



**WESTBURY**

Service Management Intelligence



SUCCESS STORY

**High quality IT services help to keep TNS Infratest in market leading position**



HP Software  
Platinum Business Partner



Germany has the world’s largest and most demanding market for market research. With 60 years of experience TNS Infratest is frontrunner in market research and fact-based marketing consultancy. This consultancy is based on careful, innovative, yet practical research and draws on the experience and competence gained by thousands of continuous studies covering almost every aspect of business and society.

IT is critical in delivering high quality services as TNS Infratest uses a wide range of state-of-the-art and innovative data collection technologies, hosts numerous online consumer panels and has its own center for

**“SMI Suite plays an essential role in fulfilling the requirements of the ISO 20000 Service Reporting specifications. SMI Suite enables us to continuously improve our processes”.**

Thomas Henrichs – IT Service Manager, TNS Infratest.

mathematical statistical data analysis, data mining, CRM analysis and database marketing.

A high level of IT services and the maximum availability of applications enable TNS Infratest to continuously improve its internet and online research and offer customers extraordinary effective and unique resources.

The TNS Infratest IT department consists of 32 people to support 1200 users spread over 18 locations in three countries: Germany, Slovakia and Switzerland.

Since 2005 TNS Infratest is using HP Service Desk software as their IT Service Management tool. For quick and easy operational reporting they choose for Westbury Report Manager. *"We needed a tool that would give us quick and easy access to the data stored in HP Service Desk and allowed us to create reports on the fly without having to spend much time scripting. With Report Manager we were able to easily create our Incident- and Problem management reports in no time"*, says Thomas Henrichs – IT Service Manager, TNS Infratest.

### Effective migration

With the migration from HP Service Desk to HP ServiceCenter software TNS Infratest also migrated from Report Manager to Westbury's Service Management Intelligence Suite (SMI Suite). Just like Report Manager, SMI Suite seamlessly integrates with HP ServiceCenter and HP Service Manager and it offers even more out-of-the-box reports. Thomas Henrichs: *"Thanks to SMI Suite's reporting database, we can draw our reports any time without impacting our live environment"*.

### Performance improvement

In order to maintain its market-leading position, quality improvement is key. Therefore performance is measured in almost all aspects of the company, including IT. In order to improve you need to measure. By regularly running operational reports with SMI Suite insight is gained in the performance of the IT processes, improvements can be made and by delivering real-time meaningful reports, IT stakeholders are impressed to see that the IT department is run like a business.

TNS Infratest is part of TNS Global. TNS Global are the world's largest Custom Market Research specialists who provide quality marketing information delivered by Global Industry Sector expert consultants, innovative

Market Research Expertise across the product life-cycle, in 80 countries. Visit for more information: [www.tns-infratest.com](http://www.tns-infratest.com) or [www.tnsglobal.com](http://www.tnsglobal.com)

### The Westbury advantage

Westbury Service Management Intelligence empowers organizations to prove IT's value to the business. Our Service Management Intelligence Suite helps you gain Insight, Improve quality of delivered services and Impress your customers. Established in 1998, Westbury has offices near Amsterdam (NL) and in Cambridge (MA, USA) servicing mid & enterprise size customers. Our global team of highly professional Service Management Intelligence experts combines over a decade of ITSM and Business Intelligence expertise. Westbury is an HP Software Platinum Business Partner, honored with multiple achievement awards. Westbury is founder of Service Management Intelligence.

**For more information about Westbury solutions, please contact us.**

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