

Hornbill for Service Management

G-Cloud Service Definition





1 | An overview of the G-Cloud service

Hornbill for Service Management is an IT Service Management (ITSM) and Enterprise Service Management (ESM) solution. It blends best-practice with digital workflow automation and AI tools for agents and users to boost productivity by 80-90%. Improve the employee experience with a digital portal, service catalog, and AI powered virtual agents, giving users a compelling alternative to costly one-to-one interactions. Streamline routine work for IT, HR, Facilities, Legal, Marketing and other teams, creating more time for important projects. An intuitive drag-and-drop interface allows anyone to quickly create workflows and automations to eliminate high-volumes of manual work and improve interactions with employees and suppliers.

Top features

- › Fully-integrated ESM, ITSM, ITOM and ITAM in one cloud app
- › Manage your enterprise service portfolio and operations on one platform
- › Consolidate portals for unified service experience
- › Provide a compelling self-service experience to users on any device
- › Drag-and-drop automation of service delivery workflows to 10X efficiency
- › 1000+ codeless integrations enable quick automation of outcomes across systems
- › Dashboards, reports, and analytics provide visibility and drive confident decisions
- › Ready-to-go ITIL and business processes accelerate setup and progression
- › 100% codeless setup and administration cuts time and cost
- › True SaaS ESM/ITSM solution with continuous, automatic upgrades reduces stress

Hornbill for Service Management eliminates dependencies on email, spreadsheets, legacy tools and manual processes, enabling any service delivery team to deliver a modern, intuitive employee experience. Connect service delivery teams with end-to-end digital workflow. Codeless automation and integration removes manual processes, bottlenecks, and waste. As work flows between teams, employees benefit from a modern, unified, and consistent service experience.

Business benefits

- › Simplify service management with a codeless, unifying cloud platform
- › Every team can be self-sufficient managing their services and automations
- › Amplify service delivery productivity with automation and AI virtual agents
- › Get a portfolio view of all services, demand, and performance
- › Make all services, infrastructure, people, work, and costs visible
- › Shift up to 90% of costly one-to-one interactions to digital
- › Automate 80% of routine tasks across IT and other teams
- › Create new services and digital service experiences in minutes
- › Automatic upgrades mean no upgrade projects. All customisations carried over
- › Getting the right information to people saves time, every time



2 | Information assurance

Hornbill's Information Security Management System (ISMS) is ISO 27001:2022 (certificate number IS 588876) and ISO 27018:2014 (certificate number PII 697007) certified. Certificate details can be confirmed on the British Standards Institute (BSI) website.

Hornbill's ISO 27001 and ISO 27018 implementation are assessed by the BSI. In addition, Hornbill has commissioned an external consultancy to perform additional independent audits to ensure that the processes are followed and improved in line with ISO 27001 requirements.



3 | Security

Hornbill Data Centres are Tier 3 accredited and are certified to ISO9001, ISO27001, ISO22301, and ISO 50001 standards.

Physical Security is in place including external and internal HD CCTV cameras tied back to DVR systems, with backup to SAN storage. The proximity access control system uses access card and biometric authentication, mantrap in place using ultrasonic technology for single person verification, intruder and door tampering alarms in place and a secure managed loading dock.

In addition, physical access to Hornbill's network operations centre is controlled with electronic door access controls and strict policies. Only personnel who have a need to access a particular area are granted access.

All visitors to Hornbill are known entities, and must sign in to the building, and are always escorted when entering secured perimeters.

Hornbill instances are security hardened at three levels. Only a subset of the Hornbill Cloud team has locked-down "physical" access to Hornbill instances to enable maintenance and investigation of any issues that arise. All changes to Hornbill instances are logged through a formal Change Request process and require authorisation before any change may be applied. Access to all systems is audited and reviewed on a regular basis to ensure that the strict controls in place are adhered to.

Additional security measures in place include:

- › Communication between the Client and the Server is encrypted (using industry strength SSL and other encryption algorithms)
- › Passwords are hashed and salted
- › Password policies can be enforced in Hornbill for Service Management

In addition to controls around process and technology, all Hornbill employees are security screened in accordance with the BS7858:2012A standard.



4 | Data centre locations

Hornbill instances are provisioned in green data centres, all located in the UK.

Energy

✓ 2050 Zero Carbon Commitment



100%

of green energy
used in new client
data centres



0.824

Days of 1 Wind
turbine to power
enterprise customer
per year



6

Green technologies
used in data centres
to reduce energy
consumption



15.7^t

of CO2 saved



15000 kWhs

reduced energy
consumption



80.4^{kg}

of CO2e footprint
per enterprise
customer

For more information, please refer to [Hornbill's Corporate Social Responsibility Policy](#)

Features of the data centres include:

Certification	TIA-942 Tier 3, ISO9001, ISO27001, ISO22301, and ISO 50001
Tier	Tier 3
Backup power systems	UPS and diesel generator power systems N+1
Environmental control	Redundant climate control systems
Fire suppression	VESDA detection with clean agent fire extinguishers
Data centre security	Security card and biometric access and DVR camera systems
Raised floor	Yes
24/7 Support	The network is monitored 24x7x365 by staff at the data centre, and by Hornbill's Network Operations Centre (NOC) staff.
Network	10GB /OC-192 network architecture Zero packet loss on internal network Multiple Tier 1 upstream providers Peering with over 500 global networks Minimal latency with no single point of failure Cisco-powered network using Hot Standby Router Protocol (HSRP) Standard 100Mbps full duplex Fast Ethernet feed



5 | Hornbill platform architecture

Hornbill for Service Management runs on top of Hornbill's cloud platform.

The Hornbill platform is a multi-tenant web scale platform designed from the ground up with redundancy and high availability features to ensure service availability. Hornbill's platform and the applications running on it are always kept up to date using Continuous Delivery and Agile development methodologies that are tightly integrated.

The Hornbill Platform is also designed to provide enterprise-grade data isolation. Each Hornbill customer gets their own "instance" and the data associated with that instance as well as the application services that support that data are fully isolated from each other. Isolation is achieved at various levels using well understood secure approaches including machine virtualisation/sandboxing, independent data stores, databases and caches. The solution has been designed to guarantee no possibility of cross-pollination of data between instances.

Hornbill platform architecture

Front end Layer	 Load Balancing	 Encryption	 Content Delivery				
Integration Layer	 Web Services API	 Single-Sign-On	 Web Events/Hooks	 Data ETL	 Site Integration	 Integration Bridge	 Orchestration Bridge
Application Layer	 E-mail	 Activity Streams	 Data Objects	 Process Automation	 Reporting & Analytics	 Document Management	 Security & Session Mgmt.
Data Layer	 Database	 File Storage	 Fast Cache	 Application Meta Data	 Data Replication		
Isolation Layer	 Process Sandbox	 Instance Isolation	 Infrastructure Management	 Monitoring & Alerts			

Customers access their instance through any supported web browser for both user administrative functions. In addition users may access many user features through the use of a mobile application on their phone or tablet device.

Industry strength GeoTrust verified SSL certificates are used for all browser and mobile communications. There are no special firewall rules or network access controls needed. Users only require web browser (or mobile device) that can reach the service in the cloud over HTTPS (port 443) and HTTP (port 80).

Up to date information on the security status and capabilities of the service is available from: <https://status.hornbill.com/>

The table below provides an overview of the architecture.

Database instances	Separate database for each customer ensures complete data isolation.
Service instances	Separate instance for each customer.
Supported Browsers	Firefox Chrome Safari Microsoft Edge
Backups and Resilience	Customer instances run on industrial strength fully redundant hypervisor based infrastructure. Emergency restore and recovery. Emergency recovery within 2 hours. Backups taken daily, weekly and monthly for each instance. Backups are cycled, so there is always one daily, weekly and monthly full backup available. Backups are taken without any service downtime. Instances are continuously replicated to backup servers in another data centre for full ofsite data redundancy, and locally within the same data centre to facilitate fast recovery.
Security	Industry standard SSL Verified by GeoTrust
Mail integration	Connections between Hornbill and the designated POP3, IMAP4 and SMTP mail services are secured using either of the industry standard cryptographic protocols: Secure Socket Layer (SSL) or Transport Layer Security (TLS) as appropriate.



6 | Technical requirements

To use your Hornbill instance, you will require access to:

- > A Web Browser, the latest version of Firefox, Google Chrome, Safari, or Microsoft Edge
- > SAML 2.0 integration (optional) for auto user provisioning and SSO
- > A mail server supporting SMTP, POP3, or IMAP4



7 | Trial service

Making the decision to invest in a new solution is loaded with risk, in reality that's what makes the decision hard! At Hornbill we understand that much is riding on your team implementing the right solution and we are there to help. Should you require a Proof of Concept of Hornbill for Service Management please contact us to discuss your requirements and success criteria at gcloud@hornbill.com



8 | Backup and restore

Hornbill instances run on industrial strength fully redundant infrastructure. Instances are continuously replicated to backup servers in the primary data centre (to facilitate fast restore and recovery in the event of an emergency), and to backup servers in a secondary data centre (for full off-site data redundancy). Backup replication is near real time, so secondary data backups are rarely more than a few seconds behind the primary data set.

Snapshots of each instance data are taken on a daily, weekly and monthly basis, and are cycled, to ensure that a full daily, weekly and monthly backup is always available. Backup snapshots are encrypted and stored separately to maintain high data redundancy. Backups are taken without any service downtime and data does not leave the European Economic Area.

In the event of a disaster, requiring a full restore, data can be recovered from two sources: the daily backup, and the backup server containing the latest snapshot of the system, prior to the disaster event. Depending on the size of the instance, an emergency restore takes between 1-2 hours to complete. Hornbill's restore procedures are fully tested every 3 months.



9 | Data restoration and service migration

In the course of using Hornbill, if data is inadvertently deleted, or manipulated in a way that was not intended, Hornbill will be able to restore your instance to a known state from backup.

If your Hornbill instance becomes inaccessible, Hornbill will do what is necessary to restore services as soon as possible, or if necessary, migrate the service and data to a new instance in a secondary or tertiary data centre.



10 | Disaster recovery

In the event of a disaster, e.g. where Hornbill's primary data centre is inoperable; a copy of your Hornbill instance will be provisioned from backup in our secondary datacentre. Hornbill's disaster recovery plans are tested fully, at least twice a year, with full analysis of test results, and implementation of corrective or preventative actions as a matter of priority.



11 | On-boarding and off-boarding

On-boarding

Hornbill for Service Management is highly intuitive to use and administer. Hornbill's Expert Services provide customers with access to Hornbill Product Specialists, who transfer knowledge to enable users to become self-sufficient in configuring and integrating the software with other business systems.

Our Product Specialists offer advice and assistance with:

- › Integration with your corporate e-mail system
- › Integration with your corporate directory service (typically AD or other LDAP based directory service using SAML 2.0) for Single Sign-On
- › Setting up/importing your users
- › Importing your contacts or other static data
- › Importing assets
- › Advice on how to set up WebHooks for real-time integration with other business systems
- › Setting up any aspects of the application(s) you have chosen to deploy on the Hornbill platform
- › Advice on customisations, settings, and what can (or cannot) be achieved according to your requirements.

At the end of the implementation period, customers are typically self-sufficient, and have all the skills and knowledge required to administer and configure the software to meet their requirements, without the need for additional consultancy services. The Hornbill Academy allows customers to access training and education content 24/7 free of charge, and attend in-person educational events throughout the year.

Off-boarding

Upon termination or expiry of the Call-Off contract, Hornbill will, prior to deletion, provide the customer with a copy of the most recent End User Data in an industry-standard, machine-readable format, as determined by Hornbill.

Hornbill will delete the End User Data, between 30-60 days following the termination date, in accordance with the Hornbill G-Cloud 15 Subscription Agreement. Obligations relating to data protection, confidentiality, audit rights, and other provisions intended to survive termination shall continue in full force and effect.



12 | Service constraints

Maintenance

All software on the Hornbill platform is kept up to date at all times. Updates are applied transparently and with no disruption to customers. 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, in order to undertake the work that has been agreed with each customer affected. Maintenance work is normally performed outside of normal 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 regular updates.

Customisations

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

Integration

The Hornbill platform supports a number of key integration points designed to work in enterprise environments. These include:

- › Single-Sign-On (SSO) using SAML 2.0 provides transparent and secure sign-on removing administrative overhead, and also facilitates the auto-provisioning of Hornbill users through the process of SSO authentication
- › Fully documented secure Web Service API's provide integration points into every aspect of the application and platform capabilities
- › Web Hooks provide event-driven push integration for connecting with other business applications and systems
- › Site Integration provides tools for full extract / transfer / load of data
- › Enterprise e-mail integration through secure industry standards based protocols including all secure variants of SMTP, POP3 and IMAP4



13 | Service management

Our support team is there to ensure your Hornbill experience is as smooth and trouble-free as possible. With over two decades of experience in designing and developing service management solutions, we understand what excellent service means.

We aim to keep our support as flexible as our products. As the products are so easy to use, we believe that paying for support should be optional. Of course, should you feel that you would like the assistance of Hornbill professionals there are other options available.

Essential Success

£ Free

Essential Success includes critical availability and community support and is included in your subscription, offering 24x7 assistance via online reporting for critical service availability issues. Up to 3 named contacts can access the Hornbill Community and make use of knowledge resources, open-source integration tools and Hornbill API's.

Premier Success

£277.78
per month

Premier Success includes everything within Essential Success. This enhanced level of support provides access to Hornbill's Customer Support Teams for 5 named contacts with formal application support for non-critical issues. It includes multi-instance support, defined Service Levels and 10 credits of Expert Services. A dedicated Success Team provides quarterly service delivery reviews and priority incident reports.

Concierge Success

From £2,777.78
per month

Concierge Success includes everything in Premier and provides 10 named contacts with access to a Technical Account Manager, dedicated Product Specialist, weekly service delivery reviews and Development escalation priority. Concierge includes 100 credits of Expert Services and preferential rates on further expert services.

For more information, please visit: <https://docs.hornbill.com/hornbill-customer-services/success-plans/customer-services>

The Hornbill for Service Management G-Cloud Service is billed annually in advance. Monthly billing in arrears can be provided, and will attract a surcharge of 10% on subscription pricing to cover administrative costs.

Although Hornbill is very intuitive, information to help you is available on <https://docs.hornbill.com> and <https://academy.hornbill.com>. Should you experience a problem, access to your dedicated Customer Success Team is available through the following methods:

- › Customer Success Portal – <https://www.hornbill.com/support/> inserting your own instance name and logging on with your relevant customer ID and password.
- › Hornbill Community – <https://community.hornbill.com/> to ask questions and raise queries ("How do I?") through the Hornbill Community

Further details and information about Hornbill's support service can be found on the Hornbill website: <https://www.hornbill.com/support-plans>



14 | Service levels

The following table details the priority classification assigned to any incident reported. This includes the target response and resolution times which are provided on a reasonable endeavour basis.

P	Name	Definition	Response	Resolve
P1	Critical	A failure in the production operation rendering the service unavailable or critically impaired. Alternatively, data is corrupted or there is a significant security issue.	15 mins	4 hours
P2	Severe	Issues of a high impact causing severe degradation in performance or failure of important features or capabilities. No acceptable workaround is available, but operation can continue in a restricted fashion.	30 mins	8 hours
P3	Low	Issues of a low business impact where the service is operational and the majority of functions are still available. The impact is an inconvenience which may require a workaround to restore functionality.	4 business hours	3 business days
P4	Minor	No impact in the operation of the service and the functions of the service are not impeded. May include requests for information, documentation or enhancement requests.	1 business day	5 business days

Although defined Service Levels are excluded from the Essential Success plan, we will seek to respond within 15 minutes of reporting a Critical Issue and provide reasonable endeavours to provide a resolution within four hours. Please note that some Critical Issues not specifically relating to problems with our cloud infrastructure may require developer support to resolve. Whilst full cradle-to-grave support for cloud infrastructure issues affecting availability is provided 24x7x365, Development support is only guaranteed during normal UK Business Hours.

Comprehensive support for all types of issues and defined SLA's are available with the Premier and Concierge Success plans..



15 | Service availability

Hornbill is committed to delivering the best level of service possible. We are open and transparent about our service level performance, and honest when things go wrong. Our standard terms of service contractually commit to service availability of no less than 99.95%.

The status information at <https://status.hornbill.com/> shows the past twelve months of service availability so you can see how we perform against our operational targets. Uptime shown for the current month represents the availability for the current month to date and is updated daily.



16 | Service credits

Availability Service Credits are calculated on a monthly basis as a percentage of the Subscription Fee where the SaaS Service Availability falls below a certain threshold as shown in the Schedule below:

Availability in Subscription period	Service Credit as percentage of Subscription
Greater than 99.95%	0%
Between 99.49% and 98.50%	2.5%
Between 98.49% and 97.50%	5%
Between 97.49% and 96.50%	10%
Less than 96.50%	20%

To be entitled to any Service Credits, the Customer must request such Service Credit in writing from Hornbill within 30 days of the relevant month. The Service Credit will be applied to the next Subscription Fee invoice to be raised. If the Subscription Duration has been reached (and no further invoice is to be raised) then no Service Credit is applied.



17 | Training

Hornbill for Service Management is highly intuitive to use, and in-app guidance means that users require minimal training to get the best from the solution. On-demand training is included free of charge as part of the Hornbill for Service Management offering. The [Hornbill Academy](#) is available 24x7, free of charge, to help facilitate flexible learning and certification to suit the needs of your business, supported by comprehensive documentation at <https://docs.hornbill.com>



18 | Customer responsibilities

Customers are responsible for the following:

- › Adhering to good security practice, e.g. ensuring strong passwords are issued and not shared with users
- › Managing the data entered into Hornbill
- › Supporting third party services integrated with Hornbill
- › General day to day use and administration of the instance



19 | Ordering and invoice processing

Once the Framework Member has signed the Call-Off Contract Hornbill will ask for the following information on a form:

-
- › **Instance Name**
 - › **Account Authority** (Individual who can instruct us to change the subscription parameters including number of users) Name, Role, Telephone and Email
 - › **Data Protection Officer** (individual who assists with monitoring internal compliance, informs and advises on your data protection obligations, provides advice regarding Data Protection Impact Assessments and acts as a contact point for data subjects and the supervisory authority) Name, Role, Telephone and Email
 - › **Implementation Lead and Primary Technical Contact** (Individual who is our main point of contact during the implementation period and beyond that for technical matters) Name, Role, Telephone and Email
 - › **Secondary Technical Contact** (A backup if the Primary contact is unavailable) Name, Role, Telephone and Email
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Once we have this information an instance will be set up and the provision of the SaaS Service begins.

A SaaS (Software as a Service) Order Form is pre-populated by Hornbill and signed by the Framework Member. The SaaS Order Form references the Hornbill Subscription Agreement which is the Supplier Terms document.

Hornbill prefers to use electronic contract formation to simplify the process of document signing and exchange. Should the Framework member require paper copies these can be supplied upon request.

The order form captures the various parameters needed to define the service being provided. They may also reference our detailed proposal document if one has been prepared. If the Framework member operates an internal purchase ordering process then the purchase order should be sent to Hornbill at the same time the agreements are signed.

Hornbill will follow any specific invoicing instructions that are detailed on the purchase order document.

The Hornbill for Service Management G-Cloud Service is billed annually in advance. Monthly billing in arrears can be provided, and will attract a surcharge of 10% on subscription pricing to cover administrative costs. Forty-five days in advance of each subsequent subscription period the Framework member will be sent a new invoice covering the use of the service during that forthcoming subscription period.

If the Framework member wishes to change any of the SaaS parameters, for example by adding more users, then a change order form is sent to the account authority for signature. Any changes to the service will be made within 1 day of the receipt of the signed change form.

Once the change has been made a pro-rata invoice covering the period from the date of the change to the next billing date for the changed parameter will be sent to the member. The item will then be included on the next subscription period's invoice.

Should the Framework member have any questions about the invoices that are raised they should be directed to: accounts@hornbill.com



20 | Expert services

Hornbill's Expert Services allow customers to benefit from our technical expertise and extensive solution delivery experience. Our Product Specialists have the longest tenure in the industry, with an average of 10+ years delivery experience, which ensures:

- › **Time to value** – Harnessing proven best practices and extensive experience to expedite your Hornbill deployment and deliver a successful implementation.
- › **Tailored Solution** – Expert Services are customised to your requirements, ensuring alignment with your business and operational objectives.
- › **Defined outcomes** – Our fixed price guarantee and defined deliverables ensure clarity, peace of mind, and no hidden costs.

Hornbill Training

Out-of-the-box training solutions can be tailored to build a bespoke training package that is aligned to your needs. Whether you require an introduction to Hornbill, a refresher course, or advanced training, the Hornbill Academy <https://academy.hornbill.com> will guide you every step of the way, to ensure you get value from your Hornbill solution.

Pre Implementation Services

We recognise the challenges of integrating new software into your business. Our expert consultants will guide you every step of the way, from preparing for the transition, to alignment to your business processes, and ensuring a smooth transition to go-live.

Technical Services

Leveraging the expertise of our subject matter experts, Hornbill offers a range of technical services designed to harness the full potential of your solution. Our proven implementation methodology and service offerings guarantee a solution that meets your needs and propels your service delivery capabilities.

Fixed Price Services Process

Once the signed Fixed Price Services Order Form is received by Hornbill a project will be set up on our system and you will be assigned a lead consultant who will be in contact with you within 1 working day to discuss the delivery of the services.

Fixed price services are typically invoiced in advance. Alternative payment profiles may be agreed to suit the specific features of the individual project. If additional fixed price services are required a further Fixed Price Services Order Form will be drafted and signed.

All invoices for both SaaS and Fixed Price Services are due for payment within 30 days of invoice date. Should the Framework member have any questions about the invoices that are raised they should be directed to:

accounts@hornbill.com

For further information about the implementation packages available and detailed pricing information, please see the Overview & Pricing document on the G-Cloud Digital Platform.



21 | Termination of service

Full details, including conditions under which termination may occur and notice period, are provided in the Hornbill G-Cloud 15 Subscription Agreement.



22 | Pricing

Hornbill for Service Management pricing is subscription based. Please see the Overview & Pricing document on the G-Cloud Digital Platform.

Take the stress out of Service Management with Hornbill

More than 350 customers and 34,000 analysts use Hornbill solutions to manage service delivery and workflow automation every day.

At Hornbill, our goal is to make life at work better for you. Our modern, cloud-based service management solution takes the stress out of delivering a complex portfolio of services to customers and employees. Built for everybody, Hornbill is a single platform for all the service providers in your organization, from IT to HR to Facilities, and beyond.

Enterprise customers across the world use Hornbill to transform how they provide services to customers, employees, partners, and suppliers. They stick with us because we make life simple for them. Hornbill is designed for quick setup, cutting the usual implementation timescale in half.

We practice continuous delivery, so customers get new innovations on a weekly basis. And, as a true cloud solution, updates are automatically applied—meaning there are no upgrade projects to disrupt your progress. That's why we've been recognized as a leader in Customer Relationships, Support, User Adoption and Product Direction by organizations like G2.

Hornbill for Service Management

Modern employee service experiences

Hornbill

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