

SHAW INDUSTRIES, INC.

ADVANCED CAPABILITIES ENHANCE REMOTE SUPPORT FOR A GLOBAL ORGANIZATION



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STACEY NICHOLSON
HELP DESK MANAGER

Founded in 1946 as a small business that dyed tufted scatter rugs, Shaw Industries, Inc. has grown to become the world's largest carpet manufacturer and a full-service flooring provider with more than \$4 billion in annual sales and approximately 24,000 associates. Headquartered in Dalton, Ga., the company manufactures and distributes carpeting, area rugs, hardwood, laminate, resilient and tile and stone for residential and commercial applications worldwide.

Shaw's service desk representatives provide IT support to employees throughout the organization, including those working in sales offices located around the globe, regional distribution centers, administrative and manufacturing facilities. Prior to implementing Bomgar, these support reps used several different remote support solutions to troubleshoot issues users had with their manufacturing terminals, computers, smartphones and tablets.

Stacey Nicholson, help desk manager for Shaw, recognized that using multiple remote support solutions resulted in significant limitations. Nicholson desired to consolidate the number of software tools and licenses in use to enhance the user experience, reduce costs, and increase security. Additionally, some of the tools were cloud-based and therefore lacked the level of security the company needed. Each tool had a unique interface as well, some of which were difficult for the support reps to navigate.

In 2011, Shaw acquired a company that was using Bomgar, and Nicholson saw an opportunity to overcome the limitations inherent in Shaw's current remote support tools.

"One of the companies we acquired was using Bomgar," said Nicholson. "They shared how robust it was and demonstrated it for us, and that's when we reached out to Bomgar to learn more."

A HOLISTIC REMOTE SUPPORT SOLUTION THAT MEETS MULTIPLE OBJECTIVES

The Bomgar solution addressed all of the concerns that Nicholson had with Shaw's previous remote support solutions. For one, Bomgar offered a concurrent licensing model based on simultaneous representative usage, while other solutions Shaw used linked individual reps to a unique license or "named seat."

"With concurrent licensing, we only need licenses for the number of reps who are logged into the Representative Console simultaneously, which results in a significant savings on licensing costs," said Nicholson. Bomgar's concurrent licensing supports a global company such as Shaw with a cost-efficient way to achieve "follow-the-sun" 24/7 support capability through the sharing of licenses.

Bomgar also addressed Nicholson's security concerns. "We evaluated several other products before choosing Bomgar. Unlike the cloud-based solutions, Bomgar is an appliance that we deploy within our network, giving us in-house, centralized control over all remote support activity. We didn't have that control with the cloud-based remote access tools that route sensitive remote support logs and screen-sharing recordings through their own servers."

Enabling support reps to assist users even if they cannot connect to Shaw's virtual private network is



another advantage of the Bomgar solution. It used to be the case that if an employee were traveling, the IT department could only assist them if they could connect to Shaw's domain. Now, even if they are off the domain, support representatives can connect to their device and assist them with a technical issue.

ENHANCED EFFICIENCIES WITH PRE-BUILT SERVICENOW INTEGRATION

Shaw is also benefiting from Bomgar's pre-built integration with ServiceNow, the IT service management (ITSM) platform used by Shaw. Bomgar's ServiceNow integration allows support representatives to launch secure remote support sessions directly from the ServiceNow incident record so support reps can immediately begin remotely resolving issues. Once a session is initiated, support technicians can chat with the end-user and elevate the session to full screen sharing and remote keyboard and mouse control, enabling them to more easily diagnose and fix end-user issues. Upon conclusion of the Bomgar session, key information from the session, including chat scripts and actions taken, are fed back into the ticket, greatly improving tracking and auditing.

able to track and audit what's happening at every end point, we wanted to extend those capabilities so that we can monitor and troubleshoot issues that may arise on a server in our corporate data center," said Ogle. "The robust remote support capabilities we have with Bomgar are now benefiting even more of the organization."

ADVANCED CAPABILITIES STREAMLINE REMOTE SUPPORT ACTIVITIES

"In addition to the ease with which representatives can launch sessions and track them from the ServiceNow service desk, the Bomgar interface has a number of other valuable features that our support representatives really appreciate," said Nicholson. "For example, its secure file transfer capabilities allow the reps to transfer files to users with 256-AES SSL encryption, which offers a level of protection not possible with email or FTP."

The reps also appreciate the stored login credentials feature that enables them to continue a session after a reboot without requiring user involvement. The user experience is further enhanced by the Scripts feature which allows reps to send and automatically execute commands on the user's device.

With Bomgar, Shaw's support representatives can communicate securely with end-users and other team members using the solution's chat capability. The chat feature enables reps to help multiple users simultaneously, further improving efficiency. Additionally, Bomgar records chat transcripts and full session details to ensure the audit trail is complete. Transcripts of the sessions are automatically saved in ServiceNow service desk tickets where they can easily be retrieved by technicians and Nicholson.

"The robust feature set we have and the ability to easily collaborate with Bomgar has helped improve our first-call resolution rate from 75 percent to approximately 79 percent," said Nicholson. "We now require our front-line representatives to start a Bomgar session before an issue is escalated because, sometimes, users can't describe their problem accurately over the phone. Starting the session lets the rep see what's actually going on. They can also easily invite a specialist to join a Bomgar session before it is transferred, providing a training opportunity as the specialist can show the front-line rep how to resolve the issue the next time it occurs."

In Bomgar, Nicholson found a remote support solution to meet all of the global organization's needs. "Our work was much harder without Bomgar. I would highly recommend Bomgar to any company. In one remote support solution, we have everything we need to meet our goals of improving the user experience, reducing costs while achieving higher levels of security and efficiency."

ABOUT BOMGAR

Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices. The company's appliance-based products help organizations improve tech support efficiency and performance by enabling them to securely support nearly any device or system, anywhere in the world — including Windows, Mac, Linux, iOS, Android, BlackBerry and more. More than 6,500 organizations across 65 countries have deployed Bomgar to rapidly improve customer satisfaction while dramatically reducing costs. Bomgar is privately held with offices in Jackson, Atlanta, Washington D.C., Paris and London, and on the web at www.bomgar.com.

