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## Back to the future part 3

Advertising is going through a huge sea of change thanks to social networks and video networks like YouTube. It's not your dad's TV ad network system anymore. One of the most innovative companies in new advertising spaces is modern. They are creating campaigns for some of the world's biggest and best-known brands. I found it so important to learn that I shared a conversation I had with the Engagemetr CEO, Rahim Fazal, into four parts. Here's the first of the four. Help us show you the products you love kitchenistic will help you find the latest and gratest products! We're curating, you're discovering! This follow-up focuses on MyIT from BMC Software, which mobilizes how corporate users interact with their Remedy Service Desk platform. Last May I wrote about the future of the company's service desk is mobile about MyIT, an innovative offering from BMC that mobilizes how corporate users interact with remedy service desk. Recently I heard from Jason Frye, VP, Office of CTO, BMC offers me a look at Remedy Smart IT, a new mobile service board experience for technicians. Frye mentioned that more than 1,000 customers responded to the study of the remedy service desk platform, noting that more than 700+ unique apps have been built on the Remedy Service platform. He was also involved in that, after the MyIT launch, BMC noticed a definite mobile uptick around the MyIT product. Although smart IT repairs are available through a web browser, I focus on using it on a mobile device. I'm accessing the Smart IT demo environment over public WiFi using iPad Air running iOS 8.1. You can also use remedy smart IT on your smartphone. The tool Smart IT is optimized for the mobile form factor and works originally on iOS and Android.Inside Remedy with Smart IT Remedy with Smart IT Plugs directly from remedy helpdesk platform. Frye said they looked at more than a hundred customer service desks to learn how technicians are doing their jobs. Smart IT interface is mobile, consumer and very slippery and far from remedy service desk user experience that you remember and think you know. After you sign in to a smart IT fix, the update panel (also acts as the Start screen) appears with a list of activities to follow. This shows an example in The Update Panel: If you are a user of an old school repair program, tapping the action on the update screen may cause a screen that leads to an eye rupture. This shows an example of the details that the technician receives about the ticket:The screen provides a consolidated view of SLA management, customer information , including geolocation and integrated selection, the affected service(s), and assignments. When you tap The Actions button (top right corner), you can view an audit trail about actions that have so far occurred to help the customer. There is also a resource tab that links you to similar knowledge base articles, similar tickets, and interruptions. There is also a filtering option the technicians of the active service desks should assess this. The ticket console, below, uses a great many colors and form factor on the iPad screen: There's a way to setup filter presets on this screen especially convenient for technicians interacting with tickets on a standard smartphone screenNew Record screen, below, is a completely mobile first approach to entry ticket details: This screen shows the transformation and innovation that the remedy smart IT brings to the remedy-based service desk. Hunting and pecking through remedy screen fields to communicate with the ticket is no longer remedy smart IT. The technician can now enter the ticket in the natural language. The only thing that is placing the @ symbol before the person's name, email or login ID and description of the problem. A smart IT remedy populates record fields. Once you've identified the customer, tap Create, and Smart Recorder finds useful resources after identifying the customer. The smart IT remedy includes support for reading barcodes and QR codes for asset management and other related applications. This feature uses a mobile device camera and is based on Frye demo me and what else I see remedy with Smart IT should help organizations speed up IT asset management. Mobile front, Remedy rear Anyone who has worked on remedy service desk solution, can see the advent of MyIT and now the launch of Remedy smart IT that Remedy is developing in the backend system. Think of the emphasis on consuming IT and mobility in the company, which I think is a better position. These two new BMC offerings for handling customer-technician interactions through the web user interface or an even better mobile device will win the traditional Remedy user experience. Although Frye tells me that Remedy Smart IT is limited to offline mode, I had some problems with losing connectivity and can not clear restore the message. Calling out can be a little annoying for some. It's not quite a showstopper because I was hitting my server over coffee-class Wi-Fi. It would be nice for future iteration if there had been a button left to reconnect the message. Pricing and availabilityFrye told me that BMC wanted to give its customers something great with Remedy with Smart IT. BMC remedy with remedy with Smart IT solution is immediately available without additional royalties for existing remedy customers (version 7.6.04 SP2 or later). The final thoughts OfFrye mentioned to me that the goal remedy with Smart IT is to eliminate the need for a Level 1 service board; I can say that BMC's goal is not so far fetched. Ultimately, the next generation of corporate mobility apps can be won or lost as companies mobilize legacy (and let's face it) business processes, applications and customer interactions. BMC's work with MyIT and now smart IT re-making shows that its next generation of leaders may not be able to suspected in the mobile communications industry, but BMC and similar companies. Let's build some worlds. The world building is in many ways a mirrored side of a good science fiction story. With the latter, the reader must only see enough of the world to make choices and challenges in the face of characters understandable. The world is the scaffolding for which the writer tells a story. Clumsy science fiction authors may over-explain new technologies or behaviors—if they came up with why they're referred to as they are, etc.-but good gives you just enough to understand what's going on, and sometimes a little less than that (trusting that a smart reader can understand this context). Scenarios, on the other hand, are all about context. Here, it's a story that has scaffolding as a scenario-canvas on which to show the critical elements of the world you've built. A good scenario doesn't make a good science fiction story-but it's a device where a good science fiction story could be told. Making managers and data points sufficiently diverse in a set of several plausible, internally consistent worlds can be complex, and most scenarios are used by developers to ensure that the worlds being built differ in important ways and show clear and logical evolution from the present. If you're reading about scenario planning and thinking about futures, you'll find different methods in the current use. For our purposes, however, we can start something simple. In my first piece, I suggested that you use something called futures archetypes-essentially, pre-built points of discrepancy that can be applied to almost any type of futures exercise. The archetypes I listed were: the future is what I'm looking forward to. The future is better than I expected. The future is worse than I expected. The future is weirder than I expected. These are not archetypes in common use among professionals, but they are a good starter kit-way to force yourself to think about both divergence and plausibility. Fiat Terrain major group events, four worlds are often built in parallel, but when you start the process I suggest creating your own scenarios one by one, and the order I listed above. You have to think about how you expect the future to turn out before you can decide which would be better (or worse, or weirder). After that, thinking about a realistic good scenario is important because I've found it too easy to come up with a bad scenario-there's something we think lends ourselves to imagine believable-terrible more easily than to imagine believable-wonderful. Don't be surprised if the upcoming scenario you expect turns out to be a real problem. For people who regularly engage in thinking about the future, it may be because we're conditioned not to let ourselves get too wrapped up in expectations. For people who think more casually about the future, it's because we tend to great things happen, usually worse. But here's a good first pass method for figuring it out: what are you already preparing for, in terms of investment, purchases, family planning, etc.? Do you have a set of disasters (for an earthquake, a hurricane or other regionally appropriate natural disaster)? A college fund for your child(s), if any? Money saving on a house deposit? Another way is to think about waiting for the world to do more of the same. It's usually a decent bet-but remember that doesn't mean sasis. More of the same world involves random crises and disruption-just something particularly shocking. When you think of another scenario in which the world is better than you would expect, the simple method is to imagine big decisions and challenges turning out in your favor. There may be disruptions and setbacks, but generally you are in a better/stronger/healthier position at the end of the scenario than you are at the beginning. I would encourage you to make a preliminary project for this scenario, then go back and ask yourself how to make it even better? I've found that a lot of people seem to hold back, and never really ask themselves what happens when their plans or projects are truly successful. Worse, and WeirdConversely, in the third scenario, I suggest being conservative when bad things go. The worsening recession is a good, but-in most cases-nuclear terrorist attacks, pandemics that kill millions, and dead back like zombies are a bit much. After you have written the first draft, sit down and see if any of the events you describe are so dramatic that you really should prepare for them now. If they are-and you're not-you then you have to think through whether your lack of preparation is because you don't really see that opportunity as credible enough. If that's the case, you should consider pulling it out of the script. You can in turn decide to put it in your latest scenario, the weirder than you expect from the world. Here's a chance to let your imagination run loose a little bit. You probably don't include everything you come up with, but it's your chance to think about the kinds of options that would be particularly disruptive (but still within the realm of believable). On the downside, events like 9/11 or Hurricane Katrina in the US would go into such a scenario; on the upside, so would the rapid introduction of smart phone technologies or the continued function of Mars rovers (originally built to last 90 days, not nearly half a year). It's tempting to use a weirder scenario as something like dumping earth ideas back from other worlds, but try to avoid that-like examples I've mentioned above show weirder scenarios sometimes happen, and it's worth giving some thought to what unexpected or shocking changes would be particularly disturbing to your plans. Next time: change, change, order. [Pictures: bredgur Karen Horton (tempel); Photos8 (gaasimask) mask]