



CASE STUDY  
COVERAGE



INDUSTRY	PRODUCT	INTEGRATIONS	HIGHLIGHTS
Financial Services	xMatters (IT management) engine	Microsoft SCOM, Solarwinds, Quest Foglight	<b>Reduced notifications:</b> Without xMatters, every monitoring system sent an email to every staff member about every issue. <b>Reducing MTTR:</b> Delivering notifications to the right person and letting them respond reduced MTTR by 77%. <b>Consistency:</b> Always takes 5 minutes from when a notification is sent, to when a ticket is accepted.

# Cash America – Reducing MTTR with two-way mobile access

## Challenges

Cash America is the largest pawn loan and pay day loan provider in the world. They have thousands of stores in North America that rely on IT to approve loans. They had several monitoring tools in place to ensure that their networks were always up and running, but each of these systems was sending email notifications to every person in IT about critical events. That meant that IT staff was over-alerted, but more importantly it affected their mean time to repair. Sure, everyone would get an email, but if a system went down in the middle of the night, no one knew unless they happened to be up checking their BlackBerry or iPhone. When these critical events occurred, and no one knew, they were losing revenue.

## Solution

Cash America decided a relevance engine was the right solution for them. Not only does our technology deliver notifications through literally every channel – email, text message, pagers, phone calls, even fax machines – but it only delivers those notifications to who’s on call and needs to know about the issue. No more over alerting. The real impact came through our two-way mobile access

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functionality. It means IT staff can work from anywhere, on any device. They can use mobile access to update tickets, approve changes and resolve incidents. All from the comfort of their homes, instead of at their console.

## Benefits

Now that Cash America is able to deliver notifications only to the people that need to be notified, on the device they want to be notified, they’ve seen results. It consistently takes 5 minutes or less from when a notification is sent, to when a ticket is accepted and starts getting worked on. That kind of response has lowered their MTTR dramatically – by 77%. Not only is the targeted alerting making a difference, but having two-way mobile access back into their monitoring systems means that they can take action and work to resolve incidents faster. Imagine what you could do with two-way mobile access in your organization.