



## Customer Case Study



Art.com is a wholly owned subsidiary of Getty Images, the largest international provider of visual content in the world for design, broadcast, and new media customers. Art.com has more than 2,400 employees working in offices in more than 50 countries.

### Results

Art.com chose Giva for a solution to track and reduce software quality issues for its continually evolving e-commerce Web site, as well as to manage its internal IT help desk.

The Giva Service Management Suite™ provided Art.com with:

✓ One week set-up, customization, and deployment

✓ Self-service employee Web portal to log service requests

✓ Easy-to-learn solution that allowed Art.com IT professionals to get up to speed quickly

✓ Enterprise-class features and functionality at a significantly lower total cost of ownership

✓ 100 percent uptime without any problems

### The Challenge

by Don Fosen

Chief Information Officer, Art.com

Since Art.com is continuously developing and modifying its vast e-commerce Web site, it needed a solution to track and reduce software quality issues and help improve its customers' experience. It also needed an internal IT help desk that would allow employees to log and monitor the status of their own service requests.

If the Art.com Web site is down, sales are directly impacted.

"We revise and enhance our code on a very frequent basis due to the nature of our rapidly changing retail Web site," says Regina Smith, Technical Operations Manager. "Just minutes of

Web site downtime can translate into significant lost revenue during peak shopping periods."

### The Solution

Art.com selected Giva eHelpDesk to provide the functionality it needed in a fraction of the time of other solutions.

Since we are moving 100 mph everyday, my team does not have time to learn a new application that requires a lot of training. Giva eHelpDesk is easy to use, and it has all the bells and whistles. My large, diverse team required only one hour of training to become productive using Giva eHelpDesk. The use of common Web navigation metaphors and layout facilitates fast learning.

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Web site, the Quality department is using Giva eHelpDesk to carefully track bugs and software quality through the development process. In addition, if a customer telephones Art.com to report a problem with the Web site, the customer service representative uses Giva eHelpDesk to quickly log the call and resolve the problem on the spot. If the agent cannot resolve the problem during the call, the Quality department is quickly alerted to begin the troubleshooting and problem resolution process.

When a company is blazing a new path over the Internet, it pays to have a reliable partner—especially when you’re the largest retailer of consumer Art in the world. For Art.com, the world’s leading distributors of art over the Internet, that partner is Giva.

### The Result

Giva eHelpDesk has the same functionality as any of the other enterprise-class products, but our set-up only required about a week. The reliability is excellent. We’ve had 100 percent uptime without any problems.

Giva has the lowest total cost of ownership of any enterprise solution.

Giva eHelpDesk is highly flexible—today, we are using it as both a bug tracking tool for our Research and Development organization and for our internal IT help desk. In the future, we will be using it for project management and other tracking applications.

In addition, Giva reports are very easy to learn how to use, and unlike many other applications, there is very little ongoing administration that we have to spend time on. That’s a relief. My team is very satisfied.

**Don Fosen**

**Chief Information Officer, Art.com**

### About Giva, Inc.

*Giva provides the Giva Service Management Suite,™ a command and control center for all request management business processes—from customer service, IT help desk, asset management, knowledge management and IT change management to employee service requests and sales inquiries. The Giva service management solution provides a single, integrated suite of applications that can help companies rapidly reduce costs, speed issue resolution, and increase customer satisfaction. A private company headquartered in Santa Clara, California, Giva is a global company serving customers around the world.*

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