

# Efficiently managing IT in an expanding group

Faced with significant business growth, Lavazza improved its IT service and management of new IT projects with ServiceNow

## Job to be done

Manage the IT complexity resulting from the group's expansion more efficiently

## Solutions

- ServiceNow® IT Service Management
- ServiceNow® Strategic Portfolio Management

## What we did

Created two portals to replace inefficient ticketing platforms based on email and telephone exchanges

## Tradition and innovation

The company, owned by the Lavazza family for four generations, is one of the world's leading coffee manufacturers. Established in Turin in 1895, it has always been distinguished by its innovative approach: from the development of the first coffee blends for domestic consumption to the recent launch of the first voice-controlled espresso machine based on the Amazon Alexa. The group is now present in more than 140 countries and employs more than 4,000 people.

“ We are now able to do many things that we weren't able to do before. Thanks to the integration with a single solution, we are better equipped to manage complexity.

**Renato Baldo**  
IT Budget Organization and Processing Manager  
Lavazza Group

## Increase in IT complexity

Between 2015 and 2018, Lavazza acquired six companies and created a new business unit. The resulting increase in IT complexity revealed the limits of the solutions that were previously being used. Demand management activities were managed through email exchanges and telephone calls which made it difficult to keep track of requests and project progress. Service management relied on the use of different portals that were not integrated, making it impossible to identify the causes of disruptions.

## Supports

**6K**

platform users

## Manages

**70K**

tickets annually with IT Service Management

## And

**100+**

IT projects managed annually with Strategic Portfolio Management

## New portals

Lavazza identified ServiceNow as the most capable of meeting its requirements with characteristics such as market leadership, flexibility, and direct integration between the various modules. ServiceNow Strategic Portfolio Management (SPM) was used to create a portal to manage IT projects and requests, while ServiceNow IT Service Management (ITSM) was used to develop a portal focused on the IT service.

## Strict cost control, service improvement

The SPM portal handles requests relating to new IT solutions and the enhancement of existing solutions. It allows staff in the IT department to manage these requests – and the associated budgets – more easily, keeping track of project progress. The ITSM portal allows users who open tickets to communicate directly with the agent resolving their queries. It also gives agents access to data, allowing them to identify and eliminate the cause of any disruptions.

## More activities with unchanged resources

Lavazza can now manage the significant increase in complexity more efficiently, ensuring effective governance and strict control of the company's economic resources. It is now considering the possibility of developing other portals based on ITSM and potentially adopting ServiceNow IT Operations Management.

“ Lavazza represents excellence in coffee, and excellence seeks excellence. Based on recommendations by key analysts, we opted for the market leader. We also appreciated the greater level of flexibility that ServiceNow offers compared to the competition.

### Rosario Laganà

Head of IT Service Management  
Lavazza Group

**Now you know how  
work can work better.**

