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NETEYE CONFERENCE 2025

Scaling Service Management
Practical Approaches with Align Project

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Everyone has waited for a critical ticket at least once in his/her life

IT services have been business critical for a long time now.

IT services are increasingly multi-layer, multi team and global.

Scaling ITSM services on global scale is a ‘must win’ challenge

+ Ai has entered the chat!

Meet Würth IT & Align – in numbers

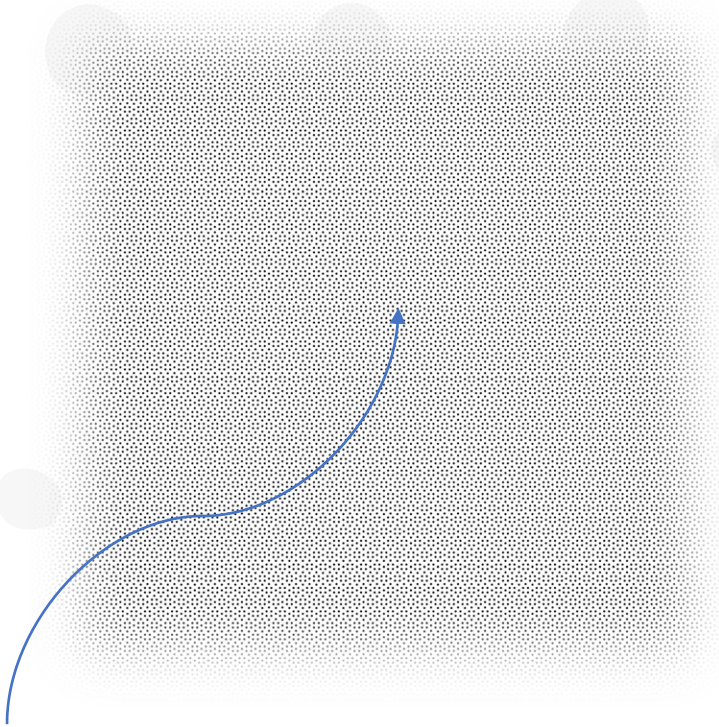
12 central IT departments

120 central teams

300+ distributed companies

5000+ local it team

80000+ serviced customers



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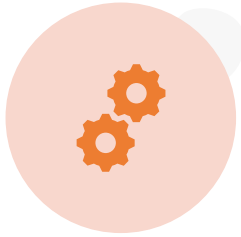
The problem(s) to solve

Break down IT silos,
deploying a modern, ai powered, global ISTM/ALM platform

Modern ITSM/ALM platform
Ai enabled

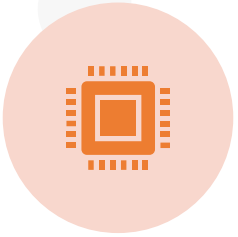
Break down silos
Deploy global

Tame the Robot: Technology Challenges



OVER-CUSTOMIZATION

LEGACY INTEGRATION



SCALABILITY & PERFORMANCE

SECURITY & COMPLIANCE.

AI EXPECTATIONS AND OVERHYPE

Win Over the People: Human Factor Challenges

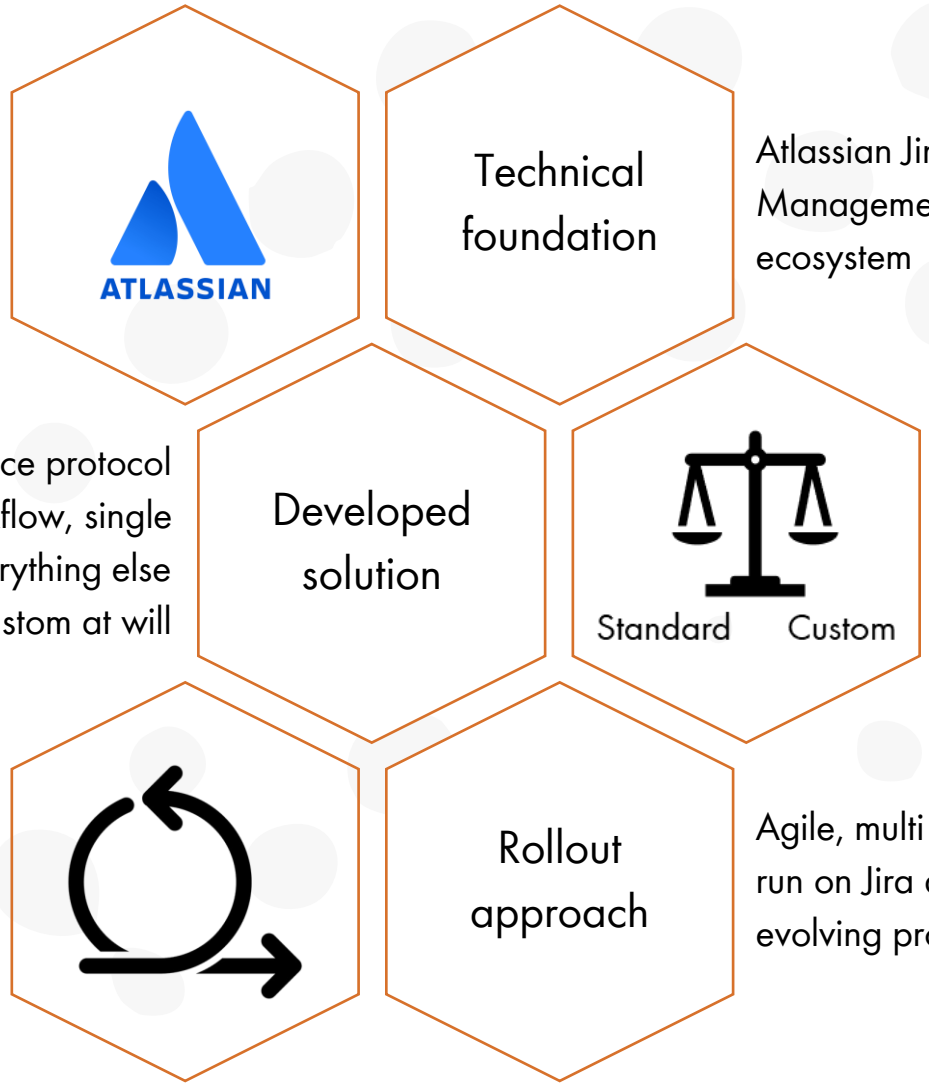
GOVERNANCE & SPONSORSHIP

PROCESS RESISTANCE

CHANGE MANAGEMENT

PROGRAM COMPLEXITY

Align 3 elements recipe



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The Atlassian Stack: ITSM Powerhouse

- We built Align on Jira Service Management, Confluence, Assets, and powerful automation—each tool playing a key role.
- Key features:
  - Designed for enterprise and global
  - Ample configuration options
  - Flexible permissions
  - Designed in the right philosophy

Teamwork Graph – the data model to fuel the Ai

- Every Atlassian App and solution shares the same data model
- It collects work, pages, ideas, service requests, projects, and more.
- It **breaks silos** at a foundational level -> Act as an **agent of change**

Standardizing ITIL workflows at Scale

- Centralized - for enabling communications
  - Workflows
  - Service contracts
  - Escalations
- Custom - to apply
  - Request format
  - Service list
  - Customer experience
  - ...basically everything else

Global ONEIT Services	Reca Local services	FR-Würth Local Services
Global IT Service	Global service opt-in	Global service opt-in
Global IT Service	Global service opt-in	Global service opt-in
Global IT Service	Global service opt-in	Global service opt-in
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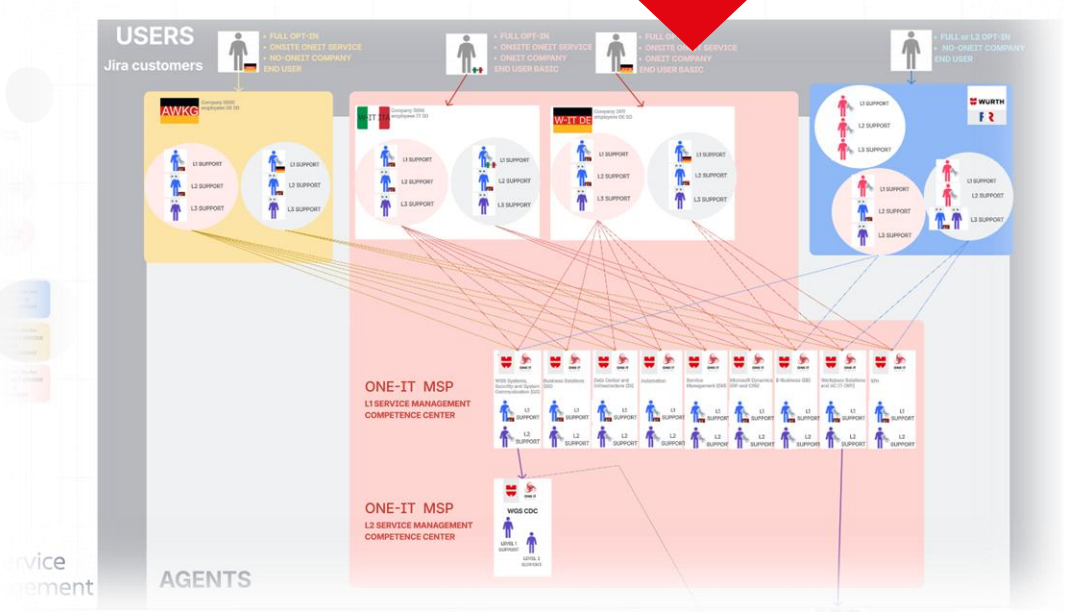
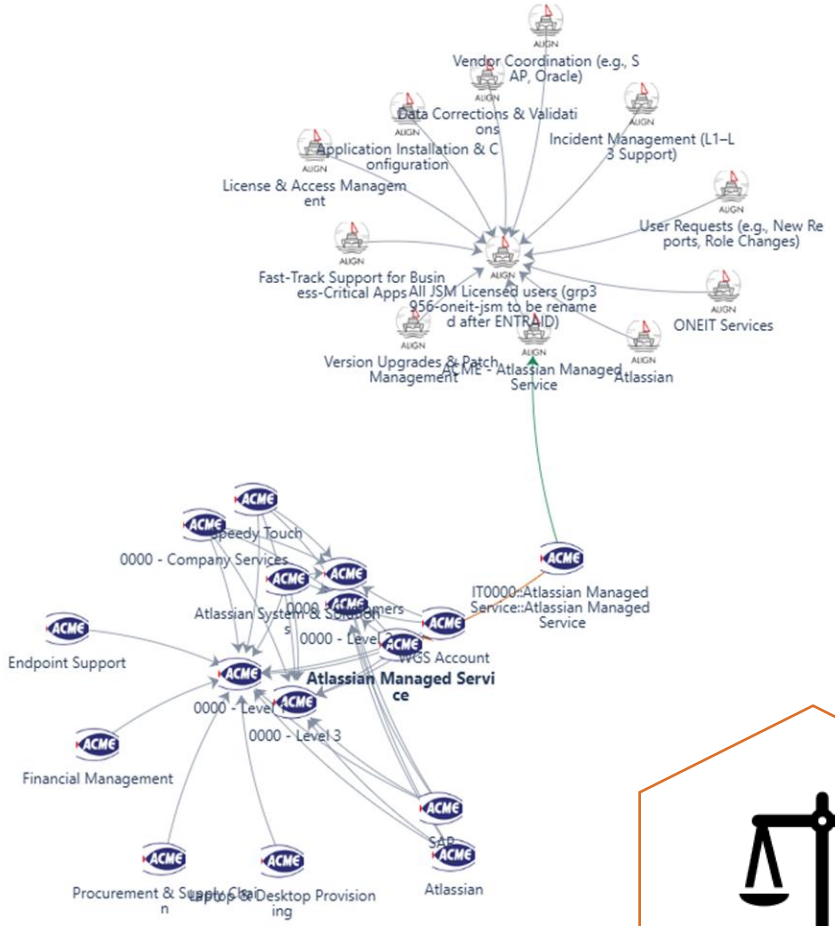


Service Contracts – the bridge between edge and center

- JSM Asset + automations as foundation
- Connects and control handovers from Local to Central services
- Creates point to point visibility at scale



Standard Custom

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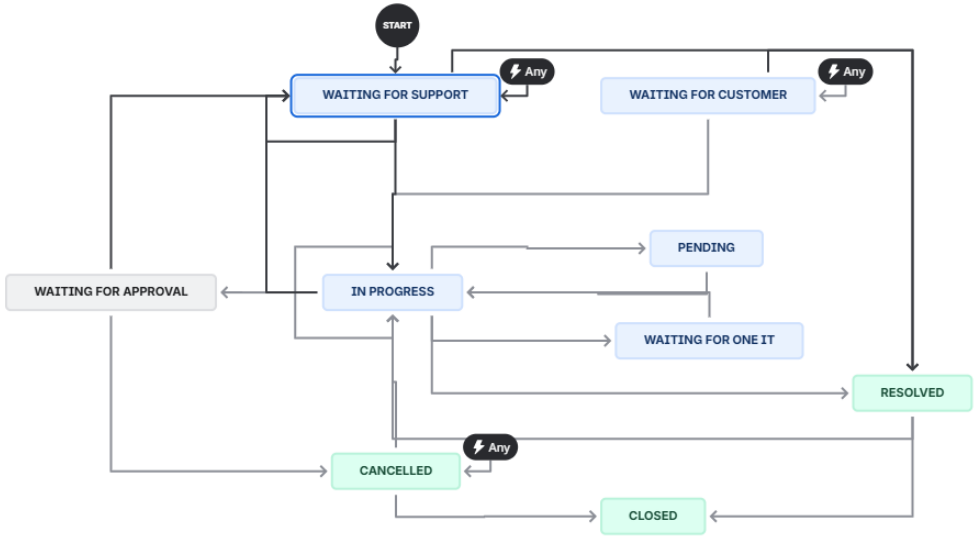
Standard Workflows



- Built on the teams acting on requests
- Acts as a protocol for agents on different companies/countries to communicate
- Can iterate on itself

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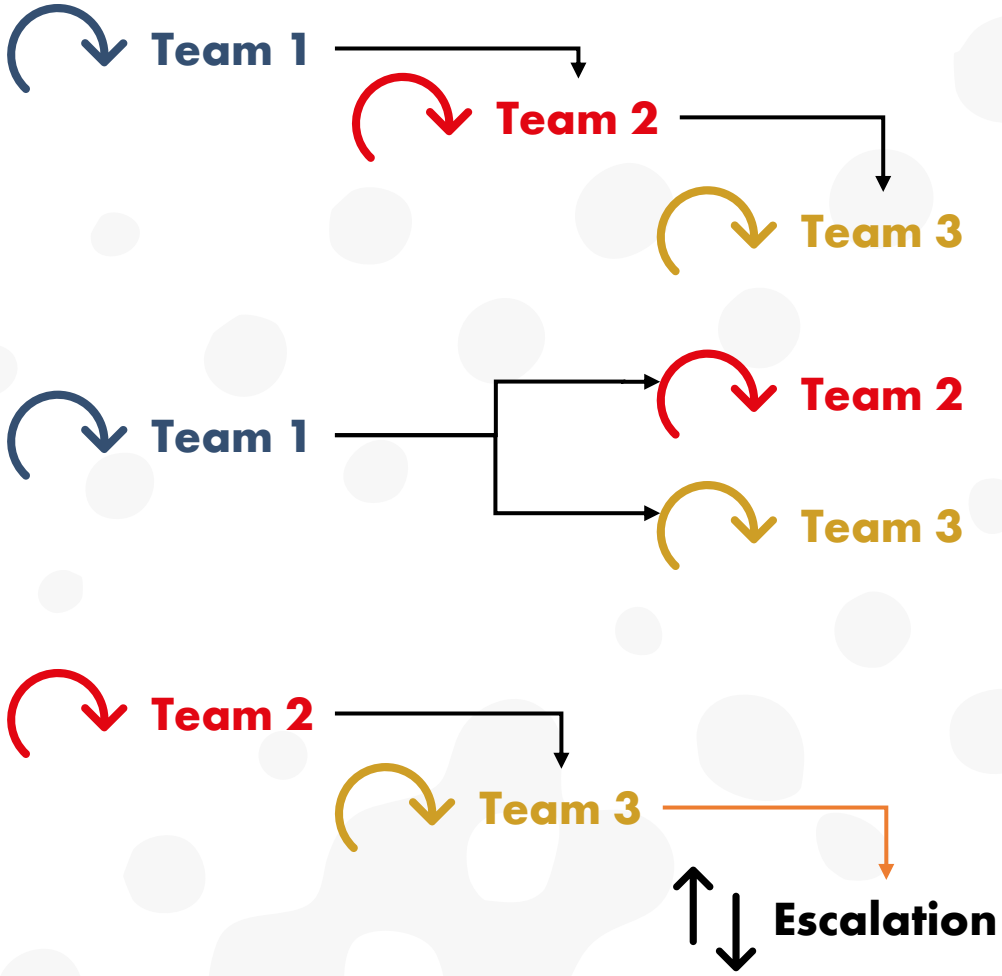
Standard Workflows as team loops



- Use the loop design to enable different resolution paths
- Each team can either
  - Handover
  - Collaborate
  - Escalate
- Single source of truth kept all the time

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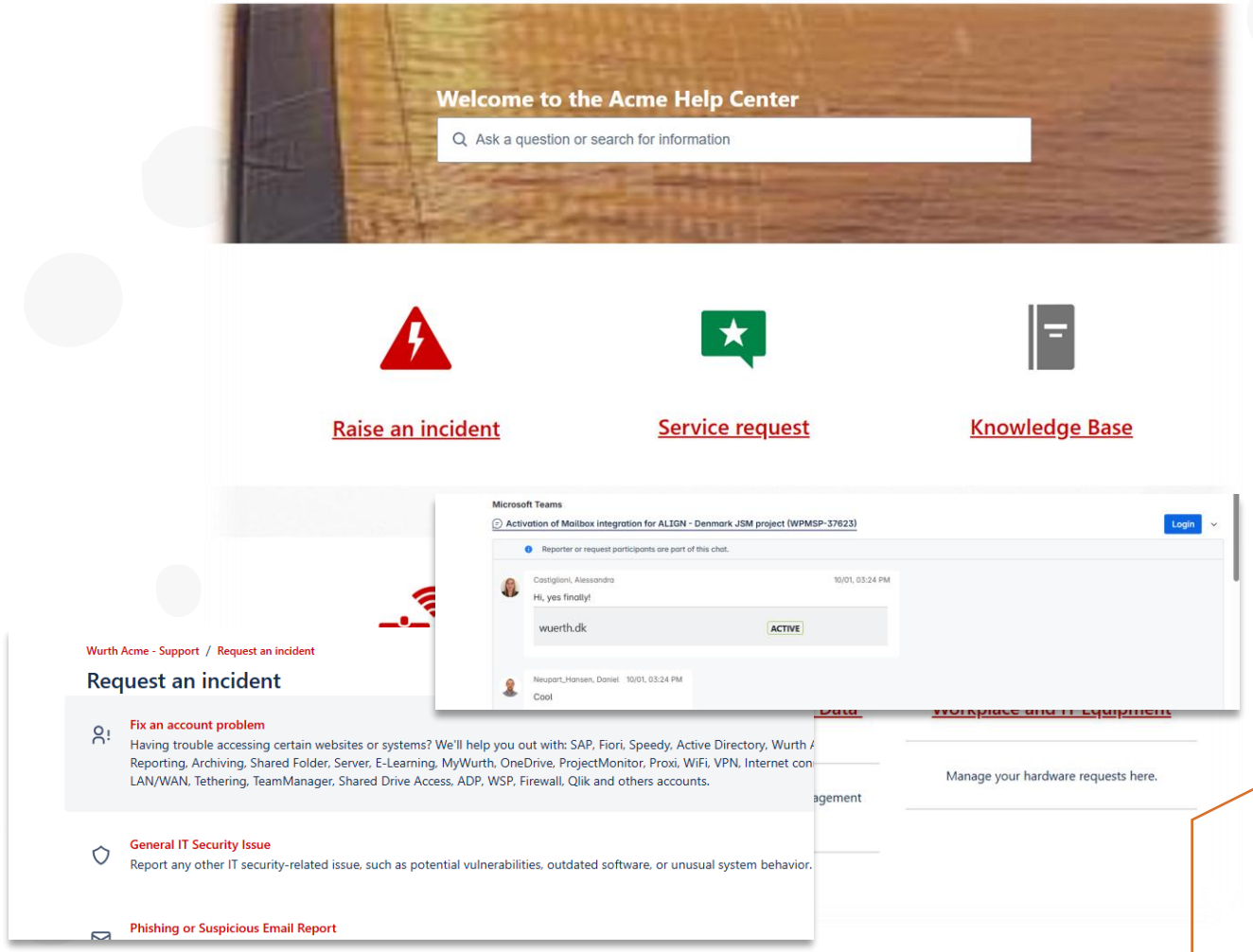
(Almost) fully customizabile – in autonomy

- Requests and forms
- Intake channels
- Portal
- Notifications
- Translations
- Angent view
- Canned replies
- Knowldege Base Articles
- ...



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Rollout with feedback

- Each deployment works by engaging few, key people
- We deploy a fully usable project from day 1
- We ask what done means and loop back to it once workshops are over

We incorporate lessons from each rollout in the solution

→ agile ITERATION

It’s about empowerment

- We look for technical people to become Project admins
- We strongly encourage hands on tests
- We enable a flexible pace of service rollout

The ultimate goal is to feel the adopters EMPOWERED by the new solution

Enabling smart AI

- All knowledge bases become accessible
- All resolutions patterns becomes accessible
- Concept and data models are defined (team, service, request...)

Rovo, state-of-the-art Ai is enabled at each deployment

Align brings scalability to services

Atlassian Cloud Platform + Expert Design + Agile rollout

+ Ai

Each Ticket, timely

Thanks for your attention!

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