# tbITSM: IT Service Management

**AI-Driven | ITIL v4-Aligned | Enterprise-Grade IT Service Management Platform**

## INTRODUCTION

tbITSM is TechBridge's next-generation, modular IT Service Management (ITSM) platform, meticulously crafted to serve the evolving IT and business needs of enterprises across government, BFSI, infrastructure, healthcare, and other mission-critical industries.

Designed from the ground up to align with ITIL v4 best practices, tbITSM delivers more than just ticket management, it empowers organizations to achieve true service excellence through intelligent automation, advanced analytics, real-time visibility, and full-stack service orchestration.

Whether you're looking to modernize your helpdesk, enforce SLAs, automate workflows, or integrate with broader ecosystems like DevOps and security tools, tbITSM is the ideal platform to transform your service management from reactive to proactive and from operational to strategic.

## AI & AUTOMATION CAPABILITIES THAT MATTER

### 1) AI-Based Ticket Classification & Auto-Routing
- Auto-categorizes and routes tickets using historical data
- Speeds up triage and ensures SLA-bound handling
- Reduces workload on frontline agents

### 2) Predictive Analytics & Dashboards
- Monitor key KPIs like MTTR, MTBF, SLA breaches
- Predict incident spikes or failure trends
- Fully customizable views for leadership and operations

### 3) Smart Escalations & Notifications
- Rule-based escalations on SLA breach risks
- Multi-channel alerts (email, SMS, app, IVR)
- Detailed logs and audit trails for transparency

### 4) Resolution Cost Estimation
- Predictive ML models estimate resolution cost/time
- Assists in budgeting, ROI analysis, and forecasting

## Features
- **AI/ML-powered ticket classification & routing**
- **ITIL based workflow for every Process**
- **Omnichannel support (portal, mobile, email, IVR)**
- **Real-time dashboards and predictive analytics**
- **Highly scalable: SaaS, On-Premise, or Private Cloud**
- **Tight integration with TechBridge Suite (tbXMS, CyberSIO, BridgePBX)**
- **Modular, secure-by-design, and ready for enterprise scale**

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## COMPREHENSIVE MODULES BUILT ON ITIL V4 STANDARDS

### 1 ) Incident Management
- Centralized incident logging and prioritization
- SLA-based routing with escalations and reminders
- Smart tracking of root cause and resolution patterns

### 2 ) Service Request Fulfillment
- Dynamic service catalog (software, hardware, onboarding)
- Self-service with approval workflows and real-time tracking
- Seamless integrations for auto-fulfillment

### 3 ) Change Management
- Full lifecycle support: Normal, Emergency, and Standard
- CAB support, risk & impact analysis
- Change traceability via CMDB and release modules

### 4 ) Problem Management
- Detect recurring incidents, track root causes
- Maintain a Known Error Database (KEDB)
- Improve service stability by eliminating root issues

### 5 ) Service Configuration Management
- Maintains a real-time view of all service components and their relationships.
- Enables better impact analysis and decision-making during changes or incidents.

### 6 ) Release Management
- Plan and automate software/service rollouts
- Ensure pre/post deployment compliance
- Audit-friendly with change traceability

### 7 ) IT Asset Management
- Tracks the lifecycle, usage, and cost of IT assets to optimize ROI.
- Supports compliance, financial planning, and operational efficiency.

### 8) Service Level Management
- Configure SLAs per user group, service, or department
- Monitor real-time adherence and trigger alerts

### 10) Knowledge Management
- Ensures reliable, up-to-date information is easily accessible across teams.
- Reduces repeat work and accelerates resolution through shared insights.

**tbITSM offers a state-of-the-art solution to address the intricate challenges faced by modern enterprises:**

- **360° Ticket Asset Correlation**
- **Integration with PBX Solution**
- **Two-way Integration with Jira**
- **MTTR and MTBF Metrics**
- **Fully Customizable Dashboards**
- **CyberSecurity Incident Management Platform**

## RICH ECOSYSTEM & INTEGRATIONS

### Jira Integration
- Bi-directional sync of tickets, comments, and statuses
- Bridges the gap between ITSM and DevOps workflows

### BridgePBX Integration
- Raise and manage tickets via phone or IVR
- Supports call-logging, escalation, and ticket inquiries

### Asset Tool Integrations
- Real-time asset sync with 3rd-party or custom platforms
- Supports patching, compliance, lifecycle management

### TechBridge Ecosystem
- **tbXMS:** Real-time monitoring & event correlation
- **CyberSIO:** Identity governance & ITDR
- **BridgePBX:** Telephony-based service access

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## PLATFORM CAPABILITIES & DEPLOYMENT FLEXIBILITY

### Custom Dashboards & Reports
- Drag-and-drop widgets for every role
- Real-time MIS views and exportable charts
- Helps in governance, SLA tracking, and operational reviews

### Flexible Deployment Models
- SaaS (Cloud-hosted by TechBridge)
- Private Cloud (Tailored for internal datacenters)
- On-Premise (Ideal for high security/ government setups)

### Enterprise-Grade Security & Compliance
- Role-based access, full audit logs, and encryption
- GDPR-compliant and ITIL-aligned
- PinkVerify certified for process alignment

## USER EXPERIENCE THAT SCALES ACROSS ROLES

### Self-Service Portal
- Log issues, track status, or find solutions via knowledge base
- Supports service catalog navigation and FAQs

### Admin Portal
- Role-based access for agents, admins, and requestors
- Full-stack visibility and configuration controls

### Omnichannel Accessibility
- Portal, mobile apps (iOS/Android), email, IVR
- Unified interface for users and agents

## PROVEN BUSINESS IMPACT

- Operational Efficiency
- High Scalability
- Fast ROI
- Trusted Across Sectors

## DASHBOARD

# ABOUT TECHBRIDGE: -

Founded by IITians and incubated at NCoE, TechBridge is a pioneer in delivering cutting-edge solutions. ObservaX/AIOPs leads the way as a cutting-edge observability platform designed to transform how organizations monitor and optimize their systems. Recognized by the Technology Development Board (TDB) and DSCI(NASSCOM's Startups initiative), TechBridge empowers organizations monitoring the critical infrastructure for the country by enabling seamless infrastructure visibility and performance management. With innovative technology and a focus on delivering actionable insights, ObservaX helps organizations enhance efficiency and reliability, leaving a significant impact on country's digital transformation journey.

# CERTIFICATES:-