



Case Study: Build-A-Bear Workshop

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Introduction

Since 2007, Build-A-Bear Workshop® has used OakTree Navigator to generate reports from their IT and Maintenance ticketing system. Build-A-Bear Workshop® is a worldwide retail store where customers create their own teddy bear or other stuffed animals.

With over 400 stores and over 7,000 management and infrastructure employees supported, the Build-A-Bear internal ticketing system supports over 4500 PCs, 375 bear stuffing machines and a multitude of other systems. Build-A-Bear Workshop® requires sophisticated and agile reporting on these systems in order to make better and more informed management decisions.



The Challenge

Todd Snavelly, the Build-A-Bear Service Desk Manager said that prior to OakTree Navigator, IT services were “managed more on perception and feel, instead of accurate numbers.” They had no easy mechanism for getting accurate reports out of the system.

The canned reports in their CA® Service Desk (Unicenter) system did not cover their unique reporting needs. Mr. Snavelly needed a way to justify increases or decreases in staffing numbers on the Service Desk and he also required a mechanism to discuss performance with front line service desk analysts. The whole organization was affected by a lack of adequate reporting.

The Build-A-Bear Workshop® also employs multiple regional managers, responsible for the success of each “bearitory” or business territory. It was important that each of these regional managers had access to the unique data within their region. Additionally, managers wanted the ability to have personalized views within Navigator, so that they were only able to view information relevant to their work; reducing the burden of information and confidentiality issues.

Navigator is a full-blown, ad-hoc reporting solution, empowering business users to create custom reports, interactive dashboards, and intelligent analytics -- all in a single web browser.



The Solution

OakTree Navigator has provided the Build-A-Bear Workshop® with real-time access to reports. Business users can now create new, ad-hoc reports and run them on a daily, weekly, monthly, quarterly, or any user-defined basis, without the restricted timeframes set by the canned, out of the box Unicenter® reports. Service Desk Analysts can even easily create reports for their customized fields (such as contact method) within the Service Desk system. “From a report development perspective, you couldn’t ask for an easier reporting engine,” says Todd Snavelly.

Previous versions of OakTree Navigator did not have security partitioning functionality to the level that Build-A-Bear needed. In response to Build-A-Bear’s requirements, the OakTree Solutions development team built a Navigator Security Module in response to Build-A-Bear’s requirements. OakTree Solutions is always willing to work with our clients to fulfill unique requirements and needs.

The Results

Todd now uses OakTree Navigator on a daily basis. He has said that “It’s one of the first things I look at when I come in, in the morning.” Todd uses the system to create reports for management and IT in general. Daily reports are run to support the front-line analysts and managers in their day-to-day activities, weekly reports showing the age of tickets, and other important information is viewed all the way up to the CIO level.

Monthly reports are viewed at the business level, supporting a balanced scorecard approach to governance. Important to these monthly reports is Build-A-Bear’s visibility into customer satisfaction. Now Todd and other managers can make business recommendations and decisions based on actual data instead of perception.

With the addition of the OakTree Navigator Security Module, Todd can provide access to reports on an individual, as-needed basis. The development of the module was such a success that Build-A-Bear is now working one on one with OakTree to develop reporting capabilities for their systems outside of CA® Service Desk, including a CISCO® phone system.

Benefits

- Rapid, automatic report generation
- Fast and easy ad hoc queries
- Improved visibility into every aspect of the business – from the frontline to the CIO
- Reports customizable by business users on the fly
- Enterprise-wide access accurate and secure data for improved decision making