OPTIMIZING SAMSUNG'S IT INFRASTRUCTURE
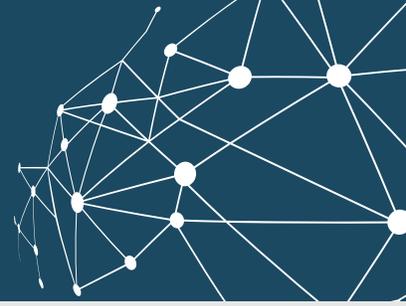
WITH JIRA SERVICE MANAGEMENT

A case study detailing how Ariel Partners leveraged Atlassian Jira Service Management to help Samsung streamline IT operations, reduce service bottlenecks, and enhance customer satisfaction across its global network.

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About the Customer

Samsung is a global leader in electronics, information technology, and telecommunications, headquartered in Seoul, South Korea. With over 290,000 employees worldwide, the company operates in more than 80 countries, innovating across industries including mobile devices, semiconductors, home appliances, and network infrastructure. Known for its commitment to cutting-edge technology and customer satisfaction, Samsung continues to drive advancements in product development, artificial intelligence, and IoT applications.

Industry:
Electronics, IT, & Telecom

Headquarters:
Seoul, South Korea

Employees:
290,000 +

Atlassian Products Used

Jira
A project management tool specifically designed for managing software projects

Jira Service Management
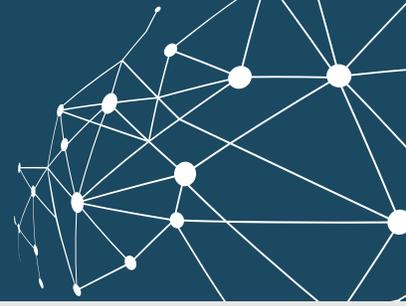A customer service platform that supports request, incident, problem, change, and asset management

Confluence
A collaborative workspace that brings teams together to create and share content

Other Applications Used

BMC RemedyForce
A service management solution integrated into Salesforce

The Challenge

Samsung's IT infrastructure faced significant operational challenges, which prevented them from efficiently handling service requests and incidents. Their use of Jira Software (JS) for service management tasks created bottlenecks, as this setup lacked the service-oriented features they required for managing requests, incidents, and change approvals. Over time, treating service requests like software development tasks in Jira Software created inefficiencies, with requests left in backlogs, agents unaware of urgent requests, and critical information not reaching approvers in a timely manner. The absence of a dedicated service platform increased overall resolution times and led to a decline in user satisfaction.

Ariel Partners stepped in to address Samsung's specific needs, proposing a comprehensive migration from Jira Software projects to Jira Service Management (JSM) projects, thereby enabling a fully integrated service management solution to address key challenges.

Project Requirements

Migrate Jira Software projects to Jira Service Management with minimal downtime

Set up accurate ticket routing to direct requests to the appropriate teams and agents

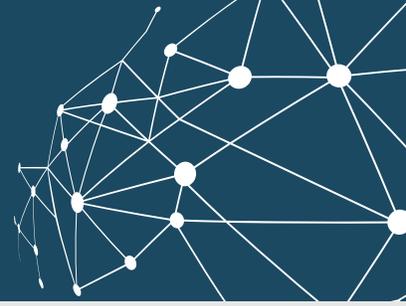Establish a customer portal allowing request submissions without individual licenses

Integrate JSM with RemedyForce to maintain continuity with Samsung's existing infrastructure

Configure SLAs to ensure timely responses and resolutions with automated escalations

Implement a self-service knowledge base within the JSM portal using Confluence

The Solution

Ariel Partners implemented a custom Jira Service Management (JSM) solution, transforming Samsung's service management operations. The project involved migrating selected Jira Software projects to JSM to provide a centralized platform for service requests, incidents, and change requests. A key step was configuring a JSM customer portal that allowed users to submit requests without a license, saving Samsung significant costs. Ariel Partners also developed service-level agreements (SLAs) and automated escalation protocols to ensure timely ticket handling, preventing delays and minimizing backlog issues.

Atlassian Confluence was integrated as a knowledge base so users could access self-service resources within the portal. Ariel Partners further integrated JSM with Samsung's RemedyForce platform, ensuring that Samsung's teams could continue using RemedyForce while benefiting from JSM's advanced service management capabilities.

The Results

Cost Savings
License-free request submission reduced user licensing costs

Efficient Ticket Routing
Tickets automatically reached the correct teams or approvers

Higher User Satisfaction
Users had visibility into ticket progress via the JSM portal

Seamless Integration
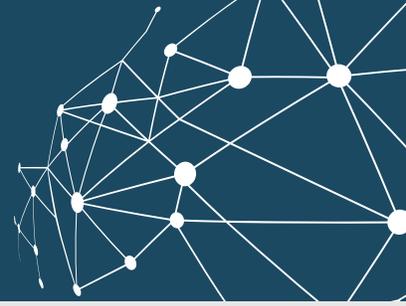RemedyForce and JSM integration maintained continuity

Timely Resolutions
SLAs ensured tickets moved efficiently, reducing backlog

Increased Self-Service
The Confluence knowledge base reduced ticket volumes

Why Ariel Partners?

Ariel Partners is a premier provider of Digital Services, Software Development, Coaching, Training, and Management Consulting. With special expertise in Agile methods, DevSecOps, Human-Centric Design, and the Atlassian suite, we deliver transformative solutions to both commercial and federal clients. Our team includes certified experts across AWS/Azure Cloud, Agile frameworks, Kanban, SAFe, LeSS, ITIL, Cyber Security, and Project Management. We hold a Top-Secret Facility Clearance and are appraised at maturity level three by CMMI for Development and Services, while also certified ISO 20000, ISO 27001, and ISO 9001 compliant.

As an Atlassian Silver Partner and Certified Government Partner, Ariel supports global leaders like Samsung and federal agencies such as the U.S. Air Force with a range of services, from Atlassian product resale and integration to custom training and managed services. Ariel has provided Jira training for 1,200 people within the Business Services Directorate of the US Air Force Lifecycle Management Center. Ariel Partners is committed to empowering organizations to meet their most critical missions through innovation and sustainable change.

Contact Us

📞 646 467 7394

✉️ info@arielpartners.com

📍 1441 Broadway, 6th Floor
New York, NY 10018

🌐 arielpartners.com

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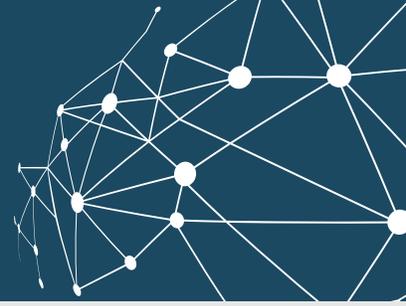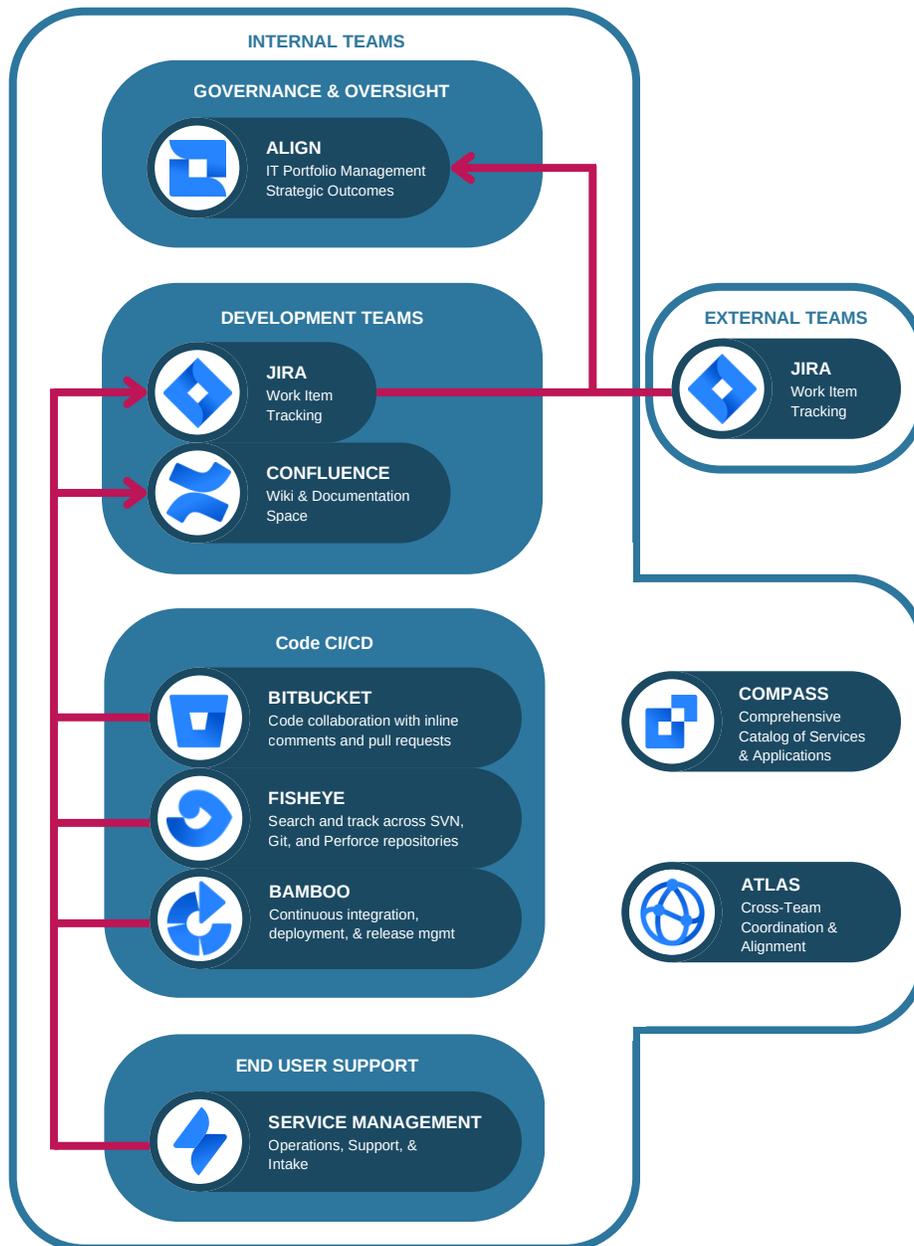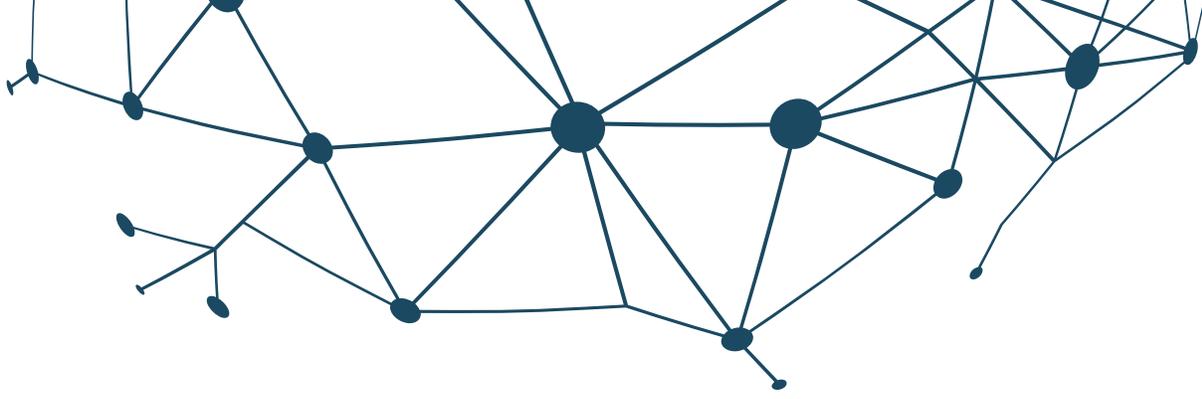ATLASSIAN | Solution Partner
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Additional Atlassian Products

Ariel Partners is an Atlassian software reseller of the entire suite of Atlassian products, including Jira Software, Confluence, Jira Service Management, Jira Align, Bitbucket, Bamboo, and Fisheye, for both, data center and cloud instances . We are capable of reselling, administering, training, and supporting the entire Atlassian suite, as illustrated below:

INTERNAL TEAMS

GOVERNANCE & OVERSIGHT

ALIGN
IT Portfolio Management
Strategic Outcomes

DEVELOPMENT TEAMS

JIRA
Work Item
Tracking

CONFLUENCE
Wiki & Documentation
Space

EXTERNAL TEAMS

JIRA
Work Item
Tracking

Code CI/CD

BITBUCKET
Code collaboration with inline
comments and pull requests

FISHEYE
Search and track across SVN,
Git, and Perforce repositories

BAMBOO
Continuous integration,
deployment, & release mgmt

COMPASS
Comprehensive
Catalog of Services
& Applications

ATLAS
Cross-Team
Coordination &
Alignment

END USER SUPPORT

SERVICE MANAGEMENT
Operations, Support, &
Intake