for the next set of features or enhancements.

# After-sales Account Management

Your assigned Technical Account Manager (TAM) is your “Customer Advocate” within Alemba who will work with you to identify improvements, cost savings, and minimise project risks as appropriate.

Your TAM will:

- Ensure you are always receiving the expected service from Alemba.
- Support you in future project work coordinating consultancy and training requirements.
- Provide additional support for any queries relating to the product or service.
- Act as a point of contact for any escalations.

## Termination Process

This contract shall become effective on its commencement date and shall continue until it expires in accordance with its terms or is terminated in accordance with the provisions of this clause.

Without affecting any other right or remedy available to it, either party may terminate any or all contracts with immediate effect by giving written notice to the other party if:

- the other party suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or (being a company or

limited liability partnership) is deemed unable to pay its debts within the meaning of section 123(2) of the Insolvency Act 1986 OR (being a partnership) has any partner to whom any of the foregoing apply;

- the other party commences negotiations with all or any class of its creditors with a view to rescheduling any of its debts, or makes a proposal for or enters into any compromise or arrangement with its creditors other than (being a company) for the sole purpose of a scheme for a solvent amalgamation of that other party with one or more other companies or the solvent reconstruction of that other party;
- a petition is filed, a notice is given, a resolution is passed, or an order is made, for or in connection with the winding up of that other party (being a company) other than for the sole purpose of a scheme for a solvent amalgamation of that other party with one or more other companies or the solvent reconstruction of that other party;
- an application is made to court, or an order is made, for the appointment of an administrator, or if a notice of intention to appoint an administrator is given or if an administrator is appointed, over the other party (being a company);
- the holder of a qualifying floating charge over the assets of that other party (being a company) has become entitled to appoint or has appointed an administrative receiver;
- a person becomes entitled to appoint a receiver over any assets of the other party or a receiver is appointed over any assets of the other party;
- a creditor or encumbrancer of the other party attaches or takes possession of, or a distress, execution, sequestration or other such process is levied or enforced on or sued against, the whole or any part of the other party's assets and such attachment or process is not discharged within fourteen (14) days;
- any event occurs, or proceeding is taken, with respect to the other party in any jurisdiction to which it is subject that has an effect equivalent or similar to any of the events mentioned in this clauses or the other party suspends or ceases, or threatens to suspend or cease, carrying on all or a substantial part of its business.

Without affecting any other right or remedy available to it, the company may terminate some or all contracts or (at the company's option) terminate the relevant contract at any time if the customer fails to pay the charges or any amount due to the company under the contract on the due date for payment and remains in default for fourteen (14) days or more after being notified in writing to make such payment.

Without affecting any other right or remedy available to it, either party may terminate a contract (or, at its option, some or all contracts):

- at any time on giving prior written notice to the other party if the other party commits any material breach of any term of the relevant contract and, in the case of a breach

which is reasonably capable of remedy, fails to remedy that breach within thirty (30) days of a written request to remedy the same (the company may treat the customer's breach of any applicable Third-Party Licence as a material breach of the contract which is incapable of remedy); or

- in relation to on-going services for any reason on giving the other party at least 30 days' prior written notice any such termination to take effect only on expiry of the initial term or renewal term in respect of the relevant service;

The termination of all contracts or the expiry or termination of any contract for whatever reason shall be without prejudice to any other rights or remedies a party may be entitled to under law and shall not affect the respective rights and liabilities of either of the parties accrued prior to such termination or expiry nor the coming into or continuance in force of any provision hereof which is expressly or by implication intended to come into or continue in force on or after such termination or expiry.

The Customer shall provide notice to terminate with 30 day's notice. No fault termination is allowed.

On expiry or termination of a contract for whatever reason, but subject to the continuation of existing contracts, software and services the company shall cease providing the terminated services under that contract;

- the customer shall immediately pay to the company all of the company's outstanding unpaid invoices and any interest due under that contract; and all amounts due under that contract until the effective date of termination, including in respect of terminated services supplied under that contract but for which no invoice has been submitted (and the company shall submit an invoice for such Services accordingly, which shall be payable by the customer immediately on receipt).

The customer shall return to the company all pre-existing materials and confidential information of the company that the customer has in its possession.

The company may render reasonable assistance to the customer (including migration of any customer data) if requested by the customer, but this assistance shall be at the customer's cost and expense and subject to a separate contract between the parties relating to such services. The cost for this will be a number of consultancy days, depending on complexity, as per the daily rate set out in the Alemba pricing document.

The company grants the customer a right to use licence for 5 dedicated (named) analysts in perpetuity for a single non production Alemba Service Manager System. Hosting of the termination system will be the responsibility of the customer.

No consultancy services or maintenance and support services are provided with the system but can be purchased by separate agreement.

The customer commits to not use the provided license for the provision of any live service management systems.

Only direct employees of the customer will be permitted to operate the software.

Other than the express licence rights granted to the customer in this clause, no right, title or interest in all or any portion of the software is conveyed or assigned to the customer, either expressly or by implication, by virtue of this contract, including any intellectual property rights associated with the software.

## 5. Our experience

### Case Studies

Case Study: Liverpool City Council sees 30% reduction in Service Desk calls through automation with ASM

#### In brief

Liverpool City Council implemented Alemba Service Manager as a single, integrated solution to provide their ICT customers with an easy-to-use service catalogue.

#### Reach

The Department consists of 160 staff supporting around 5000 technology users.

#### Benefits

- End-to-end automation of their procurement and business change processes
- A 30% reduction in calls to the ICT Service Desk in 3 months
- A robust audit trail for reporting
- Increased customer satisfaction through self-service and increased visibility of Request progression

#### About Liverpool City Council

Liverpool City Council is the governing body for the city of Liverpool in Merseyside, England. It consists of 90 councillors, three for each of the city's 30 wards.

The Council's ICT department consists of approximately 160 staff, supporting around 5000 technology users.

## Challenges

Liverpool City Council relied on a number of different systems to provide the business with a service catalogue and a method of logging business changes into the ICT department.

One of the key challenges faced by the Liverpool City Council team was the limited interaction between the systems and fact that they required manual intervention to transfer information from one system to another.

They decided to streamline this process by implementing one system which can provide a more comprehensive and flexible delivery of processes and also allows automated interaction with other Liverpool City Council systems.

Alemba Service Manager could offer one central system for the delivery of request workflows to help Liverpool City Council manage their procurement and business change processes more effectively and efficiently.

## Implementation

Liverpool City Council implemented Alemba Service Manager to present their ICT customers with self-service access to the various services they provide. Known internally as the Userhub, Alemba Service Manager allows all faults to be reported through the 'Report it' option with the information pushed through to the core Alemba Service Manager application.

Similarly, the majority of the council's Service Requests (over 100) are now available through the 'Request it' option. The council saw the benefit of being able to automate approvals, notifications and allocation of tasks. Consequently, they have built workflows for all of these Requests, allowing the customer to identify and select what they want and then raise their Request from the Userhub.

Other menu options such as 'Relocate it', 'Dispose of it' and 'How do I' provide links to pages on the Liverpool City Council Intranet. The 'Tell us about it' option pushes feedback, compliments and complaints into the Alemba Service Manager system.

The most used requests are set up as 'promoted items'. These currently include access to team drives, new log-in accounts, access to team mailbox, reset a colleague's log-in account, block/unblock website and standard application work requests.

There are many more options within the menu structure, including Requests for teams outside ICT. The council's SAP (Finance) support team are currently also using Alemba Service Manager and they will shortly be rolling out the solution to Adult's and Children's Services support teams.

## Results, Return on Investment

One of the council's business drivers was to increase customer self-service and reduce callhandling. Within months of implementing Alemba Service Manager, telephone call volumes to the ICT Service Desk were reduced significantly.

"For the last 3 months, compared to the same 3 months [ last year], we have seen a 30% reduction in phone calls to our ICT Service Desk," says Brendan Lavelle.

Alemba Service Manager has also allowed the Liverpool City Council team to keep a meaningful audit trail. "Now that a lot of work is done from within the Alemba Service Manager application, a much more robust audit trail is presented," says Brendan Lavelle. "For example, being able to issue emails from within the system is proving very useful."

One of the challenges the council had previously was keeping their customers informed of progress. With Alemba Service Manager, customers can now track the progress of their Faults or Requests.

Brendan Lavelle concludes. "The true end-to-end automation we can create through Alemba Service Manager has significant potential."

## Future Plans

Liverpool City Council plan to evolve their use of Alemba Service Manager significantly in the near future.

One of the next steps is to integrate with VMware's vRealize Orchestrator to allow for the automation and audit of server virtualization. Alemba Service Manager allows for the endto-end automation of all business processes, dramatically improves the time to virtual server delivery.

In addition, the council is also planning to integrate with SNOW for license management, put in place a complex workflow for their project management and procurement processes, and are also hoping to integrate with their current enterprise architecture tool, Abacus.

Finally, the Liverpool ICT team are also eager to start encouraging other service areas to take advantage of the Alemba Service Manager capabilities.

For further customer case studies and success stories please visit the [Customers page on our website](#).

# Clients

Alemba customers include:



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