



## Case Study Genus

### Profile

Genus (formerly SyGen)  
Kentucky, USA

Industry  
Biotechnology

Service Area  
Global

Product  
LiveTime Help Desk

#### Business Benefits

- Integrated Global Support
- Improved Customer satisfaction
- Greater accountability
- Increased efficiency due to best practice workflows

### Genus improve efficiency by adopting ITIL best practices with LiveTime Help Desk

Genus is a world leader in applying quantitative genetics and biotechnology to animal breeding. Located in over 30 countries on five continents, Genus' technology and products serve a global supply chain of farmers, breeders, processors, distributors, retailers and consumers.

Over 40 years, Genus expanded from 125 staff members in a single location, to an international corporation with 1800 employees. Throughout the expansion, the IT support team used a LAN designed tracking system to manage the incident, change and release processes for applications developed in-house, and commercially available IT infrastructure.

Lori Mills, Genus Support Service Manager said the decision to invest in a new help desk application was made because support technicians in remote offices could not track incidents on the LAN system. To effectively manage the support process over multiple time zones, a help desk with a web interface and 'follow-the-sun' capability was required.

Genus was attracted to LiveTime's web-based service management solution due to its open standards and support for disparate IT environments. The final decision to invest in LiveTime was made because of the ease of use, flexible interface and integration with the company's existing infrastructure.



"The move to LiveTime allows all technicians in all locations to connect to the tracking system, and calls are now being logged accurately," said Lori Mills. "Response is fantastic, even from Eastern Europe, where the internet service is not always consistent," Lori said.



Genus has found its support workflow has also been enhanced by the addition of time-saving features such as 'Quick Calls', which rapidly raise and solve problems in a few clicks. "The technicians love the Linking to Projects option that allows them to update multiple tickets with a single entry," commented Lori. Consistent with the Ge-

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nus requirement for ease of use, Lori Mills reported that “LiveTime is user friendly.”

LiveTime Help Desk has enabled the Genus IT support team to provide a cohesive, high quality global service that is available around the clock. “From the CIO down, we have all been extremely happy with LiveTime and the power it provides,” said Lori.