

# One for all, and all for one.

Matrix42 Enterprise Service Management – the strategic platform for every service process at Alnatura.

## About Alnatura

Alnatura has blazed a trail for organic food and natural products from environmentally sound sources for over 25 years and was the first company to open an organic supermarket in Germany. Its sustainable approach to business is also reflected in the IT that supports the Alnatura Campus in Darmstadt and more than 140 stores nationwide. It covers all the organizations digital needs, from market systems and business applications to workplace management and IT infrastructure. Alnatura and Matrix42 have been working together successfully for more than eight years. Since 2020, Matrix42's implementation partner Cubefinity GmbH has been responsible for supporting Alnatura with its daily operations.

## The Challenge

In 2013, Alnatura wanted to take its first steps into the world of IT service management. The person responsible for the introduction of a suitable ITSM tool at the time had already gone through a vendor selection process and chosen a solution. However, during a subsequent evaluation of software asset management tools, the IT team became aware of Matrix42's solution. Taking a closer look at the software, Alnatura decided to replace its existing solution, even though it had only been running for two years and migrate all its functions into Matrix42 service management. The reasons were clear: Matrix42 was able to deliver a broader range of functionality at a lower cost, and provide a more holistic solution that encompassed process, license, and client management. Since then, Alnatura has taken an active role in evolving the system to meet its needs more precisely. Matrix42 was originally deployed in 2016 and has been in use across almost every part of Alnatura's organization since 2019.

“

**At Alnatura, we see ourselves as a working collective in which we all work with and for each other. This cooperation is supported optimally by an effective system like Matrix42, which can be easily adapted to processes and requirements as they change.**

Andreas Köhler, Head of IT Operations, Alnatura

The initial idea of extending IT service management to other areas of the company arose from the realization that those areas had and still have the same challenges as IT. Other departments such as marketing or facility management also provide services that have to be managed and billed. The team led by Andreas Köhler, Roland Frankenbach and Michail Kampouridis launched pilot projects that quickly proved their value. Other areas of the organization also had similar challenges in terms of mapping and digitizing service processes and were happy to get access to software that could help. Step by step, the team enabled these business areas to offer and manage their range of services within the Matrix42 self-service portal. A policy of „doing it like we always have“ would have led to significantly longer process times, and process reliability could not have been guaranteed.





“

**As a result of taking this route, Matrix42 has gone from being a random tool to a really strategic platform for us.**

Andreas Köhler, Head of IT Operations, Alnatura

### The Solution

After the incident management and change management processes had been successfully integrated into Matrix42, the focus switched to further evolving the entire company and its IT along the service process chain. The scope ranged from the management of contracts and licenses to the booking of services within the self-service portal. This process prompted the question: How should IT be set up; how should systems work in the background to minimize manual effort? „From an IT perspective, the ultimate goal is to enable our employees to order and access their services automatically with no manual intervention from anyone in the IT department,“ says Köhler.

The management processes established at Alnatura for the onboarding and offboarding of employees provide a perfect example of this approach in action. In the past, the entire process required to complete an employee account with all the necessary authorizations took several days, and each individual instance had to be fine-tuned manually. Today, the entire process runs automatically without any operational intervention by IT staff. The same applies to the re-registration and de-registration procedure. By February/March 2022, IT had managed 3,600 registrations, 600 re-registrations and 1,300 cancellations using this process. Each one of them would have taken about 15 to 20 minutes to process manually. The bottom line for the organization is a significant gain in man hours and service quality.

## The Benefits

The ESM concept at Alnatura has matured to such an extent that the company's entire range of services can now be mapped within the self-service portal: from reception to IT and marketing to facility management, the legal department and even the individual Alnatura stores. From the internal customers' perspective, everyone works with Matrix42. „That's how we wanted to set up the portal: everyone who offers a service in the company has the opportunity to connect with those who need the service.“ As well as connecting service providers with users, the portal offers the following additional advantages:

- Matrix42 modules such as asset and contract management, service desk (ticket system), and service catalog (via which over 2,000 items can be ordered) are on a database and can be accessed via any web browser.
- Internal application, approval and provisioning processes are organized and optimized via a central self-service platform for all service offerings (e.g., all employee onboarding and offboarding tasks are easily mapped in the Service Catalog using workflows).
- There are 4,250 active users, and almost all departments and branches work with the system.
- There is full transparency over all available services, not only with regard to standard service level agreements, but also in terms of costs and required resources.
- All services are delivered with consistently high quality.
- The quality-of-service processes has been improved sustainably through integrated enterprise service management.
- A more intelligent approach to processes has been established, with an increased awareness about the opportunities to streamline processes and use process-supporting software.





[www.matrix42.com](http://www.matrix42.com)

## Simplify and Secure Digital Work

### About Matrix42

Matrix42 helps organizations digitize and secure the workspace environment of their employees. The software for digital workspace experience manages devices, applications, processes and services simple, secure and compliant. The innovative software supports the integration of physical, virtual, mobile and cloudbased workspace environments seamlessly into existing infrastructures.

## Cubefinity

Cubefinity specializes in consulting, implementation, training, and support as well as sales of Matrix42 and Microsoft Power BI solutions for all company sizes. Our consultants support renowned companies from all industries in Germany, Austria and Switzerland. Cubefinity is headquartered in Lower Bavaria.

## Follow us