Servicely
Service Definition

ABN: 87 637 830 687
ACN: 637 830 687
180 Queen Street
Melbourne, 3000, Australia
e: info@servicely.ai
www.servicely.ai

1 About Servicely

Servicely is a dynamic No/Low code intelligent service management platform vendor making disrupting the service management industry. Backed by industry leading venture capital firm.

Servicely is revolutionising the way enterprise service teams across industries like Financial Services, Manufacturing, Telecommunications, Government, and Mining/Resources interact with their customers and employees, enhancing the delivery of both new and existing services.

- Servicely was founded by a team of service management experts with decades of experience in the industry.

Servicely was founded on the premise that with the advent of modern technologies like artificial intelligence and the prevalence of the Internet, there simply must be a better way of supporting business service workflows. After close to 30 years of industry experience, it was clear to the Servicely team that legacy service management applications all suffered from a number of distinct challenges:

• **Too Complex** – Most large enterprise workflow solutions are more complex and cumbersome than is required by mid-enterprise organisations.

• **Too Manual** – Notwithstanding the move to SaaS architectures in recent decades, the nature of work for service agents is still very manual and repetitive. Modern AI is not being fully exploited to drive efficiencies and customer experience.

• **Too Rigid** – Most mid-market solutions lack the ability to rapidly configure business processes involving diverse elements such as workflow, self-service, knowledge, asset, Project, time tracking, CMDB, AI, RPA and integrations, all in a cloud-based, high-availability and high-security environment.

• **Too Expensive** – The prices demanded by vendors for workflow software licenses is far in excess of the true business value an organisation can reasonably expect to ever realise. Not only that, but these solutions drive incremental value rather than radical.

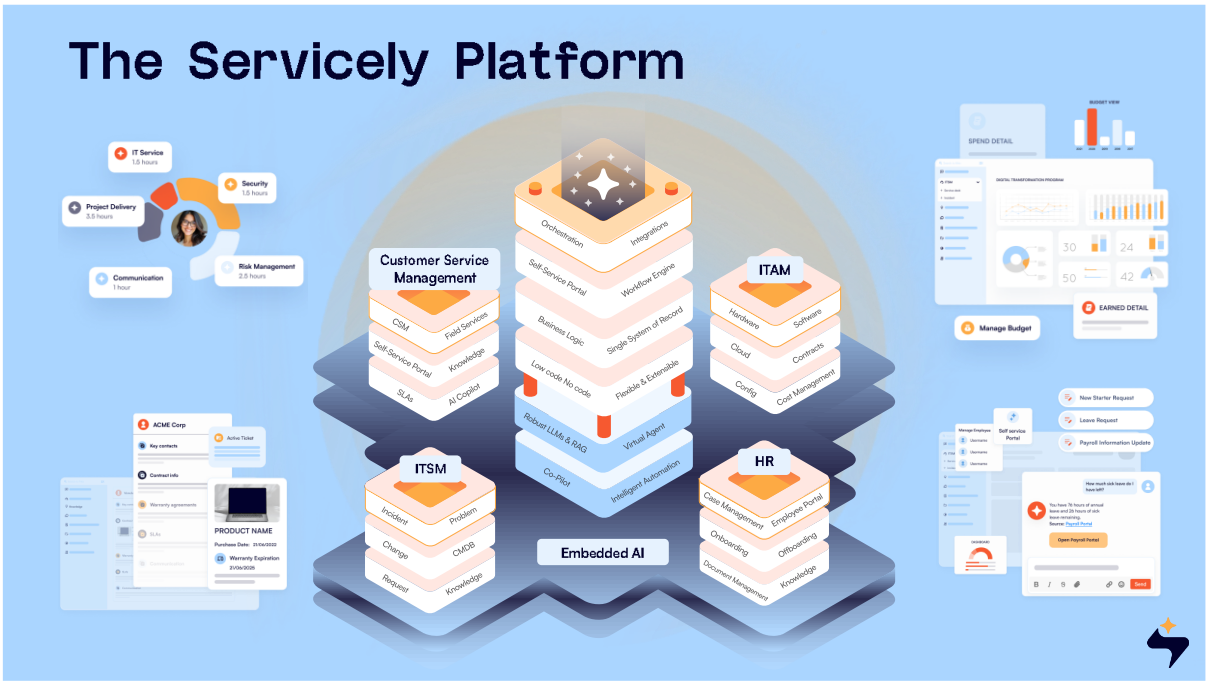
2 Platform capability and architecture

Servicely is a native cloud SaaS (hosted in AWS London), AI powered workflow platform that delivers on-demand intelligent service management automation and digitises service-based workflows and tasks across the entire enterprise.

Be it an incident, request, change, ticket, HR case, task, Payroll issue etc., Servicely can safely and securely engage with a user via forms, portals, emails including unified communication channels like Microsoft Teams to log their queries and issues and expedite their inquiry leveraging our in-built AI capabilities.

The platform is scalable and configurable, with a modern architecture including:

- Modern, standards-based technology like XML, https, J2EE and JavaScript
- Native SaaS i.e. 100% web based.
- Leverages industry standard integrations like REST APIs with an integration library.
- Hosted in AWS across multiple load-balanced availability zones.



Servicely's cloud-native, highly scalable SaaS platform supports the following platform features:

- Pre-configured ITIL-aligned processes, enhancing efficiency and value delivery.
- Built-in capabilities for multiple service teams such as HR, with scalability for additional enterprise teams, enabling a unified workflow across the organization.
- User-friendly interface designed for ease of use by administrators and end-users alike.
- Detailed role-based access control, providing fine-tuned data visibility and permissions.
- Standardized interfaces for integration, simplifying the connection with external systems and facilitating the configuration of new integrations.
- Robust Service Level Agreement (SLA) monitoring and reporting to maintain performance standards.
- Flexible workflow options supporting multi-tiered approval processes and sub-task management.
- Time tracking and effort analysis features to pinpoint areas of significant resource consumption.
- Modern self-service portal featuring AI-powered assistance for a consumer-like experience.
- Comprehensive service catalogue offering a seamless experience for users requesting products and services.

2.1 Architecture Highlights:

2.1.1 Tenant Isolation

The Servicely Application is based on a **single tenant architecture**, where all application resources for a tenant are isolated. This includes development and sub-production environments that are also considered a separate tenant. This means there is no co-mingling of your data with other customers.

2.1.2 Application Nodes

Servicely customer application clusters are isolated by AWS Security Groups, with each tenant having a unique Security Group (i.e. per cluster). The Security Group allows access only to the other cluster nodes (for clustering support) and allows the load-balancer access to the application port. Each application node runs on its own, fully isolated virtual machine.

2.1.3 Network - Private Subnets

Application instances exist in AWS Private VPC Subnets. This means the applications are not directly routable from the internet and can only be accessed via the AWS Application Load Balancers.

2.1.4 Database

Servicely uses Amazon RDS for database services. Databases are protected by individual credentials per database (which are managed by AWS Secrets Manager).

2.1.5 Resiliency and Data Security

All data in and out of Servicely's cloud environment is encrypted in transit. Data is also encrypted at rest.

The Servicely Availability SLA is 99.98% with a Recovery Time Objective Targets of 2 hours and a Recovery Point Objective of 2 hours.

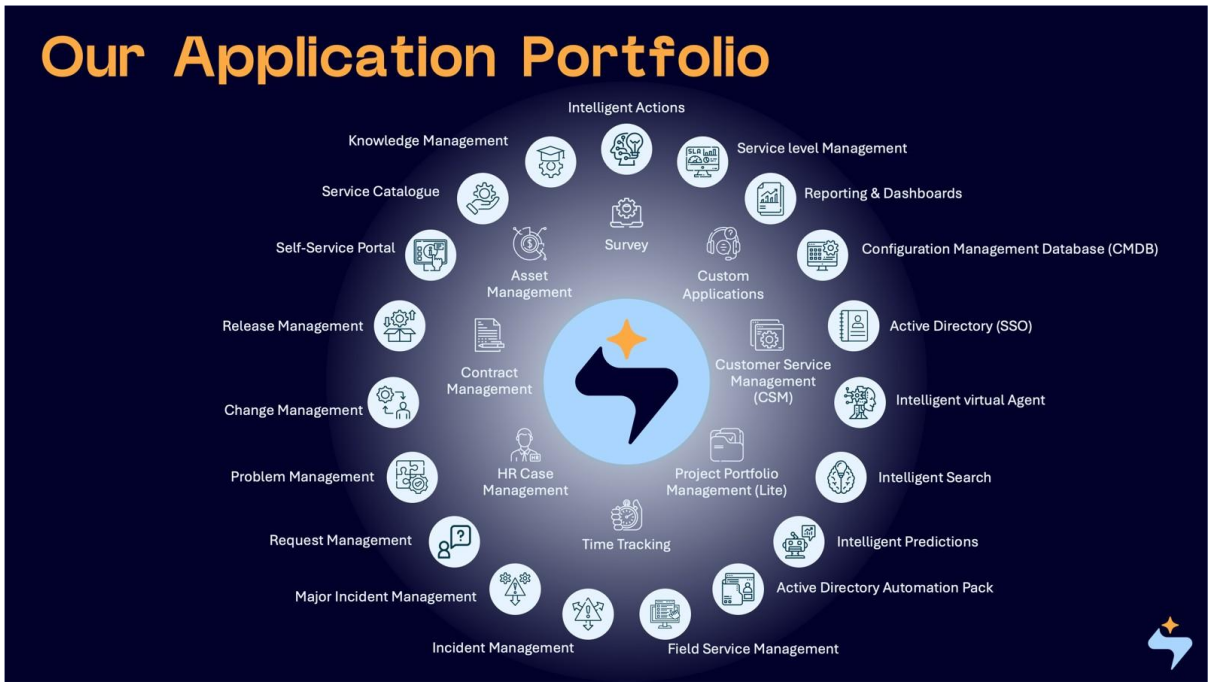
Best of breed performance monitoring, alerting, threat detection and SIEM logging tools are used to continuously monitoring the environment. Servicely operates a NIST aligned Security Incident Response process for any threats, vulnerabilities, or intrusions.

Customer data is backed up and replicated to separate AWS zones to create further resiliency.

Servicely leverages AWS's multi data centre's available in their AWS (London) Availability Zone. This means in the event of failover, Servicely fails over automatically to separate running and active data centres within the Availability Zone.

3 Servicely suite of applications

Leveraging the platform capabilities described above, Servicely offers an extensive set of pre-configured applications for both IT and Enterprise Service Management needs as outlined below:

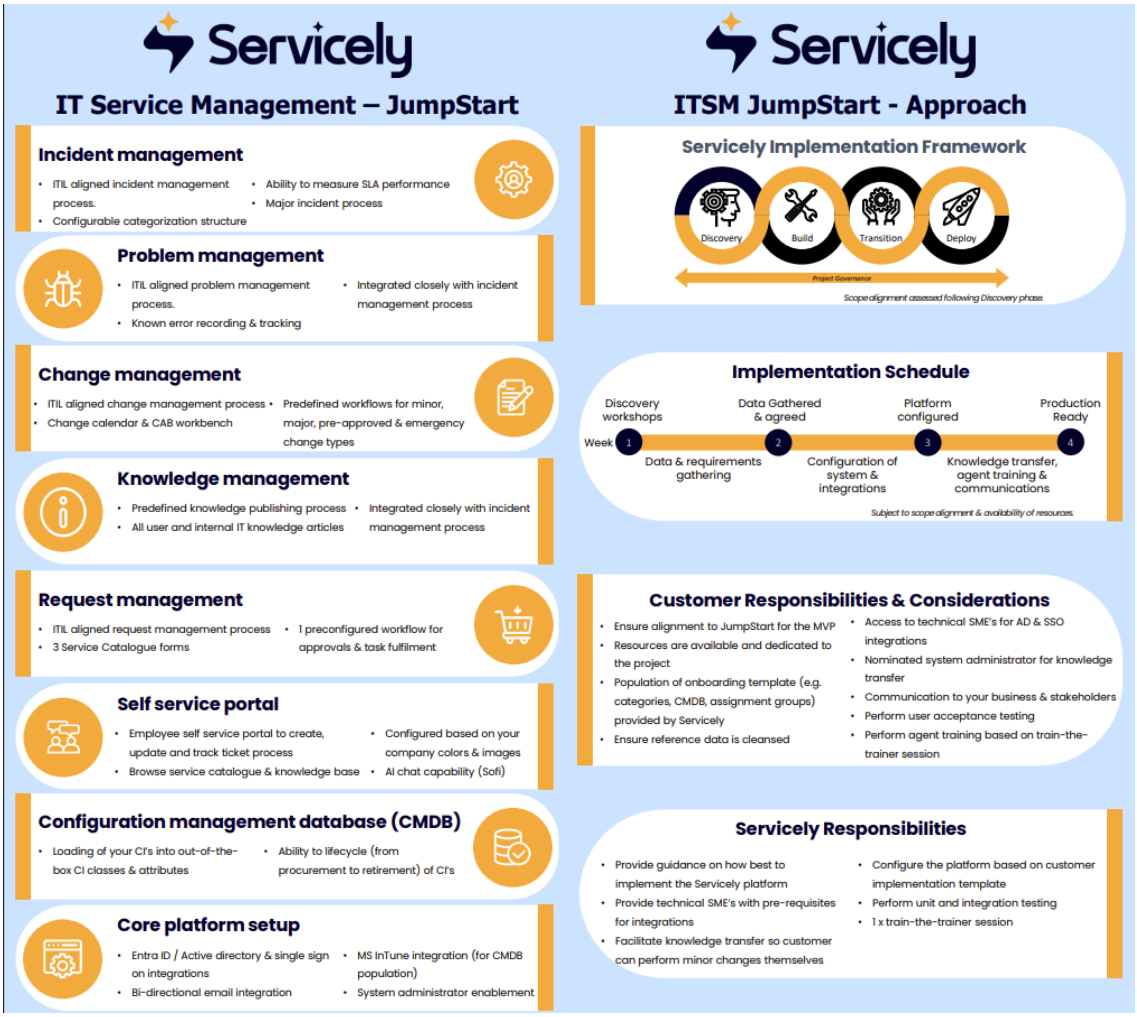


4 “JumpStart” — Servicely’s best practice implementation program

Servicely offers a fixed price, fixed scope rapid and templatised implementation of ITSM Best Practices, called Jumpstart.

JumpStart provides customers with a Go-Live ready Servicely platform in weeks, including pre-configured core ITSM processes, Customer Portal set up, AI chatbot deployment, Co-Pilot of Agents, knowledge transfer and train-the-trainer.

Core integration for Active Directory is also included as part of the JumpStart program.



4.1 Implementation Methodology for Jumpstart

The **Servicely Implementation Framework (SIF)** has been developed based on 20-years of experience implementing service management platforms globally across multiple industries. This enables us to deliver value quickly, using an MVP approach, and ensures customers such as yourselves are best placed to leverage our future developments and innovations.

Implementations have evolved over the years as organisations move to agile ways of working while aspects of traditional approaches (e.g. waterfall) have remained applicable. “SIF” is an iterative approach which brings together what works well in these approaches and ensures a successful implementation of the Servicely platform.

The following sections provide an overview on the purpose of each phase and examples of the resources we typically see involved.

4.2 Discovery Phase

Provides the following outcomes:

- Detailed walkthroughs of:
  - Servicely out-of-the-box ITSM, non-IT business processes and capabilities to validate alignment with your processes and MVP requirements.
  - Servicely ‘onboarding template’ is provided to you to gather and confirm requirements, configuration parameters, etc. for the in-scope ITSM processes.

- Detailed understanding of core system requirements – e.g. Active Directory, SSO and email – to enable your technical subject matter experts to prepare for the implementation of these.

- Confirmation of your System Administrator(s) – who will support, maintain, and enhance the Servicely platform. This resource(s) become part of the implementation team for ongoing knowledge transfer from the Servicely project team.

4.3 Enable Phase

The enable phase comprises of two key activities that delivers the following outcomes:

4.3.1 Planning

- Confirmation of original scope, requirements, and schedule OR,
- Updated scope of work (including commercials and timeline) based on the removal or adding of scope/requirements.
- Scheduling of resources to perform build activities based on the agreed onboarding template.
- Identification of any potential risks or issues that need to be managed / mitigated.

Configuration

Servicely uses iterative configuration cycles to demonstrate aspects of the build so customers are kept informed, can provide feedback, and raise questions throughout the build phase. The Servicely implementation team works with your system administrator(s) throughout this phase to educate them on how to configure the platform based on the requirements with particular focus on aspects of the platform that customers typically change during or after the initial implementation.

In summary, Configuration provides the following outcomes:

- Configuration of the Servicely platform based on the agreed requirements (refer to onboarding template). For example, configuration of processes, enablement of capabilities/functionality, branding and configuration of notifications and branding etc.
- Ongoing knowledge transfer to your system administrator(s) of the Servicely platform.
- In consultation with technical subject matter experts for the in-scope integrations – configure and unit test these to ensure agreed logic is implemented.
- Identification and presentation of any new scope or requirements to your decision makers to prioritise within current project (via project change request) or defer them to post Go-Live.
- Updated onboarding template to include configurations made specific to your implementation of Servicely.
- Servicely instance ready for customer testing and training (refer to transition phase below).

Transition Phase

The transition phase comprises of several activities that will help you to prepare for their Go-Live:

- Post user acceptance testing by your team, Servicely will remediate any issues identified relating to the agreed implementation scope.
- Train-the-trainer will be performed through provided live training with your champions and recording those sessions for look back.
- Go-Live readiness and planning.
- Go-Live support.

4.4 Close Phase

Once the Servicely platform is activated in production and users are logging tickets for agents to resolve/fulfill, hyper-care is provided by Servicely. In most cases, the implementation team who were assigned to the project will be available to answer any questions and resolve any production level defects that are identified.

In summary, the close phase provides the following outcomes:

- Confirmation that Servicely is operational in production and has passed through hyper-care.
- Enablement of the Servicely support service for system administrators to log and manage tickets.
- Project considered complete.